# THE GLOBAL LEARNER

## Where Business Goes, Learning Follows

### 1950
The economic center of gravity had moved midway between the industrial superpowers of the US and Europe.

**The journey back will only take 75 YEARS.**

### 2025
The economic center of gravity will be back in central Asia. By 2025, learning must finish the move to global.[1]

**The journey from Asia took 2500 YEARS.**

### 500 BC
The world's economic center of gravity was located between India and China (the world's two biggest populations).

### GROWTH
Developing markets are growing **75%** faster than developed countries.[1]

### CONSUMPTION
By 2025 nearly **50%** of the world's consumption will come from developing markets.[1]

### SCALE
The speed and scale is **3000%** the size of the industrial revolution.[1]

## Global Obstacles

### TOO MANY DEVICES
Learners use **9** major device types and dozens of models.[2] Learners recently tried to access one global BIW course using **94** different devices and models.

### TRANSLATION EXPENSE
**20+** languages for a global course is common.[1] Translation is expensive, inaccurate, unsecure and typically takes many iterations.

### MULTIPLE OSs
Learners use **5** major operating systems[2] – each with multiple browser choices that may display things differently.

### SLOW DELIVERY
Systems can be slow and PC-centric.[3] Example: A learner in Sao Paulo suffers painful speeds when "hitting" a corporate server in Milan.

### MOBILE FIRST
In the developing world mobile is the platform of choice[4] – and Android devices make up about **80%** of the market.[5]

### MAINTENANCE DIFFICULTY
The half-life of a job skills course is only **2.5-5** years[6] so maintenance is key. Multiple course versions for devices/languages is a nightmare.

## The Sweet Spot

### ON-DEMAND
1 course version for learning in any language, any device or anywhere.

### SIMPLE TRANSLATIONS
Easy 2-step process with our secure translation tool.

### SINGLE VERSION MAINTENANCE
1 course version to maintain using a secure cloud-based editor. Savvy enough to buy something on the web? You can maintain your content.

### LEARNER RESULTS
100% tracked to your LMS. Even when we use the cloud.

### BLAZING SPEED
The global learner needs speed all over the planet. BIW uses the Amazon S3 global cloud with a learning optimised score of 94 (out of 100) on Google PageSpeed.

## BI WORLDWIDE Case Study

| 1 course version | 140,000 global learners | 133 countries | 23 languages | 56 different devices |
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**Need global learning help?**
Email us at enquiries@eu.biworldwide.com or visit www.biworldwide.co.uk