STAR

i-KNOW

The solution for targeted communication

E-Learning

Training

Knowledge

TELeCAMPUS
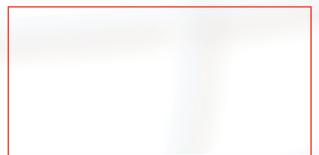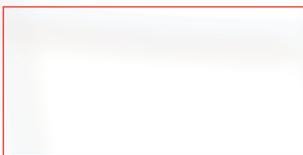
Virtual communication
with face-to-face quality

The scribes were the first communication experts to go beyond face-to-face communication by using the written word to pass on a message that did not require the simultaneous presence of sender and receiver. Those hand-written documents were one-off creations that, almost like letters, were restricted to a select few readers. There were only small numbers of information producers and consumers.

Later on, the increasing thirst for knowledge, the commonality of reading and writing and new technological possibilities led to the printed page – a method of communication and knowledge propagation that spread like wildfire. There were more authors writing for even more readers. Communication became more uncontrolled. Writers knew their readers less and less. After some time we may well have reached a situation in which a large amount of what was written was no longer read. The advent of electronic means of communication brought a new dimension to this phenomenon. Whereas a printed page is unchangeable, information and documentation is now published in virtual form on a computer screen. Was that the beginning of the informed society, the age in which everyone has access to knowledge?

STAR i-KNOW helps you get to grips with the latest communication techniques in the world of virtual information and to regain face-to-face quality.

Successfully communicating information

Catering for knowledge requirements flexibly and individually

Many technology businesses have realised that the storage, management and communication of knowledge has become a key strategic factor in making their superior technology and their business model scalable so as to be successful in a global market. In the competitive struggle for customer satisfaction, they attempt to take account of individual client profiles and situations in the communication of information. Trained teams of technical editors and the very latest communication technologies are employed to cope with the constantly growing need for knowledge. The demands placed on technical documentation are increasing to the same degree, as is the imperative to individualise product information. That diversity has literally forced those involved to enlist computer assistance in the form of DMS, CMS or IMS for the production of technical documentation.

A variety of approaches – such as modularisation, re-use of information and attribute assignment – can help with the efficient and economical documentation of technical information despite the increasing product diversity. The aim of such techniques is to direct information production efforts only at those areas where technical changes or improvements have taken place (delta principle). By doing so, the intention is to make editing and translation processes as efficient as possible.

Using information interactively

In printed publications, clients have to find the information for themselves, by using an index, for instance. Electronic publications on CD-ROM or the Internet offer search functions that generally have similar capabilities to those in the editing process and therefore eliminate the effort of scouring a document page by page. And if content has been categorised to a high degree, enormously efficient search functions can be employed.

Such one-way communication through every medium is an everyday feature of modern life. Tested and optimised solutions for the targeted interactive use of information over the Internet are, by contrast, only sparingly in evidence. In such circumstances, common classification mechanisms could also be used to obtain classified feedback that could be analysed to assess aspects of reader behaviour.

STAR has observed those developments over many years and brought them together with the possibilities that the Internet now provides to develop a solution:

i-KNOW – the interactive platform for targeted communication

STAR i-KNOW platform

Targeted information dissemination and classified feedback

The STAR i-KNOW platform enables you to compartmentalise, hierarchically organise and prioritise technical information content and to deliver it across the Web in individualised form according to predefined and stored user profiles. And without limitations as to design, image quality or inclusion of sound or video clips.

The i-KNOW interactive platform simplifies and hastens information provision and usage by means of interactive, targeted and profile-based information propagation assisted by a systematically organised and classified feedback system. i-KNOW permits the organisation of user groups, the creation of availability timetables, the communication of bidirectional feedback tables and general capture options for reader comments.

In i-KNOW there are interactive feedback mechanisms with which users can comment on the quality, relevance, present applicability, etc. of any item of content.

Closed communication control loop

The controlled information communication process – from targeted information propagation to classified feedback – enables highly detailed analysis of all information attributes relating to reader behaviour and comprehension on the part of information recipients.

