Santillana Introduction

SANTILLANA is the largest education group in the Spanish and Portuguese-speaking world, with deep roots in Spanish-speaking markets, as well as in Brazil, Portugal, the United States and the United Kingdom.

EDUCATIONAL CONTENT AND SERVICES

Quality content for all levels of education from ages 3 to 18 in multiple formats.
Advisory services to schools, teacher training, evaluation platforms.
• Educational Projects (Saber y Más)
• Learning Systems (Compartir, UNOi)

R&D

Using reflection and debate on the future of education as a starting point, we promote the development of new technology-based educational projects that add real value to the learning and teaching process.
Furthermore, we foster the creation of collaborative spaces where we encourage teachers to put their creativity and innovation at the service of the entire educational community.

CHILDREN’S AND YOUNG PEOPLE’S LITERATURE

A wide range of the best national and international, classic and contemporary literature to foster creativity, reflection and critical thinking among children and young people.

LANGUAGES

High quality content to make the learning of English, French and Spanish (as a foreign language) a stimulating and effective experience. With innovative solutions for all levels as well as adult education.
Santillana in Figures

- More than 28 million students worldwide use Santillana educational content and services.
- More than 120,000 followers on our social networks.
- Over 300 apps with more than 331,000 downloads.
- More than 261,000 students studying with SISTEMA UNO in Mexico and Brazil.
- Santillana Compartir is present in 13 countries.
- Present in 22 countries, with 3,898 employees.

- More than 110 million books sold (including PIRIO COLORES until June).
IMS Global Learning Consortium
Santillana Introduction

Worldwide Presence

- NORTH AMERICA: Mexico, USA
- CARIBBEAN: Dominican Republic, Puerto Rico
- CENTRAL AMERICA: Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama
- SOUTH AMERICA: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela
- EUROPE: Spain, Portugal, UK
The new education initiatives in Grupo Santillana combine contents, services, and equipment aiming for the adoption of technology as the integrating element in education.
Universal Solutions

All applications need to access external data, authenticate users and download content.
Integration model
Universal Solutions

Content Management

Data Management

WICCO

SSB
Universal Solutions

KPIs – Usage of IMS Standards

- **+7,500** Schools
- **+800,000** Users
- **+300,000** Cloud hosted resources
- **+150,000** Requests per day

- **NORTH AMERICA**
  - México
  - USA

- **CENTRAL AMERICA**
  - Guatemala
  - El Salvador
  - Honduras

- **SOUTH AMERICA**
  - Argentina
  - Bolívia
  - Brasil
  - Chile
  - Colombia
  - Ecuador
  - Paraguay
  - Perú
**Universal Solutions**

**Wicco + IMS Standards**

**Advantages**

- **Distribution, management and storage** of content in an **easy and safe** way
- **Deliver to any LMS** remaining **in control of our content** in order to:
  - Easily update it in just one place
  - **Manage permissions** for users to access it: we manage and control the content that users can consume by the creation of licenses
- **Teacher and student dashboards** to enhance their mutual **communication**

**Distribution**: Via Common Cartridge

**Security**: Through key and shared secret

**Content control**: Only the LTI links are imported into the LMS

**Communication**: Teachers and students can communicate through any LTI Consumer LMS:
  - Teacher and student dashboards
  - Send grades to the LMS’s gradebook
School Service Bus + IMS Standards

Advantages

- Facilitates integration between our different platforms and our global ecosystem database
- Centralizes and standardizes communications between platforms
- Protects platforms from third party access
- Provides flexibility
- Helps to monitor and manage errors
- Uses SIF for exchanging data, as well as One Roster

- Using One Roster for exchanging data between SIS’s and LMS’s
Some major LMS's are not CC1.2 nor CC1.3 compliant

Common Cartridge does not preserve all of the features that the LMS provides

Intended user metadata not at folder level in CC1.3

Intended user metadata only at the resource level and not folder or CC level in CC1.1 and 1.2

We are not using QTI because the standard was too strict, and managed few types of tests, whereas the LMS's offered a much larger choice
We feel that events like this are **essential to keep up to date** with how the standards are being used in the world of education.

Watching the presentations of other attendees and interacting with them **enlightens us** with regards to possible usages we hadn't considered.

We are made aware of **issues** others have encountered, **as well as possible solutions**, during the presentations and private conversations.
As we see it, the IMS Europe Community can help promote the use of educational standards in Europe by letting people know how standards are being used and how they can contribute to business.

One of Santillana’s greatest targets is to promote the use of educational standards in Europe and Latin America. The Latin American market is particularly important, both for Spain and Portugal, and we firmly believe that the standards help us all in the promotion of digital education.
Thank you!
Solution Architecture Team