



Knowledge Centre mobile and social features make an impact at Daiichi Sankyo UK

Seminar's Knowledge Centre e-learning management system is making an impact with its iPad-delivered e-learning content and integrated social learning capabilities, allowing organisations to rapidly respond to emerging needs and giving learners more flexibility and accessibility.

Daiichi Sankyo UK, the British affiliate of a global pharmaceutical company, is using the Knowledge Centre to improve responsiveness and alignment of learning resources with the changing marketplace. Daiichi Sankyo have equipped their field-based staff with the Seminar Knowledge Centre, accessible via their iPads, phones and laptops, and populated it with up-to-date e-learning content, discussions and performance support resources.

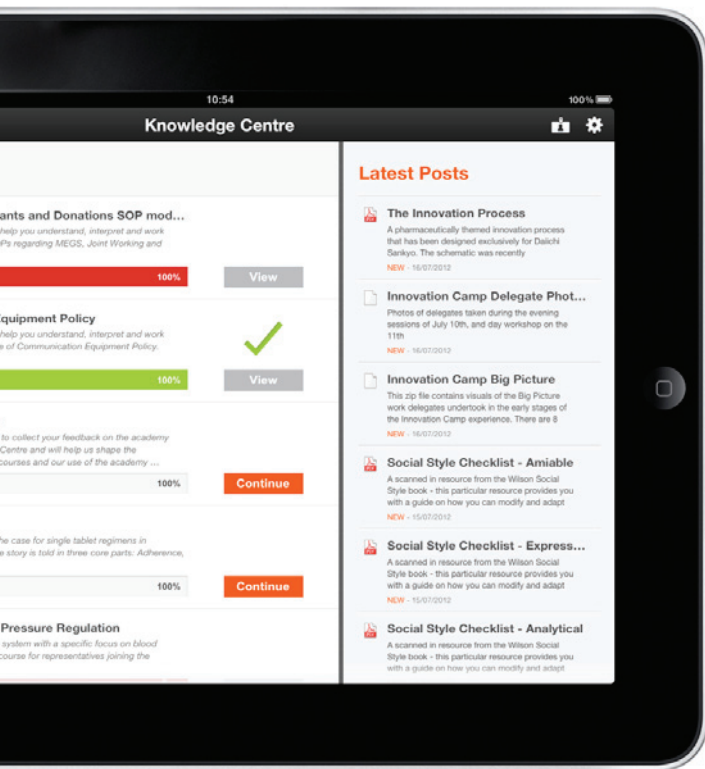
"In order to compete successfully as an organisation we've asked our commercial teams to acquire a vast amount of new skills and knowledge in a short space of time," said Terry Petersen, Commercial Director at Daiichi Sankyo. *"Our academy Knowledge Centre has been fundamental to achieving this, by empowering every individual within the company to manage their own learning in an innovative and dynamic format."*

Knowledge Centre users can also use a companion native 'app' for the iPad and iPhone to access the e-learning materials, discuss the course with other delegates, browse course resources like videos, PowerPoint presentations and podcasts, follow Twitter feeds and to connect with other delegates via LinkedIn, Chatter or other social networks.

"We think we've given delegates the features they want on their mobile devices," said Matthew Borg, a managing partner at Acteon. *"We've tried to build something that complements the traditional structured online training module and that gives learners and course designers some powerful tools for learning and development."*

"I've found the Knowledge Centre to be really clear and simple to use," said a Hospital Account Executive at Daiichi Sankyo. *"I've completed all the tests on my iPhone! It's brilliant that I can access it whilst out and about in the hospitals."*

Course creators can use popular tools like Seminar Author, Articulate Storyline or Screenr to create their structured e-learning content, and then blend in YouTube clips, web links, podcasts and other supporting resources.



“The Knowledge Centre is an essential element of our new ways of working at Daiichi Sankyo,” said Managing Director, Simon Clough. “It is driving behaviour change that is fundamental to our success within the new NHS - crucially that of empowerment. Empowering our staff to take responsibility for their own learning to ensure they have the right skills to add value to the NHS, our customers, and their patients.”

The Seminar Knowledge Centre is part of the Seminar Learning System which includes tools for creating, reviewing, delivering, tracking and even selling e-learning courses, quizzes and surveys. The Seminar Knowledge Centre and other Seminar tools are products of award-winning Acteon.

Contact Cathy Curwood on (01223) 312227 or enquiries@seminar.co.uk to arrange an online demonstration of the Seminar Knowledge Centre. You can also find more information on all Seminar Learning System products and services at:

<http://www.seminar.co.uk>.

At Daiichi Sankyo, structured learning courses are supported by a range of documents, as well as audio and video materials. They have also integrated external feeds from Wellards and Ashridge Business School as well as offline resources such as books from their learning and development library.

Daiichi Sankyo also wanted to promote collaboration and co-operation in learning, and the Knowledge Centre has helped them harness social media to facilitate this. Trainers can combine Facebook-style discussion areas, learner profile pages and Twitter feeds appropriate to the topic. All Daiichi Sankyo staff members have personal online profiles, and each course has associated discussion threads moderated by a Subject Matter Expert.

