Prove the ROI of your learning investments with xAPI

Easily measure ALL types of staff training and it's impact on business productivity.

What is xAPI?

xAPI (pronounced "zappy") is a technical standard that integrates with your existing platforms and devices to track, store and measure the learning outcomes and related business impact of your staff while they train and while they work.

xAPI can answer questions like…

- ☑ Has a particular learning activity improved productivity in my company?

- ☑ What dollar value has my training contributed to my business?

- ☑ Which parts of a video did learners skip or rewatch?

- ☑ Were learners able to succeed at a task after completing training?

- ☑ How can I make sure that our LMS keeps up with technology shifts and we don't have to replace it in 2 years?

- ☑ Is everything in my learning ecosystem working as it should be?

How does it work?

LMSes using SCORM are limited in what data they can measure about learner behaviour, which means that L&D teams don't get the full picture when it comes to the impact and outcomes of their training.

With xAPI, these limitations disappear. It tells you the entire story of learning & working because you can customise and report on any measures that you wish to track.

And you can also send xAPI data to a whole range of applications including, but not limited to LXPs, LRSes, and xAPI-compatible LMSes.

Don't speculate on your ROI, prove it

☑ **Measure ROI directly** by correlating staff learning with their real-world impact on business productivity & profitability

☑ **Identify measures that will deliver the greatest return** for your training dollar

☑ **Reduce regulatory risk** where there is a need to measure actual performance (not only training)

☑ **Deliver tailored training** that a team member needs to know on the job at the moment they need it

☑ **Perform A/B testing of training** to determine which method delivers the best results

☑ **Futureproof your learning investments** by uncovering previously hidden issues and opportunities

☑ **Reduce system clutter and interconnectivity issues** so that you're only using what you need

☑ **Drive the creation and refinement of training solutions** based on real-world data

How can I get started with xAPI?

Despite its capabilities, getting started with xAPI does not need to be an expensive or time-consuming exercise.

Where we start is dictated by your needs, but some of the most common approaches include:

⚡ **The xAPI Starter Program –** this is a xAPI kickstart that audits your system and provides you with an implementation plan to tackle one or two identified business challenges. It also includes a free basic LRS (learning record store) to receive & store your xAPI statements

💡 **Customised xAPI Project –** this is a more comprehensive project that starts from the ground up to build a custom xAPI solution with technical guidance, rigorous validation, stakeholder training on system maintenance and ongoing continuous improvement so that you become the xAPI experts

12	**155+**	**1,300+**	**3,200+**
AWARDS WON	YEARS OF EXPERIENCE	HAPPY CLIENTS	COMPLETED PROJECTS

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