

Content Authoring with dominKnow | ONE Tools

dominKnow Inc.

Best Advance in Content Authoring Technology

March 2023



Company Background

dominKnow:::

connect the thoughts

Company-at-a-Glance	
Headquarters	Kanata, Ontario
Year Founded	1997
Revenue	Private company, we don't divulge numbers
Employees	25-30 direct employees with a large and active network of integration, resale, content and translation channel partners working across the world.
Global Scale (Regions that you operate in or provide services to)	With thousands of active users, dominKnow sells to small and large-scale organizations in North America, South America, Asia, Africa, the Middle East, Europe and Australia
Customers/Output, etc. (Key customers and services offered)	We sell collaborative authoring and content management software for teams and large organizations. Clients include Pfizer, Oracle, HP, Accenture, Intel, Fossil, The Department of the Interior, Underwriters Laboratory, The Society of Actuaries, Coca-Cola, Pepsi, DQ, Pratt & Whitney, Bechtel, and ATT — to name a few.
Industry	Clients range across a variety of government and industry categories, including but not limited to Pharmaceuticals and Healthcare, Banking and Finance, Government and Military, Retail, Telecommunications, Not for Profit, Manufacturing, Media and Entertainment, Oil and Gas, Legal, Public Services, and Training
Website	www.dominknow.com

Value Proposition

dominKnow is a learning company that builds software and training solutions, as opposed to a software company that builds products to develop training. This philosophical approach has successfully help dozens of organizations plan, create, and deploy highly successful training programs over the past decade.

Learning Content as Competitive Differentiator

At its simplest, the dominKnow value proposition can be summarized as follows:

- Don't just build and forget.
- Learning content is too valuable and too powerful a corporate asset not to be leveraged more completely.
- To harness the power and investment in learning content, organizations need an integrated suite of tools that allows them to collaboratively:
 - Gather
 - Design
 - Create
 - Review
 - Share
 - Reuse
 - Deliver
 - and measure content that can be used to help learners at multiple times of need — from formal learning through to application on the job.
- Those tools need to support:
 - Multi-purpose content creation and reuse.
 - Which includes truly responsive AND adaptive content creation.
 - With real-time collaboration at all phases of development (authors, reviewers, and all other stakeholders)
 - Using simple-to-use and understand, yet powerful authoring tools that give content creators the freedom to make the best learning experiences possible (no shoehorning into limited templates or micro-authoring experiences).
 - That also provides a set of services for course publishers, authors, and consumers focused on content delivery and user analytics.
 - All with a standards-based approach to ensure the value of an organization's content well into the future.

That said, clients are always surprised with what they can create with dominKnow | ONE.

PADI

PADI (Professional Association of Diving Instructors) is the world's largest ocean exploration and diver organization, operating in 186 countries and territories, with a global network of more than 6,600 dive centers and resorts and over 128,000 professional members worldwide.

The issue:

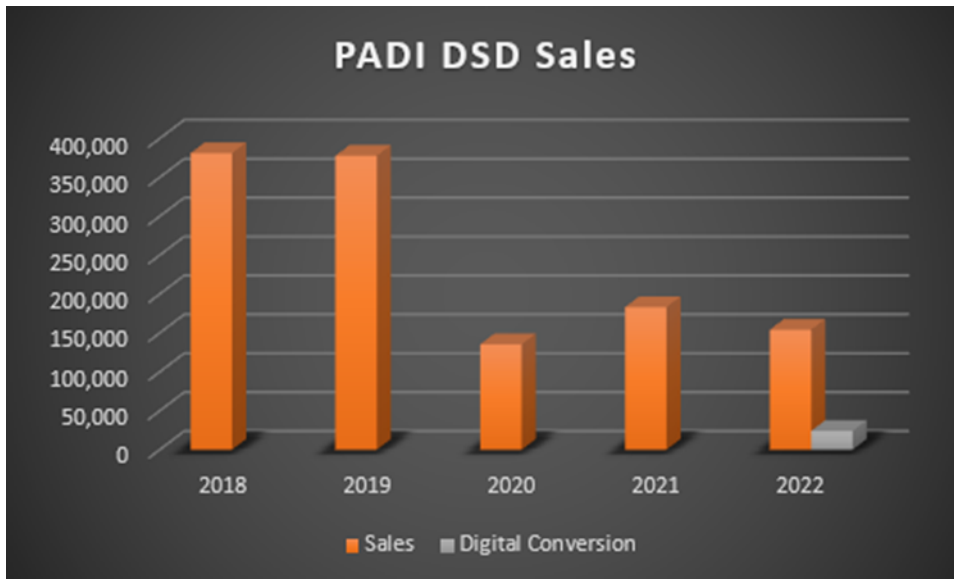
PADI needed to transition their PADI Discover Scuba Diving (DSD) knowledge-based training online.

How did dominKnow | ONE solve the problem?

