



There's so much to look forward to.

## **UpsideLMS helps Doha Bank strengthen its commitment to Human Capital Development with a Suite of Learn-Tech Solutions**



## THE CLIENT

Doha Bank, one of the largest commercial banks in the State of Qatar, has been consistently registering a strong growth throughout the last decade with its participative leadership philosophy.

Inaugurated in 1979, Doha Bank provides domestic and international banking services for individuals, commercial, corporate and institutional clients through four business groups – Wholesale Banking, Retail Banking, International Banking and Treasury & Investments.

Doha Bank has established overseas branches in Kuwait, Dubai (UAE), Abu Dhabi (UAE), Mumbai, Chennai and Kochi (India) as well as representative offices in Japan, China, Singapore, Hong Kong, South Africa, South Korea, Australia, Turkey, the United Kingdom, Canada, Germany, Bangladesh, Sri Lanka and Nepal.

## BUSINESS NEED

Doha Bank is committed to supporting the State of Qatar's initiative to develop a comprehensive knowledge-based society that will drive future sustainability, and hence considers technology-aided learning solutions as a key investment.

Doha Bank was on the lookout for a secure and reliable platform that could serve as a common knowledge base to deliver all its online (eLearning) as well as offline i.e. classroom training/ Instructor-led Training (ILT) programs to its 1200+ employees across the globe in an efficient and a cost-effective way.

## BUSINESS NEED

Prior to UpsideLMS, Doha Bank relied heavily on ILT to address the training and development needs of its employees. Moreover, its legacy LMS could only deliver vendor published content with no support for custom-made comprehensive learning programs. Hence, it needed a new approach that could match its role-based, specialized and regulatory training requirements that could effectively develop competences of the employees and, in turn, realize the desired business goals.

Their prime requirement called for a 'fully equipped platform capable of providing engaging, interactive and flexible learning environment to users'.

Doha Bank's key objectives were to:

**1 Fulfill Regulatory Training Requirements**

Ensure effective and on-time delivery of induction and role-based compliance training programs to meet the compliance regulations defined by the Central Bank.

**2 Ensure Learning is easily Accessible Anytime, Anywhere**

Have a single, efficient and easy-to-use knowledge base for the staff to access eLearning, book directly into classroom-based training that is compatible with staff schedules and enable training to be completed at the most convenient time and location.

**3 Increase Operational Efficiency**

Reduce the time spent by the L&D team on administration while employing robust mechanisms and tools for centralized and streamlined administration and reporting.

