

## EDUCATION SOLUTIONS

*Virtual Classroom**Online Interactive**Database-Driven**Individual Ports**Live Conferencing**Tracking and Analysis**Automatic Test Results**e-Commerce enabled**Online Registration**Automatic Language  
Conversion**Windows 2000 Technology*

## IntraLearn and financialcampus.com: SEC Compliance through Online Learning Right at the Desktop

### The Journey Online

financialcampus.com has the largest online courseware and tracking system in the financial securities publishing industry. The company provides technical courses and specialized consulting for 350 companies worldwide. In 1995, the Securities Industry adopted a Continuing Education Standard, and financialcampus.com has been an industry pioneer ever since, providing professional regulatory compliance training and certification over the Internet.

"Right after the rules were announced, I went on a cross-country journey to customers and financial industry leaders," said Dennis M. Doyle, CLU, ChFC, CPCU, CFP, and Chief Executive Officer, financialcampus.com. He added: "Compliance with the new continuing education rules for securities and insurance firms was of the utmost concern. The traditional classroom was too expensive. Everyone knew that the answer was online interactive learning via the Internet, but no one knew exactly how to get there. From customer demand, though, I knew financialcampus.com had a new business, even if we didn't have the technology yet."

### Creating a University in the Sky

As a third-party supplier of training to hundreds of companies, financialcampus.com needed a learning environment that could scale and grow, to meet the demands of expanding online delivery, while at the same time providing a centralized management system to track the entire learner population.

"The plan was to take all the regulatory burden off of our customers' backs by letting them outsource to a third-party partner for content, online delivery, reporting, tracking, and certification of SEC compliance," said Doyle, adding: "At first, I didn't find the right technology. All I found were authoring tools for college professors to put a few courses online. Nothing out there

had the back-end database sophistication to support my business model and hundreds of multinational customers."

### Through the Learning Portal

IntraLearn offered the first fully-integrated online learning system that uses the Internet to make the rapid creation, delivery and management of secure, interactive, and measurable learning available to all levels of a corporation. The software platform is built on Microsoft technology and utilizes SQL Server to contain, link, capture, and report all activity. IntraLearn software is Windows 2000 Certified and integrates Microsoft Office easily, converting users' most



*FC offers over 200 continuing education courses online.*

familiar programs into online learning tools and enabling a learning portal right on the desktop.

"The IntraLearn/Microsoft technology platform helped all facets of our new business," Doyle remarked. "The SEC accepts online compliance training only if the training history is fully documented. IntraLearn is the only system I found that could supply the records to satisfy the SEC. IntraLearn changed our method of course delivery and significantly saved us time and money. IntraLearn replaced our printing presses with digital material and learning environments. IntraLearn has enabled us to go from the old economy to the new, and let us build a "university in the sky," by switching from classroom to cyberspace. We currently have over 35,000 learners from 220 companies, each with their own IntraLearn Icosa Learning Center."

## The IntraLearn Icosa™ Learning Portal

[www.intralearn.com](http://www.intralearn.com)

IntraLearn also supplied Doyle with Icosa, a powerful add-on software module that enables multiple, virtual IntraLearn systems to share a single BackOffice server. Peter Banhazl, Executive Vice President of IntraLearn Software Corporation, explained, "By allowing multiple IntraLearn Icosa Ports to run off a central learning repository, every Financial Campus corporate client receives its own eLearning system with its own look and feel, courses, collaboration, and status reports.

Doyle concluded, "With IntraLearn Icosa, we are able to dramatically reduce technology costs, sell more courses, increase seats, while at the same time, improve control, reliability and online content. With the multi-site architecture, companies can actually control their outsourcing better because they get their own unique site. Plus, with the WYSIWYG and MS Office editors, the technology is transparent to the learner. Companies can focus on the quality of courseware content."

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Dennis M. Doyle CLU, ChFC, CPCU, CFP, Chief Executive Officer, [financialcampus.com](http://financialcampus.com)

### IntraLearn and Microsoft Join Forces

The Financial Campus success story is just one example of the close working relationship between IntraLearn and Microsoft. The two companies have made a joint commitment to supply education customers with comprehensive, BackOffice-based online learning environments. IntraLearn and Microsoft technologies form a seamless, powerful platform for robust Internet-based virtual universities.

For more information, visit [www.intralearn.com](http://www.intralearn.com) or call (508) 393-2277  
or [financialcampus.com](http://financialcampus.com), visit [www.financialcampus.com](http://www.financialcampus.com).  
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