

IMC in partnership with APPSTRONIC

IMC expands into the growing Malaysian e-learning market

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Leading Malaysian e-learning provider [APPSTRONIC](#) has entered into a partnership with IMC AG, Europe's leading provider of learning technology solutions. The two companies complement each other well, as IMC's Learning Suite LMS solution and their new Authoring Tool, IMC Content Studio, are a good fit to the creative e-learning content solutions APPSTRONIC offer.

With both businesses looking to grow – IMC expanding into Malaysia, and APPSTRONIC extending its product profile – Russell Donders, IMC's Managing Director for East-Asia described the partnership as "very promising". He goes on to say "this next step is very exciting for both companies. We can see great potential in this enterprise, and IMC are looking forward to the future with APPSTRONIC, and building more strong relationships together in Malaysia".

The objective of the two companies working together is to provide Malaysian companies and organisations with tools and content for learning management, as well as with business process guidance solutions.

The managing director at APPSTRONIC, Liang Ee Hang sees the use of new learning and development technology as a growing market in Malaysia, and says he is excited about the next step in their partnership with IMC.

"As IMC are a leading provider of learning and talent management software there are great opportunities to promote IMC's Learning Management and Authoring products in Malaysia. IMC's Learning Suite offers a large number of functionalities, and their complete process oriented learning and development strategy is perfectly in line with business strategy. This enables better business performance and means I can offer my customers' best practice workflows which can be completely tailored to meet their needs," says Liang Ee Hang.

He concludes: "IMC's products are used by many large companies around the world, this coupled with their good reputation enables me to give my customers a good and convincing reference, and our two companies can grow together".

Find out more about both companies and their products on the web:

For IMC: www.im-c.com | [IMC Learning Suite](#) | [IMC Content Studio](#)

For APPSTRONIC: www.appstronic.com

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Opinions and proposals regarding HR, IT and eLearning can be found on the [IMC Blog](#)

**About APPSTRONIC:**

APPSTRONIC is a leading e-Learning content and development company based in Malaysia. They have created over 50 modules with over 100 learning hours of e-Learning content. More than 10,000 customers have already learned and informed themselves with e-Learning content developed by APPSTRONIC, including clients such as Infineon, Amway Malaysia, Amway Singapore and RHB Bank.

Mobile applications, Content Management Systems (CMS), Customer Relationship Management (CRM) and design, print training, videos and photos are some of the consulting services for the implementation of learning management systems that APPSTRONIC offer alongside their e-Learning content development services.

About IMC:

Since it was founded in 1997, IMC AG has developed into a leading international full service provider for individual e-learning content as well as learning and talent management solutions. Multimedia and video productions, business process guidance and compliance solutions are all integral parts of the IMC portfolio. Using applications and services provided by IMC, companies and public organisations of every size and from every industry implement efficient training and further training measures; training providers and universities also trust the many years of experience and sophisticated technologies of IMC.

More than 1,000 customers are supported by IMC in the planning, development, implementation and execution of sophisticated human resources development and further training strategies with an extensive range of technology and services. Flexibility, integration capabilities, customer and process orientation remain the focus as regards development of [IMC products](#).

With the IMC Learning Suite, the Talent Suite and the Compliance Suite, IMC provides a consistent approach to solving the implementation of comprehensive learning and talent management processes. The business process guidance solution offers users of diverse software context-sensitive assistance during their daily work and thus simplifies company-wide roll-outs of new applications in particular. The IMC Content Studio is used as a multifaceted approach to the creation of individual e-learning and mobile learning content. IMC's e-learning content services round off the product portfolio. Interdisciplinary teams of experts work on developing standardised and customised media in close cooperation with customers from all over the world. On the MOOC (Massive Open Online Courses) platform www.opencourseworld.de, interested parties from students through to managers benefit from free publically available academic teaching.

The company has its headquarters in Saarbrücken, branches in Munich and Freiburg and subsidiaries in Australia (Melbourne), Great Britain (London), Austria (Graz), Romania (Sibiu) and Switzerland (Zurich). IMC is also represented with [partner offices](#) in numerous other countries.