edX Enterprise

An endeavor into corporate learning

May 24, 2017

Presented by
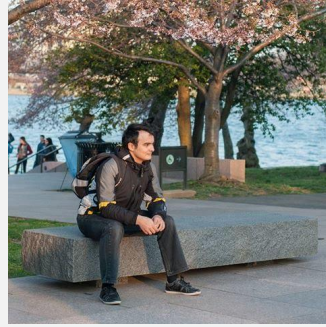
Brittney Exline, edX

Eugeny Kolpakov and Jesse Shapiro, OpenCraft
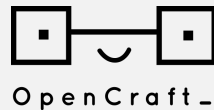
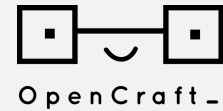# Who We Are

Brittney Exline
Senior Software Engineer

Eugeny Kolpakov
Sr. Open Source Developer

Jesse Shapiro
Sr. Open Source Developer

Introduction

Corporate Learning

- How can companies keep their employees engaged?
- How will employees attain the skills that are most valuable to their employers?
- How can companies achieve this in a cost effective and scalable way?

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What does edX bring to the table?

- Career focused content from top-tier institutions
- The only major non-profit MOOC provider
- Ability to deliver high quality content at scale

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Enterprise Experience
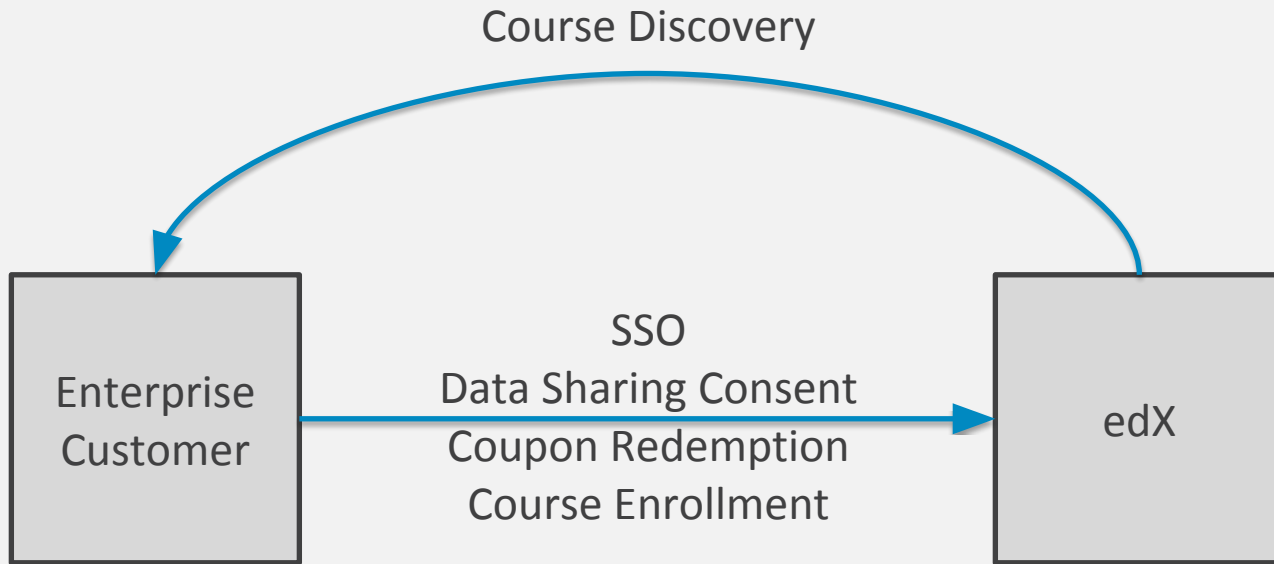
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What do Enterprises Need?

