

# Elektra Case Study:

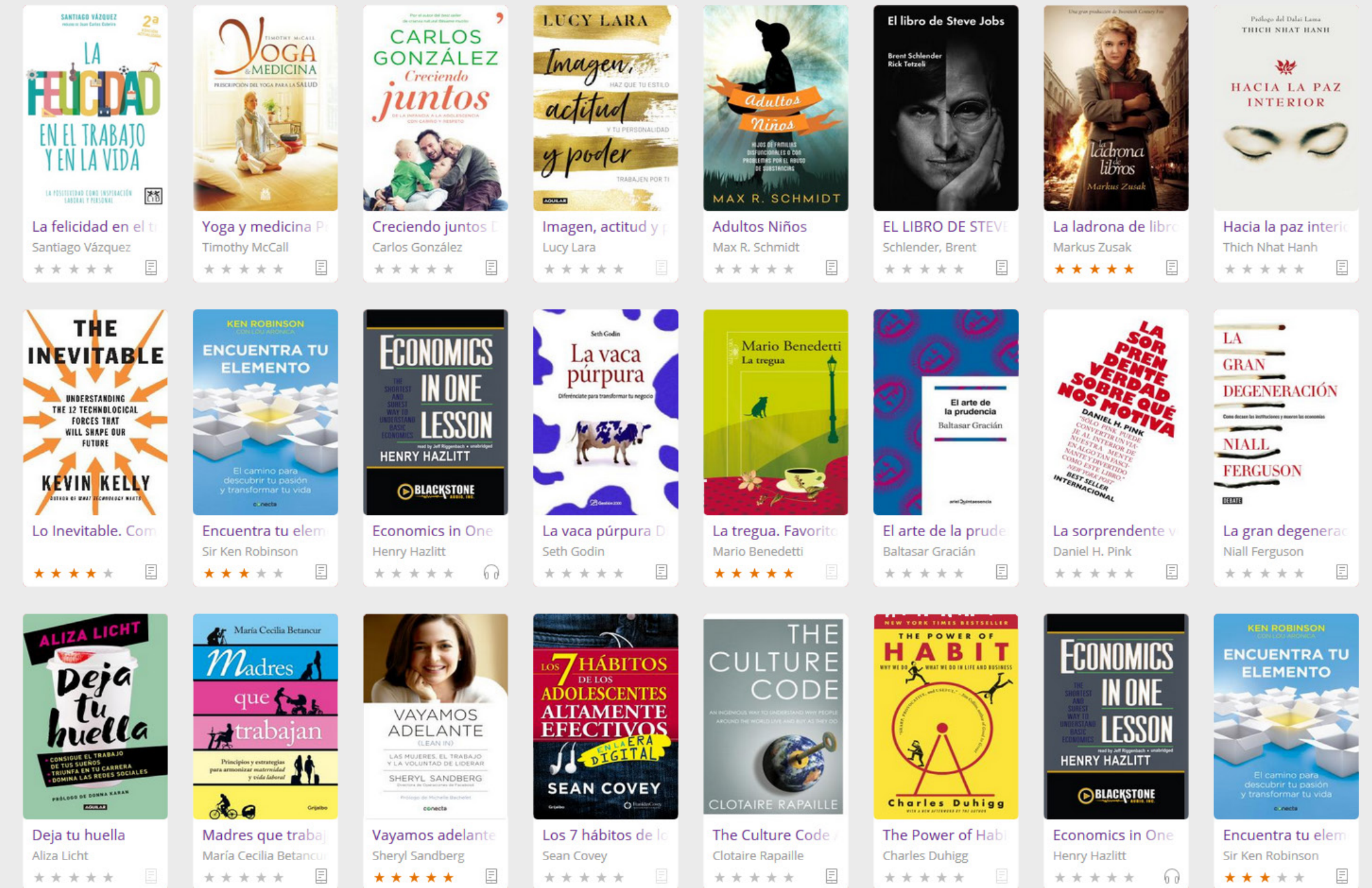
Fostering a true self-development and collaborative learning culture with their own “Netflix-styled” learning experience







Elektra is a company of Salinas Group. For over 100 years it has operated innovative business models across the telecommunications, media, financial services and e-commerce industries across Latin America.



