



Service Definition Document



Service Overview

Echo360 provides a cloud-based software-as-a-service (SaaS) solution known as the Learning Transformation Platform that supports video capture, media management, learning engagement, and analytics for higher education, further education, and public sector organisations. The service enables institutions to record, manage, stream, and analyse educational video and interactive learning activity through a secure web-based platform.

Echo360 is delivered as a modular solution. Customers may deploy individual modules or license the full Learning Transformation Platform, depending on their requirements.

Service Features

The Learning Transformation Platform is the primary service offered by Echo360:

- **EchoVideo** – lecture capture and video management supporting live and recorded teaching.
- **EchoEngage** – live polling and engagement tools for in-person, hybrid, and online learning.
- **GoReact** – video-based assessment and feedback for skills-based and practice-led learning.

Modules may be deployed independently or together as an integrated platform.

Terminology in this document:

- *Echo360* refers to the supplier organisation
- *Learning Transformation Platform* refers to the SaaS service being procured
- *EchoVideo*, *EchoEngage*, and *GoReact* refer to modules of the Learning Transformation Platform

Learning Transformation Platform

Echo360's Learning Transformation Platform operates as a connected ecosystem of solutions designed to support the full digital learning lifecycle. **EchoVideo** serves higher education and professional training markets with scalable lecture capture and video management. **EchoEngage** supports active learning across in-person, hybrid, and online environments through real-time polling and engagement. **GoReact** addresses skills-based and practice-led disciplines by enabling video-based assessment and feedback. Together, these solutions form an integrated ecosystem that supports teaching, engagement, assessment, and insight across diverse educational and training contexts.

echovideo

Create, capture, manage, store and search video with our video platform trusted around the world.



echoengage

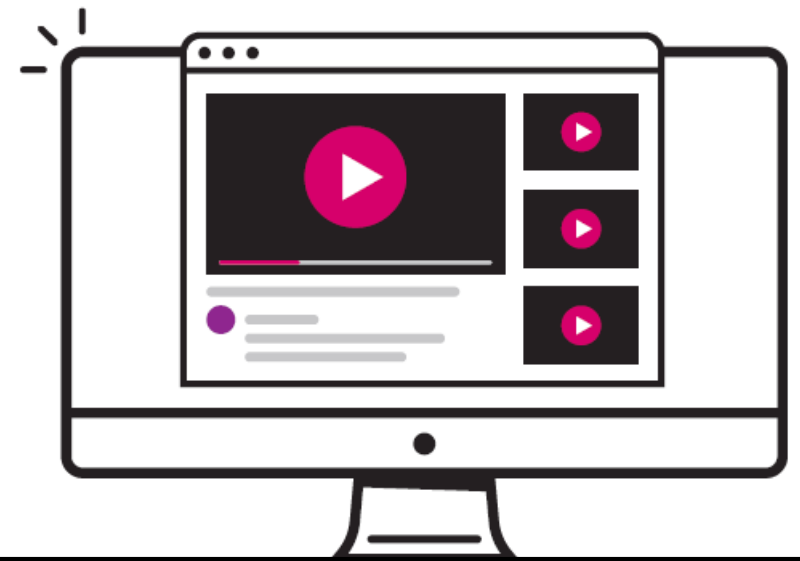
Elevate learning experiences with polling and gamification

goreact
powered by echo360

Skill mastery and video assessments that simplify skill development through video recording, feedback and analytics.

echovideo

ENTERPRISE **LECTURE CAPTURE** FOR YOUR INSTITUTION



EchoVideo combines video management with lecture capture and active learning to increase success.

RECORDING AND STREAMING

- One-touch, on-demand capture in LMS, in class, offline, PC, Mac, web and mobile
- Fully-automated lecture capture and Streaming
- Record any combo of screen, voice and camera – up to two 1080p channels
- Software or hardware capture options - all built and supported by Echo360

VIDEO LEARNING & ENGAGEMENT

- Variable speed playback, searchable transcripts and superior closed captioning
- Student bookmarking, annotation, note-taking contextually linked to content
- Interactive online discussion – anonymous or public – with entire class and teacher
- Real-time polling and integrated assessment
- Ability for student to flag confusion

