

Banca Intesa

Re-engineering eLearning Content Production towards XML, Reusable Learning Objects and Standards

Introduction

Intesa Group is one of the most important banking groups in Italy with 3,700 agencies and 60,000 employees. Such large numbers require efficient and effective training processes to address every branch and business channel.

Banca Intesa has chosen **Giunti Labs** and the **learn eXact** platform as its exclusive partner for the Plan Intes@ Learning project which was launched in 2003. The objective of the project is to achieve the target of 800,000 training days for technical and managerial education that are required in Intesa's strategic corporate development plan. In addition, since 2005 Banca Intesa has also used Giunti Labs' content production services for its eLearning programmes.



"The adoption of learn eXact helped us to optimise the implementation of 'Blended Learning Model', which has been designed by Banca Intesa to grant high quality in learning services delivery while maintaining an acceptable ROI in our cost saving configurations."

Raffaello Romio
Learning Methodologies and Systems Manager
Banca Intesa, Italy



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Solution

The start of the project involved the design and implementation of a set of Learning Objects tailored to the Banca Intesa learning methodologies, and a first course blueprint developed in accordance with Banca Intesa's learning needs.

Giunti Labs' learn eXact digital repository (eXact Lobster) and authoring tool (eXact Packager), were updated with models to automate the Banca Intesa substantial content production process.

By using learn eXact, Banca Intesa was able to increase its eLearning productivity to satisfy growing internal demand. This was achieved through learn eXact's ability to increase the capability to store and re-use multimedia assets in course planning, whilst automatically adopting most reliable standards (XML, IMS and SCORM). This in turn allowed the creation of learning object templates compliant with internal protocols which were able to interoperate with the other HR and eLearning LMS systems.

The Plan Intes@ Learning Project enabled Banca Intesa to rapidly re-engineer its eLearning content production processes to the new generation eLearning trends, based on the wide adoption of Reusable Learning Objects, XML and Standards.

Achievements

Using Giunti Labs' technology has empowered Banca Intesa to integrate the knowledge and content management system whilst increasing adherence to the new market standards. In addition, Banca Intesa has improved the capability in planning and designing eLearning courses, blended eLearning in face-to-face and distance learning.

About Banca Intesa

Banca Intesa is one of the largest banking groups in Italy and one of the most important in European financial sector. Banca Intesa, was established in 1998/99 as a result of the merger of Cariplo, Ambroveneto and Banca Commerciale Italiana. Today the group has 4.000 offices (3100 in Italy and 900 abroad) and 61 000 employees (42 000 in Italy and 19 000 abroad).

Banca Intesa
Contact: *Raffaello Romio*
raffaello.romio@bancaintesa.it
Learning Methodologies and Systems Manager
More info at:
www.bancaintesa.it

About Giunti Labs and learn eXact LCMS

Giunti Labs with EMEA headquarters in Italy and UK office in Milton Keynes, is the provider of the learn eXact suite, Europe's leading eLearning and Mobile Learning Content Management Technology. The company is a major contributor to the European eLearning R&D and standardization arena. learn eXact is interoperable with all major Vendor-driven and Open Source LMS and VLE solutions in the market including Oracle, Sumtotal, Saba, WebCT, Blackboard, Sakai, .LRN and Moodle.

EMEA Headquarters
Giunti Interactive Labs
Baia del Silenzio, Abbazia dell'Annunziata
Sestri Levante (GE) 16129 Italy
Contact: *Carin Martell*
c.martell@giuntilabs.com
Phone +39 0185 42123
Fax +39 0185 43347
More info at:
www.giuntilabs.com