With their “Netflix-styled” learning platform they are investing in their more important asset: **their employees**

“The CEO of Salinas Group has always had a strong passion for group reading, which is why they decided to create a “Netflix-styled” learning platform”

Iván Portilla, Communication and Well-being Department





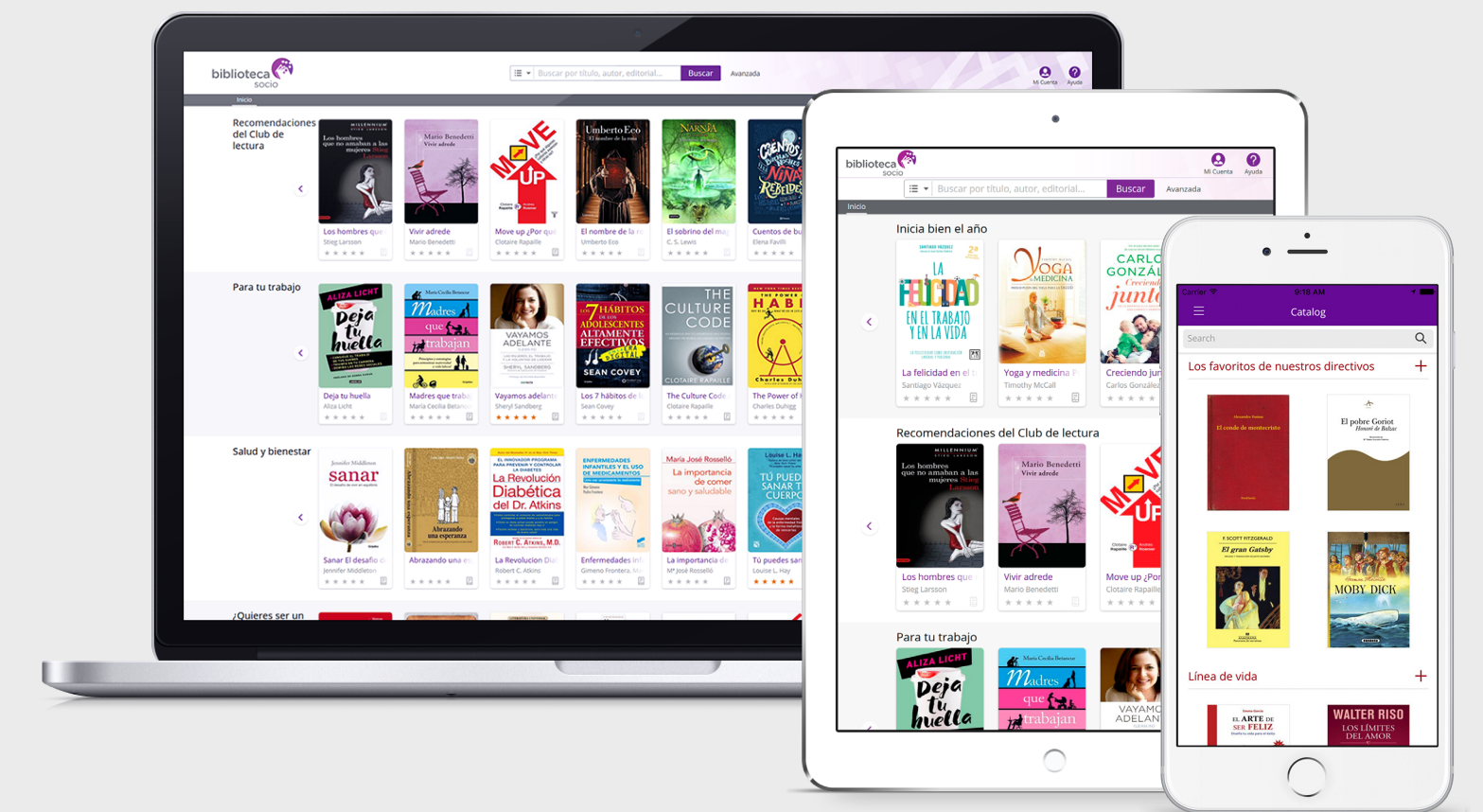
ODILO has been a strategic partner and a digital catalyst for increased and non-stop learning activity in the workplace