ANALYTICS

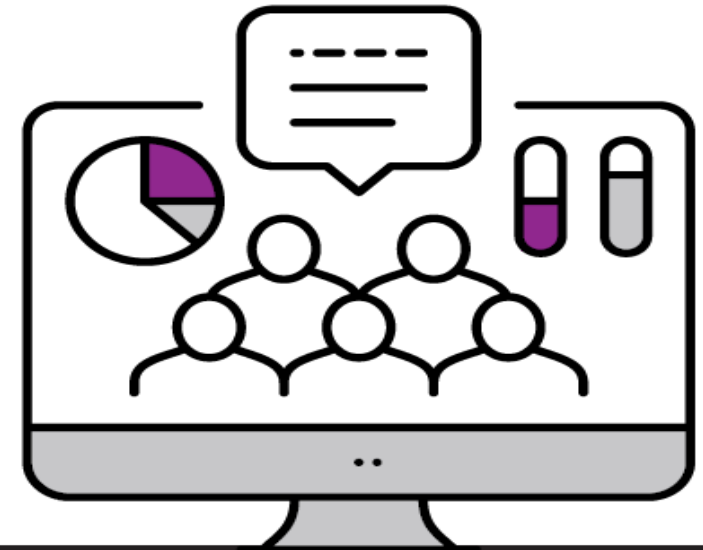
- Course dashboards to measure engagement and pedagogical efficacy
- User dashboards to assess student performance and identify knowledge gaps
- Automate video assignment grading by integrating LMS with LTI 1.3 protocol
- Administrator dashboards to plan ahead and assess ROI
- Proactive alerting to notify admin of potential problems for quick resolution
- Supports standards-based integration

VIDEO MANAGEMENT

- Easy to find, edit, publish and caption recordings
- Deep integration with LMS workflows
- Automatic Speech Recognition (ASR) and closed captioning
- Share video publicly, privately, 1:1 or 1:many
- Delegated administration with multi-level education hierarchy
- School customization to automatically watermark or add B-roll to videos
- Unlimited video storage license for teachers & students.

echoengage

EQUITABLE AND **ENGAGED LEARNING** FOR ALL



Capture and keep attention by integrating sophisticated social learning approaches and response tools to increase engagement 7x. Only **EchoEngage** gives you so many ways to transform audience engagement into inspired learning with two trusted and innovative platforms:

GUEST ACCESS

EchoEngage offers Guest Access for users which provides more flexibility, anonymity and reach for instructors, administrators and learners. Easily control the number and type of participants in your live polling session who also have the ability to remain anonymous within EchoEngage.

GAMIFICATION

Everyone learns differently, which is why gamification can be an excellent approach for fun yet impactful learning. Challenge your learners by inserting them into different scenarios with teams and wagers.

WHITEBOARD

The interactive whiteboard feature in EchoEngage is just one of the many tools built-in to animate learner engagement. When paired virtual classroom chat, videos, and competitions, you can create a truly interactive, inspired learning experience for everyone, anywhere.

DEVICES

Echo360's handheld devices offer closed-circuit security and control in the classroom or training space, with the same functionality you get in the cloud.

POWERPOINT INTEGRATION

Add interactivity to your existing presentation and create engaging experiences with the click of a button. Create, present, and collect results online—with our industry-leading PowerPoint integration. with learners.

PROVEN EXPERIENCE AND LEADERSHIP MATTERS



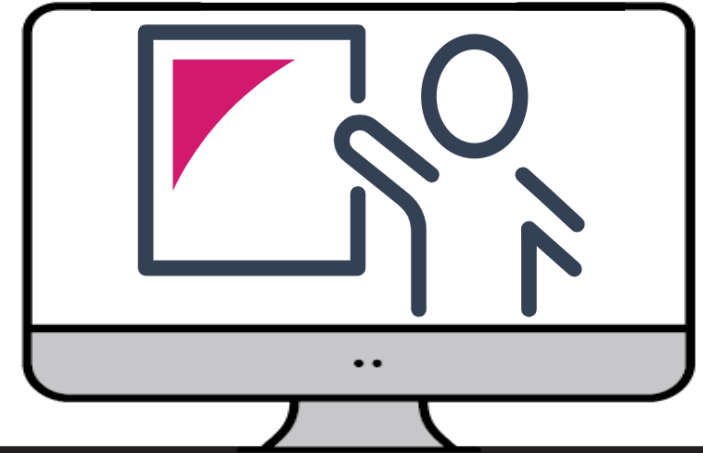
1.5 MILLION
learners per year



60,000
instructors supported



100 MILLION
sessions & views enabled



AI-enabled video feedback and assessments.

Below are just some of the use cases **goreact** powered by echo360 could enhance:

Practice Clinical Skills

Record clinical procedures or simulations and use targeted feedback to strengthen diagnostic accuracy, bedside technique, and professional competency.

Refine Coaching & Training Techniques

Record, review, and refine coaching technique to improve outcomes

Train Manufacturing Process

Demonstrate equipment operation, safety procedures, and quality checks.

Practice Sales Messaging

Enhance communication and sales techniques by recording and reviewing client presentations and pitch scenarios.

Practice Public & Emergency Safety Skills

Simulate emergency scenarios and safety drills, allowing firefighters to practice skills.

Reflect on Classroom Management

Record real classroom moments to analyze routines and management strategies with clarity.

Reflect on Active Listening

Record conversational practice to evaluate how well you listen, respond, and build rapport.