- A mobile-friendly responsive design (meeting the need to deliver on any device).
- Visual enhancements with the use of GIFs, videos, diagrams, and Images.
- Interactive elements such as accordion, Carousel, tab, and Quiz/Exercise elements.
- A blended-learning experience designed to engage all types of learning styles.
- Knowledge-based learning in 28 languages (through translation export/import capability).
- Simplified Subject Matter Expert (SME) content review (using built-in review tool capabilities)
- [PADI Discover Scuba Diving \(DSD\) eLearning course](#)

The results of PADI using dominKnow | ONE:

- PADI launched the online digital version of the Discover Scuba Diving (DSD) program on February 1, 2022. So far, in 2022 PADI has processed 154,439 Discover Scuba Diving programs with 24,264 of those online vs in-person (a conversion rate of 15.71%).
- Currently, 609 PADI dive shops have adopted the new digital Discover Scuba Diving programs, with 221 individual members (not associated with a store) adopting it as well.
- This graph shows sales data for the Discover Scuba Diving programs and what impact the digital product will have as PADI continues to convert dive shops and individual professional members.



PADI DSD Sales

Given the historical sales data provided in the graph above, the following are key impacts that can also be assumed without specific data being pulled. (Specific data not available for release due to legal purposes.)

- Printing, shipping, and handling costs.
- On-site registration and knowledge-based training reduction.
- On average saving 1-hr of onsite time per customer.

A strong case can be made for the comfort level that an individual creates through foundational knowledge (eLearning) prior to arriving at the dive shop versus not having prior knowledge.

Product or Program Innovation

Breakthrough innovation: Single Source Design

dominKnow | ONE provides a highly powerful authoring solution that enables teams to meet a multitude of training needs across the organization. In the development of skills and learner retention content designers can utilize many different instructional approaches to meet these needs. dominKnow |ONE contributes to these goals by providing teams with the features and tools that enable them to meet their instructional goals.

Some specific items include:

- Single source design that enables unique elements to meet different audience needs with minimal design effort

- Built in widgets providing interactive branching, flip cards, flashcards, memory concentration game, and more for to easily build retention exercises.
- Single source software simulations that generate a show me, try me, guide me, practice me, test me, and job aid activities
- Adaptive testing and learning options to optimize learner development.

Single-source development makes content development and maintenance faster and easier for the instructional design team. However, it typically does so to the detriment of the learner, often resulting in content that is visually uninspiring and limited in interactivity. All so it can meet the “single-source publishing output formats” of typical solutions. dominKnow | ONE retains and expands the desired advantages for the authors, but without the typical learner drawbacks. All content developed for each “output” design can be highly interactive, expertly designed, and provide all the key aspects learners seek and often find in many of the more visually appealing and engaging eLearning experiences available today. These results are achieved through a highly flexible and powerful authoring interface that utilizes a true electronic document approach for the delivery of learning in all formats be they for face-to-face, student support, knowledge bases, or learner adaptive content.

Single-source development provides the promise of developing content once but being able to deploy it in different ways to meet the moments of need for different audiences and purposes. Solutions typically meet this by enabling publishing of the same content as Word, PPT and eLearning with some on/off options. dominKnow enables true single-source design in the modern age. We provide authors the ability to develop modern highly interactive content that can meet multiple training needs such as ILT, student guides, eLearning, or a single content piece that adapts to specific audiences.

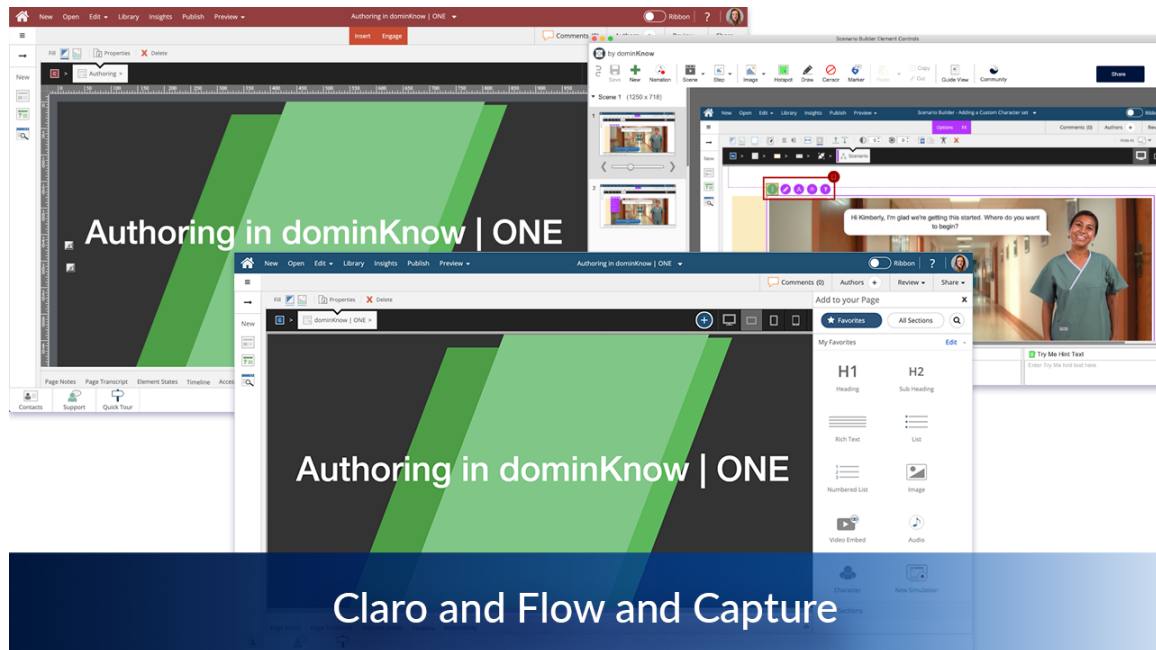
The result: countless hours saved over the life of the content. Unlike our competitors, authors utilize an easy-to-use WYSIWYG approach to create highly interactive content. Some key features include reusability across multiple objects and elements, publishing profiles, publishing tags at object, page and element levels, and dynamic themes that transform content to meet different training needs and types.

