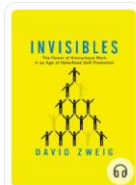


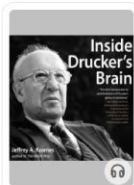
WELCOME TO THE NETFLIX-STYLED SOLUTION FOR INTELLIGENT DIGITAL LIBRARIES

• EXCLUSIVE FOR ACADEMIC INNOVATORS •

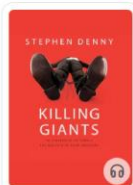
Bestsellers - audiobooks



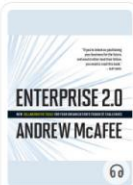
Invisibles



Inside Drucker's Brain



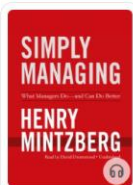
Killing Giants



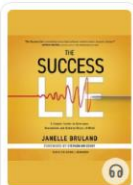
Enterprise 2.0



Finish Big



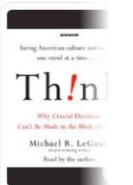
Simply Managing



Success Lie, The



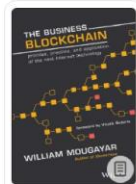
Imagineering



Think!

VERMÁS

Business Essentials



The Business Blockchain



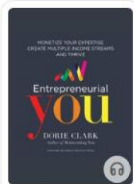
Lean Startup, The



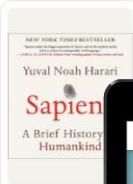
Your Best Year Ever



Becoming



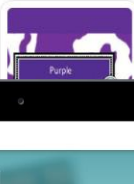
Entrepreneurial You



Sapiens



Zero



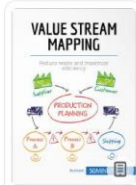
Purple



Blue Ocean Strategy

VERMÁS

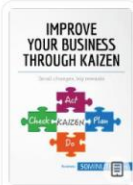
Read in 50 minutes!



Value Stream Mapping



Personal Branding - Market Yourself!



Improve Your Business Through Kaizen



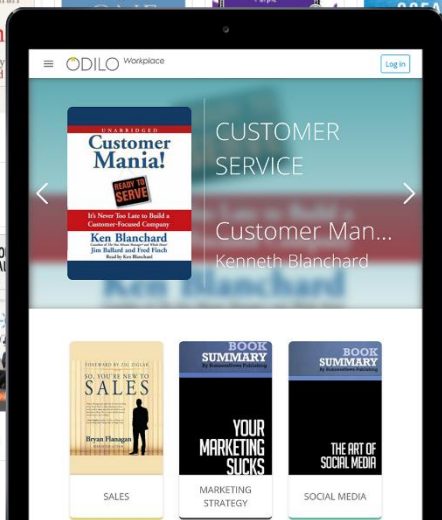
Successful Working Environments



Find Your Work-Life Balance



Stimulating Your Professional Creativity



Make unlimited learning accessible to everyone.

Promote lifelong learning. Help everyone broaden and deepen their critical thinking skills.

Unlock all learners' potential.

Supported by



Promoting equity in education



LEADING ORGANIZATIONS ARE INNOVATING WITH ODILO ALL AROUND THE WORLD



+140M
Users



+4,500
Institutions



+40
Countries



+5,000
Content Partners



+2M
Digital Titles



Ministerio de Educación
Gobierno de Chile



UNIVERSIDAD
COMPLUTENSE
MADRID



UNIVERSITAT
POLITÈCNICA
DE VALÈNCIA



UNIVERSIDAD DE
LA SALLE



ELISAVA
Escuela Universitaria de Barcelona
Diseño e Ingeniería



Up to 90% Cost Saving



3-5x Reading Activity



**80% Increase in Library
Membership**

Average data of our customers



WE'RE NOT A DATABASE PROVIDER...WE'RE YOUR "NETFLIX"

1 | Designed only for computer use

3 | Poor user data integrity
Sessions/visits

2 | Scientific Content

4 | Suboptimal offline reading experience

Databases
E-Book platforms

VS

5 | Weak content management control

6 | Epubs, PDF

7 | Lacking client and student support
(Reactive)

1 | Mobile First
Adapted to new forms of consumption
(Personalized Apps)

2 | Scientific Content + Soft Skills + General Content

3 | Advanced Statistics

4 | Seamless offline reading



5 | Choose from 2 million+ titles and multiple lending models

6 | All formats

7 | Active adoption and content support
(Engagement, APPS, collateral, etc)

← 2000 →

← 2020 →

THE NETFLIX-STYLED SOLUTION FOR INTELLIGENT DIGITAL LIBRARIES

· EXCLUSIVELY FOR ACADEMIC INNOVATORS ·

Intelligent, Netflix-styled
Experience



Real-time, Detailed
Analytics & Reports



Single Access to All
Your Learning Content



Personalized
Learning Clubs



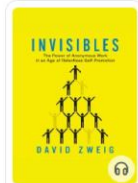
+2M
CONTENT TITLES



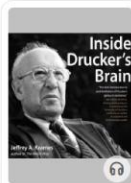
+5,000
PUBLISHERS

YOUR NETFLIX, ALIGNED WITH ACADEMIC & PROFESSIONAL SUCCESS

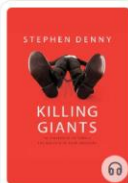
Bestsellers - audiobooks 🎧



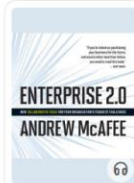
Invisibles



Inside Drucker's Brain



Killing Giants



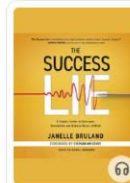
Enterprise 2.0



Finish Big



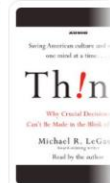
Simply Managing



Success Lie, The



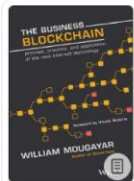
Imagineering



Think!

