Collaborative Cloud-based Content Authoring

Claro was designed from the ground up to take full advantage of cloud-based computing, with several built-in features to help people work together, better. Features such as working on the same project at the same time, the ability to share learning resources across all projects, and the ability to allow subject matter experts and other stakeholders (an unlimited number) to review and approve content online — with no special tools or configurations necessary.

Since it is web-based, everyone logs in to Claro on the same safe and secure platform. It doesn't matter if the team is located together or spread out over several time zones.

With Claro, all stakeholders (even those outside the organization) can collaborate on elearning and mlearning content that is ready for consumption online, via the desktop, or on any mobile device or tablet — with no software installs or IT infrastructure necessary.

What is Cloud-based Content Authoring?

Claro is a major breakthrough in ease-of-use authoring without giving up flexibility and power. Claro was designed to take full advantage of new and emerging capabilities of the modern browser — delivering a desktop performance over the Web while capitalizing on the advantages inherent in cloud-based computing.

Creating content in Claro is simple and obvious. Anyone who knows how to use PowerPoint can quickly create HTML5-compliant content using Claro's programming-free platform. Claro does not use a form-based approach, like some systems. Authors work in a WYSIWYG environment that is familiar and fast.

Claro’s authoring environment includes advanced features such as wizard-based customizable testing, image editing, reuse of media elements and learning objects, hot-spot mapping, audio and video recording and editing, screen capture & screen video recording, and export for translation.

Benefits

- No duplication of work
- No lost content
- No out of date learning
- No software to install or configure
- Cross platform compatibility
- The ability to share content and media resources across all projects
- Real-time collaboration with a built-in review process
- Automatic file management & back-up
- Access anytime, anywhere
- One-click publishing for delivery to any desktop, tablet or mobile device
Real-time collaboration

Claro unites the entire content creation team (authors, subject matter experts, reviewers, project manager, etc.) allowing them to work together as productively and naturally as if they worked in the same physical office. This gives an organization the opportunity to get things done more quickly and effectively by having people work together in ways that reflect their best skill sets. If John is really great at writing, he can focus on the text on the pages. If Anne is a top notch visual designer, she can focus more on the visual design of the pages.

Claro makes it easy for several people to contribute to the same content in real time. Different authors can be working on different topics — and a quick refresh allows them to see each other’s changes and updates instantly. No more emailing or FTPing source files back and forth (and wondering who has the latest version). And while everyone works together on a course project, Claro’s check in/check out feature makes sure that no one is accidentally overwriting someone else’s work. There are no issues wondering where a file is, what is the latest version, who is working on it, or who was the last to modify it.

Claro’s built-in screen sharing tool makes it easy to get input from a subject matter expert, reviewer, or other team member. Have a question about which image should be used? Not sure about a page design issue? With Claro, authors can send out a meeting invite and share their desktop to get the issue resolved without having to email screen captures back and forth and type long explanations when a quick conversation and a desktop sharing meeting will get the answers much more quickly and effectively.

Claro’s Reviewer Notes tool allows authors to invite people to log in and run a course just like a student would, whether that’s on a laptop, desktop browser, or on a smartphone or tablet. They can enter comments on anything they see as part of the review. Claro collates all comments into a report that tracks who said what, when — and ties it it to each page of content. Priorities can be assigned to any issues and issues can be tracked as they are resolved.

Content security

Everything that happens in Claro is tracked, so it’s easy to pull up activity reports in and activity reports if needed. And Claro’s history reporting tracks activity on specific courses, so administrator and authors can always find out who worked on what parts of a given course.

Claro is truly a SaaS system, not just a Web-based approach. A secure, affordable hosted system is provided, with no worries about software set-up, IT configurations, desktop installs, or missing software licenses.

Measurable results

- A faster, more efficient content development cycle as all potential contributors (inside and outside the organization) can access Claro to provide content and/or feedback — with no special software configurations or tools.
- Full leveraging of the collective intelligence of an organization — ensuring content accuracy and completeness.
- Faster dissemination of learning with higher user satisfaction as all content is accessible to all target audiences members — when they need it, on the devices they choose to use.
- No duplication of work or out-dated content as all learning objects and all media files are available (and automatically up-dateable) across all projects.
- Secure content with Claro’s automatic file management and back-up capabilities.
- A quick learning curve for content developers due to Claro’s obvious and familiar interface — saving time and money for the development team and all stakeholders.

"Claro is a well thought out and incredibly simple yet powerful solution for enterprise learning.”

Janet Clarey — Senior Analyst for Bersin & Associates
## What’s the true cost of an authoring system?