## Access to learning without boundaries

- 1 In 2017 more than 70% of their employees were actively learning and using their solution. The solution was personalised - both in the digital and content experience - and available for all devices, anytime and anywhere.
- 2 They spent over 2 Million minutes in learning throughout 2017
- 3 New users signed up year round in order to access content from their “Netflix-styled” learning platform.

## What has Elektra accomplished with their digital multimedia platform?

- 1 Learning everywhere, anywhere, anytime - thanks to a service available 24 hours a day, 7 days a week, 365 days a year.
- 2 Created a strong culture of continuous learning and development of critical thinking skills.
- 3 Development of a collaborative environment through employee book clubs.
- 4 Received a National Award in 2017 for their noble encouragement of learning, reading and writing



From any device  
Web + App

## What have been their Key Success Drivers?

- 1 Beautiful, consumer grade experience similar to Netflix which employees are accustomed to and prefer.
- 2 Personalised experience and content alignment deeply embracing the Company's culture and institutional goals.
- 3 The availability of over 500 in English and Spanish, covering many subject matters giving employees choice and many learning possibilities, targeting development of professional, technical and life skills.
- 4 Multimedia content such as ebooks, audiobooks, magazines and more, with enriched features such as read along capabilities to support all learning preferences and abilities.



*"Elektra Group's library has awoken a high capacity of wonder, curiosity, and interest in reading in a self-taught manner. Reading has fostered creativity, proactivity, a collaborative spirit and even happiness amongst our employees. It has also made our Group, in part, an incredible place to work."*

María Guadalupe Ortega García

Education and Culture Manager for Salinas Group



## What have been their Key Success Drivers?

- 5 The Company can upload also their own training and internal materials into one platform and strategic target their access to help achieve learning and development goals.
- 6 Flexible content purchase models enabling scalable and affordable access to content. Content lending models such as “pay-per-use” allows them to support many simultaneous users for titles with a restricted content budget.
- 7 Offline and multi-device capabilities to accommodate well to busy and transient lifestyles and reducing barriers to learning.
- 8 Detailed statistics such as learning times, titles accessed per person and ranking of most accessed materials



# About Odilo

**ODILO is the leading solution for developing unlimited learning and collaborative cultures, exclusively for innovators, and considered by many as the “Netflix for Education”.**

We exclusively offer a Netflix-styled and highly engaging digital library experience, collaborative learning clubs and offer infinite learning possibilities with access to over 2 million digital resources from over 5,000 publishers. Content is multimedia such as ebooks, audiobooks, podcasts, magazines, courses, videos while subject matters cover everything such as professional, trade, specialist, technical, recreational, fiction, non-fiction and building life skills.

ODILO has designed its technology to adapt to the needs of users of all learning abilities and in all parts of the world to ensure learning without any barriers.

Your employees will love a personalised and inclusive digital experience where they will have mobile-first and instant access to content of all formats and subjects to develop any skills and knowledge. Your employees will exchange knowledge, deepen connections and critical thinking skills with an interactive learning club experience.

We currently have access to over 140M readers in 43 countries and work in partnership with over 4,500 governments and industry leaders to achieve UNESCO 2030 Sustainable Development Goals.

We are also proud to be supported by the European Commission to improve literacy across Europe and pioneered the ODILO Young Reader Awards.

To learn more about our passion for education, please visit **<https://www.odilo.us/>**





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