

thin*qi*

Digital Learning Proposal



GC14-ThinqiLearningSystem





Management Summary



Headquartered in the UK, Thinqi is an award-winning global digital learning solutions provider built by CDSM Interactive Solutions LTD. Over the last 10 years, Thinqi has emerged as a disruptor in the Learning Management System (LMS) market in the Education, Healthcare and Corporate sectors. Thinqi is in the business of transforming how organizations develop and deliver learning. Thinqi produces fantastic results, and it receives glowing testimonies regarding the impact it achieves in partnership with its clients. As a cloud-based solution, Thinqi is designed to meet the highest security and accessibility standards and has done this, at scale, across several sectors.

Founded by professional educationalists, Thinqi's expertise has been developed over 20 years of designing digital learning solutions for and in-partnership with academic, government and corporate institutions, where the application of effective, contemporary teaching and learning practice is a core business activity.

We've been able to apply these skill sets in well managed project environments for brands such as **Allianz, Egyptian Knowledge Bank, Oxford University, Broad Institute, Honda Motor Europe, Mitsubishi, BMW UK, Games Workshop, NHS and Formula 1** where digital learning strategies are now flourishing with our guidance, input and support.

In Education, one of our largest current UK projects is 'Hwb' for the UK (Wales) government. We supply our learning platform technology (brand name 'Thinqi') to all primary and secondary schools in Wales, UK. This has been the most successful digital learning project in the UK. Its success has led to Thinqi being commissioned to roll Thinqi out on behalf of the **Egyptian Ministry of Education (MOE)** which is now available to over 20 million users, and the **Ministry of Higher Education (MOHE)** 27 state funded universities.



The proposed solution is to provide you the client with a progressive digital learning provision that will:

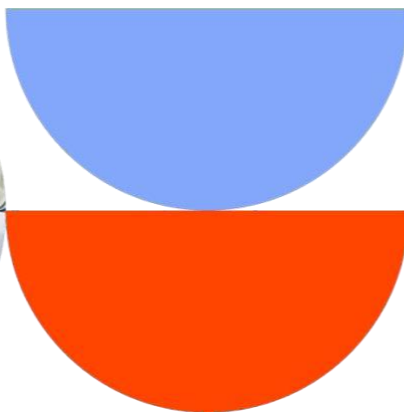
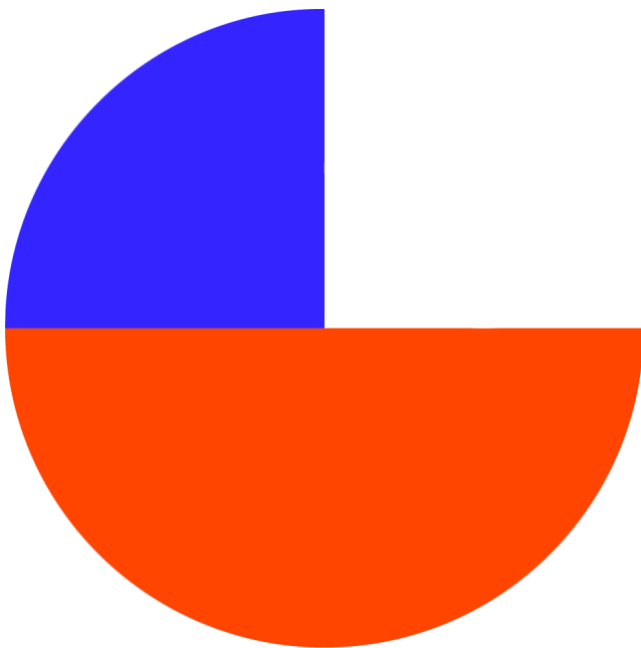
- ✓ *Provide a positive, personalised learning experience for all (lecturer and learners alike)*
- ✓ *Develop knowledge, skills, and therefore personal, and professional capability.*
- ✓ *Reduce time to employee and student competence.*
- ✓ *Provides measurable ROI to all organisations.*
- ✓ *Enable effective blended synchronous and asynchronous learning experiences.*
- ✓ *Simplify the compliance experience and outcomes for organisations.*

Thingi can guarantee that it settles for nothing less than product and service excellence.

We achieve this by understanding your organisations' mission, (philosophy and culture), your learner engagement strategy and evaluating any technical constraints that needs to be managed to nurture and support an effective teaching, learning and research culture.

