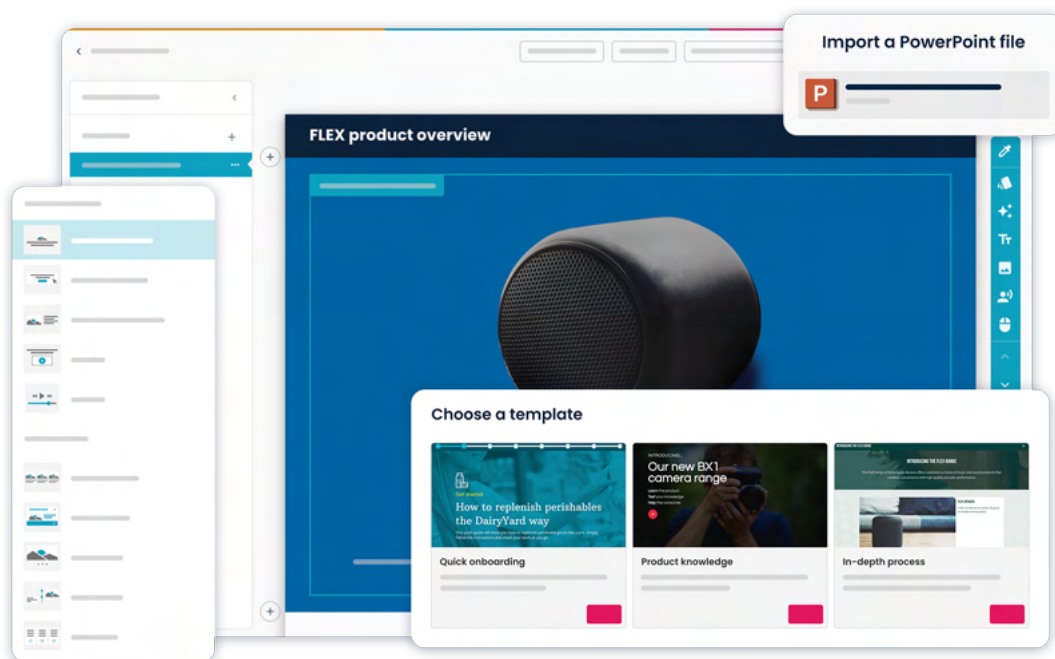




G-Cloud 15

Service Definition Document:

Learning Pool Authoring (Elucidat) Public Sector Edition

2026

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Introducing Elucidat

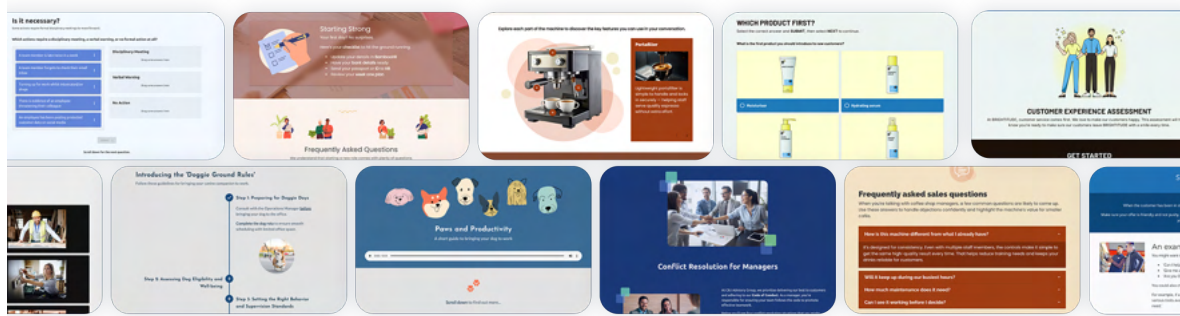
Elucidat is an **award-winning e-learning authoring platform** trusted by organisations to create engaging, effective learning experiences at scale. Designed for high-output teams, Elucidat simplifies content creation, enabling internal experts to build high-quality, engaging learning while ensuring consistency, speed, and cost efficiency.

Flexibility and Choice	Scalability	Empowering Everyone
Elucidat offers both customisation and speed, so organisations can meet production needs.	From rapid creation to customised experiences, Elucidat ensures teams can create at scale.	Elucidat makes it possible for anyone to create effective e-learning, regardless of experience.