Such analysis enables you to continually and selectively develop and improve the quality and efficiency of your information pool and your information delivery. And that means information budgets can be focussed on the content that covers the greatest demand and delivers the maximum benefit. In some cases, this type of feedback analysis can even provide valuable pointers for troubleshooting and diagnosis.

STAR i-KNOW and the closed control loop can help you to integrate your clients in the information process and make your information reach its target even more reliably.

Ability = Learning + Training

Continual learning is an essential requirement for professional career development and success. Dynamic businesses want staff who are prepared to adapt their knowledge and skills to constant change and new developments.

Extensive technical expertise and practical experience and training make you a reliable and competent member of your team with the credentials for taking on greater responsibility. You place yourself in a position to pass on company-specific knowledge effectively, to advise your clients competently and also improve the image of your company and your own personal opportunities in the job market.

Knowledge communication and training using conventional methods are very cost-intensive and time-consuming. Only rarely is it possible to organise work timetables and deadlines so that venue, time and trainer-dependent training can be reliably delivered over an extended period.

STAR's i-KNOW solution helps you and your company to promote ongoing training despite tight schedules and make a lasting investment in your personal and collective futures.

Targeted knowledge communication

Promoting ongoing development – avoiding stagnation

All management teams know that the technical superiority of your products can only be translated into business success by communicating the associated knowledge to customers and internally to specialists willing to take on responsibility. Thus it is no longer a question of whether to invest in knowledge promotion and training, but how. That requirement is usually met by face-to-face training courses.

Such events are generally cost-intensive (travel, accommodation and subsistence, venue and infrastructure, course materials for trainers and trainees, planning and management) and, due to the differing levels of knowledge of the attendees alone, rarely achieve the desired results. The needs of individuals cannot be adequately catered for by training in groups, but even higher levels of expenditure and organisation are associated with individual training. Long-term planning of training is very difficult due to the differing work profiles and unpredictable workload of staff and accordingly is very inflexible.
Furthermore, the learning success rate is unpredictable because it is determined primarily by the individual concentration levels of the learners.

Expanding expertise, securing business success

In i-KNOW, STAR has developed a solution that makes learning and training more individual, more flexible, more variable and more relevant by using the very latest Internet technology. As a result, staff and company are re-motivated towards ongoing training and the investment is better utilised.

i-KNOW – the optimum learning & training environment

The virtual knowledge zone

i-KNOW gives teachers and trainers the opportunity to produce and design training modules with the facility for importing content via interfaces with other systems (DMS, CMS, IMS) as well.

Training modules can be linked up in any combination to create training packages or complete training programmes.

The user-friendly navigation system enables students and tutors to easily find their way around the collection of training materials.

The training modules created in i-KNOW can also be used for face-to-face training. The prepared training programmes and their associated stages and objectives can be completed systematically (exercises, tests, examinations). Special feedback functions support fully featured training supervision.

**e-learning and e-training – flexible and versatile**

i-KNOW enables guided completion of complex training programmes, individual training packages or individual training modules over the Internet – in multiple languages, as frequently as required, at any time and from any location – controlled by appropriate access permissions and based on a training plan.

Due to integration of the SCORM player, course users can also work through their allocated training units without being permanently connected to the learning management system (LMS). Training content is stored locally first of all. Learning progress is then monitored by the system and course content can be played back without being permanently connected to i-KNOW.

Individualised monitoring of progress and success

Incorporation in the network offers a variety of options for communication between student and tutor.
The most effective method of training is when learners can interact with trainers and course content. In that way, questions can be answered immediately and feedback taken into account in the very next session.

Particular importance is placed on using testing to check whether the subject matter has been properly understood. Learning appraisal is followed immediately by feedback with recommendations for the subsequent course of the training.
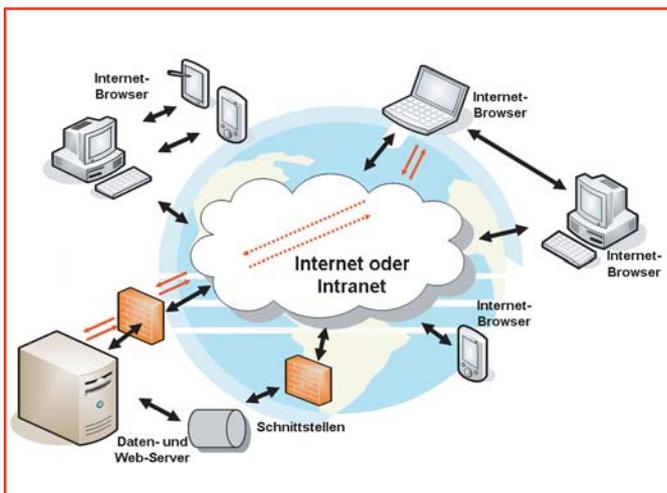
i-KNOW – the interactive knowledge platform