### System Costs

When determining the cost of an authoring tool, ask yourself if the sticker price includes:

- Regular product releases with functional updates and feature enhancements
- Complete cross-platform compatibility
- Support and infrastructure costs (storage, backups, etc.)
- Training Costs
- The costs of tool upgrades over time
- The cost of additional tool needed to support missing features such as image editing and video recording

### Opportunity Costs

Short-term savings often lead to longer-term cost. Ask yourself what it costs you if you:

- Can’t collaborate efficiently with all team members — at anytime, on any platform
- Can’t easily share and reuse resources across all projects
- Can’t engage reviewers in a timely manner and easily track their feedback
- Have to spend countless hours learning how to use the program vs getting stuff done
- Lose your entire project because of a failed computer or hard drive

Not everyone on a content creation team needs to (or should) do the exact same things. Claro provides a set of roles for different team member, depending on what they need to do: Administrators are full authors but also have access to many of the administrative features in Claro such as setting up authors and assigning permissions.

Authors can log in to Claro and make courses of their own or work on courses they have been given permission to work on. Reviewers can only log in and provide review comments on a project – they don’t have access to edit or change any content. Because all content is stored on a password protected, central server — everyone’s work is backed up and projected against accidental loss of data, such as hard drive crashes or misplaced files. Just turn to another computer, open a browser and log in to Claro — all content and asset files are right where you left off.

### Content reuse

Claro is built around a re-usable learning object model that makes it easy to use completed content in new courses — without having to re-do any work. Even test questions are all set up. And Claro tracks all such uses, so you can quickly update content in one step.

Similarly, Claro’s media library allows re-use of any assets across different projects. Claro keeps track of these uses — so when it’s time to update the company logo, for example, it can be done easily and quickly in one process rather than having to search through dozens or hundreds of content pages hoping nothing gets missed.

### Content publishing

With Claro you can automatically push your SCORM package over the Internet, via PENS, to your LMS — bypassing the need to download it to your desktop. This is especially important if you are using a tablet device to quickly publish content updates!

### Open standards and protocols

Claro publishes to standards compliant HTML, Javascript, and CSS — taking full advantage of HTML5 when supported by a device’s browser, and intelligently adjusting for older browsers that do not support it. Because HTML5 is an open technology, content developers get the ability to create powerful learning experiences, but aren’t chained to proprietary software. Claro content is vendor neutral with full data portability.
### Claro vs Desktop Solutions

<table>
<thead>
<tr>
<th>Feature</th>
<th>Claro</th>
<th>Desktop Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CREATE WHAT YOU NEED</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create content in a powerful programming free,</td>
<td>Yes</td>
<td>Some</td>
</tr>
<tr>
<td>WYSIWYG environment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access files and projects from anywhere</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Develop content on any platform, for any platform</td>
<td>Yes</td>
<td>Limited</td>
</tr>
<tr>
<td>Never have to install or update software</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Regular software updates included</td>
<td>4-6 weeks</td>
<td>4-18 months</td>
</tr>
<tr>
<td>Edit images with no need for another software tool</td>
<td>Yes</td>
<td>Some</td>
</tr>
<tr>
<td>Add audio narration to your content directly within tool</td>
<td>Yes</td>
<td>Most</td>
</tr>
<tr>
<td>Import PowerPoint slides as fully editable content</td>
<td>Yes</td>
<td>Some</td>
</tr>
<tr>
<td>Make screen captures &amp; screen recordings directly in tool</td>
<td>Yes</td>
<td>Some</td>
</tr>
<tr>
<td>Record video/still images directly from within tool</td>
<td>Yes</td>
<td>Some</td>
</tr>
<tr>
<td><strong>WORK TOGETHER BETTER</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accelerate feedback cycle with real-time screen sharing</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Collaborate in real-time with all team members</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Receive reviewer feedback — anywhere, any platform</td>
<td>Yes</td>
<td>Limited</td>
</tr>
<tr>
<td><strong>PUBLISH EVERYWHERE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publish HTML5-based content for viewing on any browser — desktop and mobile</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Fully SCORM &amp; Section 508 conformant content</td>
<td>Yes</td>
<td>Most</td>
</tr>
<tr>
<td>Create content that is PENS compliant</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Create vendor neutral fully portable content</td>
<td>Yes</td>
<td>Some</td>
</tr>
<tr>
<td><strong>FEEL SAFE AND SECURE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Always have access to your files and the latest course versions from any computer, from anywhere</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Safe guard from hard drive crashes with online storage and backup</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Control access to content based on passwords and permissions — automatically track of whose done what</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Protect content with check in/check out features</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Control license access centrally with no dependence on individual computers</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td><strong>CONTENT SHARING AND REUSE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Re-use content from one project to another and synchronize changes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Share and track media resources across all projects</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
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### Customer Quotes

**“Claro is simple and effective...This is the way eLearning development should be.”**

Rick Judson, Director of Learning Technologies at Sales Performance International (SPI)

**“I love the new features that dominKnow has brought to Claro these past few months. I appreciate, as well, how dominKnow asks their customers what they need and want and then listen to them. Such a wonderful experience!”**

Karen Mallette, Technical Training and Development Specialist, WildBlue

**“With Claro we can have several authors contributing content from anywhere in the world. The content can be easily updated and re-used as necessary — reducing our development cost and speeding our time-to-market.”**

Russ Engoran, VP and Director of eLearning Digital Media Training

**About dominKnow**

For more than a decade, dominKnow Learning Systems has been creating eLearning and mLearning software for small teams and large organizations.

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