

# IMC, ZEISS Develop Award-Winning Blended Learning Solution

IMC and ZEISS receive the Brandon Hall Group Silver Award in the "Best Use of Blended Learning" category.

**Saarbrücken, 21. December 2018** – IMC and ZEISS have received the Brandon Hall Group Silver Award for their innovative blended learning strategy.

Since 2012, IMC has been supporting the ZEISS Group, a world leader in the field of optics and optoelectronics, in building innovative training solutions for its employees. A global platform with training content in up to 14 languages helps around 30,000 ZEISS employees worldwide master their individual professional challenges.

The two partners received the Brandon Hall Group award for a project optimising the benefits and efficiency of the onboarding process for new service technicians.

"The aim of the newly conceived blended learning concept is to shorten the learning phase for new service technicians. The new concept enabled us to save over 150 weeks of training time - a considerable contribution to increasing productivity," says Dirk Kubitschek, Director Education & Digital Learning at ZEISS.

The award submissions are evaluated by a panel of independent industry experts, analysts and Brandon Hall Group executives according to the following criteria: demand, program design, functionality, innovation and measurable overall value.

"The winners of the Excellence Award are innovators who support companies in their business development. Our winners are forward-thinking and open to change and the challenges it poses," said Rachel Cooke, Chief Operating Officer of Brandon Hall Group and Head of the Award Program.

It's the second time the partnership has been successful in the Excellence Awards, also winning in 2017.

"This award shows how important the interaction between e-learning and presence and community concepts is in a blended learning scenario. The fact that we have received a Brandon Hall Award together with ZEISS twice in a row shows how much these concepts have successfully developed over the past 12 months," says IMC CEO Christian Wachter.

The winners of the Excellence Awards will be honoured at the Brandon Hall Group's HCM Excellence Conference from January 23 to 25, 2019 at the Hilton West Palm Beach in Florida.

A complete list of winners is available online at:

<http://www.brandonhall.com/excellenceawards/past-winners.php>



### Mobile training solution by ZEISS: human trainers interact virtually with the learners

#### About IMC

IMC is one of the leading full-service providers for digital training. For 20 years, we have been continuously developing our market experience. Today, more than 1,000 customers with over 5 million users trust in our holistic digital training solutions.

Experts in the areas of training strategy, learning technologies and e-learning content work together as one at IMC to provide comprehensive as well as tailor-made e-learning solutions. Originating as a university-spin-off at the Saarland University, we offer holistic support to companies, public institutions and educational facilities in all sectors and of all sizes with the planning and implementation of digital training strategies.

For more information please visit us at [www.im-c.com](http://www.im-c.com)

#### About ZEISS

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. The ZEISS Group develops, produces and sells measuring technology, microscopes, medical technology, spectacle lenses as well as photographic and film lenses, binoculars and semiconductor manufacturing equipment. With its solutions, the Group is advancing the world of optics and helping to shape technological progress. ZEISS is divided into four sections: Industrial Quality & Research, Medical Technology, Consumer Markets and Semiconductor Manufacturing Technology. The ZEISS Group is represented in more than 40 countries and has more than 50 sales and service locations worldwide, more than 30 production locations and around 25 research and development locations.

In the 2016/17 financial year, the Group generated sales of around EUR 5.3 billion with around 27,000 employees. Founded in Jena in 1846, the company is headquartered in Oberkochen, Germany. Carl Zeiss AG manages the ZEISS Group as a strategic management holding company. The sole owner of the company is the Carl Zeiss Foundation.

For further information please visit: [www.zeiss.com](http://www.zeiss.com)

#### **About Brandon Hall Group**

The Brandon Hall Group is a research and consulting company in the field of Human Resource Development and Management (HCM) that focuses on the topics of learning and development, talent management, leadership development, talent acquisition and HR/Human Resource Management.

With more than 10,000 clients worldwide and 20 years of experience providing world-class research and consulting services, Brandon Hall Group's research focuses on developing strategies to optimise performance in emerging and large enterprises and providing strategic insights to executives and practitioners with strategic development responsibilities.

Brandon Hall Group's mission is to help companies around the world reach their full potential every day by applying its research and tools.

At the heart of its offering is a membership program that combines research, benchmarking and unrestricted access to data and analysts. The program provides executives and practitioners with insights into best practices that help them make the right decisions about workforce, processes and systems. This is done in collaboration with analysts who help to make the research results practical and efficient. For further information, please visit [www.brandonhall.com](http://www.brandonhall.com)

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