VER MÁS

Business Essentials



The Business Blockchain



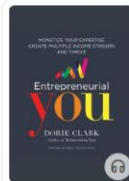
Lean Startup, The



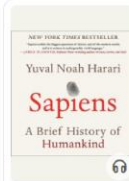
Your Best Year Ever



Becoming



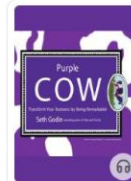
Entrepreneurial You



Sapiens



Zero to One



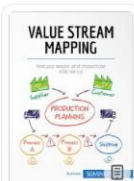
Purple Cow



Blue Ocean Strategy

VER MÁS

Read in 50 minutes!



Value Stream Mapping



Personal Branding - Market Yourself!



Improve Your Business Through Kaizen



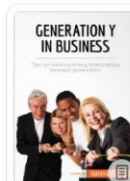
Successful Working Environments



Find Your Work-Life Balance



Stimulating Your Professional Creativity



Generation Y in Business



Leading Effective Meetings



The Power of Body Language

VER MÁS





SINGLE ACCESS TO ALL LEARNING CONTENT



YOUR OWN CONTENT

All the content of your university

- Content prepared by teachers
- Research materials
- Etc.



+2M
CONTENT TITLES

+5,000
PUBLISHERS

LICENSED CONTENT

40+ languages

Multiformat

Spanish · English · French
· German · Chinese ·
Arabic · Italian ·

Ebooks · Audiobooks ·
Videos · Magazines ·
Courses · Podcasts

360 Skill Coverage

- Academic
- Soft-Skills
- Personal Development
- Best-Sellers
- Specialist
- Language Learning
- And more!



FLEXIBLE CONTENT ACQUISITION PROCESSES



Print



Digital: cost savings



Fixed catalogues



Handpick the best content



Inflexible content licensing
models



Flexible content licensing
models
(PPU, Simultaneous Perp, etc.)

LIBRARIANS ARE EMPOWERED WITH ODILO

BIG DATA: MORE INSIGHTS ON CONTENT & USAGE  **BETTER DECISION-MAKING**

CONTENT: CURATED & CONTINUOUS UPDATING
Using intelligent, real-time data (similar to Netflix)



Mindfulness/
Softskills

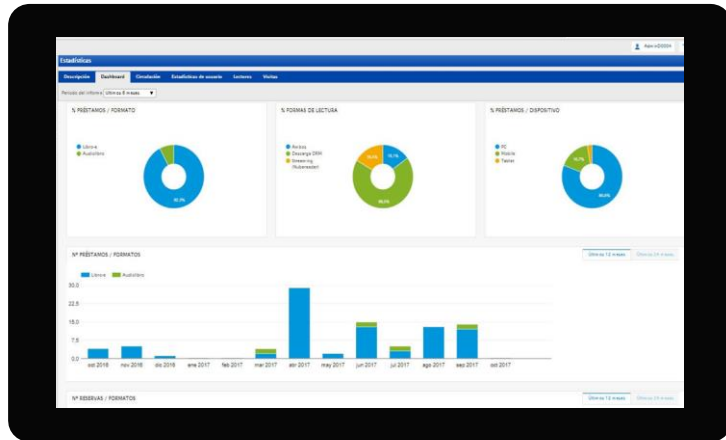


MAXIMISE VALUE OF CONTENT BUDGETS & INVESTMENTS

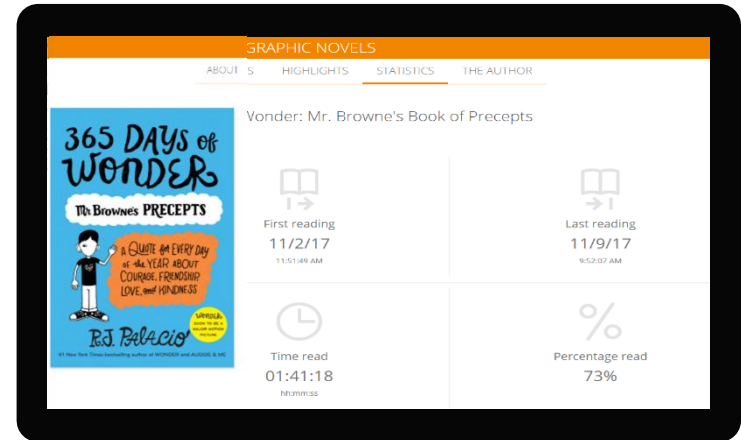


COMPREHENSIVE, REAL-TIME REPORTING

- Checkouts, titles reserved, downloads, usage activity, visits, most popular content, longest reserved times, etc.
- Learning time, learning club activity, assessment results, etc.
- Customized reporting



