General comments from the Italian companies

1. Most of the Italian operators offering custom e-learning are start-ups or IT companies that can count on the supply of content from their customers. They then re-elaborate the contents in graphic, digital and multimedia terms in line with the needs of the customers.
2. Most of these operators offering custom e-learning are mainly aimed at structured companies and large companies, which have the skills and resources to devote to the creation of educational content. An element that must differentiate our project should be a model focused also at SMEs.
3. The analysis of training needs is a fundamental point of the process for a customization. About the learning goals: the definition of them is sequential to the needs analysis; in this regard, two lines of action are identified corresponding to a more or less accentuated attention to the definition of educational objectives: 1) on the one hand the operators who receive the contents from their customers, who know exactly what they want and therefore the objectives are defined by them upstream
4. 2) for "content creators" operators, the definition of educational objectives represents a fundamental part of the educational planning of the course to be customized and delivered
5. Among the interviewed entities we note OC Open Consulting, which makes the preliminary analysis a strategic and fundamental point of the consultancy provided, while not unbalancing on their methodology
6. Produce material (mainly videos) is very expensive to produce (OC Open Consulting).
7. From a technological point of view, the open source LMN platforms are chosen. Many of them are technology partners
8. It is difficult to make an overall average of the costs incurred. The creation of content by operators has a lot of impact on the budget.
9. Indicatively we are talking about € 10,000 for 2-day courses, with simple multimedia devices
10. There is an interest in fast formats of no more than 15-20 minutes of e-learning
11. OC focuses heavily on blended learning, for greater effectiveness of training. A little less than the other interviewees.
12. The assessment of learning is provided if requested by the client. The issue of the certificate is important, now included in most of the outputs of the main LMS platforms