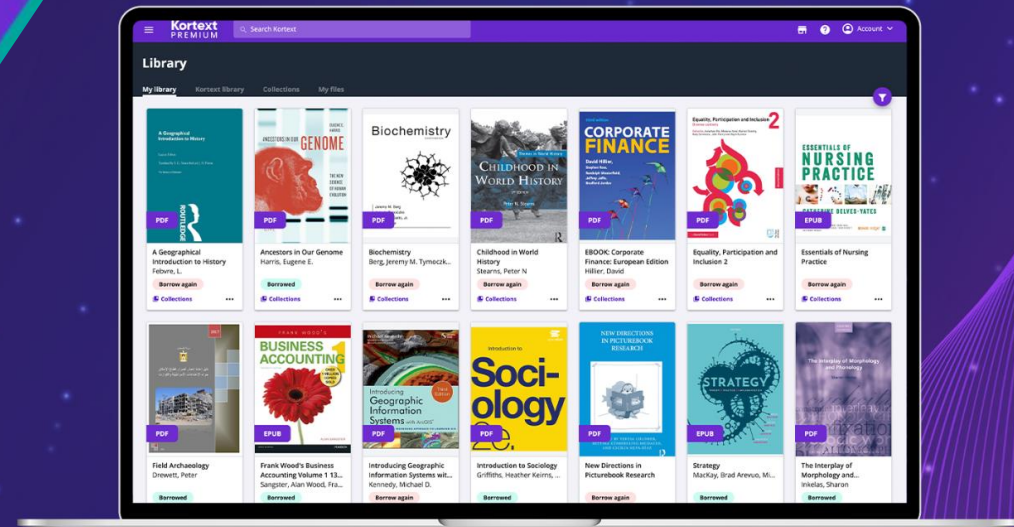


# Kortext Arcturus & Microsoft

Better Together

David Langridge [davidl@kortext.com](mailto:davidl@kortext.com) - Global Alliances and Market Development Director

Jon White [jonw@kortext.com](mailto:jonw@kortext.com) – Director of Partnerships



Pioneers of digital innovation in higher education since 2013

Commercial - in confidence

# < Experts in higher education and engagement

Kortext is the **world-renowned eBook and student experience expert**, leading the way for digitally enhanced teaching and learning in the global education community.

We support institutions in their mission to boost student engagement, drive outcomes and **educate the next generation of difference-makers**, with:

- Cutting-edge content discovery and study platforms.
- Market-leading content and learner analytics.
- Streamlined workflows for library, admin and academic staff.



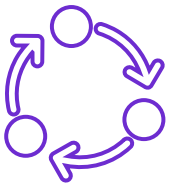
# < Our focus on AI, data & digital learning...



Extending the VLE and reimagining the connected, digital, AI-enabled teaching and learning experience – for both students and academics.



Instant, day-one-of-class access to required textbooks, wider learning resources and ability to use tools and AI on any content opened within the study app.



Using data to understand students and help deliver personalised, targeted interventions to support student retention, progression and outcomes.



# < Global reach

Kortext is a trusted university partner, providing services to more than **5,000 institutions** and **two million students** worldwide

We're present in more than **200 countries and territories**, offering digital solutions across programmes, whole institutions and entire countries

**150+ UK universities**, incl. **85% of Russell Group universities**, use Kortext's Arcturus eBook and smart study platform



# < Why a partnership is important

## Is the current textbook model fit for the digital age?

COVID-19 accelerated the **move to digital** content, embedded into the course, but has also highlighted the issues with current textbook models.

### University concerns

- Logistical issues
- Cost of content to libraries
- Models of access

### Student concerns

- Cost of content to students
- Being unable to access required textbooks
- Ability to collaborate around content while working remotely

## Our unique, partnership approach can help



Align with institutional goals – student **experience, retention** and **progression**



Deliver the richest available **engagement data** to show content use and relative value



**Lower the cost** of content through sector spend aggregation and innovative models



**Integrate** with all key university learning systems and support workflow between academic and faculty



# Widely adopted

5,000+

Institutions around the world using Kortext to deliver learning resources to students

2M+

Student accounts

301k

New UK registered users this year

160+

UK universities working with Kortext

30

Universities using KeyLinks Course content curation tools

20+

Universities @:  
**Kortext Complete**  
Manchester, Exeter, Aston, Birmingham, Middlesex, Kings College, Wolverhampton, Essex, Westminster and many others