Macro stats for the organization



Stats about each user

PERSONALISED ADOPTION · MARKETING CAMPAIGNS · CONTENT SUPPORT

Printed collateral with high visibility



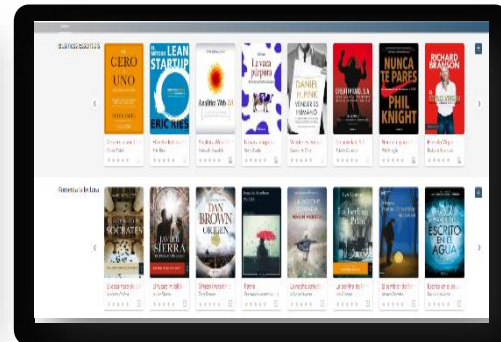
In-Product Communication

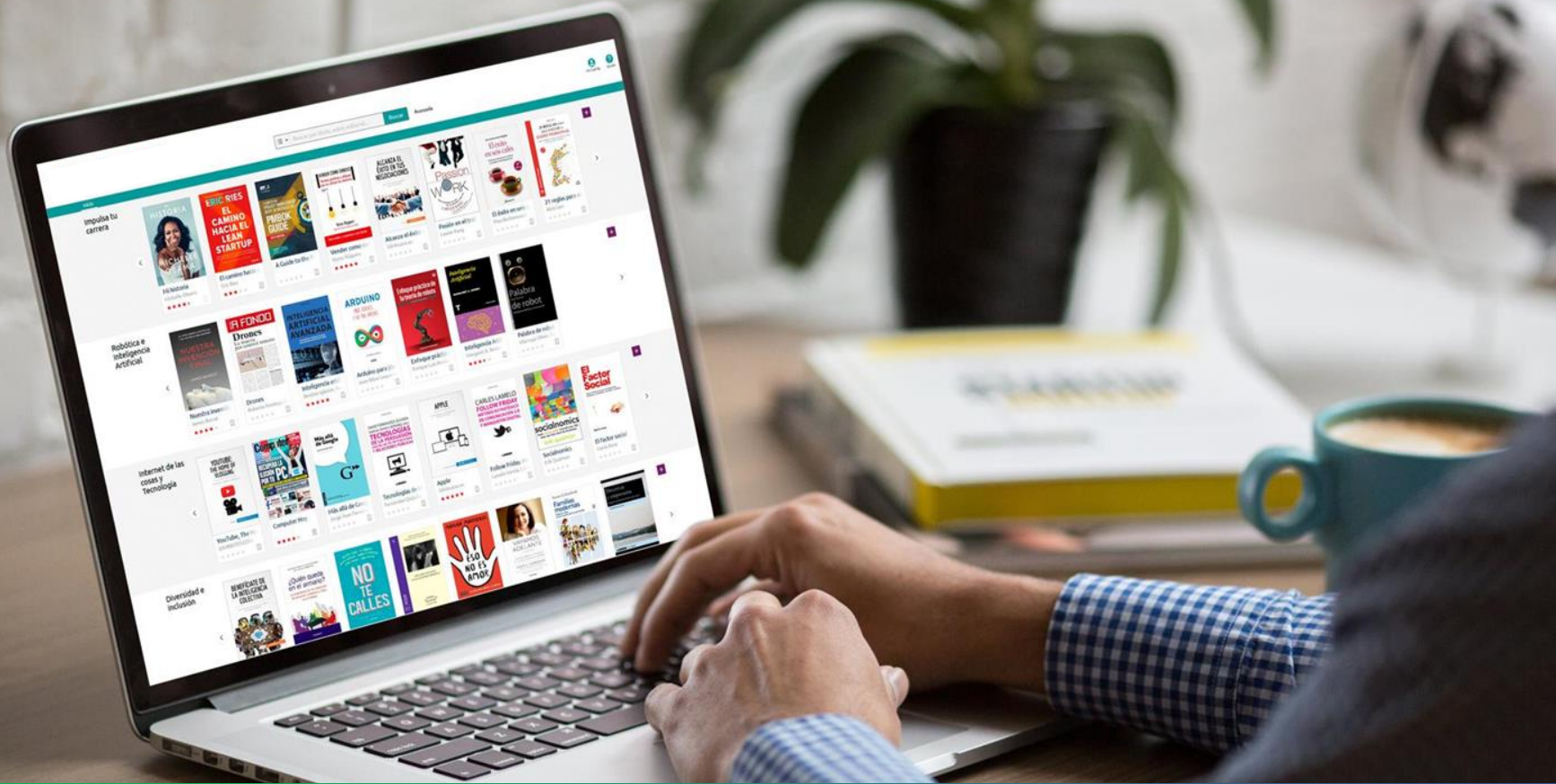


Flyers & Posters used to discover & prompt easy access to the library



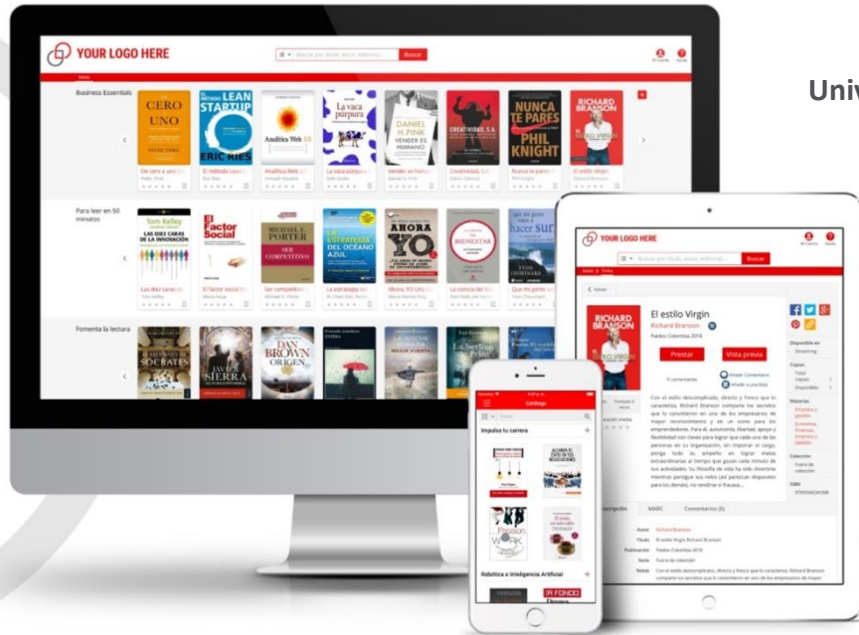
Dynamic Carousel Rotations





CAPABILITIES

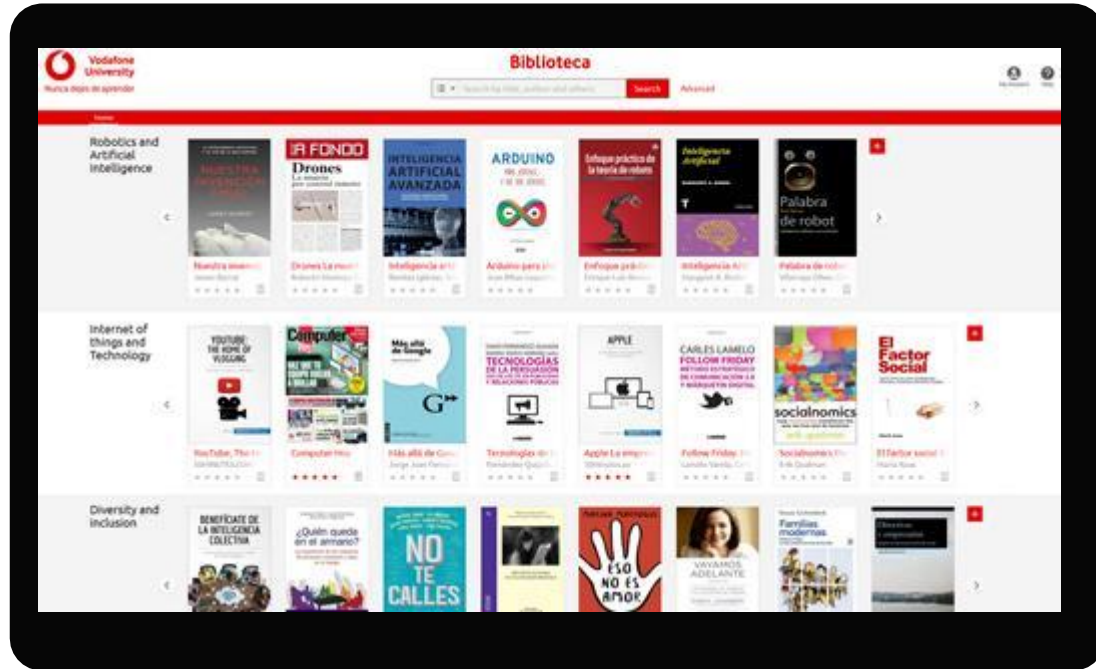
END-TO-END PERSONALISED SOLUTION



University Name

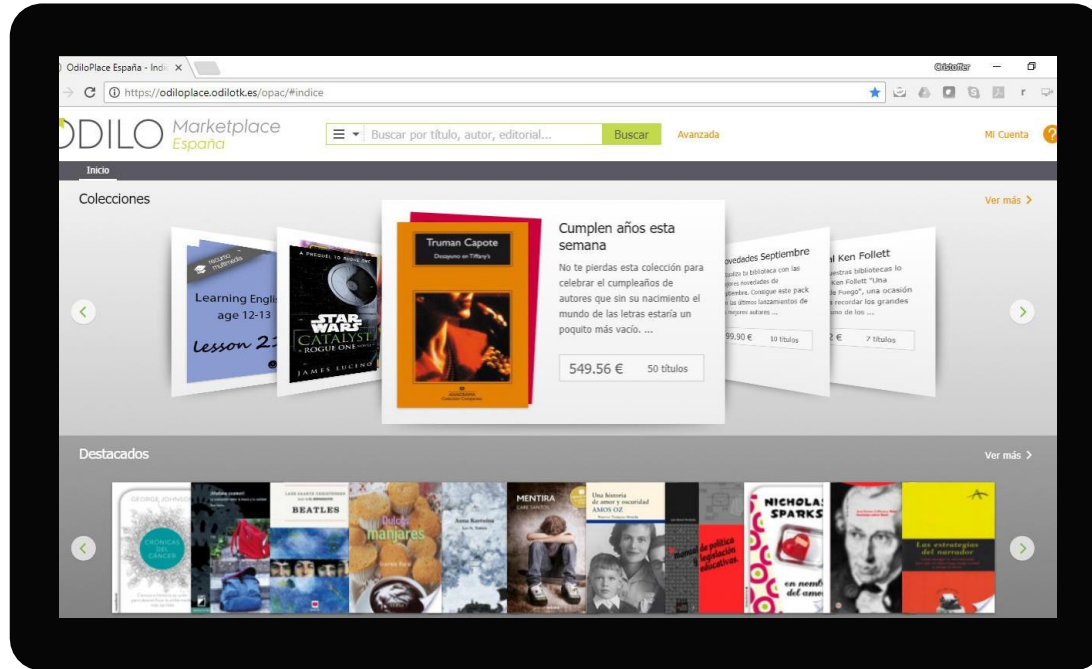
- **Personalised URL, native apps:** Own colours, logos and banners
- **Integration with internal systems (optional)**