At Thinqi we pride ourselves on our ability to design and implement digital learning strategies that are designed to:

- *Provide new knowledge, skills, and capability*
- *Reduces your employees' time to competence*
- *Reward and celebrate successful learning outcomes*
- *Develop peer recognition and, where appropriate, healthy competition amongst colleagues and learners*



This will be supplemented with expert consultancy that considers the best pedagogy/heutagogy for your learning culture and organisational improvement objectives (KPIs)

The core Thinqi LMS solution comprises of the following important workflows:

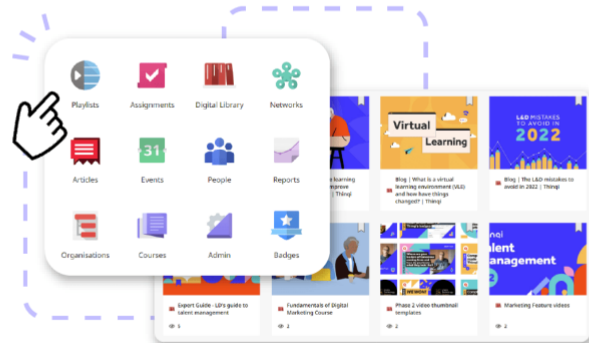
- **A Personalised Dashboard:** *Unique learning experiences for each employees' role and development needs*
- **Learning Discovery:** *Identify and respond to skills and knowledge gaps across the organisation.*
- **Content Library** – *Create a rich library of curated learning resources mapped to your organisation curriculum to empower progressive, self-directed learning experiences.*
- **Courses** – *Courses deliver a scheduled programme of learning on a topic-by-topic. Basis. This can be mapped to onboarding or induction schemes, allowing a structured sequence of learning to be followed independently by the learner.*
- **Playlists** – *Utilizing Thinqi's in-built Playlists tool to build engaging xAPI content*
- **Assignments** – *Taking the pain out of distributing, managing and tracking compliance courses.*
- **People** – *To empower Subject Matter Experts to share best practice in a digital environment.*
- **Events:** *To manager workshops in face to face and virtual environments.*
- **Networks:** *Provides a range of tools to support social and collaborative learning*
- **Rewards:** *Reward and recognise learners through certificates, badges and competencies*
- **Reports:** *An xAPI reporting and analytics suite that includes a data lake for BI tools.*
- **Digital Eco-system:** *Thinqi's APIs are designed to be extensible and sit as part of a digital eco-system. It supports shopfronts, CMS, HR systems, VC, BI tools, and third-party content.*
- **Talent Enablement:** *Provides a suite of tools to map your learning to core competencies, and to create a clear route to proficiency for learners.*

This document sets out the key features of the Thinqi solution. It invites creative and constructive discussions with **the client**. In these discussions we collaboratively consider the scope, function and potentiality of the service required.





Dashboard



Provides learners with a personalised view on things they need to do (formal learning activities) and recommendations based on their preferences, interests and needs.

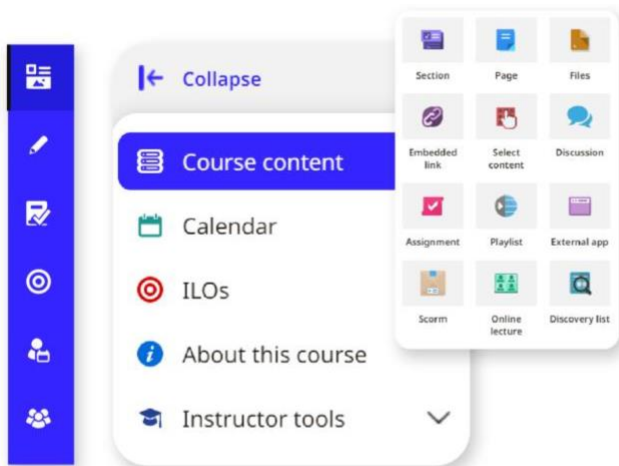
This dashboard constantly evolves to provide only the most relevant content and learning activities to the learner.

- ✓ Provides a personalised learning experience.
- ✓ Supports each individual's learning journey.
- ✓ Extends subject-specific knowledge.





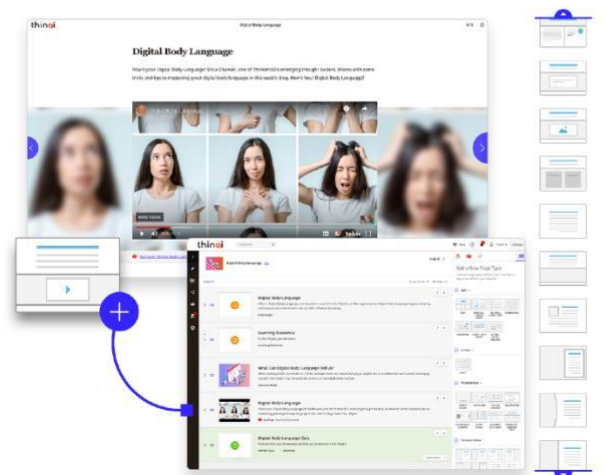
Courses



The Courses tool delivers a formal scheduled programme of learning. This can be mapped to the programme curriculum and its learning outcomes. It provides a relevant, structured sequence of learning that can be used independently by your learners.

