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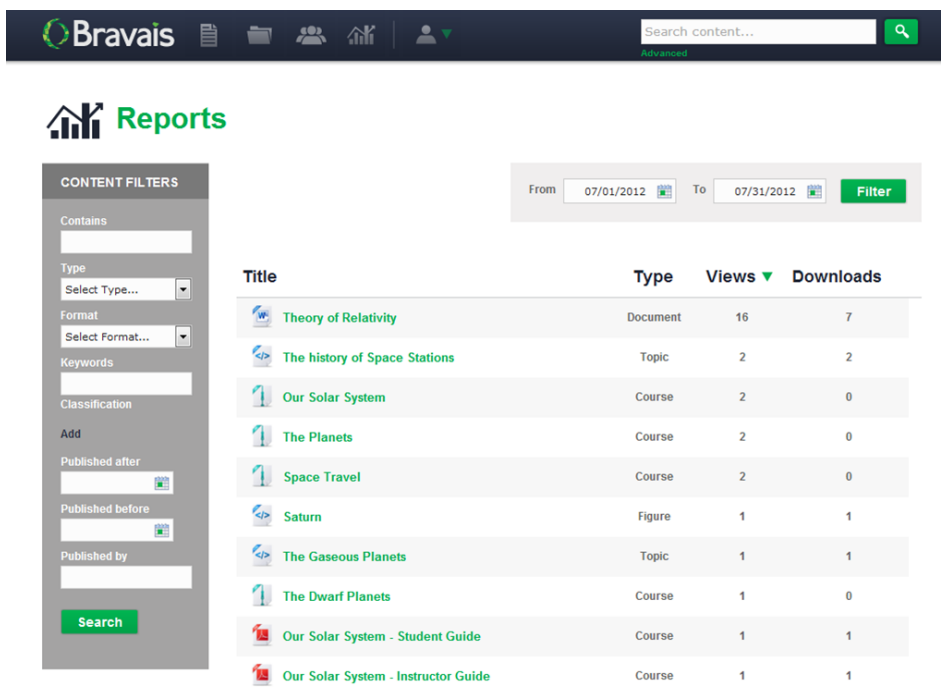
Xyleme brings analytics into its cloud based delivery solution Bravais
User tracking, reporting and analytics among most highly anticipated updates released in Bravais 1.2

Boulder, CO; November 1, 2012 – Xyleme's update to Bravais 1.2 provides the ability to track and report on all the content published to and from the Bravais™ cloud platform and across all devices from which this content is accessed. For training organizations, this powerful new capability means that executives will be able to measure effectiveness per individual piece of content, such as specific topics, lessons, video clips and interactions. Long gone are the days where you can only track if the entire course was downloaded and completed.

With Bravais 1.2, the granularity of the content provides an opportunity to evaluate exactly which pieces of content are most effective and which devices are most desired at the moment of need, allowing for continuous improvement of content.

More specifically, the tracking in Bravais 1.2 includes: how users are accessing content, distinguishing which pieces are most popular, and identifying how the content is performing. And, because Xyleme follows an Agile Development process, analytics will be enhanced with new information such as social comments and ratings on a continuous basis.

Bravais Content Report

"As an industry, Learning & Development has struggled to determine what's working and what's not when it comes to the training and performance support materials they supply to their employees, customers and partners," commented Stacey Harris, VP, Research and Advisory Services at Brandon Hall Group. "The promise of big data for learning is huge: training organizations can determine the correlation between the content they develop and the performance of their leaners, and take immediate and meaningful action to improve the information they deliver to their organizations and clients. With Bravais, we see Xyleme emerging as one of the clear innovators in this space."

In case you haven't met Bravais before today, Bravais is Xyleme's cloud-based solution to deliver personalized learning to any device.

With Xyleme, since all renditions of the same content (print, html, etc.) are connected to the single source of XML content, you can track overall content performance, no matter the device or format being accessed. This brings a whole new dimension to learning content analytics.

Other features in Bravais 1.2 include:

- Analytics API: Gives user access to the tracking data and allows users to plug in third party reporting tools like SAP Crystal Reports, enabling users to cross-reference the data with other data sources within their organizations.
- Batch Content Uploads: The ability to upload and classify multiple learning assets at one time.
- User Management, Learning Channels and Classification APIs: These three administration features are now available through the API's.

To set up a time to demo the new features of Bravais or if you have questions, please visit the Bravais page on the Xyleme website.

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^{TM} is Xyleme's cloud-based solution to deliver personalized learning to any device. Pastiche$^®$ is Xyleme's end-to-end solution for rapidly deploying interactive tablet applications.

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