



Authoring platform is easy to use, produces high-quality digital content



Aim4Knowledge uses VitalSource Content Studio to create rich courseware

Sweden-based Aim4Knowledge traditionally provided training services to IT and service management companies as a consulting firm. But several years ago, leadership decided to start creating training course content around ITIL (Information Technology Infrastructure Library). The goal was to help businesses demonstrate compliance, measure improvement, and align IT services with the needs of their organizations.

“We knew we had to deliver the content electronically,” says Pelle Råstock, founder and product manager. “At first we made PDFs out of existing print materials, but quickly realized this was cumbersome and didn’t lend to updating the content. More importantly, we needed more interactive content to truly deliver our ITIL courseware in the very best way and serve our students with the best possible experience.”

Råstock and his team tested out several digital content authoring platforms but found many were very difficult to use because they required coding or programming skills. They also tried other platforms that were very simple to use, but those typically did not produce files that were very interactive or accessible to all users. But VitalSource Content Studio™ is both easy to use and allows users to author rich, engaging digital content.

COMPREHENSIVE SOLUTION CHECKS OFF ALL BOXES

“We selected VitalSource Content Studio because of how straightforward it is,” says Råstock. “To add an element—be it text, an image, or a rich element such as a questionnaire—you simply click on the appropriate box and enter what you need.”

Content created in VitalSource Content Studio is outputted as EPUB 3 into VitalSource Bookshelf® or any other compliant eReader. The export page within the program allows authors to easily preview and live-publish content, without needing to download and upload files manually.

The output is fully responsive on any device. When several authors are involved in creating content, VitalSource Content Studio’s built-in management tools support a thorough review process through assignments, comments, and approvals. If edits are needed, authors can go into VitalSource Content Studio, make changes, and instantly re-publish to Bookshelf.

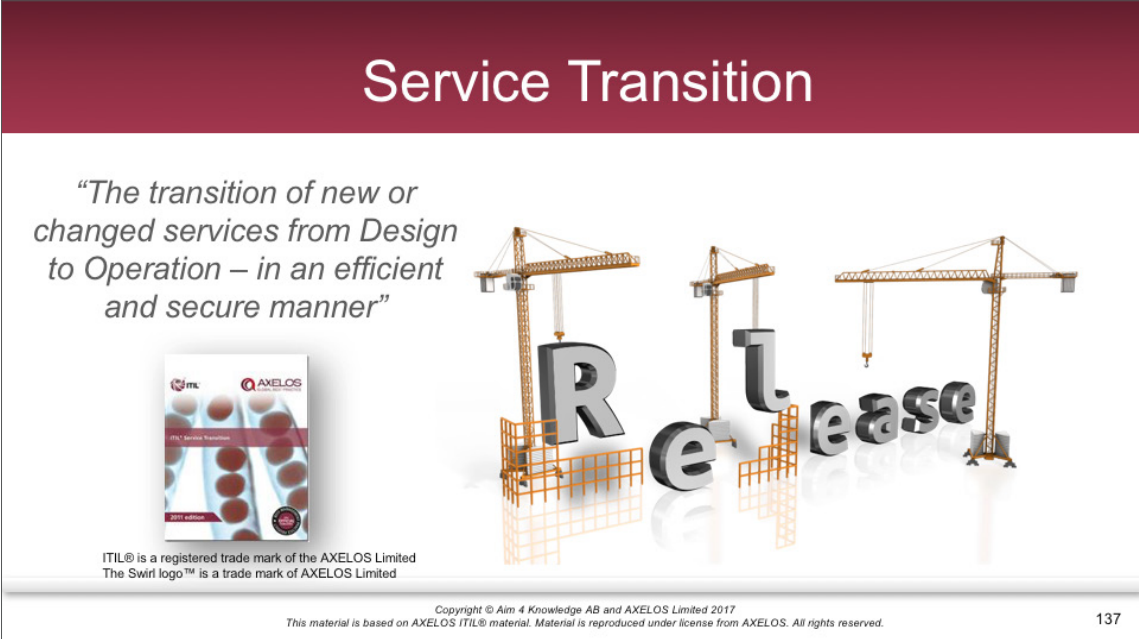
“Aim4Knowledge has created content for 16 courses in VitalSource Content Studio, and are working on more. It took us about three months to create 10 courses,” says Råstock.

MEETING USERS' NEEDS WITH THE RIGHT FEATURES

Another major benefit is that the content ingested from VitalSource Content Studio to Bookshelf supports both online and offline access.

“We have ITIL courseware customers in many different countries where internet access is not always available or very stable,” says Råstock. “It’s a must that content can be accessed offline.”

“Use VitalSource Content Studio the way it’s intended to be used, and you will have content that is truly digital-first,” recommends Råstock. “Students really love the assessment questions we put within the text,” he says. “These interactive activities help them stay engaged and learn better.”



The screenshot shows a slide from an ITIL Foundation course. At the top, a dark red banner contains the title "Service Transition" in white. Below the banner, the slide features a quote: "The transition of new or changed services from Design to Operation – in an efficient and secure manner". To the left of the quote is a small image of the ITIL Service Transition 2011 edition book cover. To the right is a 3D graphic of the word "Release" in large, metallic letters, with three construction cranes positioned around it as if they are lifting or supporting the letters. At the bottom of the slide, there is a copyright notice: "Copyright © Aim 4 Knowledge AB and AXELOS Limited 2017. This material is based on AXELOS ITIL® material. Material is reproduced under license from AXELOS. All rights reserved." and the page number "137".

Screenshot of ITIL Foundation course created by Aim4Knowledge using VitalSource Content Studio.

[Click to learn more about Aim4Knowledge](#)

For more information about VitalSource Content Studio, [visit vitalsource.com/vcs](https://vitalsource.com/vcs)