



A Cultural Revolution

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Culture matters when it comes to learning content, says Massood Zarrabian, the CEO of Boston-based OutStart, a company that provides formal, on-demand learning, knowledge sharing and community/expert collaboration solutions. It's with that belief in mind that the vendor recently announced a partnership with Padova, Italy-based Allos, an integrated e-learning solutions provider and consultancy, to offer content specific to regional needs.

OutStart's technology has been integrated into that of Allos to power the creation of tailored learning content. The contract between the two companies allows for OutStart's solution to be re-sold by Allos as a part of Allos' total solution, Zarrabian says. The partnership will begin with the development of specialized content for Italian and South African companies, but Zarrabian says the offering will likely be expanded eventually to other regions. —M.W.