What Makes Elucidat Different?

Authoring Technology	Our tool enables teams to create engaging e-learning at scale. With a focus on speed, customisation, and engagement, Elucidat delivers high-quality content production without compromise.
People & Process	We go beyond just providing technology; we form a true partnership with you. By optimising your workflows and fostering collaboration, we help streamline content creation, driving efficiency and scalability across your organisation.
Learning Consultancy	Our experts help you design and build impactful e-learning. We also offer guidance, best practices, and actionable insights to ensure every project aligns with your goals and delivers measurable results.

Create engaging e-learning



Loved by users



“Elucidat **solves far more problems than we had initially thought** that we would use it for. Which is really a cool thing!”

Alex Barley

Learning Design Manager

“The tool has been **easily scalable** across our organisation and has been **used by individuals of all skill levels.**”

Jerry Thorner

Global Learning Systems Owner

“The **UI is more intuitive** than our previous software, and honestly just more fun to work within”

Robert Reynolds

Senior Learning Specialist

Why Elucidat?

- 1. An Extension of your Team:** A full partnership to enable you to create high-quality and impactful e-learning at scale.
- 2. Industry-leading Authoring:** Elucidat-built content has reached millions of learners within the world’s leading organisations.
- 3. More than Authoring:** We offer training, learning consultancy, and industry-leading support.

Delivering Measurable Value to our Customers



We believe that Elucidat should be far more than just an e-learning creation tool; it's a critical platform for driving **digital transformation**, ensuring **organisational compliance**, and delivering genuine **Return on Investment**.

In the fast-moving public sector environment, our clients face common challenges, including keeping large, diverse workforces compliant, integrating disparate HR and IT systems, reducing the administrative burden on L&D teams, reducing the cost of expensive classroom training, getting new employees up to speed quickly, and proving the tangible impact of their Learning & Development (L&D) spend.

This section highlights how Elucidat directly addresses these core challenges, translating powerful features into clear, demonstrable success. Our commitment is to partner with you to transform your L&D function into a strategic asset that delivers efficiency and compliance across your entire organisation.

Improving Compliance at Scale

Keeping large and diverse workforces up to date with mandatory training is a constant operational challenge. Elucidat makes it easier to create, update, and deliver high-quality compliance content at speed. Centralised templates, brand controls, and instant LMS updates help teams maintain accuracy and consistency across all departments.

The result: Higher compliance rates, reduced risk, and fewer costly incidents or service failures.

Reducing Training Costs

By enabling both L&D teams and subject-matter experts to create effective in-house learning, organisations reduce reliance on agencies and minimise time spent maintaining content. Reusable assets, AI-powered production tools, and streamlined workflows accelerate output without increasing headcount.

The result: Lower development costs, fewer classroom sessions, and faster onboarding - all without compromising quality.

Proving Return on Investment

Elucidat's analytics give clear insight into learner engagement, knowledge gaps, and the performance of training content. Teams can pinpoint what's working, update content instantly, and demonstrate direct impact on organisational priorities.

The result: Transparent reporting, data-driven improvements, and a clearer link between L&D activity and organisational outcomes.



Success story

Overview of the Challenge

Oxfam has ~9,000 employees across 87 countries and needed to move fast to support people on the ground. Knowledge sharing is critical, but prior to Elucidat, most learning was classroom-based, or manuals on local intranets, and any e-learning was developed by expensive external contractors and was hard to modify.

How Elucidat Helped

Elucidat enables subject experts across the confederation to create e-learning directly. The platform is easy for subject matter experts to use and powerful enough to build engaging online learning. Multi-language courses can be created and updated quickly.

Service Outcomes

Oxfam can now share courses across its global organisation and with partners, quickly adapt and translate content to different languages (e.g., Burmese, Arabic, Spanish, French), and update learning as needs evolve. **The shift to Elucidat has increased the responsiveness, reach, and inclusiveness of digital learning.**



National Trust

Success story

Overview of the Challenge

The National Trust, Europe's largest conservation charity with 70,000+ learners, identified climate literacy as a crucial organisational priority. Climate change is complex and can feel overwhelming, and the Trust needed engaging and accessible e-learning for its dispersed staff and volunteers.

