



HowNow Service Description - GCloud 14

Updated 1st May 2023

Please note: This is the accessible version of the HowNow Service Description, for additional content & material, please do not hesitate to contact sales@gethownow.com

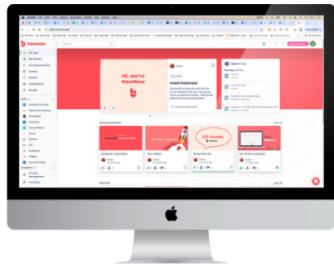
Service Description:

HowNow is an integrated Learning and Skills Platform for modern organisations.

We offer 2 modules within our platform, delivered by a phenomenal team of dedicated subject matter experts, on hand to guide you every step of your learning journey. The modules are as follows:

1. **HowNow Learning & Skills Platform:** This is our core Learning platform, capable of acting as an LMS, LXP, and Skills Management platform powered by AI.
2. **HowNow Content:** HowNow also offers access to a Marketplace of over 9000 pieces of learning content from industry leaders & specialist content providers. This is only accessible through our platform as an additional module

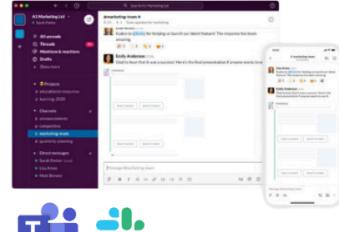
 Web & Mobile



 In-App



 Flow of Work



The modern learning & skills platform. Built on AI.

- **The front door to your learning.** Bring all your scattered learning into a single, searchable platform.
- **Create a skills blueprint for your organisation with AI.** Map job roles, people and learning content to your skills in real-time.
- **Content for every need under one roof.** Get curated, world-class learning content from over 9000 trusted providers.
- **Learn in the flow of work.** Deliver learning in the moments of need—in apps like MS Teams, Slack, Edge & Google Chrome!
- **Open the window to all your L&D data.** Access all L&D data easily, from compliance to upskilling, on one system.
- **Create engaging, high-impact learning.** Create courses, host live workshops and curate pathways with HowNow and our integrated partners.

What makes us different?

We live in a world where we expect personalisation and convenience in all that we do.

Our all-in-one learning platform provides everything you need to deliver relevant learning, skills and knowledge to every employee in the right place (where they need it) at the right time (in the moment of need), personalised to them based on their skills, knowledge & learning style.

The Brilliant Basics:

HowNow can provide a single, scalable platform that can support all traditional learning requirements, from auditing compliance training, to event management, assessment, and content authoring, in one integrated platform.

“We need specialist content” A phrase still echoed across L&D globally. Rather than integrating with a generalist, bloated content library, HowNow has hand partnered with over 40 specialist content providers, offering over 9000 pieces of high quality content (from short form to ‘shorts’ and podcasts), seamlessly delivered.

Unlock Skills through AI:

HowNow’s AI has been created to enable organisations to create (or import) a personalised skill framework, seamlessly mapping those skills to your job roles (including indicative proficiency levels!) and all of your accessible learning content in real-time.

Once mapped, leverage our state of the art AI Pathways to do the heavy lifting for you, recommending pathway structure and content to address the skills gaps across the organisation.

Personalisation at every turn:

So you have skills for every role, and content for every skill...

HowNow enables every employee to self-assess their skill level, as well as inviting their Manager and Peers to provide feedback on demonstrable skill, giving every learner a true measure of their skill/competency.

With all of this skills insight, now every content recommendation (be that on mobile, desktop or through the flow of work) is hyper personalised to the skills I have, my level, and my areas of focus to address my personal skill gap.

One-Home for Learning:

All too often learning doesn’t take place in a learning platform, content doesn’t sit in an organised online marketplace, and people aren’t logged into the LMS to start with...

HowNow has built a single integrated platform. Directly integrated with your internal sharepoint folders, web browsers and MS Teams instances.

We ensure that wherever the learning takes place, you can search, find, share, and create learning directly in those tools, yet every learning moment becomes valuable and searchable for the next person in need.

How do we support you during onboarding & beyond?

Technology + People = Impact

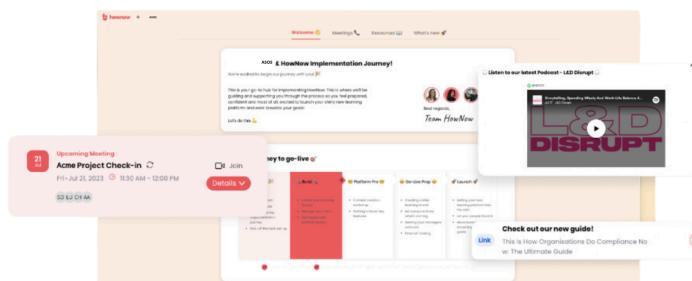
We understand that when changing your learning infrastructure it is imperative that not only do you feel supported and guided by subject matter experts, you are guided & advised on best-practices that increase your confidence & ability to prove the value of your investment to your organisation.

