

# texmessage

issue one

## Bright new image, bright future

Armed with a new name and identity, The Learning Business continues its commitment to the Continuous Professional Development of construction industry personnel, as Cortexa: building web intelligence.

Since 2001 we have successfully provided innovative online technical training for resellers on behalf of a wide-range of EC-based manufacturers such as Lafarge, Marshalls, Worcester-Bosch, Hotpoint, Pegler and many more. Cortexa's unparalleled levels of service are now clearly divisible into three distinct areas: Cortexa e-learning, Cortexa consulting and Cortexa web development.

Cortexa e-learning provides live, web-based programmes to merchants, manufacturers and professional associations within the construction industry, enabling them to deliver and track up-to-date training to a wide range of audiences, wherever they are located. Cortexa e-learning offers flexible, tailor-made educational solutions, including content development and maintenance, custom online academies and broadcast delivery of learning to multiple sites through their unique Nereus framework.

Cortexa web development focuses on designing, building and hosting high-end, client-managed websites. Cortexa consulting offers analysis, e-strategy design and communication support to ensure cost-effective implementation of all e-projects. With an in-depth understanding of the construction industry and established technological expertise, we are able to deliver innovative, value-added solutions in a highly challenging sector.

Mark Parrish, Managing Director of Cortexa commented, "Our new branding provides a cohesive framework from which we can continue to build on our commercial success within the construction industry, providing flexible, comprehensive and cost-effective bespoke solutions from one end of the delivery channel to the other."



## Saniflo recognises value of e-learning

Cortexa has developed an impressive, bespoke content development solution for new client Saniflo, the UK market leader in the manufacture of small bore sanitary systems.



In a major addition to Saniflo's current training initiative, which sends hard copy training manuals to colleges, Cortexa has developed an indispensable, fully interactive three module e-learning training programme. The easily navigable modules provide an introduction to small bore sanitary systems and the Saniflo range of products, culminating in guidelines for installation. Each module incorporates many of the value-added features our clients have come to expect, such as stimulating visuals and animation, multiple-choice quizzes and a download area providing access to more detailed installation data.

Andrew Surtees, Sales Director at Saniflo commented, "We are delighted with the unique e-learning programme that Cortexa has put together. It provides us with an intelligent, flexible and comprehensive educational tool that effectively builds on our existing training package."

Mark Parrish, Managing Director of Cortexa added, "Saniflo is one of a growing raft of key manufacturers that have come to recognise the value of converting their training material to a dynamic e-learning format. We are confident that with our expertise Saniflo can now offer its resellers the most inclusive instruction possible for the installation of its systems."

# RANGE

## Full steam ahead for Range Cylinders

Cortexa has created a visually arresting, interactive e-learning module for Range Cylinders, the leading manufacturer of hot water storage products in the UK. With limited training material available, we produced a comprehensive instruction programme detailing how the cylinders operate and how they can be selected to suit certain applications. Our understanding and interpretation of the brief was promptly and accurately delivered as indicated by Terry Johnson, Managing Director of Range Cylinders. He commented, "Our products are quite technical so we didn't know what to expect, but Cortexa grasped the need quickly and has helped us to create a first class learning product for use by both our sales team and our re-sellers."

Not restricted to the construction industry, Cortexa has given a local authority an e-learning education (see below) and provided a public private partnership with a learning slant to their web development solution (see right).



## Local Government gets top marks in e-learning drive

Cortexa's task was to convert a range of Northamptonshire County Council's (NCC) on-site training programmes, to CD-ROM-based delivery. This would convey background and generic information more efficiently and cost-effectively to an organisation with thousands of employees located across the county. Seeing the potential impact that e-learning could have within an organisation of this size, diversity and geographical spread, Cortexa brought static classroom learning to life with creative e-learning modules that helped the NCC team promote a step-change in attitude towards conventional training methods.

Gary Pyke, Learning and Development Manager at NCC commented, "Cortexa's e-learning modules are the perfect addition to our blended learning approach and have been enthusiastically received across the board. They enable all our employees, whether on nightshift or working weekends, to learn at their own pace. Not only have we gained in terms of resource but we've also made significant cost savings, dramatically reducing the outlay of training per delegate."

NCC has experienced an unprecedented demand for Cortexa's Introduction to Continuous Improvement and Health & Safety modules, with 10 further training programmes to be released. Lynne Moses, Director at Cortexa stated, "Northamptonshire County Council's Learning & Development team has really grasped the potential for e-learning within such a diverse organisation. We are delighted that our expertise in creating stimulating e-learning content is having a real impact on the availability and accessibility of training throughout the organisation."

## Cortexa to provide star quality Kidszone for Observatory



Building on our award-winning development of Northamptonshire Observatory's website, Cortexa web development is creating a Kidszone for children at key stage 2 of the national curriculum, demonstrating to teachers the value the Observatory can bring to any research undertaken by their pupils.

The solution will deliver statistical information in a vibrant, stimulating, child-friendly format. For example, a child might need to know the demographic of their

town or country as part of a geography project – the Kidszone will deliver this information in a colourful graph, with additional links to information about the ethnic groups represented, using characters specifically designed for the project by Cortexa.

Lynne Moses, Director at Cortexa commented, "The Observatory is proving to be a vital source of information for and about Northamptonshire. Developing the project further to make using statistical information a fun and informative part of the national curriculum is an exciting step."

[www.northamptonshireobservatory.org.uk](http://www.northamptonshireobservatory.org.uk)