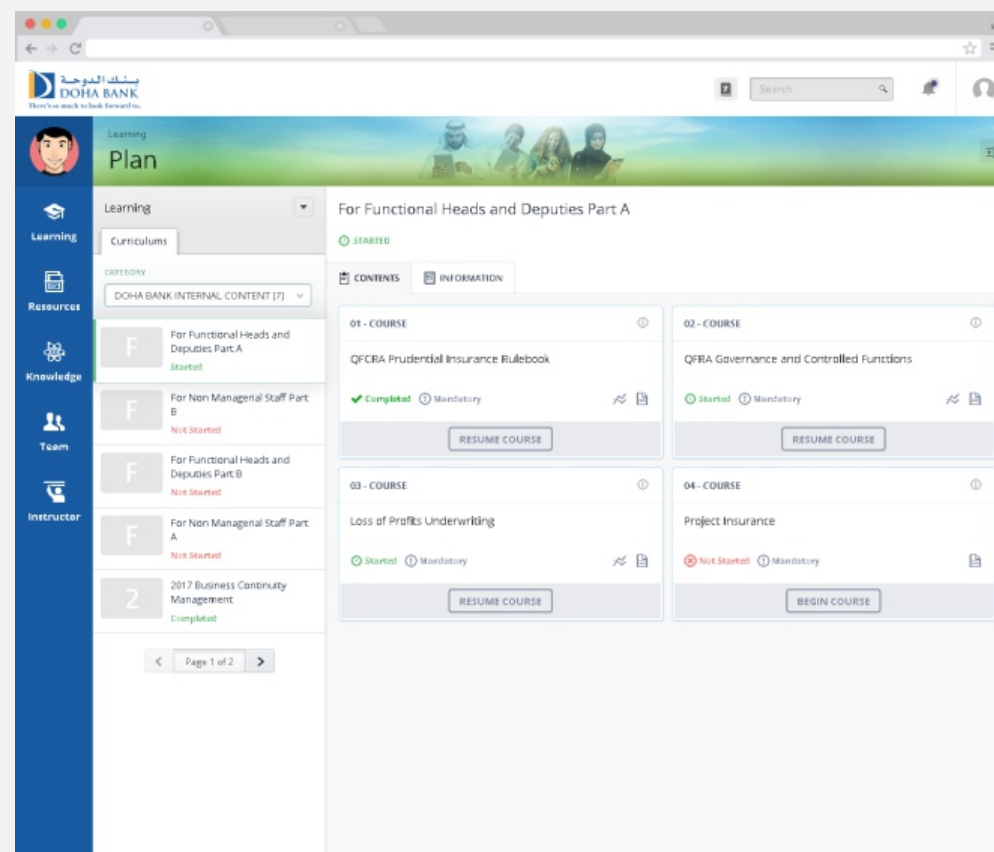
# THE SOLUTION

In UpsideLMS, Doha Bank found a Learning Management System that met its objectives on all levels. UpsideLMS was identified as the perfect fit for its range of functionality, flexibility, cost effectiveness, great usability as well as the ability to deliver the highest quality Doha Bank-branded experience.

Key features of the implementation included:

## ✓ A Personalized, High Quality Learning Experience

UpsideLMS was custom-branded to emulate the Doha Bank global brand, which extended the corporate brand beyond the workspace into the employees' devices. This personalized version of UpsideLMS enabled Doha Bank employees to access online courses, learning resources as well as an extensive employee development program tailored to its brand values, anytime. So the users had not only quick and easy access to eLearning, but also face-to-face training programs and Doha Bank certifications for completed modules at their fingertips. The platform saved L&D teams' time and efforts by streamlining the Doha Bank's training process with an organized approach.



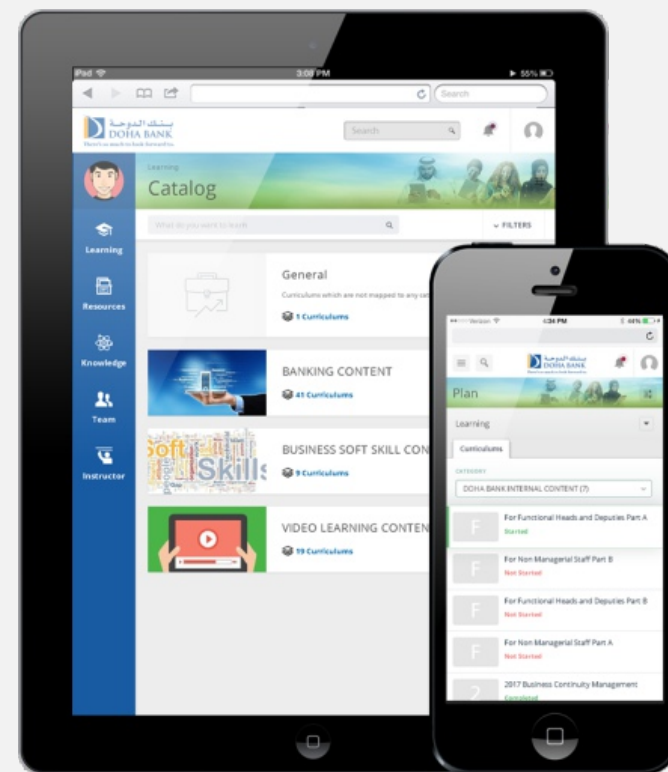
# THE SOLUTION

## ✓ Compliance Assurance

BFSI companies are required to manage and monitor the compliance with increasingly complex manpower regulations that exist around the world. UpsideLMS streamlines the process and keeps compliance status current, organized, and readily available, so the regulatory requirements defined by Central Bank could easily be fulfilled by Doha Bank.

## ✓ Complete Mobility

Being a multi-device responsive platform, UpsideLMS provided a seamless User Experience (UX) to all learners across devices, namely desktops, tablets and smart phones, browsers and other platforms. In addition, Taeleem, a custom-branded version of UpsideLMS Mobile, an Online Mobile App from UpsideLMS developed for iOS and Android, allowed learners to access the learning materials and resources on their mobile devices anytime and anywhere. UpsideLMS Mobile, the original mLearning platform, which has been branded inline with Doha Bank's corporate identity and L&D goals, is an iOS and Android mobile app with support for all types of training (eLearning, ILT, Virtual Classroom) and material formats (Videos, Courses, PPTs, Word Documents, PDFs, etc.) including compatibility with third-party off-the-shelf eLearning courseware. The inherent advantages of the UpsideLMS app's mobility assures anytime, anywhere, unparalleled access to the bank's dispersed employees for timely information on various banking processes and compliance skills, while bringing about Continuing Professional Development through various skilling programs.