How Elucidat Helped

Partnering with Elucidat's Learning Consultancy team, the Trust designed an e-learning solution that is accessible, engaging, and inspiring — transforming a daunting topic into interactive online learning that resonates across its workforce.

Service Outcomes

The new e-learning course educates and reassures learners about climate change and helps them see their role in addressing it. **The Trust achieved learner engagement** through thoughtful design and clear alignment to organisational goals, offering a standout interactive experience.



Success story

Overview of the Challenge

SGS, a global inspection, verification, testing, and certification company with ~89,000 employees, struggled to roll out technical process updates effectively and regularly. A small Talent Development team of two couldn't keep up with training needs for remote employees.

How Elucidat Helped

SGS partnered with Elucidat and its Learning Consultancy Team to co-design a tailored template for subject experts. This combination of expert guidance and an easy-to-use authoring platform enabled technical experts to produce consistent, engaging e-learning themselves.

Service Outcomes

In just seven weeks, SGS had ten professional modules ready for user testing and built confidence across its expert group. Over time, the organisation **developed a thriving in-house authoring community of ~250 authors** who now create essential e-learning independently.



Success story

Overview of the Challenge

Kingfisher L&D needed to produce five million hours of learning across five separate banner brands and 80,000 employees. Previously, each brand used its own system or external supplier, resulting in inconsistent training, limited sharing, and low engagement.

How Elucidat Helped

Elucidat provided a cloud-based authoring platform that allowed multiple parts of the organisation to work independently yet consistently. The central team also worked with Elucidat's consultants to create brand styles and reusable design frameworks.

The value Unlocked

Within eight months, Kingfisher achieved strong learner engagement (average 8/10 feedback) and **cut e-learning production costs by over 90%** compared to external suppliers. Elucidat enables distributed creation while maintaining quality, consistency, and collaboration between teams.



Overview of the Challenge

Tesco, the UK's largest retailer, wanted to reduce reliance on face-to-face training and speed up delivery of digital learning. Their previous authoring tool wasn't widely adopted, limiting speed and flexibility.

How Elucidat Helped

Tesco rolled out Elucidat to an initial group of authors. The simplicity of the platform meant even inexperienced staff could begin creating e-learning after only two hours of training.

Service Outcomes

Tesco **produced e-learning up to four times faster**, and the number of authors doubled in a short period. They now have 400+ authors creating diverse e-learning modules — from compliance to leadership to assessments.

Key features

Elucidat includes the following key features:

Authoring	
Knowledge checks	Included
Mobile-ready courses	Included
PowerPoint import	Included
Screen and camera recording	Included
Ready-made course templates	Included
Library of stock imagery	Included
Convert text to speech	Included
CSV and XLIFF translation	Included
AI course creation	Included
Branding	
Custom course branding	Included
Global brand control	Included
Publishing	
SCORM and URL releases	Included
xAPI compatible	Included
Instant course updates	Included
Collaboration	
Commenting and reviews	Included
Analytics	
Analytics dashboards	Included

Learner data export	Included
Translation	
Variation management	Upgrade available
Auto-Translate with glossary	
Multi-language releases	
Support and services	
Email support	Included
Ticket dashboard	Included
Self-service Help Centre	Included
Account onboarding	Included
Security	
ISO 27001	Included
GDPR compliant	Included
User single sign-on	Upgrade available

Optional Add-ons (Additional Cost)

Elucidat offers the following subscription add-ons:

Translation	Seamlessly translate your content with Auto-Translate, create parent/child relationships, and release multi-language courses.
Single sign-on	Increase account security by enforcing single sign-on for your users by integrating Elucidat with your SAML 2.0 identity service.
Learning Consultancy	Elucidat also offers a range of individual Learning Consultancy services, which you may wish to consider alongside your subscription: • Course design and build • Custom template development • Comprehensive project review • Bespoke enablement programs • Branded style design

Why Learning Pool?

Why Choose Learning Pool for the Public Sector?

Learning Pool is a provider of digital learning technology and services, delivering comprehensive, data-driven digital learning solutions trusted by public sector organisations worldwide.

For almost two decades, we've helped organisations transform employee performance through continuous innovation, strategic partnerships, and a deep commitment to customer success. Our offering provides a complete, scalable solution designed to meet the complex needs of the public sector - from essential **compliance** and **onboarding** to strategic **upskilling** and **agile workforce development**.