- **Customizable carousels:** e.g. “Recommended by the University”, “Recommended by students”, “Bestsellers”, “Magazines”, “Marketing”, “Sciences”, “Engineering”, “Language Learning”, etc.

UPLOAD YOUR OWN CONTENT



- **Upload own multi-media content** (DRM, anti-pirate protection) such as research materials, thesis, ebooks, etc.
- **Share it with your users**
 - in a **safe & secure way**,
 - **accessible by web & mobile**

INTEGRATED MARKETPLACE: 2 MILLION TITLES, MULTIMEDIA



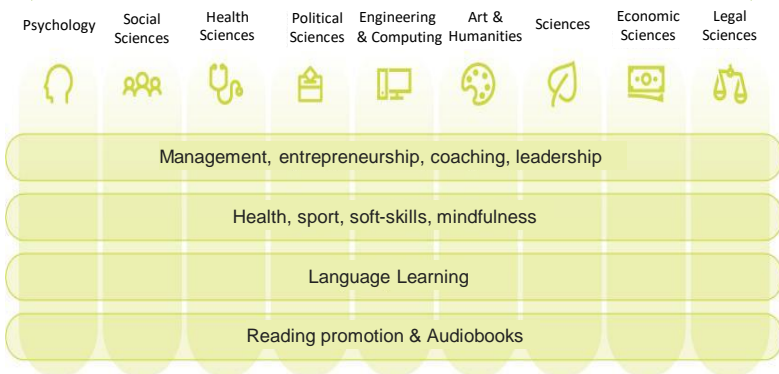
- We are the **Largest worldwide Academic B2B multimedia content distributor:**

- ✓ Purchase additional content with 1-click, intelligent and catalogued system
- ✓ Content service support
- ✓ Ebooks, audio, video, magazines, scorms/courses and more.



