

**Kineo**

www.kineo.com

Industry

eLearning solutions

Challenges

- Reduce development time
- Create engaging eLearning materials and new types of eLearning content

Solution

- eLearning

Kineo uses Adobe eLearning Suite 2, which includes Adobe Captivate 5 software, to rapidly develop compelling eLearning materials and extend reach into new markets.

Results

- Accelerated development of eLearning materials
- Delivered rich and engaging eLearning content
- Enhanced learning results by incorporating new features and types of content into materials
- Easily updated content as requirements changed
- Branched out into new areas of eLearning

Systems at a glance

- Adobe eLearning Suite 2.
Components used include:
Adobe Captivate 5
Adobe Presenter 7 (available for Microsoft® Windows®)
Adobe Flash® Professional CS5
Adobe Photoshop® CS5 Extended
• Adobe Connect™

Kineo

Leading eLearning solutions company accelerates development of custom solutions and expands into new markets using Adobe® eLearning Suite 2, which includes Adobe Captivate® 5

Innovating to thrive in the marketplace

Fresh thinking and innovation are fundamental to the custom eLearning solutions that Kineo delivers to leading organizations around the world. The company's 85 employees in Europe and the United States focus their creativity on solutions including 20-minute eLearning modules, large custom eLearning solutions, hosted online learning portals, and other solutions.

Competition and a drive to innovate are motivating the company to leverage its deep industry experience even further. "We have the design and delivery expertise to make things happen fast," says Steve Rayson, managing director at Kineo. "But in today's marketplace, we need to create eLearning solutions even faster while enriching the materials we produce. And we must reduce the cost of eLearning development." To help accelerate time to market and meet client expectations and profitability demands, Kineo depends on Adobe eLearning Suite 2, which includes Adobe Captivate 5 software.

Kineo is committed to helping clients such as McDonald's, Nikon, and HSBC succeed with their performance and learning goals. An early Adobe eLearning Suite user, Kineo is passionate about new technology and how it can enhance the learning experience and results for its clients. Recently, Kineo moved to Adobe eLearning Suite 2, which includes Adobe Captivate 5 and other tools in a comprehensive eLearning toolbox.

"With the new Adobe Captivate 5 capabilities, we can offer even more engaging eLearning solutions, expand into new areas of eLearning, and accelerate development," says Rayson. "The integrated set of Adobe eLearning Suite 2 tools supports collaboration on our team, improves the review process, and provides all the tools we need to create and maintain exceptional eLearning materials."

Accelerating eLearning development

Whether developing short eLearning modules or large custom eLearning solutions, Kineo is driven by speed. The company's accelerated approach to development enables it to deliver business benefits to clients quickly and cost effectively. The productivity gains provided by Adobe Captivate 5 and Adobe eLearning Suite 2 support the company's rapid development model. "Adobe Captivate 5 is very easy to use and has the same look and feel as Adobe Creative Suite® software," says Rayson. "The new capabilities equip our developers with the tools to create engaging materials quickly. Adobe software enables us to bring better solutions to market faster."

Kineo is benefiting from time-saving features of Adobe eLearning Suite 2 such as the intuitive user interface, roundtripping between Adobe Captivate and other components of Adobe eLearning Suite 2, improved collaboration workflows, and new animation capabilities within Adobe Captivate 5. "With Adobe Captivate 5 roundtripping, we can import animations created with Adobe Flash Professional CS5 into Adobe Captivate 5, make changes to the source animation, and instantly update our objects in Adobe Captivate without opening Flash Professional," says Rayson. "A learning designer scripts the content and a developer uses Adobe Captivate 5 to create the animations for software demonstrations, interactive simulations, quizzes, and other materials." Kineo also seamlessly imports PowerPoint slides into its modules through Adobe Captivate 5 roundtripping.

Kineo chose Adobe eLearning Suite 2 software to help accelerate time to market and meet client expectations and profitability demands. With the new Adobe Captivate 5 capabilities, Kineo offers more engaging eLearning solutions and has expanded into new areas of eLearning.



"Adobe eLearning Suite 2 offers exceptional features that allow us to quickly develop creative, compelling content and easily update it—with the flexibility to rapidly push into new areas of eLearning."

Steve Rayson
Managing director, Kineo

Kineo uses Adobe Flash Professional CS5 extensively for creating complex animations and expressive interactive content in its custom eLearning solutions. Adobe Photoshop CS5 Extended, with its enhanced workflow and performance, equips Kineo with the tools to create images that intensify the learning experience. With Adobe eLearning Suite 2, Kineo learning designers can insert Adobe Photoshop CS5 Extended files as smart objects in Adobe Captivate project, easily animate individual image areas, and update the images with one click whenever the original files change—without having to resave and reinsert images.

The expanded features of Adobe Captivate 5 provide a smooth authoring experience for Kineo, now with fewer steps needed to get the job done. The Object Style Manager enables quick and consistent formatting across Kineo projects. Developers can display and preview slides almost instantaneously and system simulations are easier than ever, according to Rayson.

The master slide feature helps the company meet the stringent branding requirements of its customers. Kineo developers integrate the correct logos, colors, and pixels into the materials once and can update them in a single place if requirements change. "The master slide feature gives us more creative flexibility and saves us time," says Rayson. "We can complete new, well-formatted projects significantly faster than before—enabling us to increase the capacity of the team by raising productivity and efficiency."

With Adobe Captivate 5 materials, Kineo customers use the tool themselves to easily edit and maintain their content. Additionally, Kineo can integrate its content with other eLearning applications as well as leading learning management systems that are compliant with the Sharable Content Object Reference Model (SCORM) and Aviation Industry Computer-Based Training Committee (AICC).

A more engaging learning experience

Kineo's success depends on its ability to consistently deliver rich, engaging eLearning content to its clients. Adobe eLearning Suite 2 enables Kineo to incorporate the features and qualities into application simulation, soft skills training, product knowledge, compliance training, online courseware, assessments, or other eLearning content.

"Adobe Captivate 5 helps create scenario-based training with advanced branching, allowing us to easily add buttons, click boxes, and other interactive elements to solicit responses from learners," says Rayson. "Now, we can ask users more formative questions and solicit feedback in a stimulating way."

Even more engaging, Kineo uses Adobe Captivate 5 to develop robust animations and sync them with video for everything from leadership training to teaching children how to read. "With these powerful new Adobe Captivate 5 capabilities such as animation, we can better reach our audience," says Rayson.

Kineo benefits from the time-saving features of Adobe eLearning Suite 2 including the intuitive user interface, roundtripping between Adobe Captivate and other suite components, and new animation capabilities within Adobe Captivate 5.



Expanding into new areas of eLearning

Kineo is using Adobe eLearning Suite 2 solutions to offer a broader range of eLearning materials. While the company previously focused its efforts on delivering application simulations, it's now branching out into new areas of eLearning.

Kineo has seen huge growth in recent years in compliance, and companies needing to offer training around health and safety requirements, data protection, and other regulations. "The effectiveness and timely delivery of our eLearning materials is critical to our clients' ability to comply with industry regulations," says Rayson. "Using Adobe eLearning Suite 2, we can deliver engaging and dynamic eLearning content more quickly, with high-impact quizzes that assess learning and track results for compliance."

Kineo is meeting other new customer demands too. The company consistently gets requests now for materials such as customer care, product knowledge, sales, and management training.

Overall, Adobe solutions are helping Kineo do more, faster. "It's a more complex, competitive market today," says Rayson. "Adobe eLearning Suite 2 offers exceptional features that allow us to quickly develop creative, compelling content and easily update it—with the flexibility to rapidly push into new areas of eLearning."

For more information
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