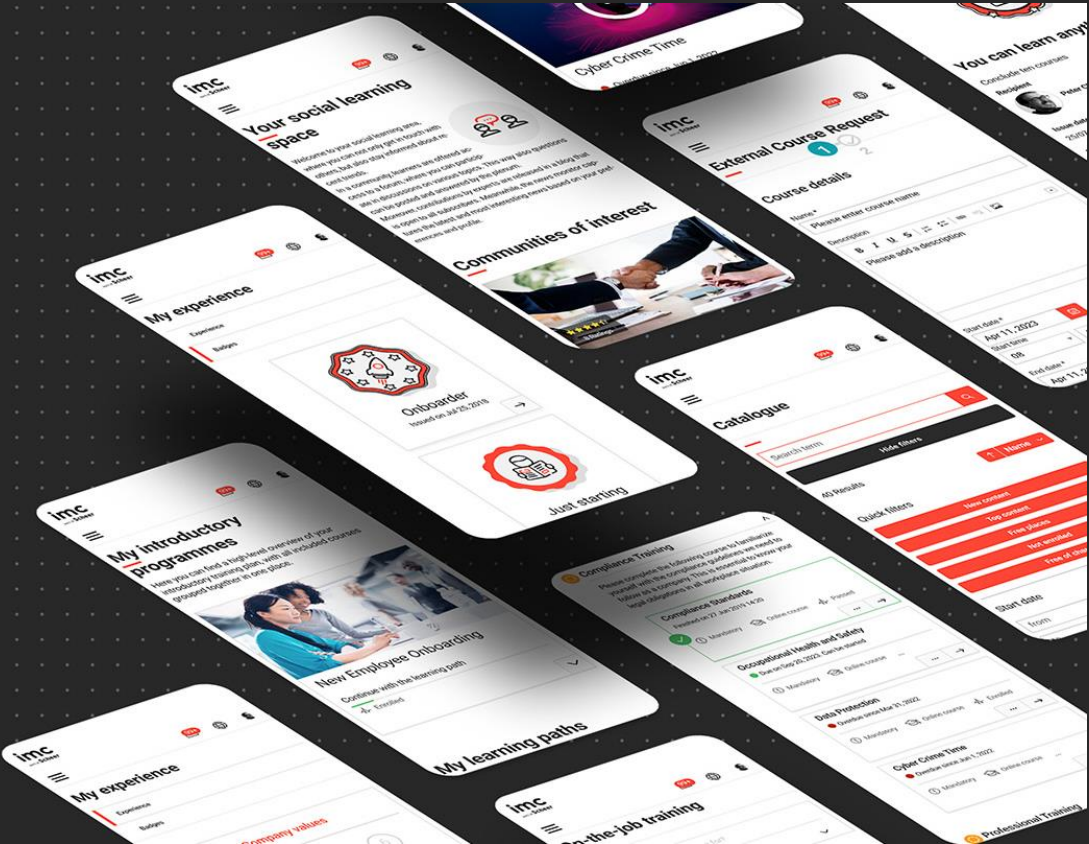


Scalable enterprise training with the imc Learning Suite

ATD Demo Day 2025



With you today



Jim McDowell

Business Development
Director - North America



Anna Lemor

Head of Product
Enablement-
Global

Hi, we are imc

The experts in creating digital learning solutions
across Technology, Content & Strategy

25+

years experience

400+

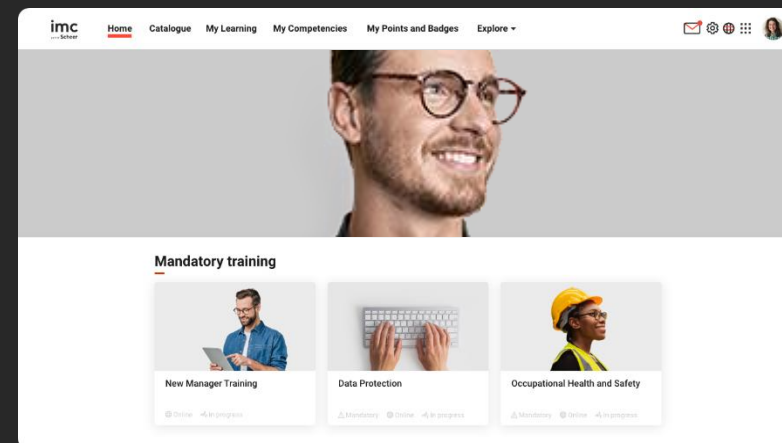
staff worldwide

1300+

customers globally

12+

offices globally



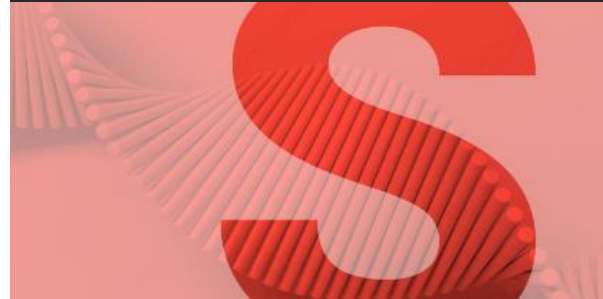
Products & Services

imc
part of Scheer

imc LEARNING SUITE Learning Management System



imc STUDIOS



imc EXPRESS



STIHL

FESTO



Jägermeister

UNIQA



Mercedes-Benz

Lufthansa

mazda



vodafone

Jägermeister

hansgrohe

sky



BASF

PORSCHE

SRG SSR

BearingPoint.