dominKnow | ONE was designed from the ground up to fully support an organization’s learning content strategy — with built-in tools and processes to ensure the right content is designed for the right people at the right time.

With dominKnow | ONE, organizations can collaboratively gather, create, review, share, reuse, and deliver content that can be used to help learners at multiple times of need — from formal learning through to on-the-job performance support. The platform supports the creation and delivery of single-source, multi-purpose content that is easily monitored

and measured — so organizations can see who is using what content, and the effectiveness of the learning interaction.

dominKnow | ONE takes the best from desktop eLearning solutions and combines it with the winning productivity features of cloud-based content management and authoring — providing the most advanced end-to-end solution for authoring, delivering, and measuring learning content.



Claro, Flow and Capture

Unique Differentiators

dominKnow | ONE Differentiators

Collaboration and review tools that support the entire team and their workflows.

Adaptive authoring interface that enables team members with different experience levels to easily get up and running and contribute to the creation of content.

1. Responsive content design without limitations.
2. Powerful and flexible authoring and customization.
3. Single source authoring to create multiple types of content.
4. Native MS Office PowerPoint and Word imports and custom XML migrations.
5. Easily publish to all eLearning standards, including SCORM and advanced xAPI support.
6. An all-in-one integrated cloud-based solution that enables easy sharing and reuse from one central location.
7. Versioning and rollback.
8. Full text and meta-data search across content to easily locate and reuse elements.
9. Complete content management solution with advanced categorization, searching, and content development reporting.

Problems dominKnow | ONE Solves for Customers

1. Managing teams and large amounts of content across distributed locations and languages.
2. Completing training projects in a timely manner.
3. Managing multiple content outputs efficiently and reducing repetition.
4. Developing responsive content that isn't restricted to a basic templated design.
5. Creating more valuable content by understanding learner engagement and creating content for different points of need.
6. Creating accessible content that meets all learners' needs.
7. Having to understand and use multiple platforms for different content types.
8. Authoring and distributing content efficiently.
9. Manage learning at scale.

dominKnow | ONE was built to comply with industry standards, protecting learning investments now and in the future. This programming-free authoring tool allows anyone to create and share knowledge across organizations.

dominKnow | ONE is unique because it is an authoring software tool and a cloud-based content management system that allows for instructional designers to facilitate content reuse and team collaboration.

“True” Responsive AND Adaptive Content Development

Organizations can easily create learning for any device using dominKnow | ONE. Truly responsive content means developers do not have to worry about specific device sizes or multiple versions of the same content, and teams waste no time creating, editing, and managing separate subpages for each device size.



Make fully responsive content good for any screen

dominKnow | ONE customer service

proportion-based grids, flexible images, and CSS3 media queries. Often, if this type of flexibility and power is desired, users are forced into using available "frameworks" which require strong programming knowledge and can be quite time-consuming to use or are stuck using a limiting template-based authoring approach.

Future Proof and Vendor Neutral

dominKnow continued to lead in areas including WCAG AA and xAPI. With WCAG, dominKnow took the typically laborious tasks of making content accessible for people with disabilities, and automated them, making these design choices part of the normal workflow, without the need for multiple clicks into “special hidden accessibility interfaces”.

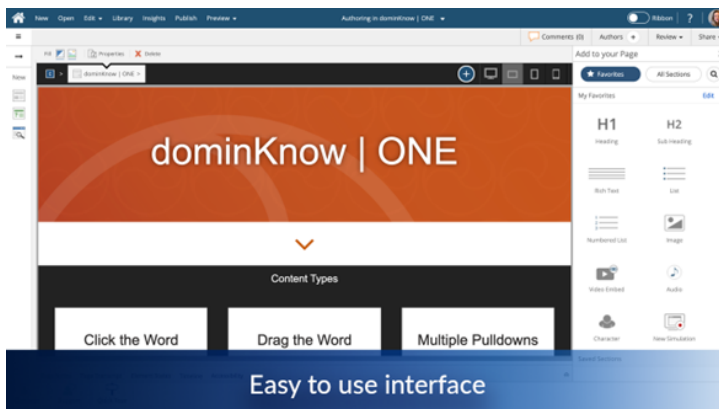
And by responsive, that doesn't mean fixed template, shrink to fit, or a "multiple versions for multiple device sizes" approaches that results in wasted time and inflexible designs. dominKnow |ONE takes a "true" responsive approach — where content layout adapts to the viewing environment by using fluid,



dominKnow | ONE
WCAG and Section 508 Compliance

With xAPI, not only are dozens of automatic statements provided out of the box, but also include innovative features such as adaptive content based on a learner's skills, enabling projects to automatically remove content for which the learner is already proficient. With this type of tracking, dominKnow | ONE's xAPI support can be used to truly advance content designs and help any team advance training impact to the next level.