- ✓ Facilitates time bound, scheduled delivery of learning resources and activities
- ✓ Supports preparation for face-to-face learning.
- ✓ Helps structure revision planning for informal and formal assessment

Playlists






Playlists is a simple-to-use content creation tool that enables lecturers to build and curate resources into bite-sized collections. Easy-to-author quizzes turn these collections into e-learning that can be tracked and assessed.

- ✓ Facilitates fast and easy xAPI compliant content creation.
- ✓ Enables Subject Matter Experts to be curated, create and aggregate content.
- ✓ Includes both formative and summative assessment tools.

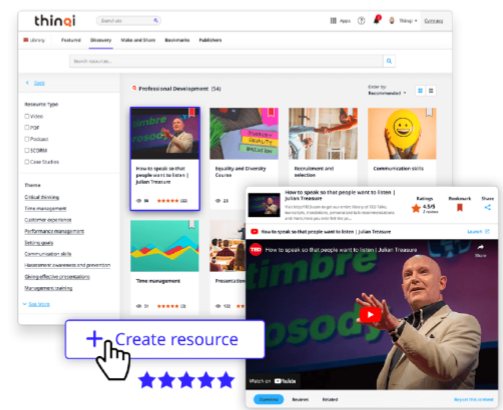
Search & Discovery



Search and discovery enables learners to search for resources, people, news articles, events or collaborative activities relevant to their studies, and much more.





-  **Standardizes curriculum and/or talent frameworks.**
-  **Facilitates extra-curricular activities.**
-  **Enables quick and easy retrieval**

Content library



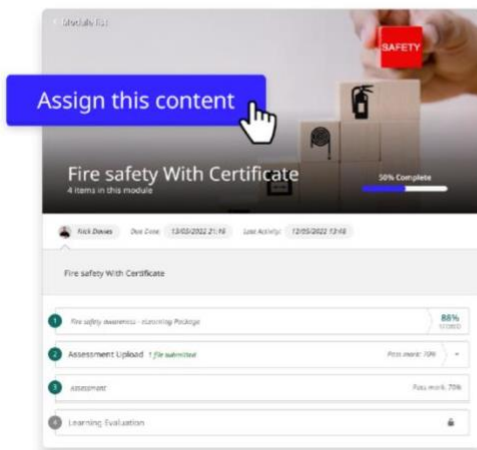
The Content Library supports self-directed learning by enabling learners to search and find relevant learning resources. Learners can browse by subject or use advanced search tools to find what they need quickly and easily.

It provides interactive, high-quality resources created by learning professionals using Thingi's own content creation tools (Playlists) or by uploading third-party content.

-  **Provides 24/7 access to high-quality resources.**
-  **Supports self-directed, just in time learning**
-  **Enables the curation and categorization of third-party content.**
-  **Supports video, podcasts, SCORM, Ted Talks, YouTube and more.**



Assignments



The Assignments tool enables managers to easily distribute and assess learning activities. Assignments can be reused and updated when necessary, providing a detailed markbook to report on learner engagement, progress and scoring.

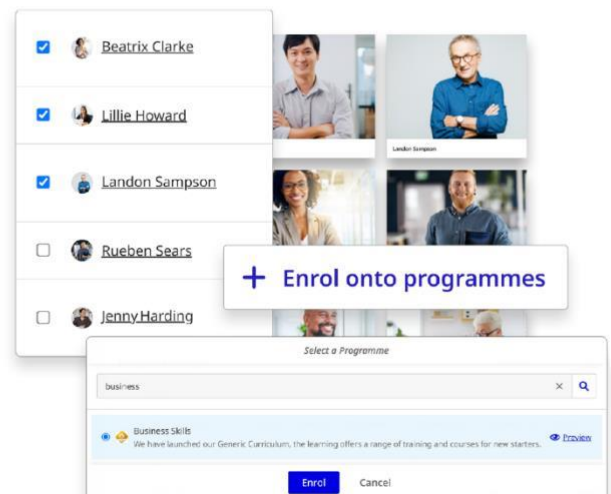
✓ Facilitates formal quizzes, tests and assessment.