# THE SOLUTION

## UpsideLMS components activated for the client:

- 1 Cloud Based, SaaS, Multi-device Responsive Solution
- 2 UpsideLMS Online Mobile App
- 3 Blended Learning- eLearning, Virtual Classroom, Classroom Training Management
- 4 Social Learning and Knowledge Collaboration
- 5 Configurable Organization Structure/ Hierarchy
- 6 User Management
- 7 Roles and Rights Management
- 8 Competency Management
- 9 Curriculum Management

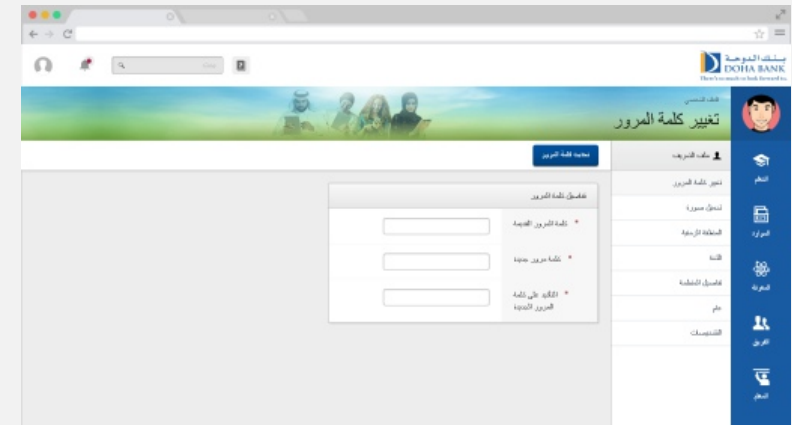
The image displays two screenshots of the UpsideLMS interface for Doha Bank. The top screenshot shows the 'Organization Tree' with a sidebar of departments like Information Technology Dept, Abu Dhabi Branch Dept, Credit Risk Management Dept, Operations Dept, Alternative Distribution Channels Dept, Branches Distribution Channel Dept, Corporate Branch Dept, Internal Audit Dept, Debt Recovery Dept, Kuwait Branch Dept, Non Motor Claims Dept, Non Motor Underwriting Dept, SME Unit Dept, Group Finance Dept, Treasury & Investment Sales & Channel Management Dept, and Corporate and Commercial. The bottom screenshot shows the 'Users' management page with a table of users.

Select	Actions	Unique ID	Learner Name	Email	Username	LMS Role	Status
<input type="checkbox"/>		03509	Aashah Al-Khatiri	a.khatiri@dohabank.com.qa	a.khatiri	Learner & Content Delivery & Reports	Active
<input type="checkbox"/>			Aamir Husain	aaulfiqar@dohabank.com.qa	aaulfiqar	Learner	Active
<input type="checkbox"/>			Aaron Faeon Almuqalea	aalmuqalea@dohabank.com.qa	aalmuqalea	Learner	Active
<input type="checkbox"/>		03623	Aasim Hameed	ahameed@dohabank.com.qa	ahameed2	Learner	Active
<input type="checkbox"/>		06882	Aazam Khan	akhan@dohabank.qa	akhan	Learner	Active
<input type="checkbox"/>		00554	Abbas Alkhezzi	akhuzezi@dohabank.com.qa	akhuzezi	Learner	Active
<input type="checkbox"/>		06171	Abbas Inam	ainam@dohabank.qa	ainam	Learner	Active
<input type="checkbox"/>		01243	Abdallah Ghadban	aighadban@dohabank.com.qa	aighadban	Learner	Active
<input type="checkbox"/>		03332	Abdel Aboushakra	ashakra@dohabank.com.qa	ashakra	Learner	Active
<input type="checkbox"/>		00910	Abdel Al Sheab	asheab@dohabank.com.qa	asheab	Learner	Active
<input type="checkbox"/>		06131	Abdel Azamour	azamour@dohabank.qa	azamour	Learner	Active
<input type="checkbox"/>		02169	Abdel Elattar	aelattar@dohabank.com.qa	aelattar	Learner	Active
<input type="checkbox"/>		02791	Abdelgadir Yousef	ayousef@dohabank.com.qa	ayousef	Learner	Active
<input type="checkbox"/>		08873	Abdelhamid Rada	arada@dohabank.com.qa	arada	Learner	Active

# UpsideLMS DIFFERENTIATOR

## ✓ Multi-lingual Support

With overseas branches in Kuwait, Dubai (UAE), Abu Dhabi (UAE), Mumbai, Chennai and Kochi (India), workplace diversity is a natural outcome for Doha Bank. UpsideLMS is a partner in this strategy as its multi-lingual support for Arabic (with English default) ensures that learners are able to use their learning platform right away in 'their local language', thereby shortening implementation times and increasing user adoption.



