Case Study

C&E Adaptive Learning Solutions Partners with MagicBox to Empower EdTech in Philippine Schools

About Client

C&E Publishing, Inc. was established in 1993, primarily with a publishing thrust. The company was initially engaged in the reprinting and distribution business. Eventually, the company rose to the top of the Philippine book business by publishing locally written textbooks and distributing foreign titles from reputable international publishers.

Being at the forefront of the industry has placed the company in the perfect position to drive Philippine education to greater heights at the start of the millennium. Especially in a rapidly changing world and the era of IR 4.0, the company carried the mission to Be Adaptive. From a small publishing firm, the company started to expand its portfolio to include innovative tools suited for 21st-century learning.

Under a new name representing its growth–C&E Adaptive Learning Solutions (C&E ALS)–the company renewed its passion and commitment to academic and professional excellence. It has helped reimagine Philippine education through its comprehensive offering of innovative learning and teaching tools, including digital and online learning solutions.
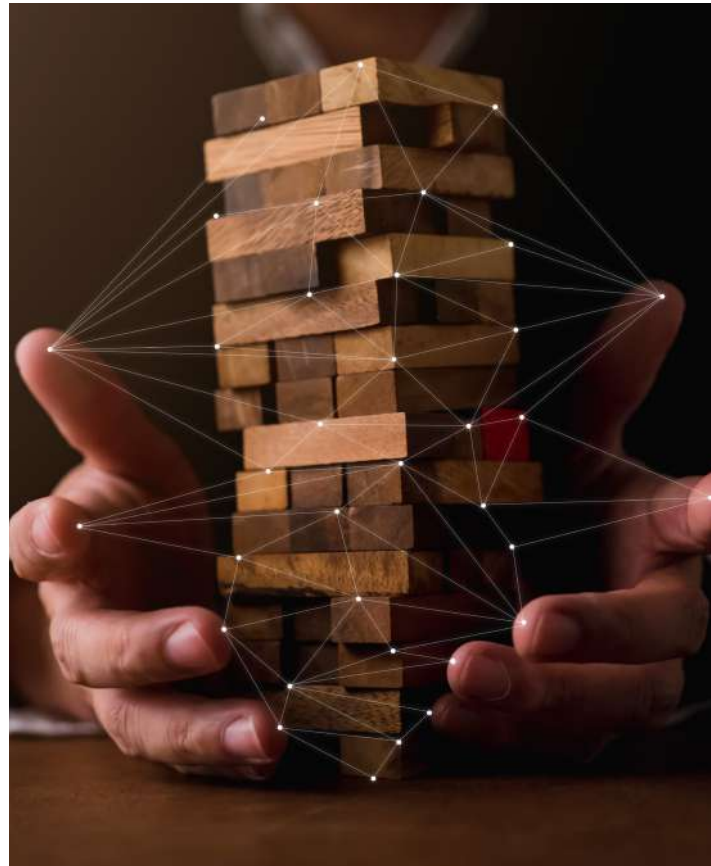
Critical Success Factors

✓ Conducting a detailed analysis to understand C&E ALS' authoring, publishing, and distribution technology requirements

✓ Integrating diverse teaching-learning approaches to meet the needs of both basic and higher education levels

✓ Using innovative learning tools integration to help them grow digitally and establish a global presence with comprehensive learning solutions

Business Challenge

Responding to education's changing needs became one of the driving forces of C&E ALS, as it stepped up as an innovator and offered new learning solutions to the market. With the company's venture into digital solutions, C&E ALS was committed to meeting customers' demands for a comprehensive learning management system, complete with cross-platform teaching-learning activities, single-sign-on, and LMS integrations.

Getting the right technology to facilitate the creation and distribution of C&E Publishing's content was vital for C&E ALS to deliver these requirements for a seamless learning management experience. C&E ALS needed a technological partner with reliable expertise and solutions to address the needs of all stakeholders, including teachers, educational institutions, learners, and their parents.

C&E Publishing discovered MagicBox™ in their search for a trusted technological partner with state-of-the-art solutions relevant to the current markets and qualified to help them if and when they decide to expand beyond the legacy market.

The Magic Solution

Partnering with MagicBox allowed C&E ALS to highlight the importance of digital transformation. Offering compatibility, adaptability, and seamless integration, MagicBox is a strong addition to C&E ALS' portfolio of digital and e-learning solutions.

By leveraging the strengths of MagicBox, C&E ALS was able to integrate LTI solutions, with over 251 ebooks loaded across different subjects. This empowered institutions with advanced learning tools and features that met the needs of both students and educators.

The tools are equipped to provide an optimum user experience that drives engagement and fosters success. The market readiness of MagicBox, coupled with the innovative vision of C&E ALS helped accelerate the digital transformation of Philippine schools.

