



**imc**  
part of **Scheer**

# Digital Training Experts



The experts for the development of digital training solutions in the fields of technology, content and strategy.

**imc**  
information multimedia  
communication AG

Scheer Tower  
Uni-Campus Nord  
66123 Saarbrücken

[im-c.com](http://im-c.com)

# Rewrite the way we learn



**We make learning better** – by redefining the way we learn. Experts in the fields of technology, e-learning content and strategy work hand in hand to provide holistic and customized e-learning solutions worldwide.

Founded as a German university spin-off at Saarland University, imc supports more than 2,000 companies, public institutions and educational institutions of all sizes and industries in the planning and implementation of professional digital training strategies.

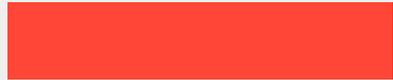


**12** locations worldwide  **25** years of experience

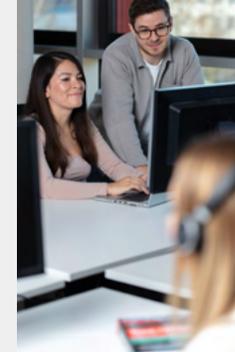
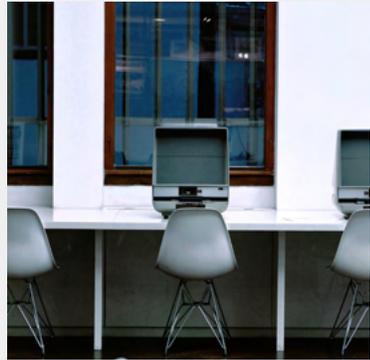
**10,000,000** learners worldwide

 **350** employees

**5,000** implemented e-learning projects **98%** Customer retention rate

**15%** average growth per year 

# imc's History



1997      1998  
            -  
            2000      2001      2002      2006      2008      2009      2015      2017      2019      2021      2022



Founded by Prof. August-Wilhelm Scheer as a spin-off at Saarland University

First WBT projects

Strategic eLearning consulting



First Learning Management Release

Development of the first authoring tool



Foundation of imc Switzerland

imc becomes the market leader in the DACH region

Process innovations

Entry into the university market



imc AG achieves a turnover of over 10 million € for the first time



Foundation of the subsidiaries in Romania and UK



Dynamic Media GmbH in Graz becomes imc Austria



The Asian market is conquered via Australia



The number of employees rises above 200

imc USA is founded

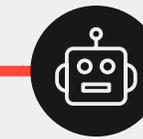


imc generates sales of over €20 million for the first time



imc Netherlands is founded

imc has over 300 employees worldwide for the first time



Launch of AI-supported authoring tool imc Express



We celebrate 25 years of rewriting the way we learn

# Reliable Bold Engaging

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**imc AG** stands for the excellent quality of its solutions and services. This makes us one of the most successful service providers in the field of digital training strategies in the premium segment.



We create digital training experiences because we are convinced that people and organizations can develop their full potential through further education.

**Christian Wachter**, CEO imc AG

# Awards

The award-winning imc product portfolio includes **learning management, performance support** and **authoring solutions.**

imc supports you at every step in the planning and implementation of **training strategies** – from learning concepts to advice on setting up a Learning & Development Academy.

This offer is complemented by the area of **e-learning content** with the conception and creation of customized learning content. An extensive library of over 2,000 hours of immediately available standard learning content completes the portfolio.



# imc AG - innovative, open, colorful

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**imc is more than an IT company.** We combine development, consulting and agency, all highly professional but with a start-up spirit.

**We help to shape digitalization by redefining further education.** More than 300 professionals, from old hands to aspiring youngsters, are passionate about their jobs every day - our guarantee for successful customer projects and a cooperative partnership.



Success stories  
start with us.

**Elke Zastra,**  
Head of Human Resources

**12**  
specialist  
departments

**350**  
employees  
worldwide

**12**  
locations

**49**  
nationalities

# Customer Projects

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We help a global manufacturer of **medical technology** to cope with increasing legal requirements and at the same time motivate over 100,000 learners.

