



# Open edX's Unique Selling Proposition

Overcome your online education challenges with the Open edX platform

## Learner Benefits

- A self-paced or instructors-paced learning process
- Centralized information. All study materials are consolidated in one location
- Built-in Code Editor
- Learn on the go with Mobile app
- Streamlined user interface and navigation
- Social learning with discussion forums

## Admin Benefits

- Certificate Management
- Mass communication
- Advanced Reporting
- User management
- Batch enrollment

## General

- All-in-one solution: LMS with integrated course authoring tool
- Massively scalable to millions of users
- Multilingual (32 languages are available)
- GDPR-conform
- SCORM-compatible
- SSO compatible
- Optional ecommerce integration
- Possibility to combine courses to create course bundles and programs
- Can be hosted on the cloud or installed on your own servers

## Author Benefits

- Authors can create engaging learning sequences
- Endless ways to structure course materials
- Advanced reporting
- Multilingual content support
- Embedded content for blended learning:
  - Videos
  - Images
  - Rich Text
  - HTML, including iFrames and H5P
- Optional Advanced Modules
  - LTI (Learning Tools Interoperability) to support Zoom, TurnItIn.com and more
  - Embedded Google Docs
  - Embedded Google Calendars
- Supports more than 20 question types
  - Checkboxes for Multi-Answer Multiple Choice
  - Dropdown for Single Answer Multiple Choice
  - Radio Button for Single Answer Multiple Choice
  - Test Response Questions
  - Custom Javascript Graded Questions
  - Custom Python Evaluated Questions
  - Drag and Drop Questions
  - Open Responses Assessments
- Support for Hints and Feedback on Common Problem Types
- Reusable course content and learning resources
- Discussion forums