A full-featured development tool, with quick-start authoring capabilities dominKnow | ONE offers all the content development and management advantages typical of CMS/web-based tools (collaborating in real-time, sharing and re-using content across projects, full content review from any device, advanced organization, permissions, multiple output formats, dynamic delivery options) with the full-featured power and richness typical of the more powerful desktop solutions.



dominKnow | ONE easy-to-use interface

Implementing dominKnow | ONE, unlike most LCMS solutions, doesn't require mapping out page designs or programming all the templates. Users can participate and collaborate at ease — developing and creating engaging learning content to meet any need or requirement, and not letting function dictate form.

Delivery Option

Unlike most LCMS solutions, dominKnow | ONE provides hosted content as an option so you can use it, if appropriate, or not if it doesn't match your needs. The delivery option, Convey, hosts learning content and makes it available to the LMS through a mini SCORM course launcher/stub package. Convey can also combine SCORM technology with xAPI and sends results to a Learning Record Store (LRS), providing the foundation for the

collection of data about the experience a person has with an organization's content. This combination enables organizations to simultaneously track SCORM-compliant information in one or more LMSs and richer xAPI data in one or more LRSs, thus ensuring critical learner performance/usage data is available no matter how an organization needs to access it.

At its core, Convey greatly simplifies and speeds the course publishing and updating process. Content revisions don't need to be re-published in an LMS (or multiple LMSs), only in Convey, thus eliminating time-consuming content updates and saving an organization effort and money.

Informal/Social Learning

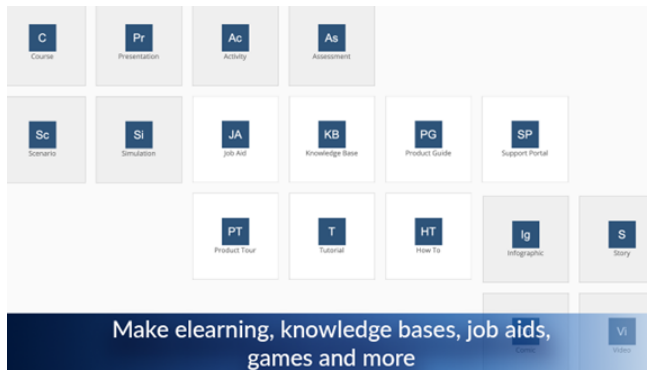
Learning isn't just for formal compliance content. dominKnow | ONE easily publishes out content for use as job aids, knowledge bases, tutorials or performance support tools from content already created for formal eLearning or content created specifically for informal uses. dominKnow | ONE themes, responsive design, and reuse models enable repurposing/single source content for multiple needs. Content can be accessed directly from the web or designers can even utilize content API to direct learners to specific pages within the learning materials to create context-sensitive matches.



Publish to multiple learning uses, not just SCORM

dominKnow | ONE publishing capabilities

With this design approach it's easy to reuse portions of an eLearning course as a web app, install it on a server or Share Point site and thus have a job aid that helps learners apply new skills. Such content can even be made available to be downloaded into the dominKnow Mobile player so learners can create a library of easy-access knowledge that can be easily used no matter on or offline.



With Clarofy, users could even deploy a social learning platform designed to enable learners to find content from articles, videos, and dominKnow | ONE content. Learners can then comment, share, upvote, contribute questions and more.

Beyond the basics, authors have access to advanced creation options

dominKnow | ONE uses

including a multitude of action types and combinations, one-step page completion verifications, advanced theme design, image editing, software simulation, adaptive pre-testing and auto module elimination, translation workflow, robust support for xAPI, custom HTML widgets with content API, and much more that all enable any team to build and design everything required to meet an organization's learning and information needs.

With dominKnow | ONE, teams have access to a central repository of assets, content, page templates, themes, topics, publishing profiles and more that enable content to be consistently created efficiently, even searching across the entire system and then reusing all types of elements, topics, terms, and designs, so one update can automatically affect many courses. Working together, users can control who has access, manage content lifecycles, utilize a robust integrated review process and report on a teams' usage and development within the system. All without sacrificing content quality, design, and flexibility.

The dominKnow | ONE platform outputs HTML5 and WCAG AA-compliant content. It also supports SCORM, AICC, xAPI, CMI5, and PENS standards. That means content is ready for delivery from any location or system.

Claro

The Claro option enables authors familiar with a PowerPoint design approach to get up and running quickly. Authors can directly import a PowerPoint to become editable content or design directly within dominKnow | ONE. Content is laid out in a traditional fixed page approach with authors able to layer and place elements exactly where they wish on the page. Content is fully HTML5 compatible, and the entire page will automatically shrink in size to fit different device dimensions.