Practice Sign Language

Build fluency by recording and reviewing your signing accuracy, expressive clarity, and receptive skills.

Practice World Language

Boost proficiency by practicing spoken language skills with video-based pronunciation and fluency feedback.

Demonstrate a Trade Technique

Showcase trade skills by recording demonstrations and receiving targeted feedback.

Reflect on Speech Therapy

Record and review speech therapy sessions with time-coded feedback to refine articulation, pacing, and therapeutic techniques.

Demonstrate a Sales Pitch

Record a sales scenario and analyze time-coded feedback to sharpen messaging, delivery, rapport building, and persuasive communication.



DELIVERY & ENABLEMENT

Onboarding and Offboarding

Echo360 provides guided onboarding to support effective deployment. This includes platform configuration, LMS integration support, and access to user documentation and training resources. Onboarding activities are aligned to institutional workflows and agreed use cases.

At contract end, customers can export their data using administrative tools and APIs. Media and associated data can be extracted in standard formats. Following offboarding, customer data is securely deleted in line with agreed retention schedules and data protection requirements. Scoping and execution of migration to another solution can be provided as a chargeable professional service.

Customisation

Customers can configure individual modules of the Learning Transformation Platform to meet their operational and teaching needs. This includes applying institutional branding, configuring roles and permissions, and tailoring workflows. Integrations with LMS and identity systems can be configured to support phased or full rollouts.

APIs are available to support integrations and workflow automation. Advanced customisation, bespoke integrations, and development services are available at additional cost.

Technical Requirements

Echo360 is accessed via modern, standards-compliant web browsers. The service supports major operating systems, including Windows, macOS, ChromeOS, iOS, and Android. No specialised hardware or locally installed software is required to use the platform.





Support & Hosting

Service Levels & Availability

Echo360 is designed for high availability and typically provides 99.9% service availability, measured monthly and excluding scheduled maintenance. Availability is supported by resilient cloud architecture, monitoring, and operational processes. Service level commitments, exclusions, and service credit arrangements are defined in the Service Level Agreement (SLA).

Support & Customer Care

Customer Care is provided through an online support portal. Support requests are logged, tracked, and prioritised based on defined severity levels, with response targets aligned to impact.

Subscriptions include access to documentation, training resources, and release communications. Optional professional services, including advanced training and consultancy, are available at additional cost.

Hosting & Constraints

The Learning Transformation Platform is delivered as a multi-tenant SaaS service hosted by Echo360 on enterprise-grade cloud infrastructure. Customers do not manage or control the underlying hosting environment. The service is accessed over the public internet.

Some advanced administrative tasks are best performed using desktop browsers. Custom development, bespoke integrations, and non-standard data exports are outside the scope of the standard subscription and are available as chargeable professional services.



Security & Data

Security and Compliance

Echo360 applies recognised security best practices to the Learning Transformation Platform aligned with ISO/IEC 27001–aligned controls and SSAE-18 / SOC 2 principles through its cloud infrastructure providers. Security governance covers access control, risk management, vulnerability management, and incident response.

Technical controls include encryption of data in transit using TLS 1.2 or higher, encryption of data at rest, and role-based access control. Regular security testing and monitoring support the ongoing protection of customer data.

Data Protection & Resilience

The service is hosted across multiple availability zones with redundancy, automated failover, continuous monitoring, and regular backups. Customer data is logically segregated by tenant and protected through encryption and access controls.

Business continuity and disaster recovery processes are in place to support service resilience and data recovery.

Data Access and Exit

Customers can export media in standard formats such as MP4, and metadata, analytics, and administrative data in open formats including CSV and JSON. Data extraction is supported during offboarding in line with contractual terms and agreed timelines.

Following contract termination and data extraction, customer data is securely deleted in accordance with agreed retention schedules and data protection requirements.



Accessibility

Echo360 is designed with accessibility as a core consideration and supports alignment with the **Web Content Accessibility Guidelines (WCAG) 2.2**, building on WCAG 2.1 AA principles. Accessibility is embedded into product design, development, and quality assurance processes to support inclusive use across diverse learner and instructor needs. The service supports keyboard-only navigation, compatibility with common screen readers, and accessible media playback features, including captions and transcripts where applicable. Echo360 continually reviews and enhances accessibility as part of ongoing product development and testing, ensuring improvements are incorporated as standards evolve and user feedback is received.

Contact Us

Echo360 was founded with a clear goal: to make learning more effective through video, engagement, and insight. Echo360 provides the Learning Transformation Platform to support universities, colleges, and training organisations capture teaching, engage learners in real time, and understand what works—so educators can improve outcomes at scale.

Whether you're exploring Echo360 for the first time, planning a rollout, or looking to expand your existing use of EchoVideo, EchoPoll, or GoReact, our team is here to help. Get in touch to discuss your requirements, request pricing, or speak with a specialist about implementation, integrations, and accessibility.

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