✓ Supports SCORM and xAPI.

✓ Allows usage and distribution in workshop environment to improve engagement



People



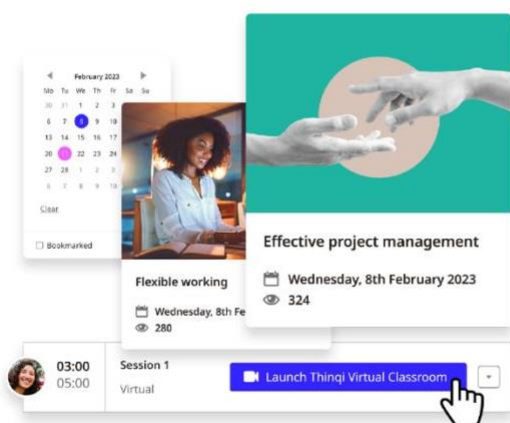
The People tool provides a virtual directory for coaches, mentors and subject matter experts, allowing learners to find, connect and communicate with the relevant people in their organisation.

✓ Supports coaching and mentoring.

✓ Enables one to one communication

✓ Provides visibility and access to subject matter experts

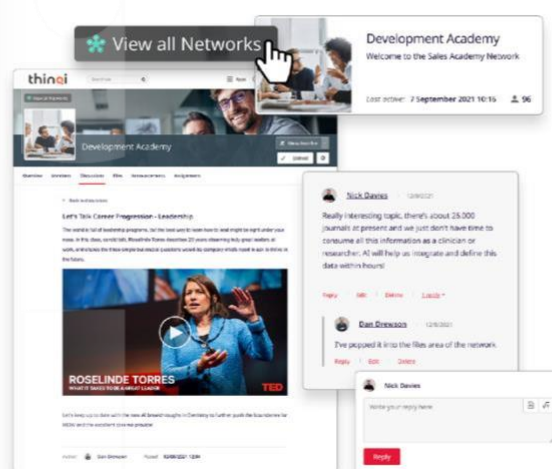
31 Events



Book and manage scheduled events such as face to face sessions, workshops, webinars and sophisticated virtual classroom sessions. Events allow managers to organise pre, during and post-learning to support blended learning design

- ✓ Provides complete flexibility in curriculum design
- ✓ Extends learning beyond face to face sessions
- ✓ Supports workshops for hybrid, remote and office-based employees.

Networks

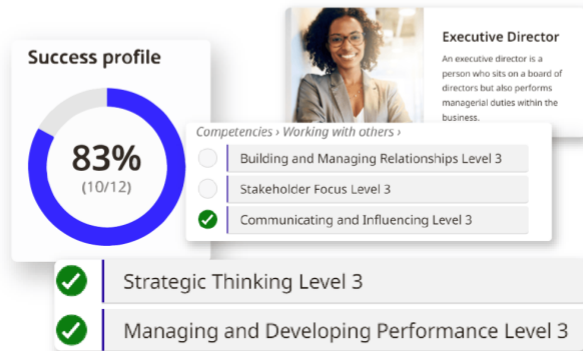


Networks provides a range of tools to support social and collaborative learning, including one to one / one to many messaging, group notifications, resource curation and formal assessment. Networks lets you manage cohorts of learners based on role, location, subject matter or interests.

- ✓ Provides a support network for facilitators and learners.
- ✓ Encourages creativity and innovation.
- ✓ Facilitates continuous professional development.



Talent Enablement



Thinqi provides you with the tools to enable your staff-talent to become proficient in the competencies needed for their role(s). Success Profiles enables a job roles' core competencies to be linked to learning, ensuring learners always know what is next in their learning and career pathway. A dedicated reporting suite enables easy management and the successful outcomes of your people.



Enables learners to see what competencies they need, and provides access to the learning and development activities to achieve them.

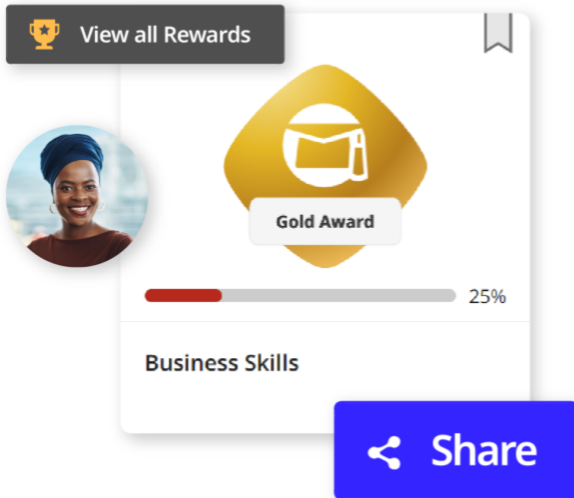


Enables organisations to see gaps that provides training plans for individual, department and whole level competencies.





