Adobe

CASE STUDY

The Institution of Engineering and Technology launches online learning portal

Charity expands through digital learning solutions in partnership with Object source and Adobe Commerce

Challenge

The Institution of Engineering and Technology (IET) is one of the world's largest professional engineering institutions, with over 158,000 members in 153 countries. It exists to inspire the global engineering community to solve the challenges that matter and build a better world.

Sharing knowledge has been the IET's core ethos for 150 years. Taking this value into the future and growing the institution's relevance meant switching up a gear to offer online courses. A real-time answer would be key to the project's success so that users of the new 'IET Academy' could gain immediate, seamless, ongoing access to their paid-for content.

Working with development partners Objectsource and the Crossknowledge Learning Platform, the teams architected a bespoke integration using Adobe Commerce cloud solution. This meant The IET could attract new members and audiences from across the world to its education portal and continuing work.

> " The challenge was to supply a unified experience – an online learning management system to host courses, combined with an ecommerce platform. Most of the initial responses to the tender fell down on this crucial aspect, and it was clear we needed a partner with really strong strategic skills.
>
> **Martin Davies**
> Head of Digital Learning Products
> The Institution of Engineering and Technology

Objectives

• Create an education portal with the flexibility to stand the test of time

• Enable media-rich, interactive course content for individuals and organisations

• Offer a seamless, secure experience across search, registration, payment and learning

Results

4 years of success

85,000 hours of tuition

Proof of concept for combining ecommerce and education – a vital contribution to the future of the global learning community

Unique e-learning integration empowers the IET

Expanding capability through collaboration

The integration between the Adobe and Crossknowledge platforms was the first of its kind and required intensive collaboration. The IET also had restrictions around its payment solution provider – at the time. A required function that meant Objectsouce needed to develop a bespoke solution to integrate seamlessly with Adobe. Other integration factors included single sign-on, membership database, and an easy custom reporting solution to meet finance and customer service requirements.

> " Payment security and compliance are mission-critical to The IET. One of the main reasons we recommended the Adobe Commerce Cloud solution was the Assertation of Compliance (AoC) feature, where a Qualified Security Accessor provides a certificate to prove the security compliance..
>
> **Rebecca Jones**
> CEO & Co-Founder
> Objectsource

A strategic approach continues to deliver success

Four years of progress have followed The IET Academy's portal launch, with healthy take-up translating into more than 85,000 hours of education for members and new audiences and strong uptime. To continue the charity's momentum, Objectsource completed a rebrand and website redesign in 2020. The brand and website experience is so cohesive, yet The IET retain autonomy to do frequent content updates, meaning the site also functions as The IET's B2B and B2C marketing platform – and plays an important role in lead generation.

> " This was a huge project that would have been far more difficult on any other system than Adobe Commerce Cloud, with its unmatched flexibility, and with any team less skilled in strategy than Objectsource. It was a great fit from all sides. As for the dashboard – it's so intuitive. I think we were given an hour's training on the backend by Objectsource and our team was ready to fly.

Martin Davies
Head of Digital Learning Products
The Institution of Engineering and Technology