Flow

With both Claro and Flow options authors will utilize the same interface and development features, but whereas Claro provides a traditional page approach, Flow enables the

author to use a true responsive page design. Authors do not need to worry about specific devices or multiple versions of the same content. Content designed with the Flow approach utilizes a page design that automatically changes and adapts, allowing content to flow and optimize for different devices and screen widths. This allows for maximum flexibility and usability for your end users, all while still providing the same power and creativity throughout dominKnow | ONE system.

Capture

Capture provides authors with cross-platform software simulation creation capabilities. Using Capture, authors simply capture the screen, automatically creating screen snaps, capturing meta information, and generating an easily editable software simulation as they navigate the target desktop or web-based application. Once captured, authors can adjust, re-snap, change auto-generated steps, add arrows, boxes, audio narration and more to put finishing touches to their simulation. Upon completion, authors simply drag and drop the simulation onto any project page, be it a traditional Claro approach or fully responsive Flow design. With the standard Office Ribbon bar, authors can adjust the simulation settings in a variety of ways to deliver powerful learning experiences including:

- Show me: Step-by-step demonstration
- Guide me: User interactions, with hints as needed
- Try me: Unstructured task exploration
- Test me: Structured and scored practice or final assessment options
- Job Aid: Provide learners with an auto-generated customizable PDF Job Aid

Off-the-Shelf Content

dominKnow goes one step further by providing personalized instructor-based, hands-on classes led by an experienced instructional designer with an intimate knowledge of dominKnow | ONE. These classes dive deep and allow clients to go further into what is possible and create their own content as per their client needs and of course, imagination.

- Development methods
- Market positioning and approach

dominKnow | ONE is positioned as a cloud-based authoring tool for eLearning for medium to enterprise teams. Single licenses are available, however, that it not the main market focus.

Technology Demo

Medical Solutions

dominKnow client, Medical Solutions connects skilled professionals with leading employers across various industries.

The issue:

Medical Solutions required an accurate understanding of the integration between three different systems that must remain in constant communication. However, visible information must be limited due to health acts. As a result, Medical Solutions' contract staff (called Travelers) have no access to external facing systems, making it difficult to relay information.

The solution:

Through dominKnow | ONE, Medical Solutions created a Knowledge Base that includes all supporting material supporting two external systems (Traveler Web App and Traveler Mobile App) and an internal system Portal Document Interface (PADI). (Not related to the PADI group in the first example above.)

This comprehensive learning package equips learners with a one-stop shop for:

- Documentation
- Self-Paced Learning Modules
- Processes
- Videos
- Downloadable instructions for internal staff to send to external contract staff
- Most notably a simulated environment of the Traveler Mobile App

This content authoring solution not only alleviated the challenges experienced by lack of visibility into systems, but also streamlined content authoring processes and allows for a variety of ways in which the environment can be simulated using the Capture feature or creating a clickthrough replica. What used to be 18 separate documents was condensed into one web URL which reflects immediate updates as the systems change or receive enhancement requests.

The simplicity of design in an adjustable responsive format for any device resulted in:

- Getting resources to learners 30% quicker
- Real-time updates as systems change with ability to implement immediate updates to content with one-click republish

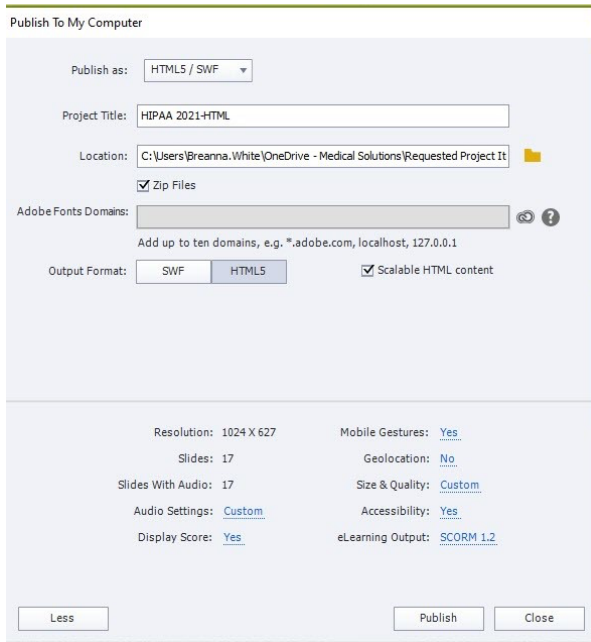
- increased partnership across marketing, sales, and training for external communication to 22,000+ external contract employees

This flexibility is key to Medical Solutions' business processes as they have 22,000+ external employees that do not have access to an internal LMS content. Prior to using dominKnow | ONE, the only way for teams to deliver content to those employees was through individual emails from recruiters or email campaigns from marketing which often resulted in incorrect/mixed messaging regarding an update or ineffective training. Utilizing dominKnow | ONE Knowledge Bases is a major win to leverage the tool for more effective communication.