- Discovery and curation of course content
- Smooth onboarding for employees becoming learners
- Feedback on employee performance and engagement in courses

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Enterprise Customer

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Course Discovery

Enterprise
Customer

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Course Discovery

Enterprise Customer

SSO
Data Sharing Consent
Coupon Redemption
Course Enrollment

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Course Discovery

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Data Passback
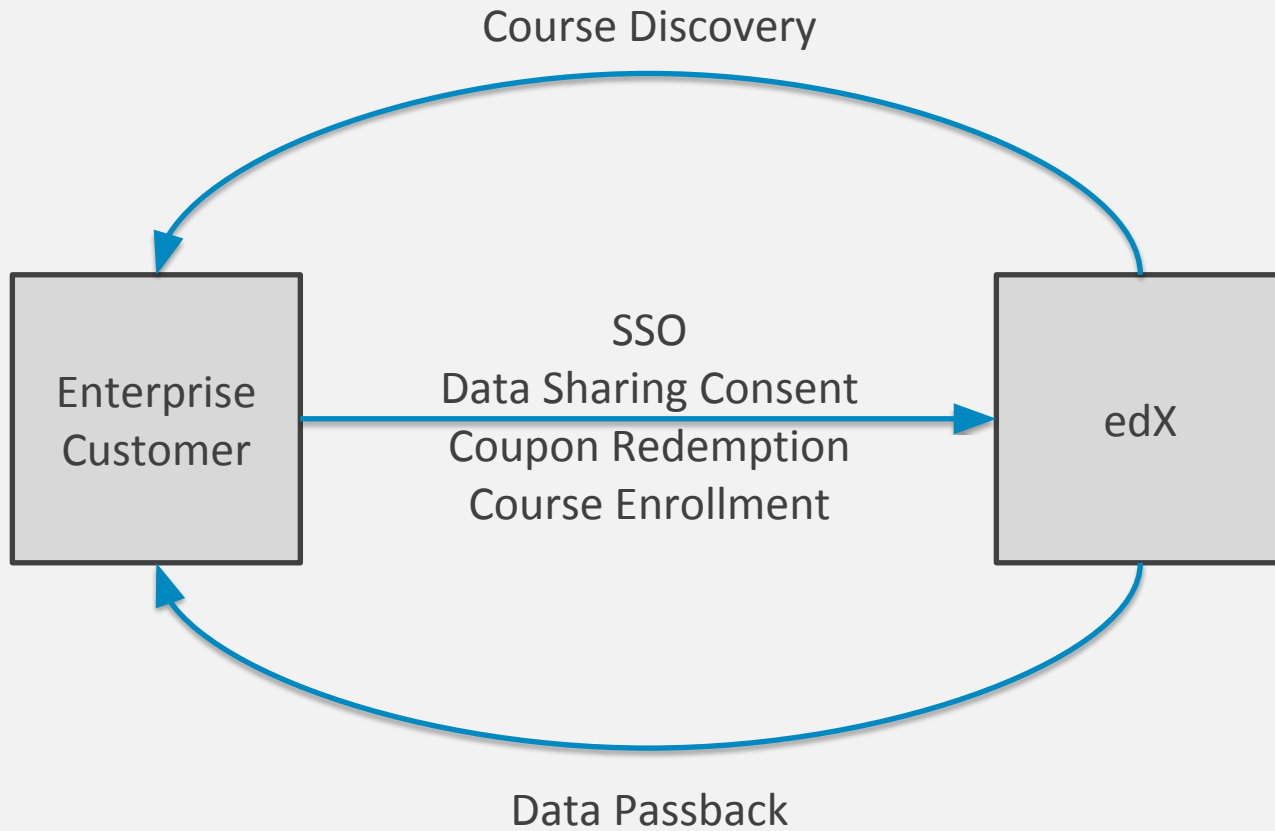
Features

How can Open Edx fulfill Enterprise needs?

- Integration with SSO and other existing tools
- Ability to customize the learning experience
- Corporate discounts for employees
- Data about how corporate learners are doing

SSO & Integrations

- Simple SSO
  - Quick and simple login
- Direct integrations
  - Customizable course discovery process
- Channel integrations
  - Automatically share data back to another LMS

Customization

- Custom landing page
  - Show Enterprise logo alongside edX's
  - Show custom message to Enterprise employees
- Cohorts (work in progress)
  - Enterprise learners take courses alongside coworkers
  - Establish a strong sense of community

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Corporate Discounts

- Discount Amount
  - Full or partial discount
- Discount scope
  - Single course, or an entire catalog
- Redemption style
  - Distributable codes
  - Automatically applied

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Data Sharing & Consent

- Data Sharing
  - Channel integrations
  - Standardized API (future development)
- Data Sharing Consent
  - Clear and unambiguous
  - Always a choice for the learner

Benefits to OpenEdX