Proven Excellence and Strategic Leadership

Our dedication to innovation is consistently recognised, with recent accolades including the **2024 Brandon Hall HCM Award: Best Compliance Training Gold** and the **2025 eLearning Industry Top Content Providers with AI Tools Top 10**.



Strategic Leader Status (5 Consecutive Years)

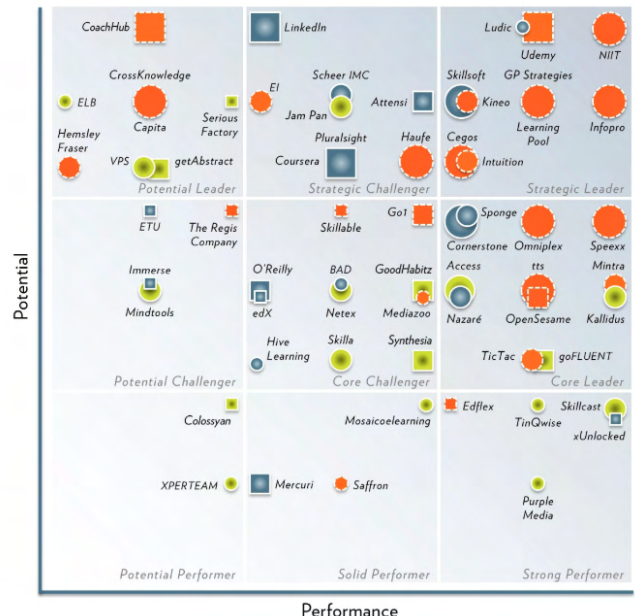
We have been recognised as a **Strategic Leader** on the prestigious **2025 Fosway 9-Grid™ for Digital Learning** for the fifth consecutive year (2020-2025). This independent assessment confirms our capability to meet the needs of large, complex, enterprise-scale customers like those in the public sector.

In the 2025 Fosway AI Market Assessment for Digital Learning, Learning Pool is recognised as a market leader, positioned in the highest quartile of assessed providers for its AI capability and maturity. While only 11% of AI capabilities across the wider industry are currently "live" with customers, Learning Pool is distinguished for having a broad, ambitious roadmap with a significant proportion of its AI features already in production.

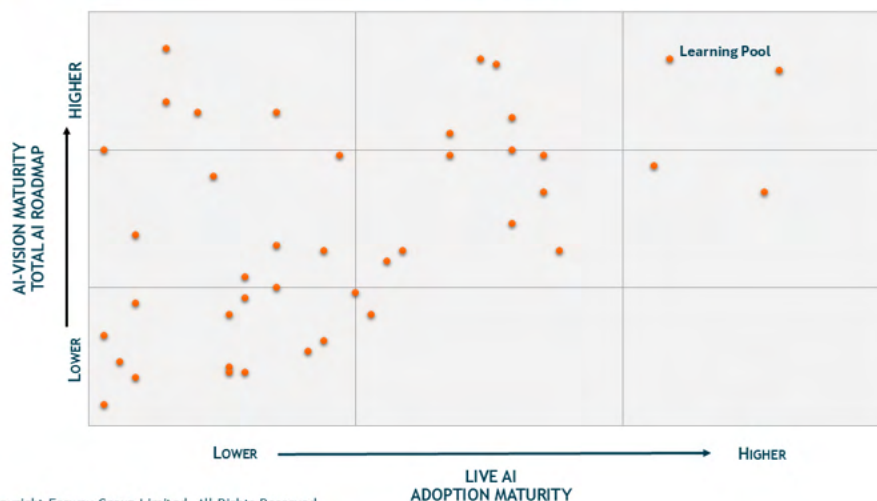
Fosway 9-Grid™ Digital Learning 2025



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Digital Learning AI Roadmap Reality 2025



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Trusted by over 200 Public Sector Organisations



Focus on Customer Success

We are a trusted partner, supporting **26+ million learners worldwide** across 37 countries.

Our commitment to our clients is proven by performance metrics that have remained consistent throughout our growth. We currently have a Net Promoter Score of 36, demonstrating strong performance and high customer loyalty.



Committed to Ethical Partnership and Shared Values

Learning Pool is a **values-based company** committed to doing business the right way, aligning with the principles and integrity expected by the public sector.

