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Redware and Towards Maturity team up to tackle enterprise mobility

Following the release of the New Learning Agenda, Towards Maturity have teamed up with Redware to release a new In-Focus report exploring learning in the mobile enterprise.

In the Towards Maturity 2013 Benchmarking report - the New Learning Agenda, 71% of L&D professionals said that they are using mobile, up from 47% in 2012. This exponential rise in the use of mobile may stem from the need to offer learning on the devices close to hands and the explosion of BYOD in the workplace; our personal usage of smart devices and the growing business need to work wherever you need to. Laura Overton, Managing Director at Towards Maturity comments:

“L&D have been talking about anytime, anywhere learning for quite some time now. What we are actually seeing is the shift to anytime, anywhere working, driving the need for learning to work with the shifting trends. In our most recent benchmark study, our top learning companies were leading the way and delivering significant results through the mobilisation of learning.

What is even more exciting is the data from the Towards Maturity Learning Landscape study with 2000 learners shows that learners are ready for mobile, wanting it and needing it as part of the mix of mobile technologies that are being implemented in a large number of organisations. This In Focus report should enable us to consolidate the data around mobile and help organisations make informed choices about their routes into mobile learning.”

The In-Focus report shows that a third of learners who own a mobile device are using a mobile device to access learning resources to help them do their job better. 51% of learners are accessing these resources at their point of need and 44% are accessing learning at weekends and evenings.

As part of the Towards Maturity New Learning Agenda, embracing new ways of learning to support new ways of working is a critical component to driving the change in learning & development. Organisations have to tailor learning to modern day work practices and the changing nature of global business in order to make L&D central to operations, helping to achieve a leading edge in an increasingly competitive marketplace.

A key point within the report is the importance of on the job development aids and learning content that is responsive to the changing needs of an organisation. André Wigley, CEO at Redware comments:

“We have focused a lot of our efforts over the last 2 years to make mobile a reality for all organisations. What we have created is a platform informed by research, giving learners and organisations what they need to achieve a good learning blend that includes mobile. As a business that already made Learning Management Systems, the result is a powerful platform that can help organisations of all sizes implement mobile, taking learning out of the silo and placing it firmly at the centre of operations.

We are thrilled to work with Towards Maturity on this In Focus report to help inform and educate those implementing these technologies. The data is really encouraging, showing learners have the desire for mobile and organisations are actively working to implement it.”

ENDS.



Notes to Editors

Data has been taken from 2 sources:

- 581 learning professionals who took part in the Towards Maturity Benchmark study in June - August 2013
- 2000+ learners from private sector organisations across a wide range of roles.

Additional findings regarding learning provision in the mobile enterprise include:

- -78% of L&D teams are using virtual meeting environments to support learning
- The adoption of 3rd party social media tools by l&d staff has increases 4 fold in the last 4 years
- -28% of L&D are using software as a service to support learning

About Redware

www.redware.co.uk
www.twitter.com/redware

As a market leader in learning and mobile platforms, we understand that technology must work for you and your users whenever and wherever you need it. Our learning platform empowered gives your users the tools they need to learn their own way, while Redsource, our award winning mobile learning platform, delivers powerful and effective mobile learning.

We are not on a mission, this is a new culture.

About Towards Maturity

www.towardsmaturity.org
www.twitter.com/towardsmaturity

Towards Maturity is a benchmarking research company that provides independent expert advice and support to help organisations use learning technologies to accelerate business performance. It leverages the data of its in-depth Benchmark Study, the largest learning technology benchmark in Europe. Since 2003 over 2900 organisations have contributed to Towards Maturity's leading benchmarks.

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