



iON Digital Learning for Partners

iON

TATA CONSULTANCY SERVICES

Publishers



Digital Learning provides a perfect platform for the publishers to reach out to customers across the nation. Promoting brand, talking to customer, presenting your products, and offers require a lot of effort, time and money. We can help simplify the entire gamut of activities.

We have listed some here, but there can be many more you can come up with

Upload Contents

Years of research and reader engagement have gone into making the content you sell today. Make these well-crafted material available to a wider range of audiences.

iON Digital Learning allows you to

- Upload your contents in multiple formats
- Recreate your syllabus online and add contents against it
- Embellish the existing contents with online assignments and assessments
- Add value to content with additional teacher resources or student aids
- Build in interactivity around the content using collaboration features
- Track content views and downloads
- Get content feedback using surveys

Collaboration

A strong client base is essential for sustenance and growth. Earlier it was difficult to know every one of your clients and be in touch with them. It changes with iON Digital Learning. You can now stay close and connected with your clients.

With iON Digital Learning you can –

- Engage with your clients/users using the collaboration features
- Blog your thoughts or content related information
- Post announcements relating to the contents, offers, discounts
- Upload posters and banners
- Collaborate over product improvement ideas

Book Reviews

Book reviews are a powerful means of communicating the strengths of a book. Plus it boosts the brand image and recognition. Now you can do away with onsite reviews, and take it online

With iON Digital Learning you can –

- Seek users to review the book or content uploaded
- Create a poll to rate the books they have read
- Comment on book strengths and weaknesses
- Rate the author styles so it can form a basis for future author engagement

Announcements

There is a constant buzz of activity from book launches to readings to author visits, new launches and partnerships. It is a challenge to inform your avid readers about all these. You can easily overcome this challenge.

With iON Digital Learning you can –

- Send out multiple types of announcements to the readers
- Create banners and posters of major news or events
- Post pictures of events
- Announce new book or new edition launches
- Announce contests or games
- Send out invites to book readings or author visits
- Use the feature for publicity and promotional purposes relating to literary products

Surveys & Polls

There must be several times when you wished for an opinion of the market. Calling each reader or distributor or sending emails or hiring a agency for such surveys or polls are all time and cost intensive. Here you can effectively use the tools of iON Digital Learning

iON Digital Learning allows you to

- Create surveys and polls and share it with your readers
- Create survey around various topics – rating of a book, future volumes, feedback, future demand etc
- Collate the survey results and get reports of the same

- Share results of the survey (if you so want to)
- Keep a repository of all such surveys

Events Calendar

Keep all your readers informed about the various activities and products you are launching or planning. iON Digital Learning allows you to

- Create a calendar of various events
- Share the calendar with all your users

Skill/Vocational Agencies



To reap the demographic dividend, it's necessary to build skills required for employability. iON Digital Learning provides the platform to facilitate and drive such initiatives. As a specialist in developing and deploying skill based training and resources, you will find that iON Digital Learning is an able ally!

Using the various, rich features available, skill and vocational agencies can design, deliver and monitor skill based courses and assessments. They can facilitate dialog among the participants, experts and employers so there is a complete engagement towards skill building

Course Design and Delivery

Developing courses for building skills to make student employable is the core activities. As such, a lot depends on your ability to create and deliver courses effectively. iON Digital Learning provides you with a platform to achieve these objectives.

With iON Digital Learning you can –

- Design and deliver skill based courses
- Create syllabus and populate content
- Offer content in multiple formats
- Schedule delivery of the lessons
- Track the course intake
- Open up the collaboration in courses so you get feedback
- Undertake polls and surveys about content, teaching quality and so on

Student Outcomes

Success of skill development programmes can be gauged by how well your students perform in their tests and later in placements. The starting step is the assessment and feedback you give them. iON Digital Learning helps you in this.