Ethical Foundation: Our values, 'Build To Grow', 'Do The Right Thing', and 'Raise the Bar', form the foundation of our **Code of Conduct**. We expect all employees to act ethically and do right by our customers.



Social and Environmental Responsibility: Our **ESG programme** proudly aligns with the **B Corp™ movement**, prioritising social and environmental responsibility alongside profit. We transparently report our progress on key ESG topics and offer employees two paid volunteer days annually, demonstrating our commitment to making a positive impact.

Support and Training

Service Level Agreement (SLA) and Support Model

Strategic Partnership Model: Focused on providing administrators with the technical knowledge and tools necessary to get the most out of your Elucidat subscription.

Account Management: Each client is assigned a dedicated Customer Account Representative as a primary point of contact for strategic oversight.

24/7 Technical Support: Access to a customer support team is available 24/7/363 via email, telephone, and a dedicated online portal.

Support Portal Transparency: The administrative portal allows for case creation, real-time tracking, and access to a full historical log of organisation-wide support requests.

Specialist Support Team: Requests are handled by a tiered team including Customer Support Executives, Application Support Engineers, and Product Coaches.



Our Service Level Commitments

Service Availability: Minimum uptime guarantee of 99.5% per calendar month (excluding scheduled maintenance).

Incident Response & Resolution Targets:

- **Severity 1 (Critical):** 30-minute response / 4-hour resolution.
- **Severity 2 (Major):** 1-hour response / 1-working-day resolution.
- **Severity 3 (Medium):** 6-hour response / 5-working-day resolution

Monitoring and Reporting

Every customer request submitted by phone, email, or through our portal is captured, assigned a severity level, and tagged with product and feature data. This rigorous tracking ensures we can report on response and resolution times, thereby continuously improving our efficiency. You can track all support cases and view their real-time status through our dedicated online customer portal.

Your Customer Account Representative will hold regular **Strategic Business Review meetings**. These are vital for success, as they include reviewing performance metrics, product utilisation, and alignment with your business goals.

Training

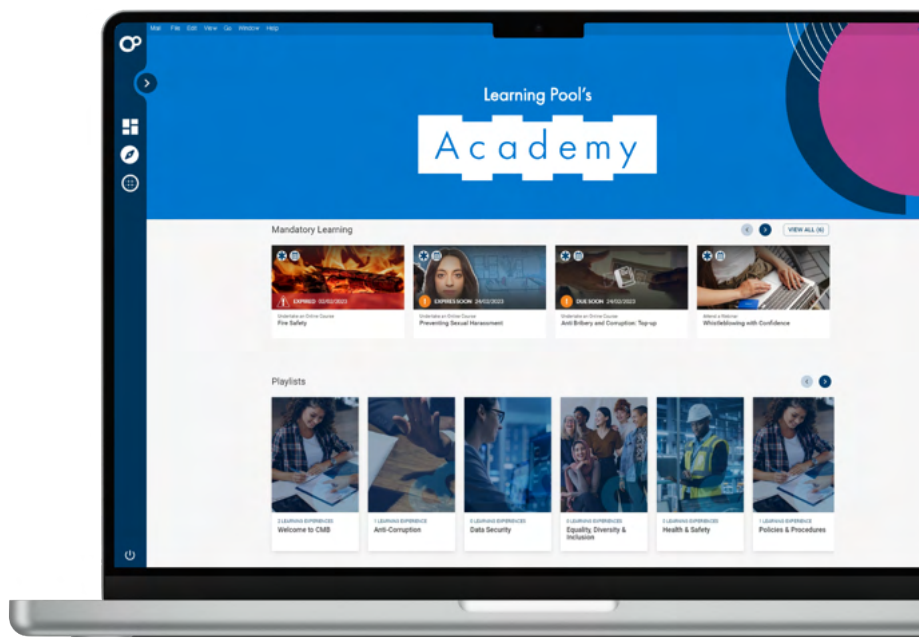
- **Online Training**

Academy: A central online training portal accessible to all client representatives, providing quick guides, e-learning modules, instructional videos, and assessments.

- **Interactive Training:**

Access to real-time learning interventions, including live webinars and facilitated forum discussions via the platform.

- **Accessibility:** All training materials are hosted on a device-agnostic platform designed to meet accessibility standards.



