BIG DATA

Use digital power to follow every step of every user working with your eContent. The educational materials created with mAuthor can generate a vast number of information concerning particular learners' behavior and their results. Use this data to give instant feedback to the learner or upgrade your eContent.

Create eContent capable of collecting information on all learners' interactions.

THE BIG DATA FEATURE GIVES YOU MANY POSSIBILITIES:

1   ADJUST eCONTENT BASED ON DATA

With the developed functionality of Big Data Analytics, you can create **intelligent eContent.** Analyze the interaction of thousands of students with a particular material. Use this feedback to correct, adjust and perfect your eContent elements, making them more intelligent and reactive to students' different behaviour.

2   EASY COLLECT AND EASY PRESENT

All data generated by mAuthor's eContent is stored in the **Google BigQuery** database, making it fully accessible by most programmes (e.g. Google Data Studio). It gives the possibility to perform results through attractive visualizations.

3   TAKE ADVANTAGE OF BECOMING AN ePUBLISHER

Big Data Analytics functionality **gradually shifts publishers into ePublishers.** Change your paper-based materials toward highly intelligent, technology-driven Learning Systems.

> *94% OF ENTERPRISES SAY DATA IS ESSENTIAL TO BUSINESS GROWTH.* – MICROSTRATEGY REPORT

CHECK OTHER FEATURES OF mAUTHOR:

→   **ACCESSIBILITY & WCAG 2.1 COMPLIANCE**

→   **ADAPTIVE LEARNING**

→   **RESPONSIVE DESIGN CAPABILITIES**

→   **MULTI-LANGUAGE SUPPORT**

→   **eCONTENT DEVELOPMENT PLATFORM**

→   **FUNCTIONAL MODULES**