It ensured all-round growth by providing authoring, adoption, assessment, and analytics solutions across geographies and demographics. Prior experience with LTI in the American market helped C&E ALS trust MagicBox for the mammoth task. The Magic enterprise solution was a perfect fit for their needs. MagicBox's powerful digital components helped C&E ALS empower educators and engage learners, accelerating the digital transformation of Phillippine schools.
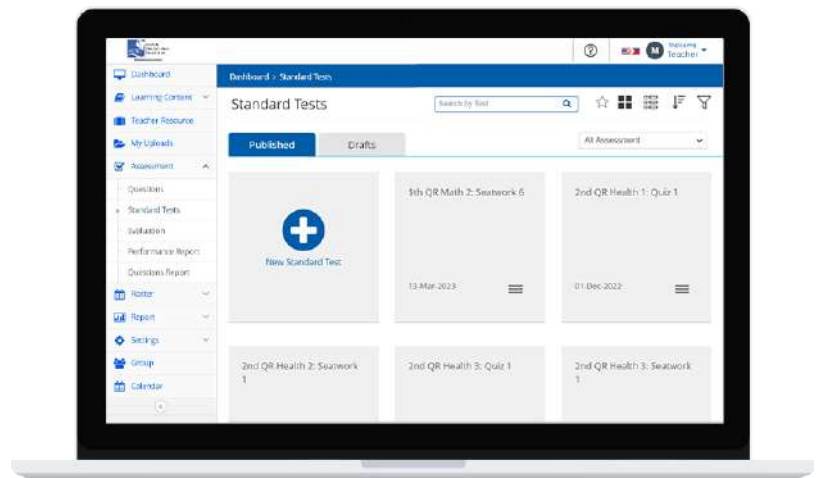
How Does the Solution Work?

MagicBox™ has a classified set of pluggable components that help in all phases of learning, enabling content creation, distribution, learning management, assessment, and feedback. The full-circle capacity benefitted C&E with the following:
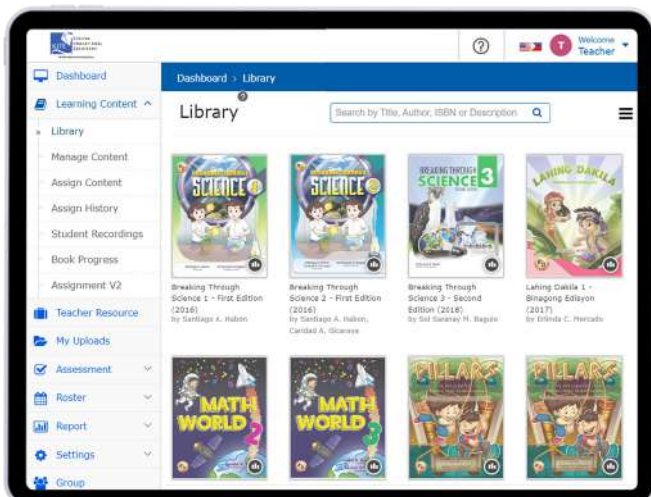
Multi-format Assessments

All learning modules can be augmented with any type of assessment. These include MCQs, match the following, quizzes, descriptives, and video assessments. Moreover, these assessments can be personalized based on individual learning goals and learning styles. Teachers can create and assign them to their students as they achieve minor and major milestones in their learning journey.
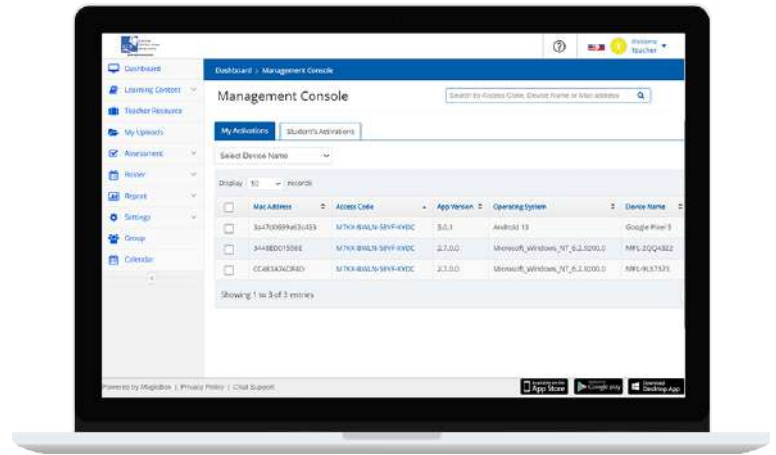
Digital Content Authoring

MagicBox's content authoring tool has accelerated the process of creating learning material. The tool has many customizable content templates and provides suggestions for teachers to accommodate the web, education, digital rights, privacy, and many more compliances. Further, it helps to create DEI-sensitized content that meets industry standards. Suggestions with regional requirements and deadline management boost state-level ebook adoption. Additionally, the updating feature ensures that the content remains compliant with the ever-changing regulatory and educational regulations.

DRM Solution

The digital rights management sub-system protects the content from screen grabbing, digital copying, unauthorized sharing, and printing. It ensures controlled access in terms of the subscription period and the number of devices. It has multiple licensing and identity management models for teachers and students. It provides distinct access codes for teachers and students to exercise their specific rights over the learning material.

