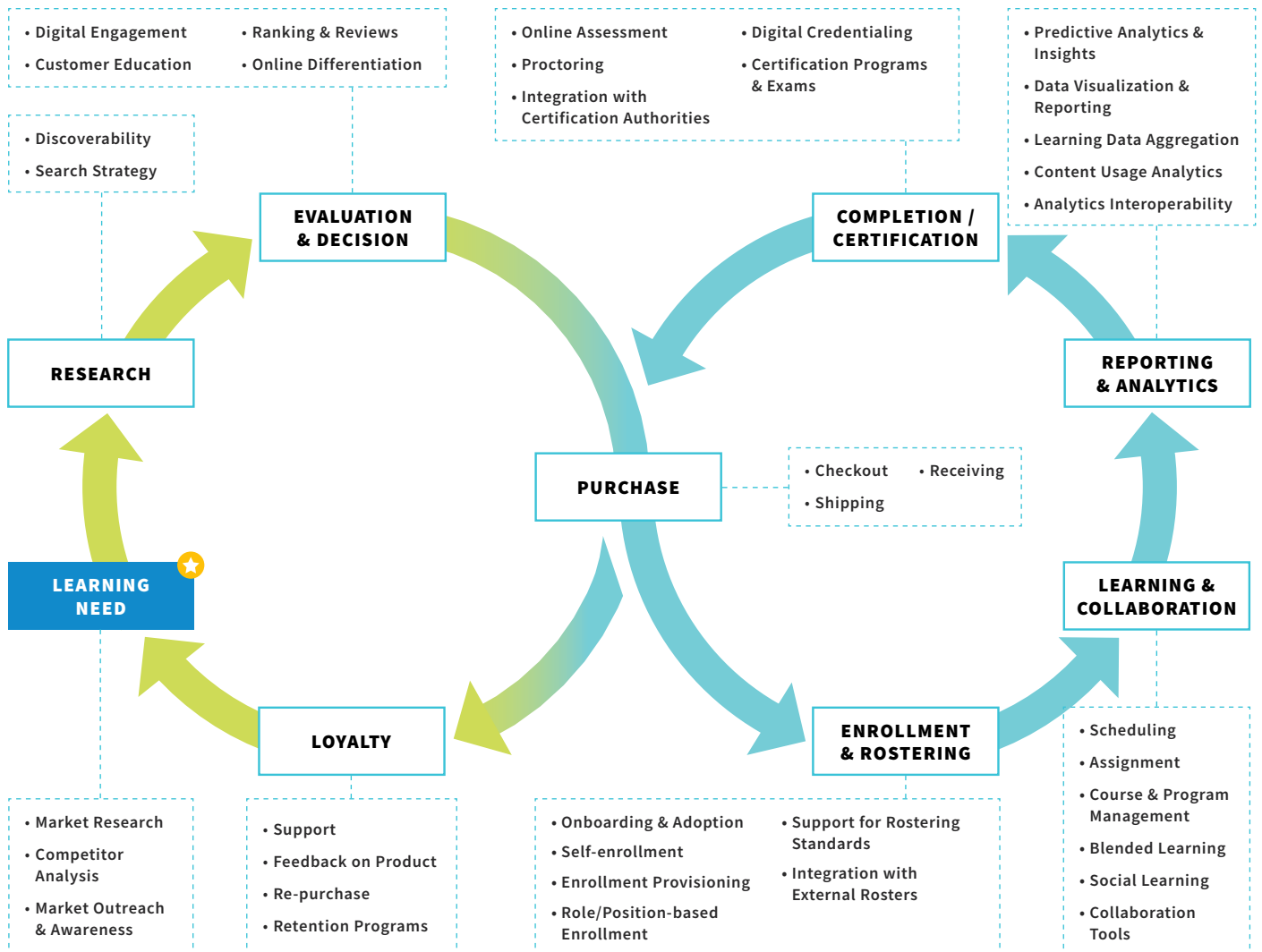


EPAM's Services for Direct-to-Learner Solution Providers

With the transition to remote learning, consumers increasingly have become educational product purchasers, which is accelerating the expansion of direct-to-learner strategies in the EdTech market. That means every touch point on the customer journey now affects which educational solutions learners buy and, ultimately, adopt. This dynamic is also causing a market shift away from the ownership model towards subscription-based access, Massive Open Online Courses (MOOCs) and open educational resources (OERs).