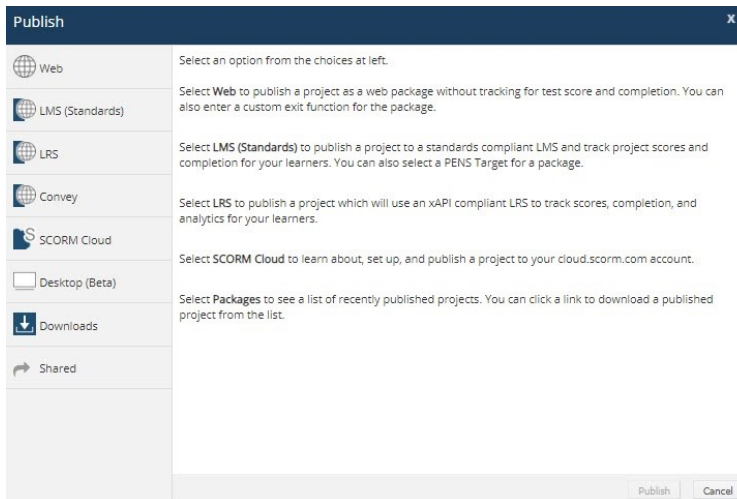
Additional features utilized when authoring content include the dominKnow Capture feature for software simulations (Used in the How to Complete the Full Application section) created a virtual reality for the two systems that were lacking visibility and have served to bridge the knowledge gap.

When an update is needed, rather than re-recording an on-screen demo video, Medical Solutions can simply swap out a screenshot using the Capture feature to ensure accurate depictions. Allowing the learners to utilize the "try me" mode and click through the capture simulations created a virtual reality for the two systems that were lacking visibility and have served to bridge the knowledge gap.

The publish options provided by dominKnow | ONE gives Medical Solutions the flexibility to distribute any type of learning, anywhere learners need it on any device, easily integrating into current corporate systems. (Prior Authoring tool only permitted publishing to an LMS.)

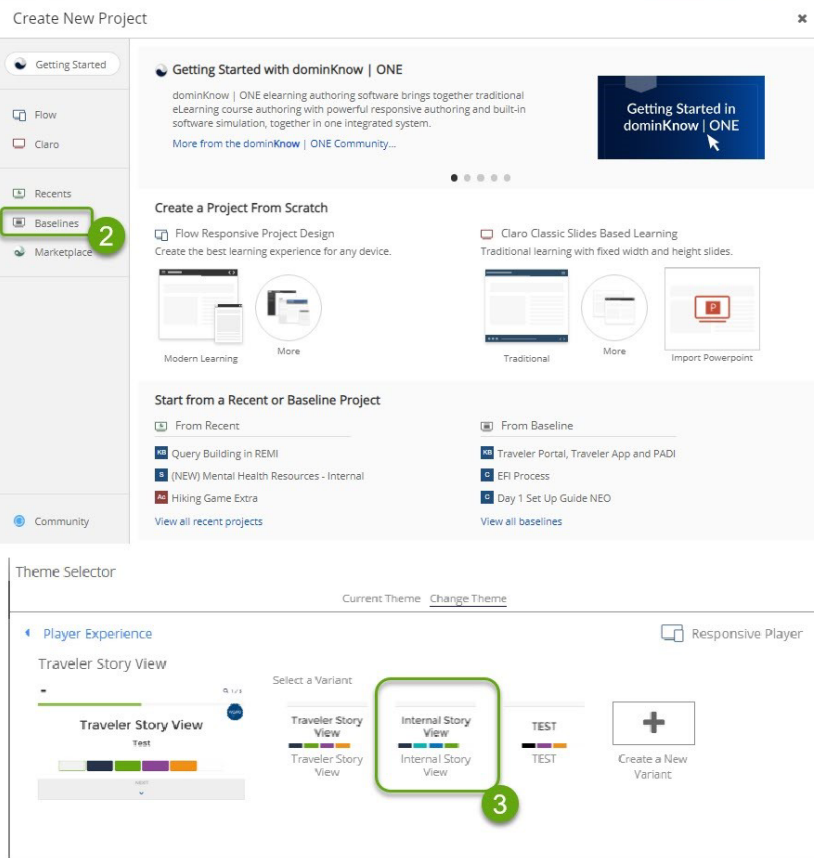
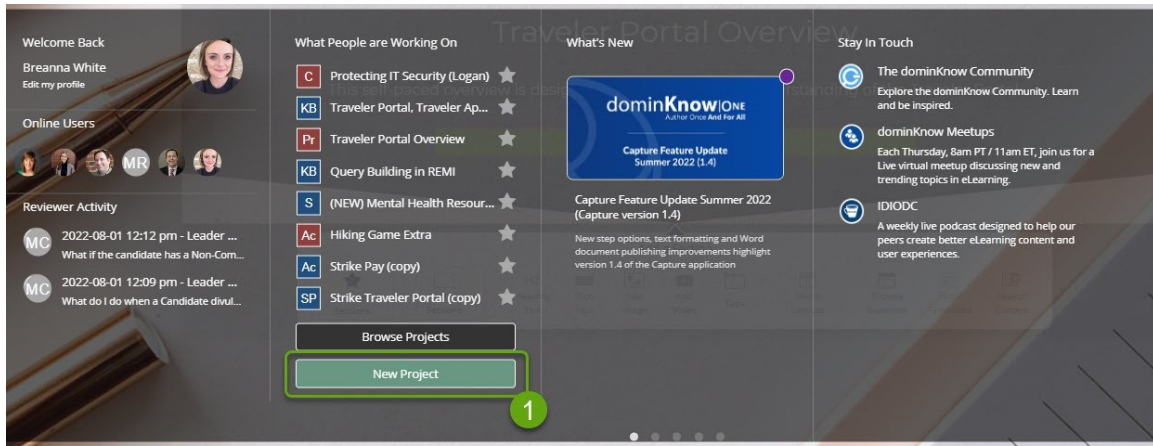