A **chemical company** with over 120,000 employees mastering the challenges of digital transformation with us.

Six leading **car manufacturers** rely on our expertise to train their employees and dealers worldwide.

One of the largest **watch manufacturers** in the world inspires employees and customers with our innovative training content.



We deliver customized digital learning experiences and learning ecosystems that are as individual as your learners.

Sven R. Becker, Board member imc

# References

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“ We found the cooperation with imc to be very pleasant and professional. Our requirements were implemented 100% and when the time was tight, our needs were accommodated as flexible as possible.

**Jörg Karrenbauer,**  
technical trainer at the Villeroy & Boch Global Academy

“ We see that with the Learning Suite, many things have become possible that used to be a challenge for us. Training processes can now be mapped and administered much more quickly and easily.

**Udo Link,**  
E-Learning Team Leader,  
Lufthansa Flight Training

“ It's always a pleasure working with imc. Above all, we appreciate the constructive and pragmatic way in which we have dealt with each other in the projects that we carried out together.

**Martin Zimmer,**  
Online Training Officer at Hager

“ We already see a significant advantage in the speed with which we can reach many employees - regardless of time and place.

**Dr. Dietmar Kahle,**  
Director Learn Management,  
Eppendorf AG

B/S/H/



**MAHLE**

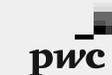
**FESTO**



**Allianz**



**CSL**

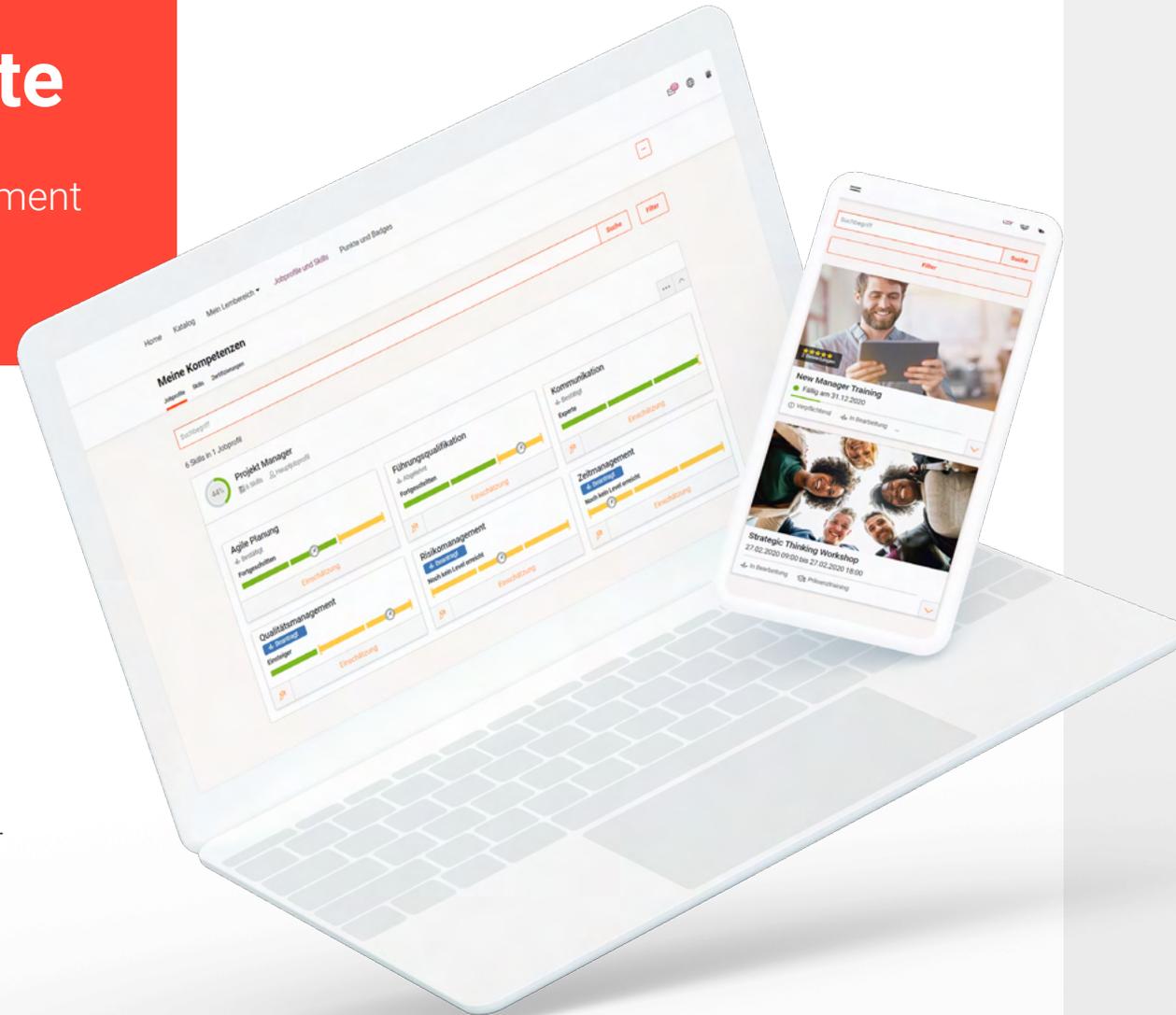


# imc Learning Suite

Tailored Learning Management

## 360° Learning Management

Classroom or digital, social, on the job, blended, mobile or adaptive learning based on artificial intelligence – designed digital learning environments according to your personal needs.



### Modular

The e-learning platform can be expanded at any time and is therefore infinitely scalable.



### Hybrid Cloud

Our customers use the Learning Suite on-premise, SaaS-based or in a dedicated cloud.



### User-Friendly

The intuitive usability makes it very easy to use, even for inexperienced learners.

# imc Express

Express Content Creation



### Immediately ready for use

imc Express is so simple and intuitive that users do not need any training. A time-consuming installation is also not necessary. You can get started straight away.



### Supported by Artificial Intelligence (AI)

imc Express uses AI to achieve maximum productivity. Images are automatically recognised and tagged, an AI algorithm finds the right template for your project and helps you translate all content including automatically generated subtitles in your videos.



### Didactic support

imc Express provides suitable templates and gives users valuable tips on didactics for the entire creation process. In this way, imc Express helps users to create didactically meaningful content.