## ✓ Ready library of Off-the-Shelf Courses

UpsideLMS not only provides a learning platform to Doha Bank, but its association with leading provider of catalogue courses also opens up a library of 200+ ready-to-deploy courses and videos on a wide range of topics to the bank's employees. Needless to say, the content-agnostic nature of the platform ensures that the third-party courses (apart from the ones custom-developed by Doha Bank) run seamlessly on the LMS.

A screenshot of the UpsideLMS web application interface showing a list of courses. The header includes the Doha Bank logo and the text 'بنك الدوحة DOHA BANK'. The main content area shows a table of courses with columns for Course Name, Compliance Standard, Status, Upload Status, Instructor, and Actions. The interface is designed for Arabic-speaking users, with all text in Arabic script.

Course Name	Compliance Standard	Status	Upload Status	Instructor	Actions
Introduction to Email	SCORM 1.2	Available	Uploaded on 11/06/2016 01:25 AM	-	✎ ⚙ ⌵
A Business Development Tool	SCORM 1.2	Available	Uploaded on 10/06/2016 10:32 PM	-	✎ ⚙ ⌵
A Fair and Respectful Workplace	SCORM 1.2	Available	Uploaded on 09/06/2016 01:45 AM	-	✎ ⚙ ⌵
A Good Presenter	SCORM 1.2	Available	Uploaded on 11/06/2016 01:08 AM	-	✎ ⚙ ⌵
Accessibility of Facilities	SCORM 1.2	Available	Uploaded on 09/06/2016 02:09 AM	-	✎ ⚙ ⌵
Accounts Payable and Working Capital	SCORM 1.2	Available	Uploaded on 09/06/2016 07:30 AM	-	✎ ⚙ ⌵
Achieving Consensus	SCORM 1.2	Available	Uploaded on 11/06/2016 01:25 AM	-	✎ ⚙ ⌵
Action Planning	SCORM 1.2	Available	Uploaded on 11/06/2016 01:24 AM	-	✎ ⚙ ⌵
Additional Departments	SCORM 1.2	Available	Uploaded on 10/06/2016 01:12 AM	-	✎ ⚙ ⌵

# UpsideLMS DIFFERENTIATOR

## ✓ JIT Performance Support

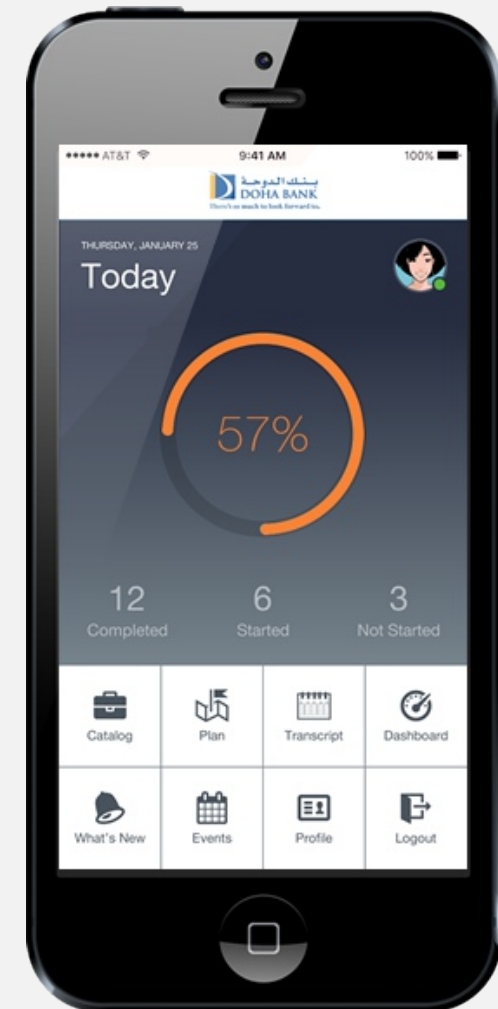
Training and performance support are made available to Doha Bank's learners anytime, anywhere with the help of Taeleem, a custom-branded version of UpsideLMS Mobile, an Online Mobile App from UpsideLMS. D.B Taeleem's ability to assist employees by providing easy and just-in-time access to learning/micro-learning complemented their planned training and development with instructor-led programs by acting as a knowledge reinforcement and performance support tool with 24/7, 365-day access. This seamless and wherever-whenever learning is a part of Doha Bank's digital transformation strategy, facilitating opportunities for continuous learning based on a robust digital learning culture.