- **Product Updates & Release Notes:** Scheduled strategic meetings with a Customer Account Representative to review new system functionality, supplemented by regular release notes provided ahead of system upgrades.
- **Targeted Coaching:** Dedicated training sessions with Product Coaches are available upon request for new product updates or specific functional requirements.
- **Continuous Administrative Support:** Ongoing assistance post-launch through a Customer Account Representative to ensure administrators maintain the technical proficiency required to manage the system effectively.

Emergency Resolution Process

A structured policy is in place to ensure significant issues are reviewed and resolved by senior management. Escalations can be triggered directly by the customer or internally by any Learning Pool team member identifying a need for senior-level intervention.

Stage I (Investigation): Immediate investigation to establish facts, quantify priority level, and assess organisational impact.

Stage II (Resolution Plan): Documentation of findings and a recommended course of action, with an initial written response provided within 48 business hours. Customers may request a review by the next level of the management hierarchy if the initial Stage II response is not satisfactory.

Critical Escalation: Severity 1 (Critical) issues are escalated to senior management immediately upon identification.

Our management team holds weekly calls to review all escalations, monitor progress, and ensure a speedy resolution, while the Head of Customer Advocacy tracks recurring themes to improve our services continuously.

We are committed to maintaining regular communication with you throughout this entire process, ensuring you are always kept informed.

Implementation

Implementation Approach

Elucidat provides a structured onboarding process designed to ensure customers gain value quickly and confidently from the platform. Once a Purchase Order (PO) is received, any existing trial account can be converted to a full account immediately, enabling rapid commencement of onboarding.

Our Customer Success team typically completes onboarding within **60 days**, guiding customers through a clear sequence of steps. The approach focuses on aligning Elucidat to the organisation's objectives, ensuring smooth account setup, and enabling users to begin building impactful digital learning at scale.

The onboarding journey is made up of four key phases:



Kick-off Call

We'll introduce you to your Elucidat team, recap requirements, set success goals, and share relevant resources. This aligns expectations and forms the foundation of the customer's success plan.



Admin Induction

We'll support your administrators with account setup and configuration. This includes walking through key admin functionality and ensuring the platform is tailored to organisational needs.



User Induction

We'll help onboard users and introduce core authoring capabilities, enabling them to start creating content confidently and efficiently.



Wrap-up / Q&A

We'll review early usage, answer any technical or workflow questions, and, if applicable, review your first project to ensure you're set up for ongoing success. This stage reinforces best practices and clarifies next steps.

Across all stages, customers also have access to online resources, learning materials, and continued support from the Elucidat team.

Indicative Timescale and Milestones

Our onboarding framework is designed to provide value quickly while accommodating the needs and pace of public sector teams. Typical implementation timescales and key milestones are as follows:

Milestone	Indicative Timing	Description
Account Activation	Day 0	Trial account (if applicable) is converted instantly to a full production account.
Kick-off Call	Week 1	Introductions, goal setting, requirement review, and creation of the success plan.
Admin Induction	Weeks 1 to 2	Account configuration, admin training, user setup, and platform orientation.

User Induction	Weeks 2 to 4	User onboarding, authoring guidance, and introductory coaching for teams building content.
Wrap-up / Q&A Session	Weeks 4 to 8	Review of first project, Q&A, technical discussion, and confirmation of next steps.
Onboarding Completion	By Day 60	Formal closure of onboarding, transition to ongoing Customer Success support. In your first 4 to 6 months, we'll continue to have more frequent touch points to ensure you reach the value we defined at kick-off, before we move to an ongoing cadence that matches your desired schedule.

Most customers complete the onboarding cycle within **60 days**, although timelines can be adjusted depending on project scope, internal capacity, and the number of users being onboarded.

Onboarding and Offboarding Support

Learning Pool provides structured onboarding support to ensure new customers adopt Elucidat smoothly and achieve value quickly. This includes a kick-off call, admin and user inductions, and a wrap-up/Q&A session, as outlined in the Implementation section. Customers are supported throughout by our Customer Success team, with access to resources and guidance tailored to their goals. Customers will continue to receive higher-touch support from our Customer Success team until they reach the value defined in our very first kick-off call.

For offboarding, Elucidat enables customers to retain access to their learning content and historical data. Courses can be exported as SCORM packages, but will no longer be editable outside the Elucidat platform. Customers can also download and export analytics reports (as CSV files) for record-keeping.