SEPHORA

**Dentsply
Sirona**

Customer & Partner training*

* scalable extended enterprise training

Extended Enterprise Training Types

Training only end-customers (B2c scenario)

Who:

- Universities, Online Academies, E-commerce platforms
- Organizations selling training directly to end customers via online channels (e.g. Shopify)

Key training needs:

- Simple, intuitive user interface for seamless customer experience,
- flexible catalogue management for marketing,
- scalable solution for growing user base.

Challenges & Pain points:

- How to make it easy for diverse end-users to sign up and purchase training?

Training primarily external businesses (B2B scenario)

Who:

- Businesses offering training to external partners or clients and/or in need of a secure, partner-driven learning environment.

Key training needs:

- Individualized training programs to improve partner skills and ability to manage diverse partners with varying needs.

Challenges & Pain points:

- How to predict and manage fluctuating usage?
- How to drive engagement from external partners?

Training internal employees and external businesses or end- customers

Who:

- Corporations with both internal training and external offerings (B2B/B2c),
- and with complex organizational structures, with varied needs for different user types.

Key training needs:

- Segmented training solutions for internal and external users,
- advanced reporting features for multiple client groups, Scalable for both internal staff and external customers.

Challenges & Pain points:

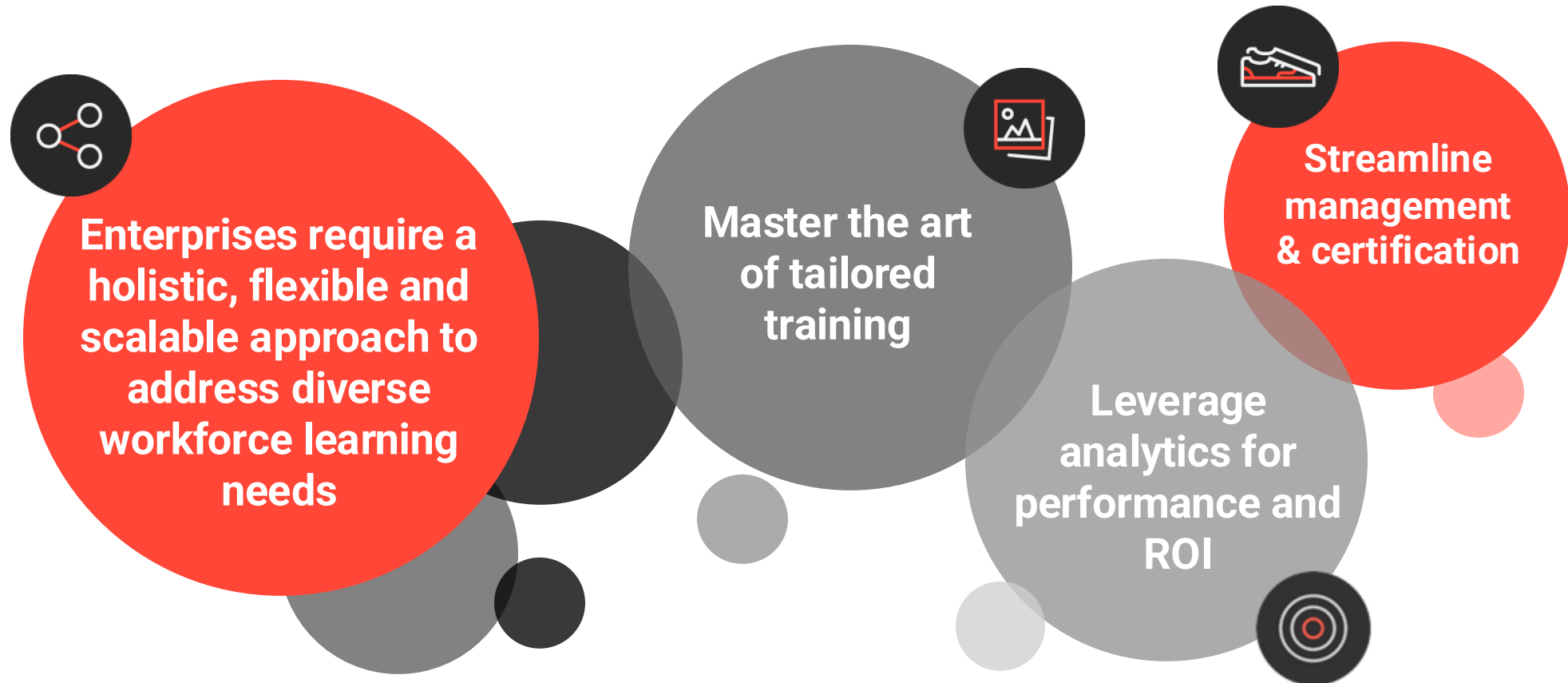
- Should internal and external training processes be unified or treated separately?
- How to manage different user groups and ensure seamless navigation?

Meet the imc Learning Suite



Key Takeaways

Today's takeaways



Discover our strategic resources ...



Extended Enterprise 'The roadmap for your training strategy success'



Get in touch

Go to www.im-c.com



Jim McDowell

Business Development
Director- North America

Jim.McDowell@im-c.com

[Click and book time with me](#)