27

UK universities using StREAM predictive learner analytics

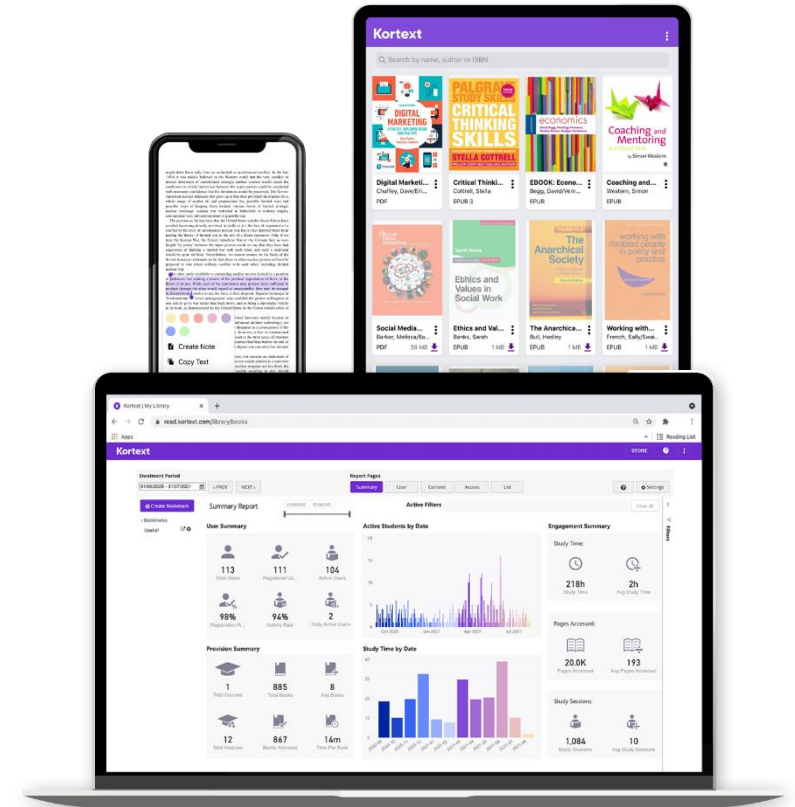
4M

eBooks and videos from over...



4700

Publishers



It's a **global** shift - multiple overseas universities also looking for partners for large scale transformation projects

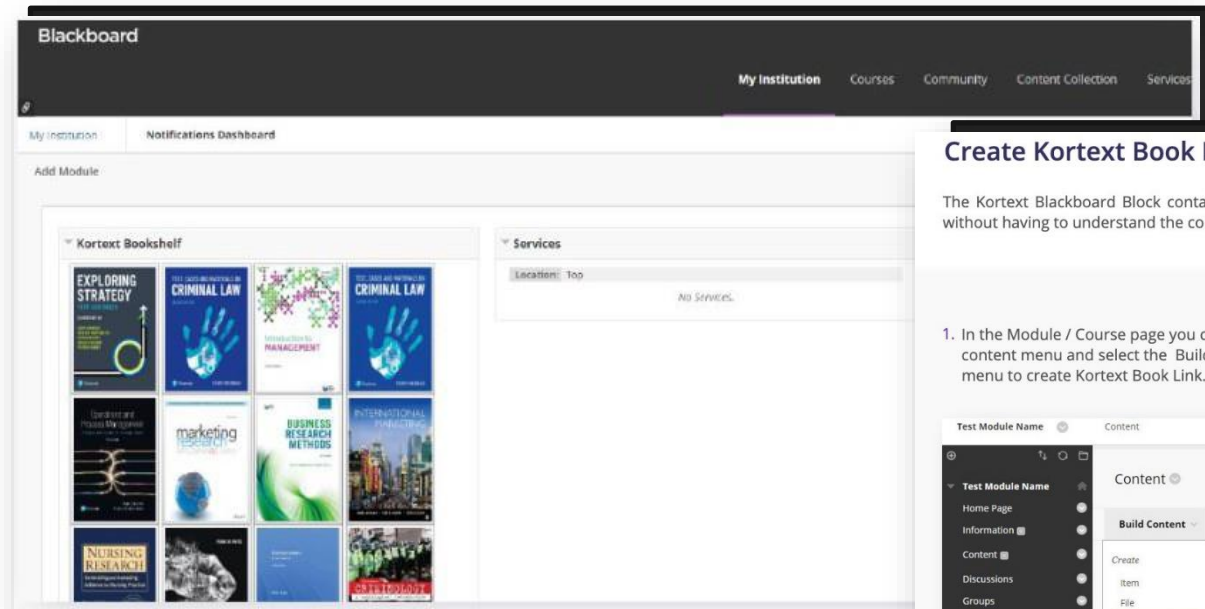
# Seamless integration with your VLE/LMS



Kortext Arcturus integrates with your institution's VLE/LMS, so your students can:

- Access their bookshelf and reading through a system they know.
- Avoid platform fatigue and confusion.