THE LARGEST CONTENT MARKETPLACE

Specialised Areas



- **Specialist content aligned with your academic programs:** Specific competencies required, aligned with different subject matters to help achieve academic success.
- **Generic & soft skill content:** General competencies – knowledge, habits, digital, languages, soft-skills – required to improve employability & general success in the workforce.



USER-DRIVEN RECOMMENDATIONS: ‘THE INFINITE LIBRARY’



DIGITAL LIBRARY



blockchain

Search

Advanced



Home > Results

Demo Goldenrey [Log Out](#)



Key Features

- Gain practical insight into security concepts in the Industrial Internet of Things (IIoT) architecture
- Demystify complex topics such as cryptography and...

Available as: Streaming, DRM download (Adobe)

Add to Favorites

Borrow

Preview

No more results found.

Do you want to suggest the acquisition of a title to the library?

Yes

No

If you answer affirmatively, a popup will open in which you can select the titles you want to suggest to the library.



USER-DRIVEN RECOMMENDATIONS: ‘THE INFINITE LIBRARY’

Results 338

310 27 1



Blockchain

G.P. Rossi

Delos Digital

2017

Tecnologia - saggio (12 pagine) - Può un algoritmo di memorizzazione univoca dei dati cambiare il nostro futuro? Blockchain lo sta già facendo: scoprire cos'è e come funziona è fondamentale. Con questo piccolo manuale, grazie a un linguaggio semplice per neofiti, si esplora il mondo della blockchain, cercando di capire cosa sia, che utilizzi se ne posso fare e cosa ci riserva il futuro. Il manuale aiuta il lettore a districarsi in un argomento ostico, supportandolo a fissare bene alcuni concetti fondamentali e portandolo a conoscere il mondo delle criptovalute, in special modo i Bitcoin, applicazione pratica della blockchain e protagonisti dei futuri pagamenti online e reali. Nato a Roma, laureato in Chimica alla Università degli Studi di Roma...

Suggest purchase



Blockchain

Sean Bennett

Cryptomasher

2017

BLOCKCHAIN
The next step in the technological revolution is here with Blockchain! Blockchain technology is in the news more and more these days, especially as Bitcoin prices continue to climb closer and closer to \$20,000 per unit. Generating plenty of news for speculative investors to obsess over is only one of its many uses, however, and it is likely going to be those who put it to use solving problems in new and creative ways that really win out once all the speculation has finished. If you want to make sure you are on the right side of the coming technological revolution, then Blockchain: A Guide to Understanding Blockchain is the book you have been waiting for.

FLEXIBLE LENDING MODELS



Perpetual (1 title per person)

**1 Million
titles**



Limited Licence (availability for 2 years or 25 checkouts)

**600k
titles**



Pay Per Use **470K
titles**



Perpetual (Simultaneous, multi-user access)

**350K
titles**



Subscription for 12 months

**4K
titles**

(Estimated numbers)

You can choose one or several models & combine them to make the best ROI of your content budget

ACCESSED ANYWHERE, ANYTIME

Web & APPs

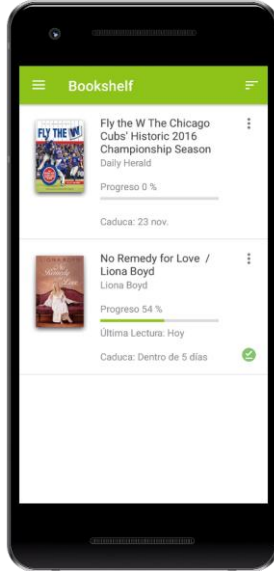


ONLINE



OFFLINE

FULLY INCLUSIVE, ON ALL DEVICES & WITH ATTENTION TO STUDENTS WITH SPECIAL NEEDS

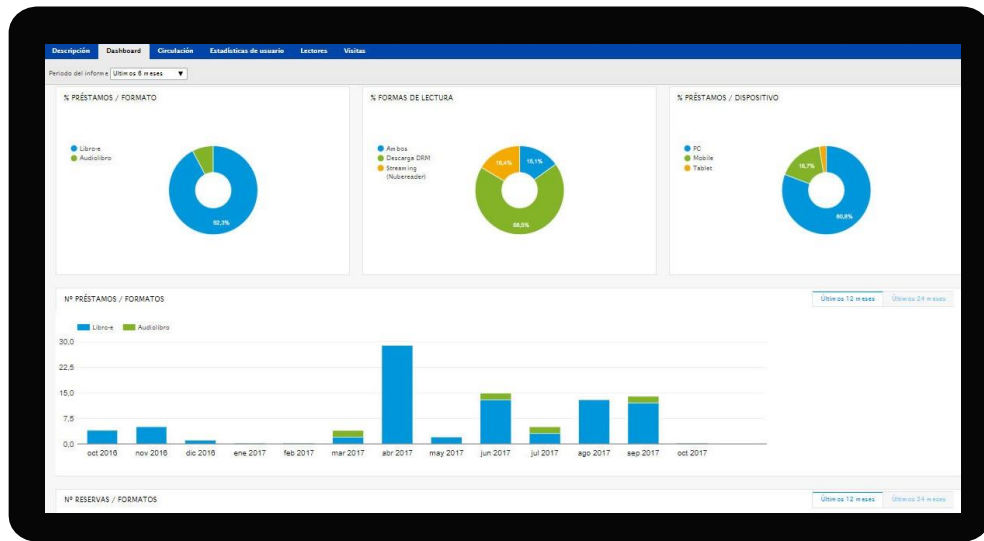


Text to Speech



Open-Dyslexic

HIGH-VALUE REAL-TIME INSIGHTS



Statistics include:

- **Macro:** Checkouts, titles reserved, downloads, usage activity, visits, most popular content, longest reserved times, etc.
- **Individual:** Reading time, specific user activity, specific content activity (checkouts, no of checkouts per person, etc).
- **Learning club** activity and performance

USERS MONITOR LEARNING PROGRESS IN REAL-TIME



Spotify, Music for Everyone:
The meteoric rise of the world's top streaming service



First reading
11/2/17
11:51:49 AM



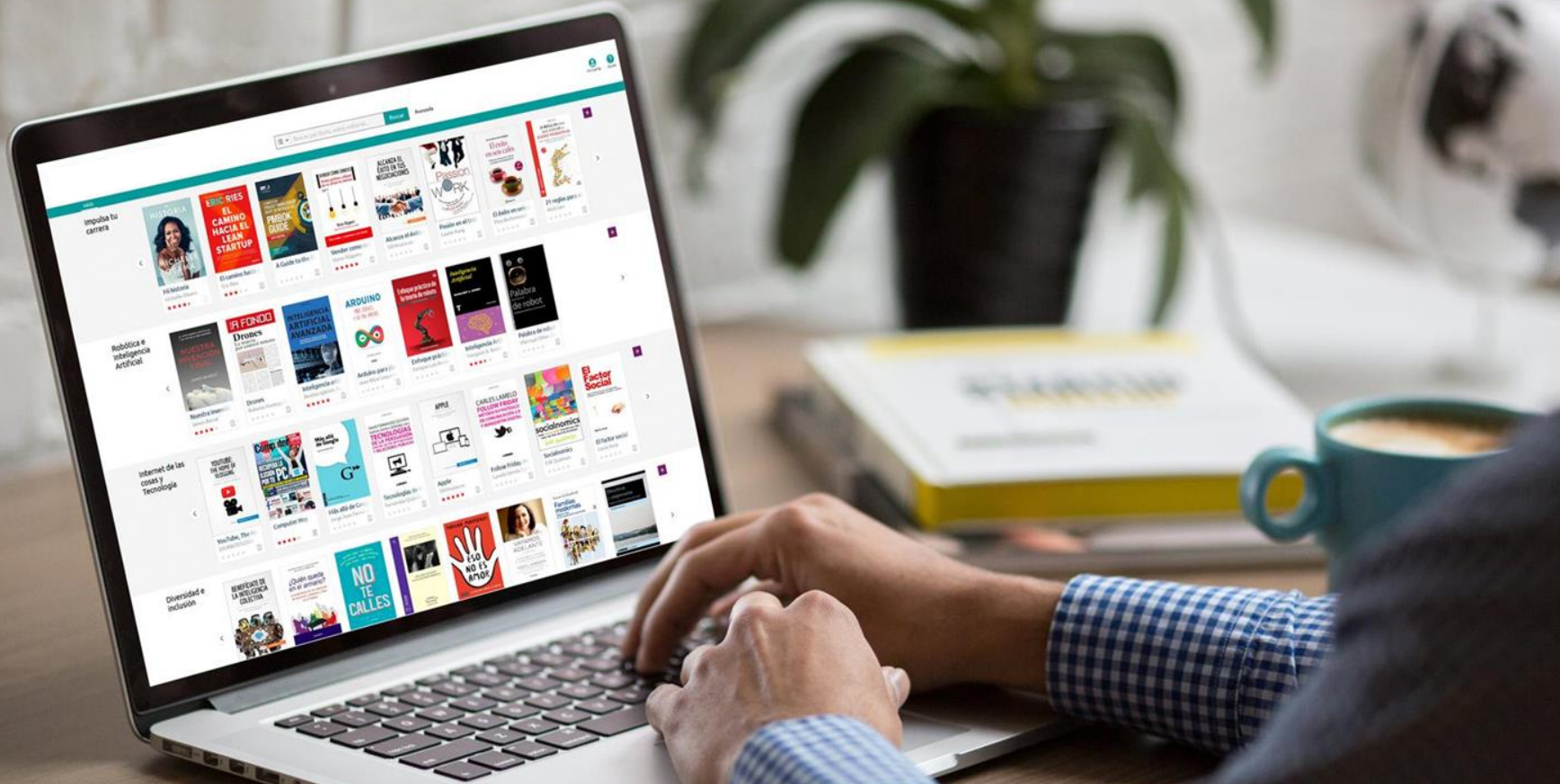
Last reading
11/9/17
9:52:07 AM



Time read
01:41:18
hh:mm:ss



Percentage read
73%



PERSONALISED SUPPORT

COMPLETE CLIENT SUCCESS & ADOPTION PACKAGE

Post-deployment, you will have access to a Customer Success Management team that will provide training, promotion, marketing and adoption support.