Technology – i-KNOW uses the latest functionalities of Internet technology and provides new possibilities in interactive communication management for imparting knowledge to customers, trainers and staff. The use of standard components by the end user makes i-KNOW universally employable. Four main European languages are included as standard. i-KNOW can be extended by any other customer-specific modules and, like all STAR Group standard software, is continuously maintained and developed.

Functionalities – as a client-server Web application, the single-source principle is fully implemented in the data storage and management concept. Due to its wealth of interfaces, i-KNOW always remains flexible and can be easily integrated in many different business IT environments.

Services – support for i-KNOW is provided by TELeCAMPUS, a member of the STAR Group. In addition to all-round support (adaptation, installation, care, maintenance, hosting) a comprehensive range of associated services is also offered. So by opting for i-KNOW you are choosing not just a system but an overall solution.

The technology

System requirements
▲ Windows 2003 Server
▲ SQL 2000 Server

Interfaces
XML, databases, SAP, AICC standard, SCORM standard, Single-Sign-On, STAR GRIPS (information management system) and Transit (translation memory system).
Use of existing WBT or CBT training modules based on the widely used AICC standard is also supported.

Languages
The system includes four languages as standard:
▲ German
▲ English
▲ French
▲ Italian

Installation and training
The i-KNOW complete solution includes installation on-site and training for system administrators and authors.

Functionalities for tutors and learners

▲ Access to training documents
▲ Viewing course objectives for each module
▲ Timetable of course modules
▲ Controlled access for all training modules
▲ Guided tests and examinations
▲ Guided assessments of completed modules
▲ Possibilities for communicating with other students (e-mail and chat)
▲ Possibilities for communicating with the tutor (e-mail and chat)
▲ Class list with mail function
▲ General and project-related forums (with attachments)
▲ Document sharing
▲ Standardised tools such as glossaries, encyclopaedias and card files
▲ Self-managed tutor/student profiles
▲ Lists of links and assignments for the study modules
▲ Standardised access to relevant websites
▲ Provision of course documents, additional materials and/or assignments
▲ General or module-related access to the test and exam editor
▲ Guided assessments of completed modules and of student learning patterns

The electronic campus

The library
▲ Documents
▲ Videos
▲ Programs
▲ Computer based training (CBT) courses
▲ Web based training (WBT) courses

The administration zone
▲ User management
▲ Course management
▲ Tutor management
▲ Student management
▲ Training resources management
▲ Forum management
▲ Qualification management

The personal zone
▲ Profile
▲ Tests
▲ Document zone
▲ Assessments
▲ Training history
▲ Enrolments

The staffroom
▲ Reporting
▲ Tests and exams
▲ Qualifications
▲ Tools (FAQs, card files)
▲ Syllabus management
▲ Tutoring

The classroom
▲ Students
▲ Tutors
▲ Choice of courses
▲ Course materials
▲ Syllabuses
▲ Forums
▲ Chat rooms

Services

TELeCAMPUS – your professional partner

So that you can concentrate on your core business, we take care of the information and training processes in your organisation. We have many years' experience and comprehensive specialist expertise in the development and organisation of learning situations using conventional, electronic and web-based methods.

You can run our products and services and our interactive learning management system i-KNOW either on-site using your own IT infrastructure or remotely from our systems. In order to offer you the best support with the introduction, operation and development of your personal learning management portal, we provide an extensive range of services including

▲ Expert advice
▲ Portal configuration to customer requirements
▲ Trainer coaching
▲ Assistance with qualifications
▲ Support services
▲ Tutorial development
▲ Teaching support
▲ Continual development

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