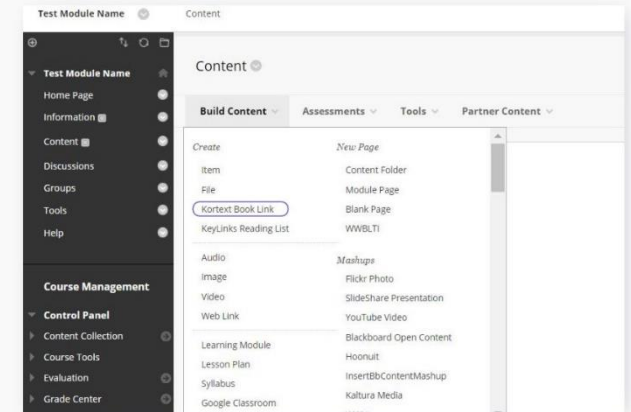
This integration paired with our vast content catalogue means Arcturus can easily become your students' main reading platform.



## Create Kortext Book Link

The Kortext Blackboard Block contains the facility to create a Kortext Book Link without having to understand the complexities of LTI linking.

1. In the Module / Course page you can add links to individual text. Navigate to the content menu and select the 'Build Content' menu. You will see an option in the menu to create Kortext Book Link.



This link allows you to provide a link to each title available to that module, right down to the exact page. You can also add notes to the link, for example asking students to read a specific chapter.

Supported by:



Search for or type a command

Activity 1

Chat 1

Teams

Environmental Law

General

Calls

Files

Get app

Apps

Help


Join or create a team

### Kortext

Search for anything

Etextbooks Videos Notes Files

3

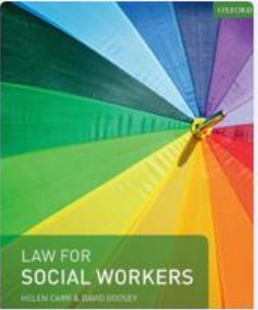


**PSYCHOLOGY**  
RONALD COMER, ELIZABETH BOULD, ADRIAN FURNHAM

Learn anything in 48

Psychology  
Bordwell, Davidso...  
EPUB

1

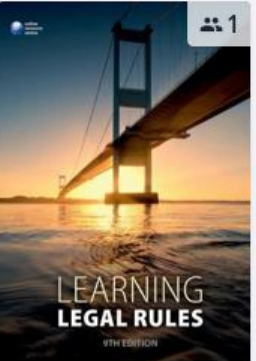


**LAW FOR SOCIAL WORKERS**  
WILEEN CARRE & DAVID GARDNER

Learn anything in 48

Law for soci...  
Bordwell, Davidso...  
PDF

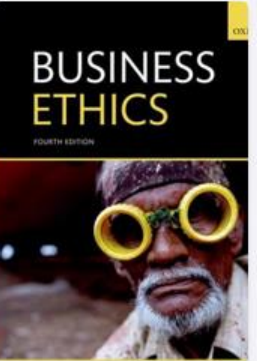
1



**LEARNING LEGAL RULES**  
9TH EDITION

Learning le...  
Bordwell, Davidso...  
EPUB

1



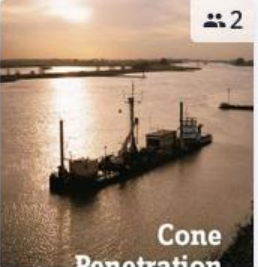
**BUSINESS ETHICS**  
FOURTH EDITION

Business et...  
Bordwell, Davidso...  
PDF

palgrave macmillan

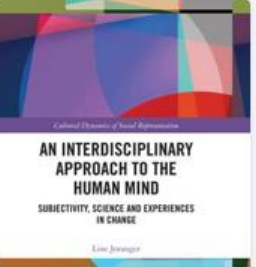
**Basic Statistics for Psychologists**  
Marc Brysbaert

2



**Cone Penetration**

2



**AN INTERDISCIPLINARY APPROACH TO THE HUMAN MIND**  
SUBJECTIVITY, SCIENCE AND EXPERIENCES IN CHANGE  
Lisa Jaeger





# < The most detailed analytics reports

## Reports

Various reports to query: Summary, User, Content, Access and List (shows all data in a list).

