

FOR IMMEDIATE RELEASE

Sarah Danzl  
PR Manager | Xyleme, Inc.  
[Sarah.danzl@xyleme.com](mailto:Sarah.danzl@xyleme.com)  
1+ 303. 817.7137

**Xyleme to Present at Leading Training Tradeshow ASTD**

*VP of Marketing to speak on aligning learning metrics to functional performance indicators*

**Boulder, CO; April 18, 2014** – Xyleme executive, Dawn Poulos, will present “The Google Analytics Approach to Measuring Learning: Allowing You to Move at the Speed of Business” during the annual ASTD tradeshow on Wednesday, May 7<sup>th</sup> at 1:30pm in Room 152B.

Organizations that want to prove the ROI of training initiatives will greatly benefit from Poulos’s session. Attendees will be challenged to a brand new way of thinking about learning content, and her session will demonstrate how to take current learning analytics deeper than completion rates to more in-depth, actionable metrics that can be tied back to business outcomes.

“Retention of learning content is the key to employee performance,” added Poulos. “Today, L&D measures learning activities through metrics such as time-in-training and test scores. Our next focus should be on metrics that are compatible with the language the rest of the business speaks; to prove the effectiveness of training as well as prove the value of L&D as a strategic business partner.”

Xyleme will be at booth #1914 in the expo and is currently accepting appointments for any individual or member of the media who would like a demo of Xyleme’s award-winning technology. To set up a meeting or interview, please email Xyleme’s Manager of Business Development, [Cindy Bequeaith](mailto:Cindy.Bequeaith@xyleme.com). To learn more about the Xyleme suite, please visit the website at [www.xyleme.com](http://www.xyleme.com).

**About Xyleme**

Xyleme, Inc. is the leader in standards-based learning solutions that enable single-source publishing and personalized delivery of training content. Xyleme’s suite of products is powered by Xyleme LCMS, the industry’s most efficient content development platform for the rapid reuse of content across all types of print, eLearning, tablet and mobile outputs. Bravais<sup>®</sup> is Xyleme’s cloud-based solution to deliver personalized learning to any device. Pastiche<sup>®</sup> is Xyleme’s end-to-end solution for rapidly deploying interactive tablet applications.

###