## ✓ Future Readiness

Doha Bank's vision for its company-wide L&D is supported by UpsideLMS' AGILE designing and development approach, which introduces new features and functionalities into the platform at regular intervals. Two examples that stand out are:

### ✓ Gamification with Leaderboard Concept:

Doha Bank plans to introduce gamification to its userbase with a view to increasing learner adoption and encouraging usage through loyalty points, called Doha Miles.





## UpsideLMS DIFFERENTIATOR

### ✓ **Social Learning and Knowledge Collaboration**

To help its geographically dispersed workforce share their experiences and learn from one another, Doha Bank aims to open the in-built Social Learning and Knowledge Collaboration tools like Discussion Forum, Communities, etc. to its 1200+ employees.

### ✓ **Customer-first Attitude**

Doha Bank has found UpsideLMS' can-do attitude and commitment to meeting the needs of a banking organization of its scale to be an asset to their partnership, particularly in light of the ever-changing BFSI landscape. This has also been a significant factor in the adoption of the LMS across its regions and workforce.

# HIGHLIGHTS

- ✓ Being a SaaS LMS, UpsideLMS was easy to set-up, making the training roll-out quick and effortless.
- ✓ UpsideLMS is hosted on Microsoft Azure, one of the leading Cloud providers, which gives Doha Bank reliability, security and flexibility.
- ✓ UpsideLMS is highly scalable, which means it can easily accommodate Doha Bank's growing demand for more users or handle high load in line with its business growth.
- ✓ Doha Bank is able to develop customized training programs specific to its business processes. An integrated Compliance Module provides managers and employees with the tools they need to manage their compliance requirements to ensure that business and individual IDP goals are achieved.
- ✓ UpsideLMS' support for multiple training modes enables Doha Bank to deliver training in the form of eLearning, ILT, and Blended Training to all its employees quickly and consistently. Hence, managing 300 ILT programs along with 7000 hours of online assessments (as on Dec 2018) has been a seamless experience for this leading bank.
- ✓ Training and performance support made available to learners anytime, anywhere with the help of Taeleem, a custom-branded version of UpsideLMS Mobile, along with UpsideLMS' responsive learner interface.
- ✓ Doha Bank uses UpsideLMS' multi-lingual support for the Arabic language (English default) providing a complete localized learning environment to the respective target audience.
- ✓ UpsideLMS not only extends full support for internally developed training content but also to Cegos Off-the-Shelf eLearning courses opted by Doha Bank.

## BUSINESS BENEFITS

- ✓ With one central system, the overall training function became very coherent and easier to manage
- ✓ Increased employee engagement
- ✓ Increased speed to induct and meet required knowledge base to deliver role
- ✓ Reduced costs associated with induction training
- ✓ Improved awareness of Doha Bank's products and services for all employees
- ✓ Increased flow of communication between team members
- ✓ Increased speed to communicate to all levels of the business
- ✓ Improved perception of the company's investment in individuals development
- ✓ Reduced long term spend on printed material and training resources

## ENGAGEMENT MODEL

### License Subscription + Hosting + Support

- 1 The client purchased an annual renewable license to use UpsideLMS for internal users, starting with a multi-year contract for 1500 users. This covered all the elements of system deployment like hosting, implementation and installation, providing a hassle free solution for the client.
- 2 The system is hosted by UpsideLMS in Europe-based data center. The server is dedicated to UpsideLMS and in turn dedicated for the client's LMS hosting.
- 3 UpsideLMS provides Level 2 support (on email and phone) to designated client administrators.
- 4 For Support:
  - ✓ Support Manager
  - ✓ 1 Dedicated Support Executive
  - ✓ 1 Support Team Developer (on need basis)

## TECHNICAL HIGHLIGHTS

UpsideLMS runs on Apache Tomcat 7.0 and MS SQL Server 2014 on Windows Server 2012 R2 server. The server is physically located in Europe and is dedicated to UpsideLMS.

# TESTIMONIAL

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We believe in technology and business convergence to provide maximum automation and maintain highest standards in service. As an organization, we have been at the forefront of building our human capital and we will continue to give opportunities to our employees, to improve their skill sets, and achieve their professional goals. D.B Taeleem, our official Doha Bank mobile learning feature, does this by enabling our employees to access learning content, anytime, anyplace and anywhere."

**Dr. R Seetharaman**  
Group CEO