## Engagement summary

Study time, pages accesses and study session summaries.

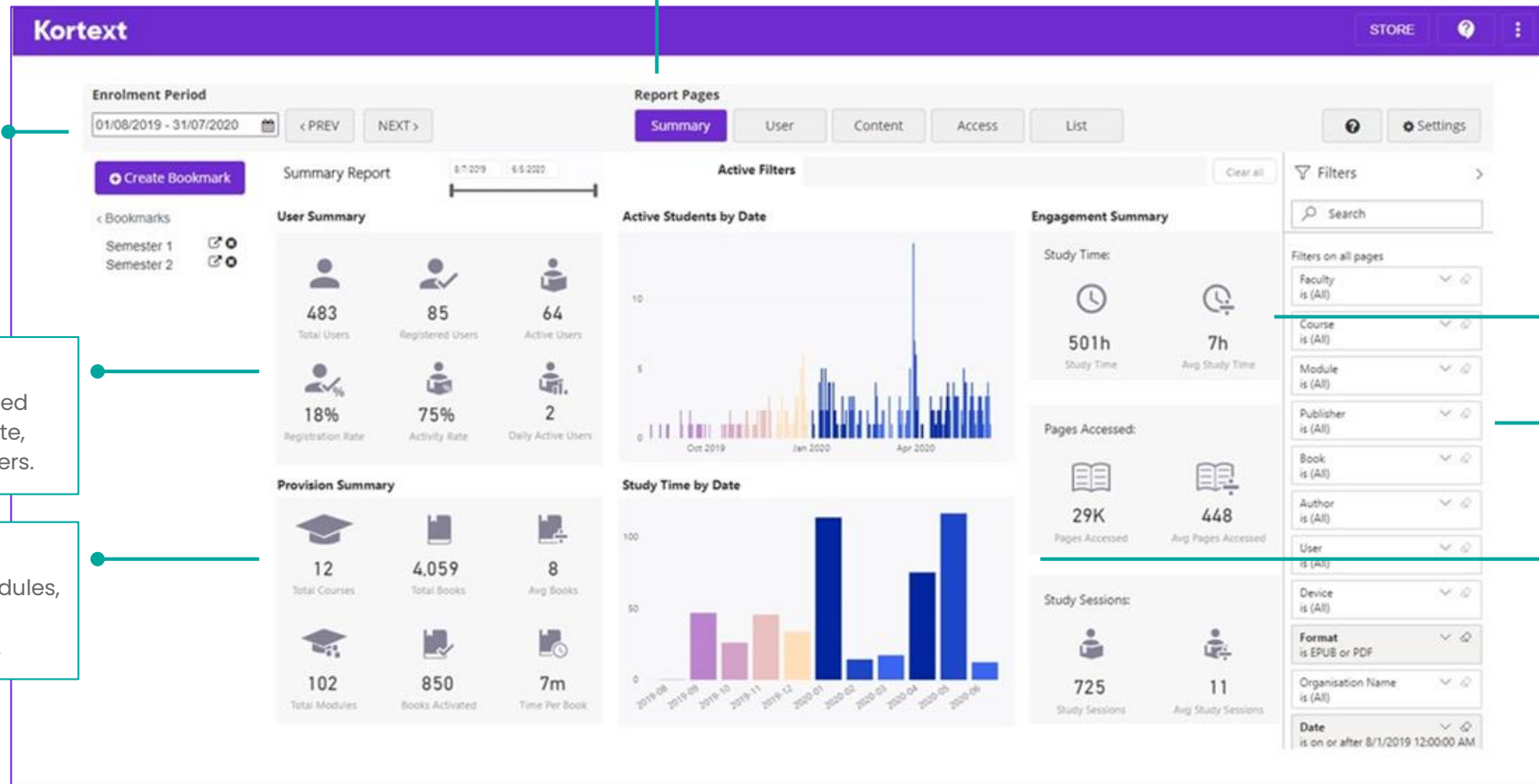
Filter by enrolment period and Bookmark for future use.

## User summary

Active users, registered users, registration rate, activity rate, total users.

## Provision summary

Total courses, total modules, books activated and averaged time in book.



