Context
Context

Santillana at a glance

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.

Santillana in Figures

- More than 1,200,000 followers on our social networks
- More than 28 million students worldwide use SANTILLANA educational content and services
- Over 300 apps with more than 331,000 downloads
- More than 261,000 students studying with SISTEMA UNO in Mexico and Brazil
- Present in 22 countries.
- 3,898 employees
- More than 110 million books sold (including PRÁCTICAS praxis books)
- SANTILLANA COMPARTIR is present in 13 countries
- Over 5 million students using SANTILLANA COMPARTIR in 2020
Santillana at a glance

Context

Worldwide Presence

NORTH AMERICA
- Mexico
- USA

CENTRAL AMERICA
- Costa Rica
- El Salvador
- Guatemala
- Honduras
- Nicaragua
- Panama

CARIBBEAN
- Dominican Republic
- Puerto Rico

SOUTH AMERICA
- Argentina
- Bolivia
- Brazil
- Chile
- Colombia
- Ecuador
- 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.

+2MM users worldwide use our digital ecosystems.

+30% of company revenue in subscription services.
Our approach to apply interoperability: Universal Solutions

All applications need to access external data, authenticate users and download content. Everything is based on a proper use of educational technology standards.
Integration Model Approach
Universal Solutions

Content Management

Data Management

IMS GLOBAL
CERTIFIED
Current Registrations: imscert.org

IMS GLOBAL
CERTIFIED
Current Registrations: imscert.org
WiCCHO + IMS Standards

Integration Model Approach

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 Teacher and student dashboards to enhance their mutual communication

- Distribution: Via Common Cartridge
- Security: Through key and shared secret
- Communication: Teachers and students can communicate through any LTI Consumer LMS:
  - Send grades to the LMS’s gradebook
Integration Model Approach
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 One Roster for exchanging data, as well as SIF.
Integration Model Approach

**KPIs** – Usage of theses solutions with IMS Standards

- +2 MM Users
- +8,500 Schools
- +400,000 Cloud hosted resources
- +300,000 Requests per day
- 45 Product’s Integration
Thank you!