

Upside Learning Signs Global Strategic Partnership Agreement With 50 Lessons

Upside Learning, a recognized leader in training outsourcing, custom eLearning development & LMS solutions, has entered into a partnership agreement with 50 Lessons, the world's leading producer of business learning content, to provide business learn

With Upside Learning's ever increasing customer base, the need for specialized business training was on the rise. In line with this requirement, Upside Learning has contracted with 50 Lessons, a leading digital media company that produces, owns, and distributes the award-winning 50 Lessons library - the world's pre-eminent collection of multimedia insights from global business leaders. This partnership allows Upside Learning to provide world-class business learning content to its global business audiences. As a part of this agreement, Upside Learning will now provide its customers with comprehensive Business Learning resources comprising of more than 1200 digital business lessons featuring more than 250 recognized global business leaders. These unique collections target 12 critical business functions such as Leadership, Talent Management, Sales, Innovation, HR, Entrepreneurship, Technology, Customers (B2B and B2C) and many more, with each collection containing 30-50 individual video lessons on a common business theme. The 50 Lessons business content would be distributed primarily through Upside Learning's multi award-winning learning platform - UpsideLMS. Alternately, a multi-channel delivery option has also been enabled so as to allow organizations to integrate the Business Learning Library with their preferred delivery medium, Web, Mobile, Learning Management System (LMS), DVD, or Print; allowing a cost-effective creation of true "just-in-time" learning. "We are very excited about our new partnership with 50 Lessons," said Amit Gautam, Director of Technology Solutions at Upside Learning. He added, "Our range of eLearning services and catalog courses, combined with the 50 Lessons' Business Solutions library, would now cover the entire spectrum of eLearning offering." Equipped with this Business Solutions library, organizations will be able to enhance their existing learning and development programs, for emerging and experienced managers, with a compelling online and mobile resource of practical business lessons. "The 50 Lessons - Upside Learning partnership brings world-class management and leadership lessons from some of the world's most successful business leaders helping organizations to develop and deliver more effective management and leadership programs through a multi-platform learning experience," commented James Reed, COO of 50 Lessons. 50 Lessons is a digital media company that produces, owns, and distributes the award-winning 50 Lessons library, the world's pre-eminent collection of multimedia insights from global business leaders. The library currently holds over 1,200 videos featuring more than 200 of the world's leading business executives, including Michael Dell, Shelly Lazarus, Chairman and CEO of Ogilvy & Mather Worldwide, and C-level Executives from companies such as Cisco, Nokia, BT, Coca-Cola, Hilton, Wikipedia & Tesco. For more details, please visit: <http://www.50lessons.com/> About Upside Learning Established in 2004, Upside Learning is a globally recognized leader in training outsourcing, custom e-learning development & LMS solutions. With a collective experience of 600+ person-years, it has successfully completed more than 300 corporate and academic projects for over 150 clients worldwide. The company's product & services portfolio ranges from Custom eLearning to Catalog Courses, Mobile Learning to Blended Learning, Learning Management Systems to Technical support services tailor-made to an organization be it an Enterprise, a SMB or a Training Company. Upside Learning has been consistently picking up awards & other recognition every year, including the most recent, 3 Brandon Hall Excellence in Technology Awards for its flagship Learning Management System – UpsideLMS and Deloitte's Technology Fast500 Asia Pacific Program award. It is its constant endeavor to develop advanced & innovative learning solutions to provide cutting-edge solutions to its clients thereby impacting their organizational learning and hence, performance. Contact Upside Learning to know how it can help you better. For more information log on to <http://www.upsidelearning.com>

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