You will receive dedicated support from a team of subject matter experts, each with a clear specialism:

Customer Success Manager	Content Specialist	Implementation Consultant	Account Manager
An extended member of your team, partnering to provide advice, best-practice, examples from other leading examples, and of course answer questions as you grow.	For customers using the HowNow content marketplace, our team is on hand to recommend appropriate providers & content to align to your curation needs.	Change should never be underestimated. Throughout your migration your dedicated Consultant will project manage, advise and support to accelerate platform adoption.	Your dedicated point of contact for all commercial questions & support during your contract period

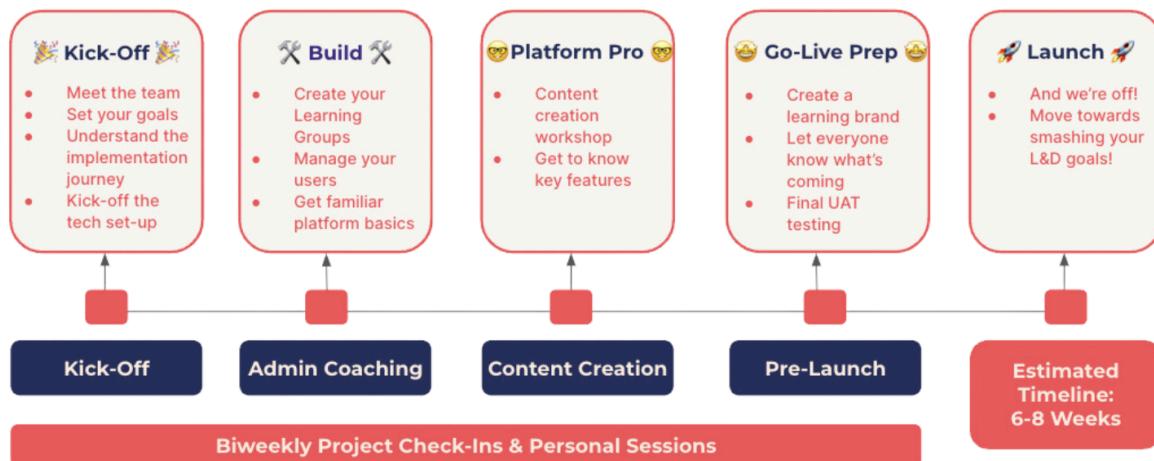
3 key areas of focus:

- **Technical Integration:** Ready for your kick-off, the Implementation team will set up a white labelled instance just for you. Your workspace will look and feel like an extension of your employer brand, with automated integrations with your HR system (for learner/user data), Single Sign-On for seamless transitioning between internal systems, as well as integration with internal content repositories like Sharepoint, and communication tools like Teams. (As well as any other internal systems outlined in your requirements). This will typically require your IT Team to provide relevant documentation and details.
- **Product Education:** From creating content on HowNow to automating your L&D admin, through workshops and personal sessions we'll help you become a team of HowNow experts. We recommend inviting People Managers to these sessions too as they play a key role in driving learner engagement.
- **Launch Marketing:** From creating a leading, engaging learning brand, to delivering engaging communications to drive adoption and engagement from day one, our team will share best practices and templates to help with a successful launch. This will typically involve your Internal Communication Team (if you have one). You will be able to easily track progress and assigned tasks, all in one place, with our dedicated HowNow Customer Hub, where you'll also find all the resources you need for a successful implementation.



What does a typical implementation journey look like?

We use this as a guideline but appreciate that every customer is unique, and will be refined according to your requirements.



Example 6-8 week onboarding journey:

The information gathered prior to kick-off is just a start, deep diving into your organisational needs is key to determining the approach we take when implementing HowNow.

We'll work with you to understand your specific needs at both a broader organisational level and the more specific opportunities on a unit/team level. We'll also deep dive into the data you have available and where each of your teams are on the digital maturity scale and create a plan to roll out HowNow in an approach that makes sense for your business. As part of the plan to roll out HowNow across the organisation, we'll also support you in ensuring the communication to the business/individual business units is focused, relevant & engaging - ensuring your people have a strong start to their new Learning platform.

You will have a holistic view of your implementation journey and deliverables through our HowNow Hub. Through the HowNow Hub you and other relevant team members will have access to both self directed learning and access to documents/templates to ensure you're set up for a successful day 1 launch. Onboarding is just the beginning, we then look at iterating and repeating based on the results/metrics tracked below:



Offboarding:

Change is natural. As people and organisations change & grow, systems often change with it. It may be unlikely that you migrate away from HowNow, but in the event that this were to happen, we want to make any transition as seamless and pain free as possible.

Once notice has been provided (In line with contractually agreed terms), your learner data will be provided in a machine readable format (typically CSV) to ensure you have continuity of learner records for the future.

Where is our data hosted?

HowNow uses global market leaders, Amazon Web Services for all hosting services, ensuring the highest security standards and resilience.

HowCan can offer hosting locations in both the European Union and the United Kingdom depending on preference and scale. We would welcome the opportunity to discuss this further with you.

Security, Disaster Recovery & Outage/Maintenance:

At HowNow we pride ourselves on our standards for security & infrastructure and upon request we are more than happy to share more detailed security documentation. However, in summary:

Along with regular penetration testing to challenge our own high standards, we are proud to be certified in the following:

- Cyber Essentials & Essentials Plus
- ISO 27001
- ISO 9001

Support:

In addition to the comprehensive team outlined above in this document, every customer benefits from access to our in-platform live support, available Monday-Friday UK business hours, as well as our 24/7 FAQ Support library (Incl. videos & other interactive content)

Maintenance & Disaster Recovery:

HowNow will always endeavour to give our customers at least 5 days notice prior to any scheduled maintenance, and any maintenance will take place outside of 'business hours'

Further details can be found in the HowNow Technical Services policy, available upon request

Our Disaster Recovery/Business Continuity Documents are available upon request. Our DR is also hosted & supported by Amazon Web Services.