Rewards

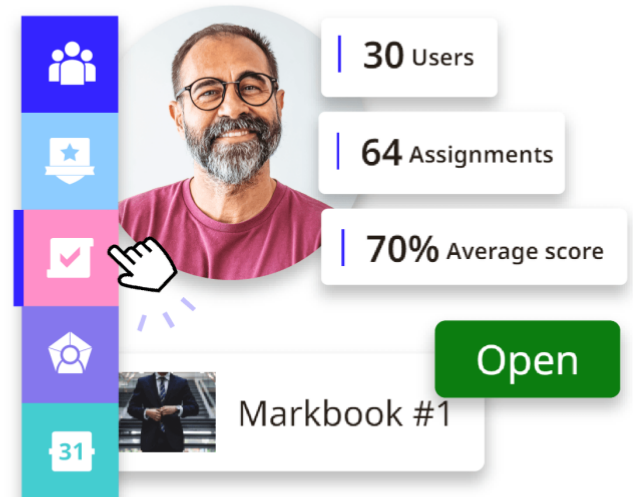


Rewards can be issued based on the achievement of blended learning pathways - a sequence of activities created by you. These rewards can be collated in the learner's portfolio and shared on social media.

- Records achievements and reinforces success
- Provides portability of competencies
- Promotes colleague and learner engagement



Reports & Analytics

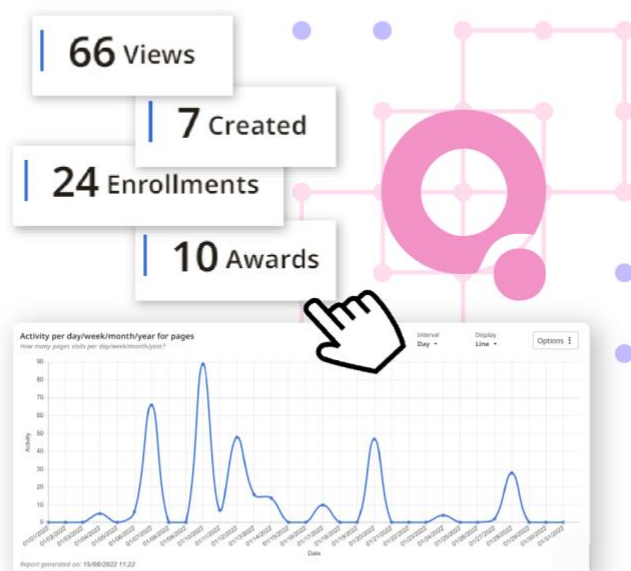


In addition to supporting xAPI, Thinqi's SCORM 1.2/2004 compliant runtime environment plays a wide variety of third-party content from within the platform.

- Provides quick and easy access to a wide variety of high-quality content.
- Enables progress to be tracked.
- Reports on each learner's performance
- Has the option of a data-lake to support your use of business intelligence tools.



Digital Eco-system



Thingi's APIs are designed to be extensible, which makes it simple to plug into your Digital Eco-system. This ensures that there is a seamless experience between your digital applications, whether this is provisioning users, access to content or feeding into your HR system and business intelligence tools. Thingi plugs into the following:

- ✓ **HR/CRM Systems**
- ✓ **Shopfronts and payment gateways**
- ✓ **Business Intelligence tools**
- ✓ **Communication tools/
Video Conferencing**



Cost Breakdown

Active User Bracket	Price/head	
		Price/ Annum
500	£51	£20,000
750	£38	£28,500
1000	£32.50	£32,500
1500	£26	£39,000
2,500	£20	£50,000
5,000	£12.50	£62,500
10,000	£9.25	£92,500
25,000	£6	£150,000
50,000	£4.40	£220,000
100,000	£3.50	£350,000

CDSM will upgrade Thinqi up to eight times a year based on our product roadmap. All feature upgrades and new features are released without extra charge, except for bespoke work carried out at your specific request. Any bespoke work will be costed based on Thinqi's daily rate card. Standard onboarding is inclusive of fees, but enhanced onboarding or bespoke requests (including migration) will be costed per implementation. License brackets are purchased as displayed and operate on a unique use policy per annum. From July 7th until July 18th, Thinqi will be offering a time-limited discounts on order of licenses above 10,000 users. This will be a discount of 20%.