



interactive  
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# The Cost Benefits of Using iPDF in eLearning at the CAA

A Case Article



The Investment Breakdown

iPDF at CAA





# Employers in Canada spend an average of \$889 on L&D per employee.<sup>1</sup>

However, is this money being well spent? This case article breaks down the cost of using eLearning and presents the benefits of using interactive PDFs with a user interface that links directly to rich media content (text, graphics, audio, and video) for the user to learn.

**With eLearning on the rise as the delivery method of choice, companies need to know where to invest their money.**



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# Investing in eLearning

The cost of highly interactive eLearning can be categorized into:

Deployment

Creation

Maintenance

Retirement



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# eLearning Costs: The Breakdown

## Deployment

Deployment can include a hosting platform with costs ranging from **\$5 per-user fee to annual licensing fees of \$10K+<sup>2</sup>, with setup reaching upwards of \$25,000.<sup>3</sup>**

In addition, included is implementation of user training workshops and internal marketing support, deployment results in a wide range of variable costs.

## Creation

To create an **eLearning course of equal quality and interactivity to a iPDF takes an average time of 240 hours, and cost approximately \$24,000 for one hour** of training material.<sup>4</sup>



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## Maintenance

Maintenance of the eLearning asset includes ongoing training for new employees, annual software maintenance, licensing fees and content updates **costing \$3,000 - \$330,000 over five years.**

## Retirement

Once an eLearning course becomes obsolete, it might not be a straightforward process to retire. For example, the asset may be stored in multiple places, requiring professional technical help to delete, costing your company time and money.

eLearning can be an expensive endeavor from start to finish, potentially costing over 1M dollars with many more unpredictable costs along the way.



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## Using iPDF at the CAA

The Canadian Automobile Association (CAA) offers auto and travel services to the nation. **CAA South Central Ontario (SCO) required employee training for 1200+ staff across 4 business units after upgrading their Enterprise Software to SAP.**



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## Structured Integration

The iPDF option provided **a structure that offered effective learning and an easy to use interface** that could integrate CAA SCO's Voice of the Customer data insights.

**All the SAP training material could be found in one centralized location** with a few clicks of a button, and **accessed by users from the company server, on mobile or shared via email**. iPDFs provide a simple delivery method that **uses existing infrastructure** at almost no cost compared to traditional eLearning.

## Simple Delivery



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The iPDF also **eliminated the need for performance guides and job aids**, and were **available both online and offline** so employees could learn in their own time.

The training material adheres to adult learning principles and **users were able to navigate directly to specific content without reading through an entire tutorial.**

**Dual Purpose**

**Direct to Content**

**Smooth Adoption**

**Training was provided to internal trainers** for a smooth adoption and **supporting documents offered additional support to users.**



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## Simplified Maintenance

Updating and maintaining the content is as simple as editing the document, reducing ongoing costs and removal is just one click of a button.

## The Comparison of Development Costs

CAA SCO's **iPDF** cost a total of **\$125,000** for **30 hours** of eLearning content.

Comparatively, traditional **eLearning** would have cost a total of **\$720,000**.

Allowing CAA SCO to realize **82% in monetary savings**.<sup>5</sup>



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# The Comparison of Time Savings

The **iPDF** was completed in **240 business days.**

Compared to **900 days** for the equivalent eLearning content.

Resulting in **2 years and 5 months of time saved.**<sup>6</sup>



Overall, the iPDF was a huge success at CAA SCO, leading to increased skill and higher productivity in employees.

Put simply, iPDF is *Faster, Better, and Cheaper.*



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# Resource List

- 1 <http://www.hrreporter.com/hr-trends/35835-employer-investment-in-learning-and-development-continues-to-rise/>
- 2 <https://blog.capterra.com/learning-management-software-costs/>
- 3 <https://elearningindustry.com/true-cost-of-a-learning-management-system>
- 4 Chapman Alliance Study
- 5 iPDF: \$125,000  
Trad. Elearning: 30 Processes at 1 Hour Each = 30 ELearning hours = 24,000 for 1 hour = \$720,000  
Cost Saved:  $(\$720,000 - \$125,000) / \$720,000 = 83\%$
- 6 iPDF: 240 days x 8 hours/day = 1920 hours = 80 (24 hour days) Days, or 240 (8 hour days)  
Trad. Elearning: 240 Hours x 30 Elearning courses = 7200 hours = 300 (24 hour days) Days, or 900 (8 hour days)  
Time:  $900 / 240 = 3.75$  or 375% faster or  $(900 - 240) / 900 = 73\%$  difference or 2 years and 5 months



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