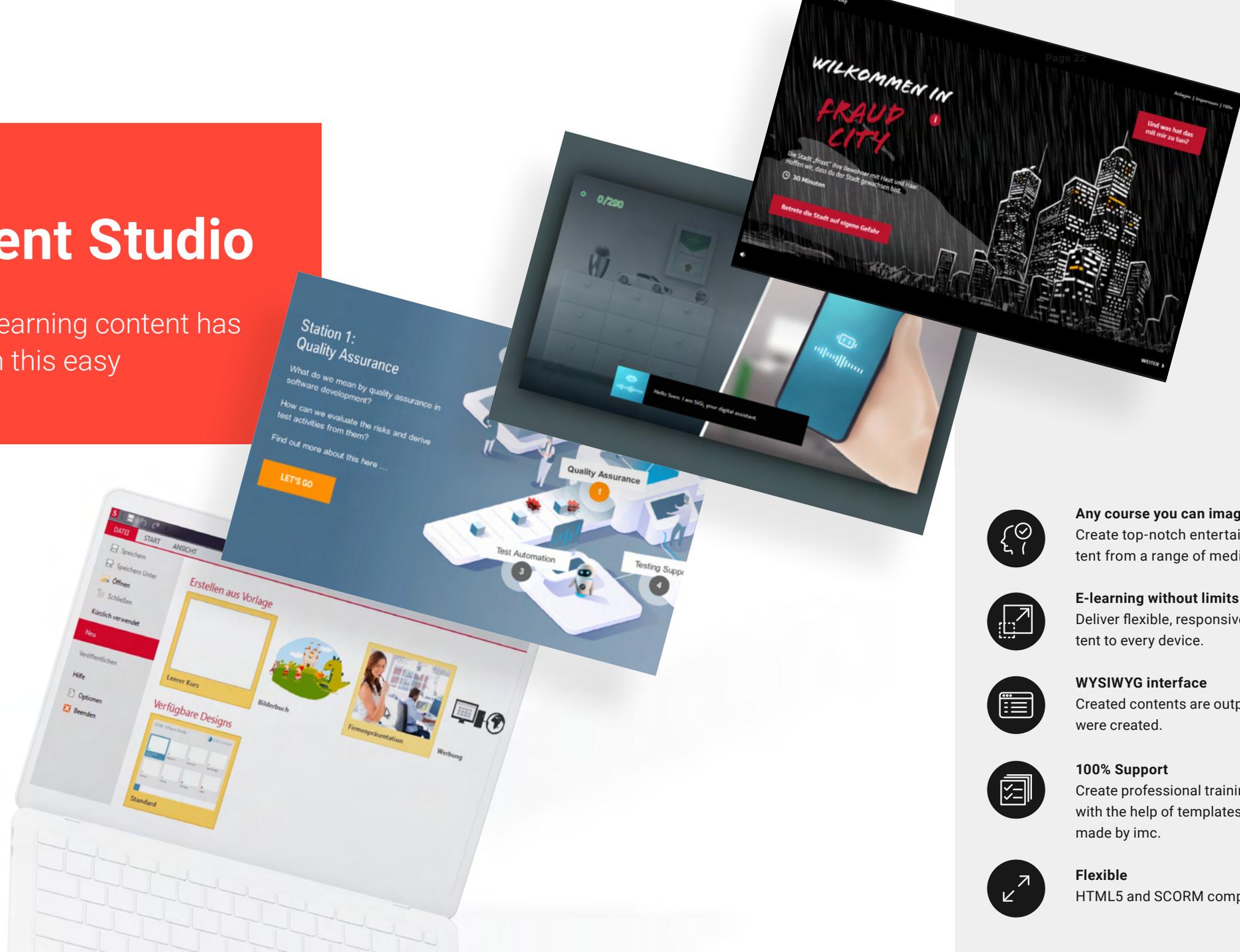


### Great design easily accomplished

imc Express supports users with perfectly coordinated templates. The designs can be created in line with the respective corporate design so that the content fits 100% with your brand.