Filter page to look at user and content engagement in more detail.

Active students and study time by date.

# ◀ In-depth content analysis

**Content usage**  
View usage by chapter level

**Usage overview**  
Total users, registration rate, activity rate, top module, top book and top chapter.

**Module summary**  
Total users, registration rate and activity rate by module code.

**Page level usage**  
Heat map showing most heavily read pages.

**Top search terms**  
Mind map showing top search terms and student learning journeys.

**Kortex** STORE ?

Enrolment Period: 01/08/2019 - 31/07/2020 < PREV NEXT >

Report Pages: Summary

Summary Dashboard: 4/23/2020 4/24/2020

Active Filters: Book Clear all

Filters: Search

Filters on all pages:

- Module is (All)
- Publisher is (All)
- Book is Aylward and Findlay's SI Chemical Data
- Author is (All)
- Device is (All)
- Format is EPUB or PDF
- Lecturer is (All)
- Organisation Name is (All)
- Date is on or after 8/1/2019 12:00:00 AM and is on or before 7/31/2020 12:00:00 AM

Usage Overview:

- 1 Total Users
- 100% Registration Rate
- 100% Activity Rate
- Top Module: 1904MBA
- Top Title: Aylward and Findlay's SI Chemical Data
- Top Chapter: SECTION 3 Inorganic compounds

Content Usage:

Title: Aylward and Findlay's SI Chemical Data  
Author: Blackman, Alan/Gahan, Leslie  
Chapter Level usage (CTR) - Left click to select a chapter!

Chapter	Usage
SECTION 4 Organic compounds	3.66%
25 Properties of organic compounds	
SECTION 3 Inorganic compounds	84.96%
17 Some crystal forms	
16 Properties of elements and inorganic compounds	
SECTION 2 The elements	6.71%
9 Properties of the elements	
8 Ground state electronic configurations of the elements	1.22%
SECTION 1 General: Physical constants, units and symbols	3.46%

Page Level usage:

Top Search Terms:

- tree
- psychological
- wizard

Module Summary:

Module Code	Total Users	Reg Rate	Activity Rate
1904MBA	1	100.00%	100.00%
Total	1	100.00%	100.00%

# < Hear from our customers



"Providing students' engagement analytics for our academic staff together with other information is vital for them for early intervention in terms of non-continuation risk."

[View case study](#)



"We're very happy to be continuing our relationship with Kortext. The platform provides a one-stop shop for all our [MBA] students' textbook needs. It's a real USP for our students."

[View case study](#)



"With Kortext's fit with this stack, **implementation** at pace was **straightforward** and now the platform has become an integral part of our teaching, learning and programme delivery."

[View case study](#)



Awarded the 'Extra Mile Project of the Year' at the University's Sustainability Awards because of their move to eBooks.

[View case study](#)



**NSS** results indicated that overall **student satisfaction was up 20%** since partnering with Kortext.

[View case study](#)



"Partnering with Kortext for eTextbook provision has not only allowed us to create **seamless access to core reading**, but the analytics also help us to better understand – and thus enhance – the way students learn."

[View case study](#)

# ◀ Hear from our customers



"The partnership with Kortext allows students and faculty to facilitate a pedagogy of discovery, exploration and consolidation..."

Students to date have read over **1.5m pages** and in 2020/21 made an incredible **32,000 annotations**.  
[View case study](#)



"I tend to do a lot of my writing late at night when I have a clear head and being able to access these resources on demand has really helped. If these had not been available, I have no doubt that I would not be succeeding on the course in the way that I am."

[View case study](#)



"The brilliant analytics tab allows us to see exactly which students are engaging and in which parts of the text, allowing us to target the things that work best with the students, and identify students who are not engaging and provide early intervention."

[View case study](#)



"Kortext's ability to work with **publishers** and design a **user-friendly reader** has been a key determinant in the decision-making process."

"eBooks not only deliver easy portability, but also **easy anytime, anywhere access**."

[View case study](#)



# < Summary

- The Kortext difference.....
- Experience
- Partnership
- Technology
- Most impactful data / analytics
- Value

The smart teaching and learning platform for people who'll make a difference!



Thank you for your attention!

David Langridge [davidl@kortext.com](mailto:davidl@kortext.com) - Global Alliances and Market Development Director

Jon White [jonw@kortext.com](mailto:jonw@kortext.com) – Director of Partnerships



SCAN FOR THE KORTEXT WEBSITE