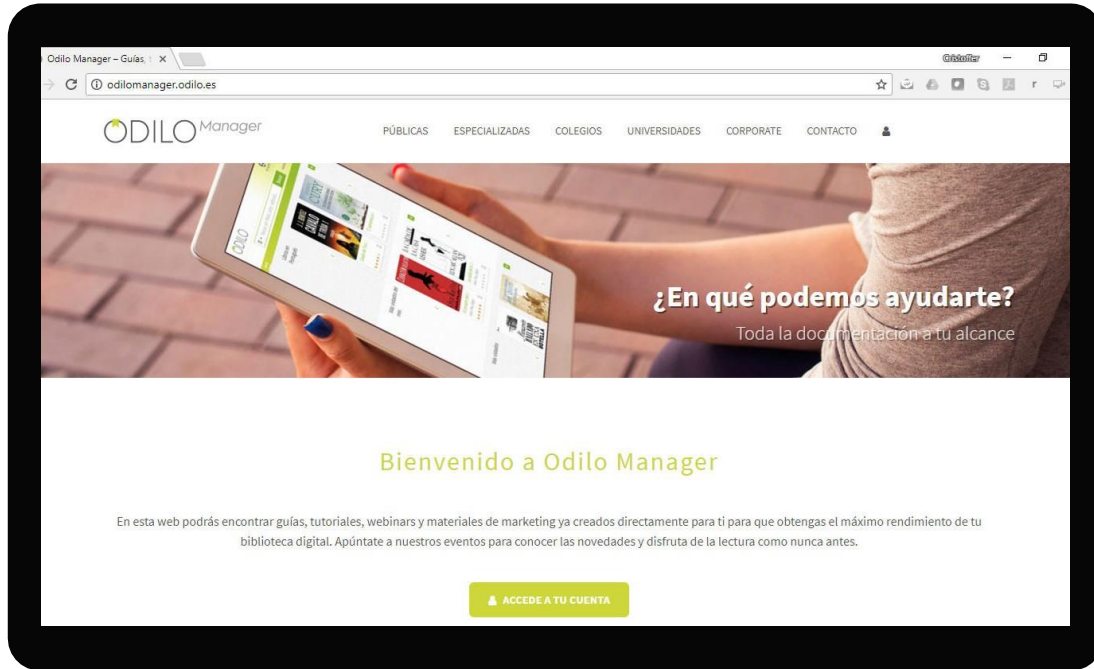
- **Client satisfaction**
- **Training**
- **Personalised marketing campaigns:** bespoke digitised and printable materials
- **Pre-planned marketing campaigns** (including access to your own admin tool – OdiloManager)
- **Content enhancements:** find off-the-shelf, specialised content packs that can be used for specific marketing campaigns
- **Contests**
- **Customer support and recommendations to maximise utility of the solution**



Luz Ruiz

Customer Success Manager

INTERNAL COMMUNICATIONS CONTROL PANEL



- Unlimited access to **OdiloManager** is included – a great **SaaS application** that can be used to manage marketing & communication campaigns and target specific users in easy ways.
- Personalised marketing campaigns can be created & implemented.

CUSTOM MULTICHANNEL PROMOTION CAMPAIGNS

Printed collateral with high visibility



Posters used to discover & prompt easy access to the library



PERSONALISED, MULTI-CHANNEL PROMOTIONAL CAMPAIGNS

Flyers & Posters used to discover & prompt easy access to the library



Access Cards to enable easy access



Instrucciones para acceder a

ODILOFY

1. Descarga la app **OdiloApp** desde Google Play o Apple Store.
2. Selecciona la biblioteca Odilofy e introduce el usuario y contraseña que se adjuntan en esta tarjeta.
3. Accede al contenido, aprende, comparte, ponte retos y, sobre todo...¡disfruta!

Formación, cultura y entretenimiento cuando y donde quieras

Identificación

XXXXXXXXXX

Contraseña

XXXXXXXXXX



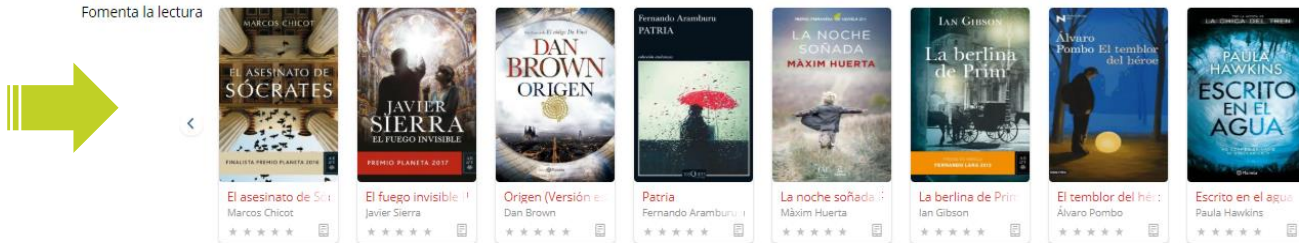
*Este usuario es válido hasta el día 31/12/2018 y tiene la posibilidad de elegir 5 libros en préstamo durante este periodo.

ONGOING CAROUSEL ROTATION

Suggestions for weekly content collection carousel rotations with the ultimate objective to demonstrate the variety of content on demand · increase daily engagement · improve overall user experience



Fomenta la lectura



UNIVERSITY PROMOTION EXAMPLE: CARTAGENA

Posters, vinyls and, leaflets with QR codes are made accessible,
enabling instant & very easy access to all your content
to ensure unlimited learning