With iON Digital Learning you can

- Schedule assignments and assessments
- Design, deliver and evaluate assessments
- Offer the choice of online or offline assignments
- Monitor student progress and provide personalized feedback
- Analyse performance across centres

Collaboration and Networking

Collaboration is the recipe for success for skill development. Close connections with industry, employment agencies, academia are all needed in the skill eco-system

With iON Digital Learning you can -

- Create communities so that there is collaborative learning
- Build collaboration communities and invite students, teachers, industry and employment agencies
- Connect with industry and access industry resources
- Build expert communities for guidance and support

Content Repositories

Content is the driving force in any learning environment. You will be able to leverage content for improved teacher resources and delivery, and as a result better student outcomes. Additionally you can use iON Digital Learning to store and maintain repositories of your institution thus saving space and resources.

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- Recreate your syllabus online and add contents against it
- Embellish the existing contents with online assignments and assessments
- Add value to content with additional teacher resources or student aids

- Build in interactivity around the content using collaboration features
- Access the content repositories offered by Digital Learning including study material in various formats, ebooks, assessments, guides
- Upload Institute vision, mission, values
- Share management and faculty profiles
- Create wikis for various policies and procedures
- Maintain teacher/staff information & leave records
- Maintain fee records
- Maintain Institution procurement information...and so on
- Create a repository of ebooks, manuals, reports and magazines

Announcements

Important announcements to make, critical information to share with all your stakeholders? Its no longer a complex process. iON Digital Learning allows you to reach out all your stakeholders at a click

With iON Digital Learning you can –

- Create circulates online or upload circulars in one shot
- Choose groups for selective information sharing or choose to send information to all
- Reach all your stakeholders with just a click
- Design and create colourful banners that showcase your institution & student achievements, events, guest visits and more
- Send updates via SMS functionality
- Share important information about course and exam, interview/employment schedules
- Make policy announcements, government offers and employment schemes
- Send out urgent announcements (such as unplanned holidays, emergency news)
- Become a Green champion and reduce use of paper by posting all communications online

Calendars

Skill development is not bound by a given cycle – it is an year round of activities and it helps if there are calendars of specific programmes, courses, events and placements. Maintain a record of all that is required of the year and share the plans with all your stakeholders.

With iON Digital Learning you can –

- Create calendars for each course and share with the stakeholders
- Create a master calendar for all programmes planned in a year
- Communicate to all in case of any changes to the schedule
- Create exam specific calendar
- Create employment/interview related calendars

Employment related

The placements cycle is complex yet fulfilling. You realise your goal that your students reach their aspirations. However there are challenges of time, effort and complex communications and overall co-ordination. Learning Exchange allows you to simplify the entire cycle through instant communications, instant scheduling and information storing and retrieval capabilities.

With iON Learning Exchange you can -

- Reach out to corporate and create their communities
- Create communities of students as per their specialization
- Create Career Guidance communities with advisory information
- Invite career experts for guidance
- Job postings as informed by corporates
- Post Company Profiles
- Post student profiles and CVs
- Create placement event calendar and share with students and companies
- Send Notifications to students
- Send notifications to corporates
- Send notifications to management & parents
- Upload placement related documents and student success stories



About TCS iON

iON is a strategic unit of Tata Consultancy Services focused on Manufacturing Industries (SMB), Educational Institutions and Examination Boards. TCS iON provides technology by means of a unique IT-as-a-Service model, offering end-to-end business solutions. It caters to the needs of multiple industry segments, through innovative, easy-to-use, secured, integrated, hosted solutions in a build-as-you-grow, pay-as-you-use business model. TCS iON serves its clients with the help of best practices gained through TCS' global experience, domestic market reach, skills, and delivery capabilities. iON's Cloud Based Solution is highly modular, scalable and configurable giving businesses and educational institutions the benefits of increased efficiencies, faster go to market, predictability of technology as well as spend and better business results.

For more information, visit us at www.tcsion.com

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About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT, BPS, infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata group, India's largest industrial conglomerate, TCS has over 387,000 of the world's best-trained consultants in 45 countries. The company generated consolidated revenues of US \$17.6 billion for year ended March 31, 2017 and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India.

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