



Business Domain

Education (EdTech)

Project Type

Omnichannel eLearning platform

Redevelopment of an omnichannel eLearning Platform improved student engagement 77%

Client

The client is one of the “Big Three” global educational publishers (providers of content, software and educational services for pre-K through to postgraduate schools).

Project

A multi-language, omni-channel eLearning platform for the higher education sector, allowing to create a personalized, data-driven approach to teaching and learning.

Objective

A major educational publisher and service provider, had an eLearning platform that wasn't getting results. Working in partnership with a US-based learning science company, the goal was to overhaul the platform and improve the learning experience for the higher education sector.

Team Reinforcement

The client delegated the project to the Intetecs team of data engineers, using the remote in-sourcing model. This enabled them to focus on other business growth and mission-critical tasks.

Challenge

The goal was to overhaul the platform and improve the learning experience for the higher education sector. A platform they already had was built on outdated architecture; it needed to be modernized and improved to meet business, customer and end-user needs.

Working in partnership with the global education publisher and a US-based learning science company, the aim was to redevelop a multi-language, omni-channel eLearning platform for the higher education sector, to create a personalized, data-driven approach to teaching and learning.

The main challenge was migrating an already great product from a unique proprietary development platform, to one that allowed for greater flexibility, scalability and more modern cutting-edge architecture (using microservices), and technology solutions (Angular and Node.JS).

Quick Facts

- ✓ Between 2018 and 2020, the team redeveloped and took ownership of this project
- ✓ Annual memberships and new member activation increased 12% and 9% respectively
- ✓ Client was able to concentrate on business growth, not technical details

Technologies

Web API / Webpack / xUnit / Angular 9 / Highcharts / Node.JS / Express / Sequelize ORM / AWS RDS (MySQL) / AWS ECS / Monorepo / Nx / Docker / Jenkins

Solution

★ 01

Using a wide range of technology solutions, skills and knowledge, the development team redeveloped this eLearning platform to produce outstanding results.

★ 02

This project ensured the technical architecture was overhauled, migrating it from monolith to microservices, and designed a high-load (volume of traffic, users, and features) scalable application.

★ 03

Continuous Development (CD/CI) process, reduced technology production costs 10%. The project resulted in the eLearning platform being migrated to a more scalable, modern architecture, with a greatly improved user experience and enhanced functionality.

★ 04

The internal development teams are a faithful follower of the Scrum methodology. Consequently, training was provided for the development team, to ensure the processes were in-sync with the workflow, rhythm and in-house processes.

★ 05

As the number of development features grew significantly, the client needed the development team to take ownership of the whole process, including support tasks. The team were able to deliver on this need quickly, ensuring they could focus on other mission-critical goals.



Client Reference



We are delighted in the work Intetics developers delivered for our customers. The skillful redevelopment of a multi-language, omni-channel eLearning platform is a fantastic product which meets all requirements and comes with a wide variety of useful features. Today, thanks to this platform, university students across America can use this adaptive technology, with complete access to learning analytics, that has boosted engagement 77%!

US Educational Publishing Brand

Benefits and Results

- ★ Project was delivered on-time, on-budget, and with all the features they needed to keep their customers happy
- ★ On the two technology platforms worked on, the client experienced a 12% and 9% year-on-year increase in activations in their most popular educational technology products, with 4.3 million and 5.5 million new members paying to access educational content in 2020.
- ★ It got results for universities across America quickly: generating a moderate to significant improvement in grades for 84% of students using the adaptive eLearning environment.
- ★ 87% of students using the platform said that access to learning analytics positively impacted their studies, and 77% say this has increased their engagement with course materials.

Techstack:

Web API, Webpack, xUnit , Angular 9,
Highcharts, Node.JS, Express, Sequelize ORM,
AWS RDS (MySQL), AWS ECS, Monorepo, Nx,
Docker, Jenkins

Team: 22

Project Managers, Team
Leads, JavaScript
Developers, QA Engineers,
DevOps engineers