

Immersive & AI-Enabled Learning Experiences

A global Big Four Audit & Advisory firm provides audit, consulting, tax, risk advisory, and financial advisory services to organizations worldwide. As digital transformation accelerated across industries, the firm sought to strengthen its workforce capabilities through scalable learning solutions, emerging technology training, and an enterprise-grade EdTech platform to support continuous upskilling and reskilling.



THE CHALLENGE

The client required a strategic learning partner to support large-scale business transformation and prepare its workforce for emerging technologies. It sought a partner who could:

- Develop learning solutions for enterprise transformation programs across SAP, Oracle, and other business applications.
- Create high-quality content for emerging technologies and digital skills.
- Build immersive learning experiences to support upskilling and reskilling initiatives.
- Contribute to the architecture and content strategy of an enterprise EdTech platform.
- Scale content development while maintaining quality, accessibility, and faster delivery.



APTARA'S SOLUTION

To support the client's digital transformation and workforce development initiatives, Aptara established a long-term partnership that evolved from content development to strategic learning innovation.

The engagement included:

- Designing learning solutions for large-scale enterprise transformation programs, including **SAP R/3, SAP R/4, SAP HANA, Oracle, and Maximo**.
- Implemented the client's **LMS and LMS Hosting** environment to support scalable learning delivery.
- Developed advisory-focused learning content and curated future-ready learning experiences for workforce transformation.
- Contributed to the architecture and content strategy of the client's enterprise **EdTech platform**.
- Created immersive learning experiences covering emerging technologies, including **AI, Design Thinking, Power BI**, and hands-on Capstone assessments.
- Strengthened collaboration with subject matter experts (SMEs) to ensure content accuracy and authenticity.



- Enabled accessible learning environments for practical exercises and **CI/CD-based assessments**.
- Adopted Agile development practices and implementing **GOMO**, an eLearning authoring tool, to improve efficiency and accelerate content delivery.



THE RESULTS

- The partnership enabled the client to build a scalable, future-ready learning ecosystem that continues to support enterprise transformation.
- **158+ learning projects** successfully delivered.
- **180+ hours** of learning content developed for emerging technologies and digital skills.
- Delivery capacity expanded from **40+ to 80 team members** to support growing business demand.
- Generated **US\$13.5 million** in revenue through a long-term strategic partnership.