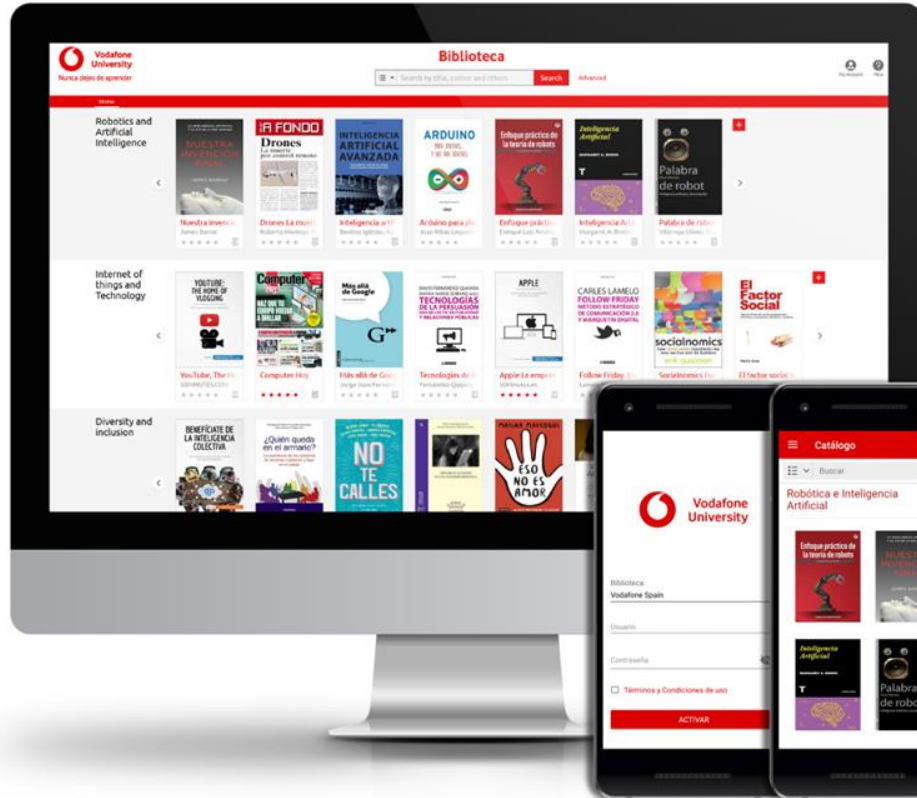


VODAFONE UNIVERSITY, SPAIN



Vodafone
Spain

In 2018, Vodafone created its “Vodafone University” with ODILO to regularly upskill their employees & update on critical market and product developments
Over 2,000 titles · Soft-skills, IT, all departments skills · 24/7 access · Offline · Online





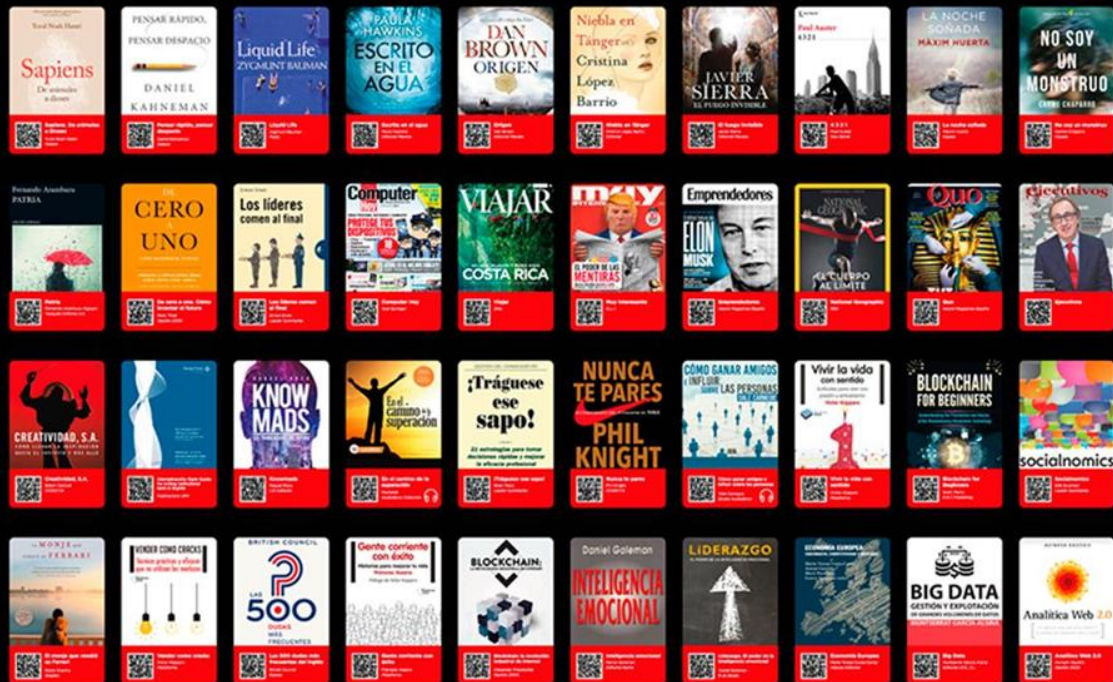
Vodafone
University

#lifelonglearning



Powered by ODILO

Accede a la Biblioteca



RESULTS IN FIRST 12 MONTHS

**+500,000
visits to
the
platform**

**+350,000
minutes
of active
learning**

**+80%
Learning
from
mobile &
tablet**



**Vodafone
Spain**

“At Vodafone, we have a clear commitment to learning. We aim to **fulfil our employees’ desire to acquire new knowledge that will help them with their professional and personal development.**

The implementation of our **Vodafone University Library with more than 2000 titles has been key to this mission.**

Our employees have **expanded their knowledge** about robotics, AI, digital marketing, internet of things, diversity and inclusion and **even about how to boost their careers.**

In 6 months, we have reached **170,000 visits** to our digital library by our employees. **They have voluntarily invested in learning and developing themselves, thus accomplishing a substantial improvement in knowledge within the company.”**



Raquel Montesinos
HR Learning & Development



- Promote continuous and unlimited learning of all skills to promote academic and professional success
- Highly engaging, mobile friendly and personalised experience similar to Netflix
- Fully inclusive
- Engage with your alumni in new innovative ways
- Access anytime, anywhere
- Unify all content in one place, including your own content
- Access to over 2 million multi-media titles from over 5,000 publishers, with flexible lending models

GRACY PHAM, CEO

+84 913726227 | diem.pham@ieg.com.vn

www.odilo.us



Many thanks!



Madrid (ES)



Cartagena (ES)



London (UK)



New York (US)



Mexico City (MX)



Manila (PH)



Bogotá (CO)