Prior Publish Options



dominKnow | ONE publish options

The dominKnow | ONE authoring tool has streamlined content authoring into three easy steps. 1) Create a new project, 2) Choose a baseline, and 3) Choose a theme. Baselines as organization templates that meet marketing-approved brand guidelines across multiple different player experiences (not just slide based learning). Additional variants to each baseline (called theme variants) expedite the transition between internal, external contract staff, and client brand guidelines on approved baselines.



Medical Solutions' dashboard in dominKnow | ONE

dominKnow | ONE allowed Medical Solutions' Learning & Development team to present a variety of media elements to maximize learning takeaways. In the Traveler Portal, Traveler App, PADI Knowledge Base the learners are presented with:

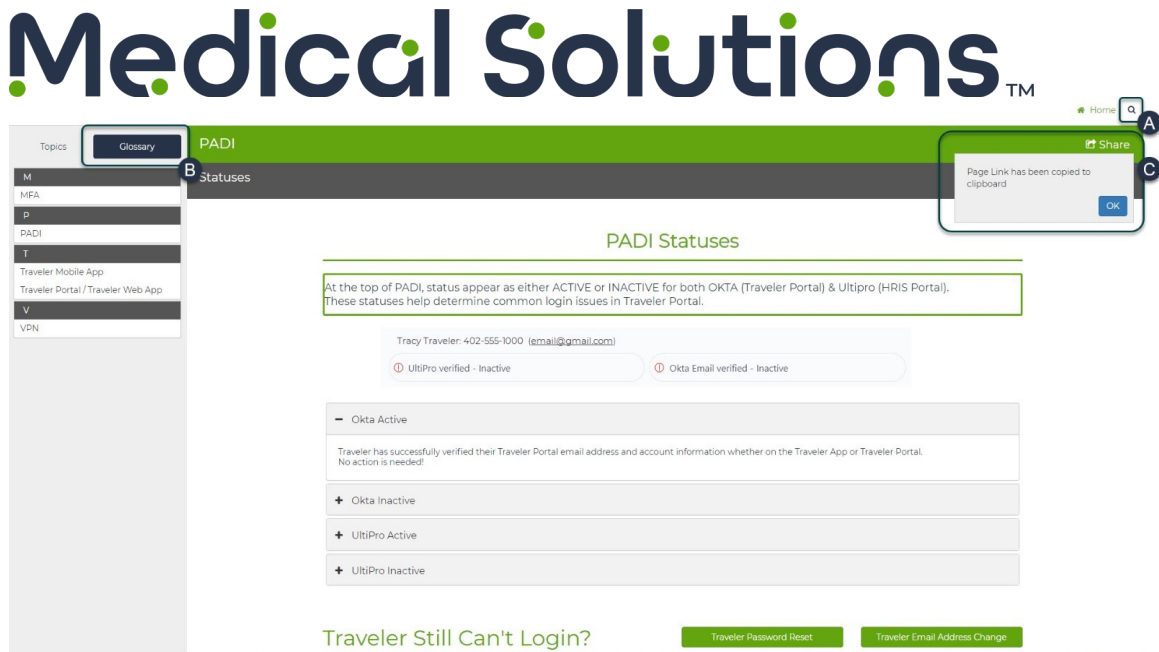
- Downloadable Process PDF documentation to send to external contract staff when needed
- Self-Paced E-learning of the Traveler Web App

- Simulation Environment of the Traveler Mobile App
- Interactive Process Click Through Carousels
- GIF/Video demos

The variety of formatting not only keeps learners engaged, but also allows the content authors to choose the modality in which best explains the content.