To stay competitive and secure a share of the emerging consumer market, learning companies must leverage digital-first, direct-to-learner approaches that will enable them to serve evolving educational needs in the next normal.

EPAM OFFERS STRATEGY CONSULTING AND IMPLEMENTATION OF DIRECT-TO-LEARNER SOLUTIONS TO SUPPORT THE ENTIRE LEARNER JOURNEY



EPAM SERVICES FOR DEVELOPMENT OF DIRECT-TO-LEARNER SOLUTIONS



**INNOVATION
CONSULTING**



**MARKET INVESTIGATION
& STRATEGY ASSESSMENT**



**EXPERIENCE
STRATEGY & DESIGN**



**ECOMMERCE
SOLUTIONS**



**LEARNING
PLATFORMS & TOOLS**



**LEARNING PROGRAMS
& CONTENT**



**INFRASTRUCTURE
SECURITY, OPTIMIZATION
& CLOUD SOLUTIONS**



**DIGITAL ADOPTION,
USER SUPPORT &
LOYALTY PROGRAMS
IMPLEMENTATION**



**LEARNING DATA
ANALYTICS & INSIGHTS**

WHY EPAM?

EPAM's right mix of competencies and 25+ years of proven experience in education allow for our deep understanding of the learner and customer journeys, both required to develop a cohesive direct-to-learner strategy and solutions.

500+

subject-matter and
education industry experts

2,000+

commerce & digital
marketing professionals

2,600+

experience designers
and strategists

8,000+

infrastructure &
DevOps engineers

**Preferred
vendor**

of the top learning
companies worldwide

**A strong
performer**

according to "The Forrester
Wave™: Customer Experience
Strategy Consulting Practices,
Q4 2020" report

**One of the
top-20**

open-source contributors
leveraging numerous
product accelerators to
reduce time-to-market

**Top IT services
company**

on Fortune's '100 Fastest-
Growing Companies' list,
for the second year in a row

EPAM is a recognized expert in direct-to-consumer solutions with a vast portfolio of successful projects in multiple verticals (Education, Automotive, Manufacturing, Retail & Distribution, Media & Telecom, etc.)

USE CASE: True Omnichannel Engagement for a Multinational Digital Education Company

With the goal of implementing a more efficient, robust and modern eCommerce engine, a client challenged EPAM to find a solution that could engage customers more seamlessly and provide users with one standardized, state-of-the-art experience across nine products, with plans to continuously add new items.

30%

increase in year-over-year revenue

70%

increase in year-over-year mobile revenue

12

successful releases with zero downtime

5

months time-to-market

“As we continue to scale our direct-sold eLearning products, we are investing in improved customer experiences from content discovery to course delivery and post-purchase care and support. EPAM has become a trusted partner as we push the edge of innovation when it comes to digital commerce services. Their ability to understand the big picture, together with their proven technical competency and delivery track record, made them our choice for this important digital initiative.” – CMO

USE CASE: One Digital Experience Platform for a Multinational Software Corporation

To provide a seamless experience for customers, a client engaged EPAM to build a One Digital Experience Platform and improve platform efficiency. EPAM developed one aggregated platform for multiple experiences: customer, developer, partner, investor, corporate site, communities, careers, events. The solution also included content strategy, a mobile-first approach, responsive design and optimized navigation, full coverage of the authoring and publishing workflows, campaign management, access policies, and integration of Adobe stack.

1,000+

web pages and terabytes of data migrated using EPAM accelerator

33%

digital publishing service cost reduction

14% and 44%

increase in return traffic from social channels (Twitter and LinkedIn, respectively)

**14 Languages
47 countries**

global website rollout

PARTNER WITH EPAM TO DESIGN INNOVATIVE
DIRECT-TO-LEARNER SOLUTIONS & DIGITAL LEARNING EXPERIENCES

EL@EPAM.COM | WWW.EPAM.COM

