

# Digital Transformation in the Education Sector: Online Classes at around 100 Sites across Germany

## Case Study: Use of **vitero** at IBB

The Institut fuer Berufliche Bildung (IBB AG) has existed for more than 30 years. With its innovative ideas it has become one of the biggest and most successful private education providers with about 100 sites. In addition to numerous private clients it also cooperates with, among others, the Bundesagentur fuer Arbeit, Jobcenters, the federal state governments as partners of the European Social Fund and other companies and authorities. One of the innovative ideas of the IBB was VIONA®, the Virtual Online Academy. Since 2007 the IBB has been offering further education and retraining in the virtual classroom with the virtual team room **vitero**. Back then it was the first education provider to apply this form of learning.



### Virtual Classrooms

Already ten years ago, it was the goal of the IBB to offer an extensive training portfolio at each of its locations. “The difficulty was, however, that we did not have enough participants at each location for viable groups”, says Katrin Witte, member of the IBB board and responsible for the virtual academy.



One of the training rooms of the IBB. It was the first German education provider to introduce a virtual academy (VIONA®) for crosstown events.

In order to enable these events nonetheless, the IBB decided in favour of a - at this time - new technology and at

the same time for a growth market: virtual classrooms. This way, participants could be trained together at all locations across the country and the IBB’s training portfolio could achieve a considerable horizontal growth. The education service provider took one further decision to guarantee the highest quality also for its virtual trainings: It decided to cooperate with **vitero**.



### Interaction & Communication

“When selecting the virtual classroom, it was crucial for us that this system allows for simultaneous communication and interaction between participants”, explains Katrin Witte. The virtual team room convinced with its patented interface, a wide range of methodical and didactic functions and the easy handling.

### Customer



### Challenges

- Virtual trainings and conferences with participants from all over Germany
- Reliable partner for realising adjustments is important
- Quality of lessons should be comparable to presence events

### vitero Solution

- Provision of the software infrastructure for the virtual academy
- Support in trainings, technical issues, methods and development of the tool
- Easily understandable interface following a real classroom for high quality online classes



One of the many trainings of the IBB which are carried out via **vitero**: staff marketing.

### Digital Transformation

The goal of the IBB was achieved. From Microsoft courses through further education to commercial qualifications: with the help of **vitero**, the IBB services were almost entirely virtualized and the company was successfully digitally transformed. Today, throughout Germany, participants can benefit virtually in groups of 3 to 25 from the VIONA® training portfolio with 12 departments. "Our participants are very satisfied with **vitero** – they rate us with the grade 1.8", says Katrin Witte.

### Thousands of Participants

"We use **vitero** for different types of lessons as part of the classic further education for jobseekers, corporate and private clients. But we also use it for our internal meetings and trainings", reports Witte. The range of situations in which **vitero** is used by the IBB is as extensive as the training portfolio. Events with hundreds of participants from all over Germany take place as well. "With **vitero** we are able to offer virtual events to thousands of participants at the same time."

### Like in the Classroom

"We have many participants who are less technically experienced", emphasizes Katrin Witte. In this way the easy handling and the realistic sense of space in **vitero** become even more important. "For our participants the design of the virtual classroom is especially helpful because it connects to their learning biography. It feels like being in a real classroom: Participants can talk to each other and to their teacher, share and work on their results on the virtual blackboard and withdraw to an adjoining room for teamwork."

### Joint growth

Meanwhile the IBB has been working with **vitero** for almost 10 years. During this time, the sites of the company have not only more than doubled, the IBB has also entered the virtual market and today is a pioneer of the digital transformation within the education sector. "We learned a lot from each other – it was a continuous development process", says Witte. The IBB could also benefit from new developments such as a fully integrated language laboratory, the **vitero** language lab. "In

the meantime we even have requests for music lessons, for which our virtual platform is to be used", adds Katrin Witte. "After 10 years I can still state: **vitero** is the best tool for us."

### Contact

Do you have any questions or would you like to experience **vitero** live? Contact us!

**vitero** GmbH  
Nobelstraße 15  
70569 Stuttgart  
Germany

www.vitero.eu  
E-Mail: info@vitero.eu  
Phone.: +49(0) 711/686 89 88 - 0  
Fax: +49(0) 711/686 89 88 - 80

**Katrin Witte**  
*Board member responsible for innovation, expansion and the virtual academy*

"The virtual classroom helps to carry out good, interactive, communicative trainings and conferences. The table metaphor was a criterion for choosing **vitero** and is the reason why we will stick to **vitero**. It feels like being in a real classroom."