All this is backed by:

- A. A search feature so that a learner can quickly and easily navigate to the needed content
- B. The glossary feature to quickly define unknown terms/systems
- C. The ability to share specific pages within the knowledge base with others



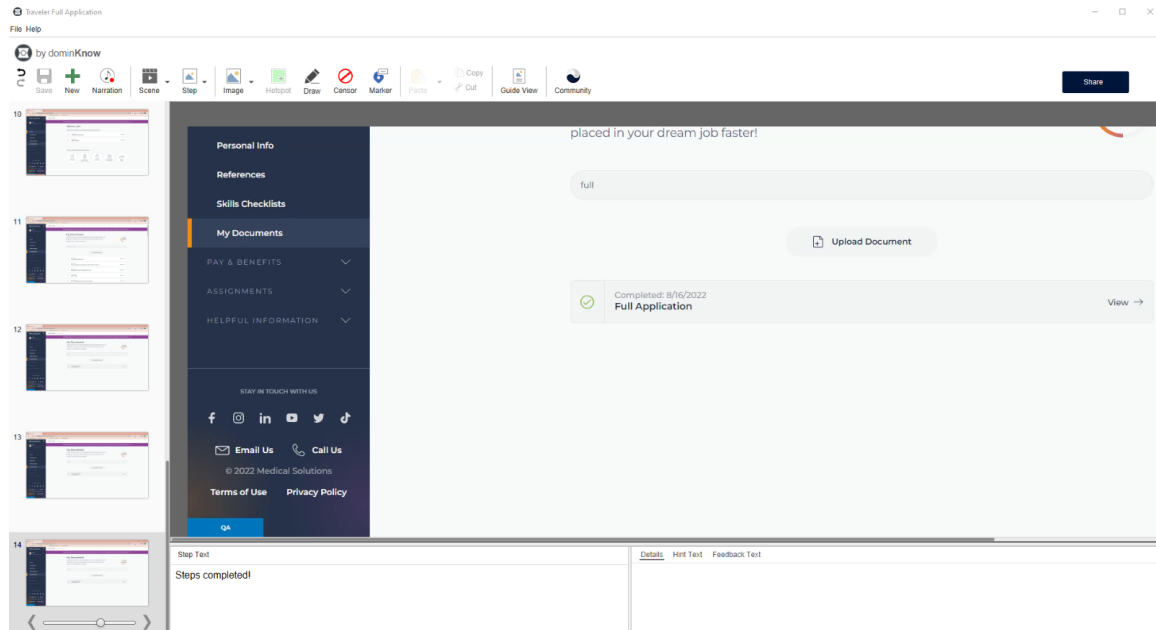
The screenshot displays the Medical Solutions interface. At the top, the logo "Medical Solutions™" is prominent. Below it, a navigation bar includes "Topics" and "Glossary". The "Glossary" section is active, showing a list of topics: MFA, PADI, Traveler Mobile App, Traveler Portal / Traveler Web App, and VPN. The "PADI" entry is selected, leading to a page titled "PADI Statures". The page content includes a text box explaining that PADI statuses are either ACTIVE or INACTIVE for OKTA and UltiPro. Below this, there are two status indicators for "Tracy Traveler: 402-555-1000 (email@gmail.com)": "UltiPro verified - Inactive" and "Okta Email verified - Inactive". A section titled "Okta Active" shows a message: "Traveler has successfully verified their Traveler Portal email address and account information whether on the Traveler App or Traveler Portal. No action is needed!". Below this, there are expandable sections for "Okta Inactive", "UltiPro Active", and "UltiPro Inactive". At the bottom of the page, there are buttons for "Traveler Password Reset" and "Traveler Email Address Change". A "Share" button is also visible in the top right corner, with a notification that the page link has been copied to the clipboard.

Medical Solutions' interface

The Capture feature creates a simulated environment through a series of screen captures. When an update is needed, rather than re-recording a video, Medical Solutions can simply swap out a screenshot (or series of screenshots) to ensure accurate depictions within a Capture module. There are three publishing modes to the Capture feature – show me (video), try me (a clickable simulation environment), guide me (a PDF published step-by-step walkthrough), as well as practice and test questions that track the simulated clicks as a scored module.

With the ability to use one single Capture lesson in five different ways, Medical Solutions have been able to reshape the learning objectives for systems-based training to include

simulated test outs and practice scenarios to score learner knowledge retention beyond a multiple-choice question. These modes also enable the learner to choose a preferred learning method while in the simulation. In testing the different capture modes, Medical Solutions learned the majority of learners prefer the “try me” method of learning which allows them to drive the rate of learning followed by the PDF download, rather than play/pause a video to master steps in a system.



Medical Solutions My Documents in dominKnow | ONE

Measurable Result

Medical Solutions

- **Utilization Metrics:** This content is published enterprise-wide, however, actively used on a weekly basis by an average of 730 employees (approximately 31% of Medical Solutions’ internal employee population).
- **Authoring Metrics:** Using dominKnow | ONE content authoring tool, including the Flow knowledge base template, the Learning & Development teams were able to get resources to learners 30% quicker.
- **Customer Service Metrics:** As a result of the shared knowledge, internal teams are better able to assist externally resulting in an increase in organization-wide Net Promoter Scores to an increased Customer Satisfaction to 75 (up from 65 years prior). For reference, a score of 60 or higher is generally a very good NPS in any industry, thus making this increase significant.

About Brandon Hall Group

With more than 10,000 clients globally and 30 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.



ORGANIZATIONAL EXCELLENCE CERTIFICATION PROGRAM

recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.

SMARTCHOICE® PREFERRED PROVIDER PROGRAM

uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's twenty-eight-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.