# imc Content Studio

Premium learning content has never been this easy



**Any course you can imagine**  
Create top-notch entertaining e-learning content from a range of media formats.



**E-learning without limits**  
Deliver flexible, responsive and scalable content to every device.



**WYSIWYG interface**  
Created contents are output exactly as they were created.



**100% Support**  
Create professional training independently with the help of templates and style guides made by imc.

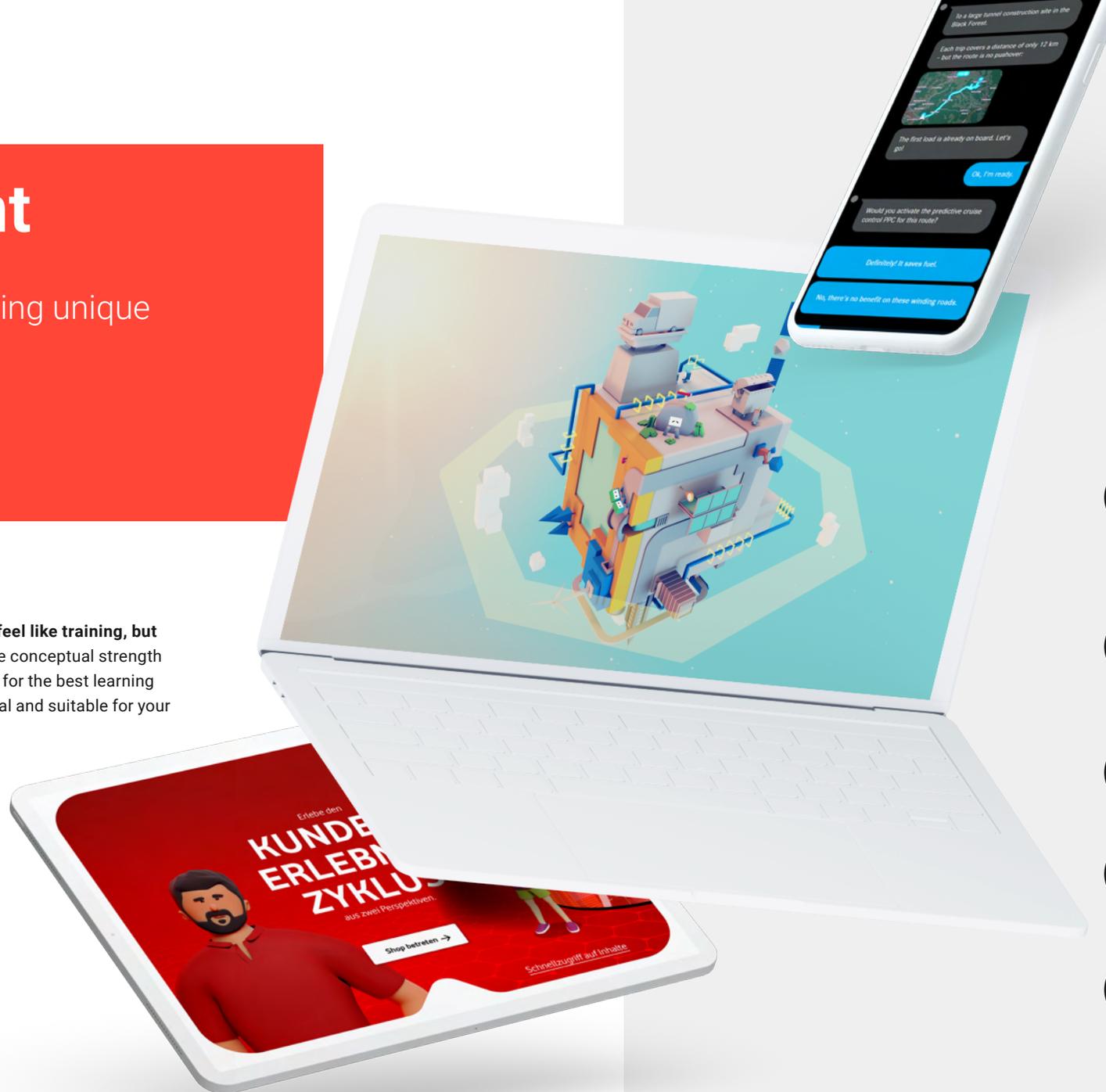


**Flexible**  
HTML5 and SCORM compatible

# Content

We make training unique

**Training should no longer feel like training, but should inspire!** We combine conceptual strength with implementation power for the best learning experience – 100% individual and suitable for your company.



### Tailor-made

From serious games and web based training to interactive videos or Performance Cards: we deliver the right format for individual learning objectives



### Captivating

Competitions among colleagues, quizzes and training in video game format awaken the ambition of your learners



### Awarded

Our content has won numerous awards – 7 international e-learning awards alone in 2019



### Everywhere and at any time

At work or on the mobile phone between two appointments, there is a solution for every challenge.



### Off-the-shelf

In addition to individual content, we have over 2,000 hours of standardized content in stock, such as compliance, soft skills, sales or IT.

# Learning Strategy

From pure information transfer to action competence

With strategic consulting, we bring together learning technologies and learning content and steer them in the right direction for you. We develop your perfect roll-out with you. And not only technically. We make sure you achieve your business objectives.



Specific  
Holistic  
A perfect fit  
Effective  
Best practices