Constraints and Dependencies

Supported Regions

In terms of geographical restrictions, there are no specific countries where we are unable to go live. Because Elucidat is cloud-hosted, anyone with a stable internet connection should be able to log in.

It is important to note that while we do not restrict access, some specific regions or locations may have their own bespoke requirements, restrictions, or limitations on system access or certain websites. These external factors are outside of our control, but they do not prevent the deployment of Elucidat.

Language Limitations

Learning content created in Elucidat can be translated into any language, including right-to-left and non-Latin scripts. Elucidat's Auto-Translate feature also allows you to automatically translate content into 75 languages.

The Elucidat authoring platform for content creators is also available in additional languages, including French, German, and Norwegian.

Browser / Device Limitations

Elucidat is a modern, cloud-based e-learning authoring platform designed to work smoothly on the vast majority of up-to-date browsers and devices. Because it is delivered

via the web, there is no software to install, and users can access Elucidat from wherever they are, provided they are using a current, supported browser.

We distinguish between the **authoring experience** (where content is created) and the **learner experience** (the content that is consumed).

Authoring Experience

- Supported on desktop or laptop devices.
- Works with the two most recent versions of all major browsers and operating systems.
- Mobile browsers are not supported for authoring.

Learner Experience

- Supported on desktops, laptops, tablets, and smartphones.
- Works with the two most recent versions of all major browsers and operating systems.

Elucidat supports the two most recent versions of all major browsers, including (but not limited to) Google Chrome, Mozilla Firefox, Safari, and Microsoft Edge.

Elucidat performs best when accessed through a supported browser and an up-to-date operating system. While courses generally work well across a wide range of modern devices, including mobile, using older systems or outdated browsers may result in a reduced or inconsistent experience. Elucidat's Support team will investigate any issues encountered within supported environments, but we cannot guarantee fixes or full functionality for unsupported configurations.

Dependency on Customer-Side Systems

Network Connectivity: As a cloud-based solution, a stable internet connection is required for users to access.

Accessibility

We're committed to enabling our customers to create elearning that satisfies Section 508 in the US, and the Equality Act in the UK.

Some of our headline accessibility features for elearning content include:

- Support for screen readers and keyboard navigation
- Customizable color contrast
- Ability to add alt text to images
- Well crafted semantic HTML5 to help learners understand the structure of all pages
- Interactions designed to be easy to use by screen readers

Elucidat allows an unprecedented level of control for authors, and so, as authors create learning, they have an important role in making courses that are fully accessible. We provide guidance and thorough documentation to help authors make accessible choices when creating learning content.

Disaster Recovery and Backup

We maintain a Business Continuity and Disaster Recovery plan as part of our ISO 27001 certified ISMS. This is tested annually to ensure we're able to combat any new threats or potential disasters. The plan covers a range of disaster scenarios, including fire, flood, terrorism, pandemic, theft, and loss of utilities. Our RTO is 4 hours, and RPO is 24 hours.

Maintenance

Elucidat is delivered as a cloud-based service and is designed to run with very little disruption. We release maintenance updates frequently and in small increments, which means most improvements do not require any downtime. If planned maintenance is ever needed, we aim to keep it to a minimum, provide at least eight hours' electronic notice, and schedule it where possible during weekends (Saturday or Sunday, British Standard Time).

Our core systems are monitored 24/7, so any issues are identified quickly. We use commercially reasonable efforts to provide at least 99.5% uptime and publish current system status on our public status page. If an incident occurs, our team follows established response and communication processes to keep customers informed until the service is restored.

Hosting and Security

We're committed to protecting your data, meeting the requirements of information security good practice and seeking ways in which we can improve our security to mitigate new risks.

Learning Pool and all of our products and services are GDPR compliant. We are proud to be certified to the international standard for information security, **ISO 27001**, as well as **Cyber Essentials** and **SOC2 TYPE2**. Doing business with us means that you can be assured of standardised security levels and practices which have been independently verified by a third-party auditor.



Hosting

Our physical infrastructure is hosted and managed within Amazon's secure data centres and leverages Amazon Web Services (AWS) and Amazon Elastic Compute Cloud (EC2) technology. Elucidat's data centers are located in Dublin, Ireland.