Learning Analytics

A critical augmentation to learning is an analytics tool that helps teachers gauge the achievement levels of learning goals. It allows teachers to graphically view the reports of individuals, classes, or even the whole school. Student analytics help teachers assess every student's strengths and weaknesses. They can provide remedial or reinforcement learning to weaker students and extended learning opportunities to the brighter ones. Class & school-level insight

help educators enhance learning and teaching practices to ensure optimal achievement of academic outcomes. The tool helps teachers discover the most suitable content formats for primary and higher education to maximize academic achievement.
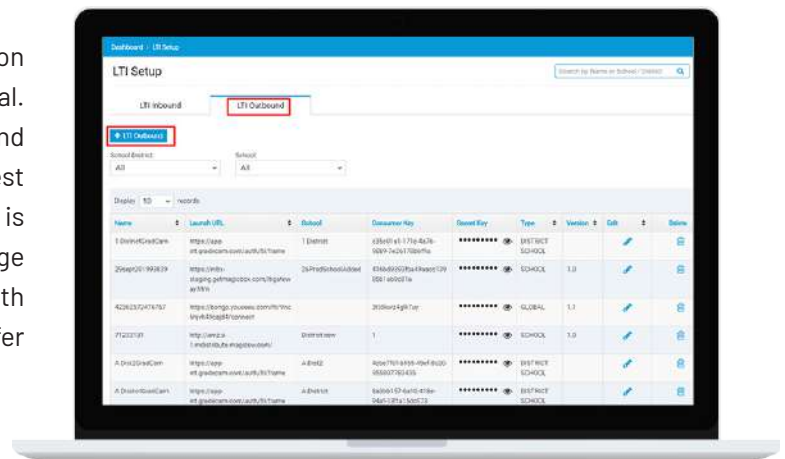
eReader

The online/offline eReader is the most popular tool used extensively by teachers and students to access learning material across platforms and devices. The content self-adjusts to enable seamless access and optimal usage. Downloadable ebooks resonate with the anytime and anywhere access paradigm, benefitting users from areas with internet connectivity issues.

Learning Tools Interoperability (LTI): The Star Feature

As learning increasingly digitizes, seamless information exchange across LMSes and third-party tools is essential. MagicBox ensures a better learning workflow and improved usability of the LMS by integrating the latest educational technology standard LTI 1.3. LTI Advantage is a tool that helps with the configuration setup to exchange student credentials, roster data, and course progress with third-party tools. In addition, it facilitates data transfer with simple REST API and CSV templates.

It creates universal identifiers for all users and helps sync the status, expiration dates, and user data with security at the fore. In addition, the single-sign-on facility empowers users, as they have to remember only single login credentials to navigate across platforms. Integrability is particularly important for new entrants in the EdTech market to give them an edge in the competitive landscape.

Client Satisfaction

C&E ALS was happy to partner with MagicBox for an implementation team focused on customer success. The Magic team's agile response unit addressed all their concerns throughout the process of development and deployments, with a quick turnaround on all queries.

MagicBox's LMS integrations have significantly boosted and enhanced the learning experience of C&E ALS' clients. This further helped C&E ALS drive Philippine education forward by supporting institutions in their response to the rapidly changing environment of present and future learners.

The eReader and the assessment module are the most popular features, improving the educator and learner experience.

A dedicated integration and roster platform enabled C&E with an all-in-one solution to manage educational and integrated logistics. That, coupled with MagicBox's expertise in global compliances, such as LTI, WCAG 2.0, QTI, TinCan, and many more, has helped C&E to expand its market outreach. The organization is now equipped to upload and distribute its content among schools and universities without worrying about regulatory requirements.

The Future Roadmap

The Asia Pacific eLearning market is projected to reach $113.39 billion, expanding at a CAGR of 12.5% between 2022 and 2028. C&E ALS, powered by MagicBox's cutting-edge digital learning solutions, is prepared to seize the opportunity and exert leadership across APAC and beyond. It has begun acquiring a huge share in the Philippine market across the K12 & higher education segments and is well-positioned to continue doing so in the professional education domain as well.

Conclusion

LMS Integrations and single-sign-on have helped C&E's solution to work with many different platforms in the market to scale beyond geographic boundaries.

MagicBox's customizable and extendable assessments module facilitates uploading newer formats and dialing down on the institutions, especially in Manila and the NCR region in the Philippines.

While C&E ALS has long embraced the digital revolution in education, MagicBox has opened new avenues of growth for the company and its clients. The unique, reliable, and strong features of MagicBox have helped C&E ALS offer comprehensive and customizable solutions for all its users. Partnering with MagicBox has brought C&E Adaptive Learning Solutions astounding returns, including a staggering ROI, enhanced adoption, and user satisfaction. This great benefit extended to C&E ALS' partner schools in their seamless transition to digital transformation.

MagicBox™ Numbers Spell Success

7+ mn
Users

3+ mn
Content Download

29 mn hours
Reading Time

8 mn
Audio Played

175 mn
Pages Read

2.8 mn
Questions Attempted

Our Integration Partners

Clever | 1EDTECH | Partner Google for Education | aws | GG4L
ClassLink | Google Classroom | ONEROSTER | bongo | Google Cloud Partner

Magic BOX™