

# Delivering Content with SCORM Connect

## Choosing the Right Model

### SCORM Connect

A unique feature that allows you to export your TI authored courses to third party management systems.

Based on the version of SCORM you'd like, click to download below.

Download:

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**Final Assessment**

- Select the assessment from this course that will indicate completion of the course, and for SCORM scoring and interactions. If left blank, overall course progress will be reported to the LMS for SCORM.

**Collect Learner Details?**

When checked, learners accessing this course via SCORM Connect will be prompted for their name/email. If that information is not available from the external LMS, otherwise, placeholder information is used.

# Delivering Content with SCORM Connect: Choosing the Right Model

SCORM Connect allows you to deliver learning content directly into your customers' existing Learning Management Systems (LMS) through SCORM packages that stay automatically updated. Instead of duplicating courses or forcing learners into a new platform, SCORM Connect embeds your training where learners already spend their time.

This document is designed to help you understand the different ways SCORM Connect can be implemented, compare delivery models, and prepare your business, team, and customers for long-term success.

## Table of Contents

<b>Export Methods: SCORM Connect at the Main Site Level vs. Panorama Level</b>	<b>3</b>
High-level breakdown of the differences in export options and reporting capabilities.	
<b>File Transfer Model</b>	<b>5</b>
Why choose it, how it works, and what customers can expect.	
<b>Content Library Model</b>	<b>6</b>
Why choose it, how it works, and what customers can expect.	
<b>Quick Comparison Table</b>	<b>7</b>
Side-by-side view of File Transfer vs. Content Library.	
<b>Business Key Considerations for Success</b>	<b>8</b>
What to plan for when setting up your platform, preparing your teams, enabling customers, and supporting long-term growth.	



[SCORM Connect Help Article](#)

## Export Methods

### Main Site Level vs. Panorama Level

When exporting SCORM Connect files, you can generate them either at the **Main Site Level** or at the **Panorama Level**. Both options allow you to deliver your content into a customer’s LMS, but they differ in terms of reporting, control, and branding.

Main Site	Panorama	Feature
✓	✓	Reporting by Course
✗	✓	Identifiable Data by 3rd Party
✗	✓	Access Control by 3rd Party (Remove Access)
✓	✓	Course Expiration Dates Respected (Fixed Only)
✓	✓	Course Seat Limits Respected
✗	✓	Sublicense Seat Limits Respected
✗	✓	Sublicense Expiration Dates Respected (Fixed Only)
✓	✗	Final Assessment Selection
✗	✓	White-labeled Content (Main Site matches global branding)

### Main Site Level Export

When it's used

- **Rarely**, because it provides limited visibility and access control once files are out in the wild.
- Works best only if you don't need to tie reporting or access back to a specific customer.

### Panorama Level Export

When it's used

- **Almost always** — both the File Transfer Model and the Content Library Model rely on Panorama-level exports.
- Ensures reporting, access, and branding are tied to the right customer.
- Adds control and visibility, making it the preferred option for licensing and enterprise delivery.

## Export Methods

Main Site Level vs. Panorama Level

### Why Panorama Level is the Standard

While exporting at the Main Site Level is technically possible, it comes with limitations in reporting and access control. By contrast, exporting from the Panorama Level ensures:

- Clear customer-specific reporting.
- Stronger control over sublicenses and access.
- Custom branding aligned with each customer.

For these reasons, both SCORM Connect delivery approaches we will review in this guide will use Panorama Level exports as their foundation.

## File Transfer Model

### Why Companies Choose This Model:

This model is best for organizations that want the simplest path to delivering training into their LMS. Once your team packages and sends the SCORM files, the customer takes over — uploading them into their LMS and managing delivery from there. It minimizes ongoing effort for your team after the initial setup, while giving customers full control inside the systems they already use.

### Best fit for:

- Customers who want training embedded directly in their LMS (compliance, onboarding, HR-driven initiatives).
- Organizations that don't need or want another platform login.
- Content licensing arrangements where customers are happy with basic SCORM reporting.






### Customers Access to Thought Industries:

- Customers do not log into Thought Industries.
- All SCORM management happens inside the 3<sup>rd</sup> Party LMS after file export.

### How Customers Get SCORM Files:

1. Your team exports SCORM test files (1.2 and 2004) from Thought Industries.
2. Files are shared with the customer (email/secure link).
3. Customer's LMS admin tests and confirms which format works best.
4. Your team exports the full licensed course set in that format.
5. Customer uploads files into their LMS — they own the import process.

### Considerations:

-  Simple for customers: they only upload files.
-  You control exports, licensing, and content protection.
-  Works with any LMS that supports SCORM 1.2 or 2004.
-  Requires strong internal processes: you manage all exports and file delivery.
-  Customers rely fully on their LMS reporting (no TI reporting access).

### Supporting Assets Needed:

- SCORM test packages (1.2 & 2004).
- Metadata spreadsheet (titles, descriptions, objectives).
- Email templates for test package instructions + file delivery.
- Internal SOP/checklist for exporting and tracking sublicenses.

## Content Library Model

### Why Companies Choose This Model:

This model is best for organizations that want to give their customers a content library experience with branded access to a Panorama environment. It offers a polished, integrated look and feel for learners, while also giving customer admins the ability to self-serve SCORM exports and access deeper reporting if they desire. It's a way to extend the value of your content licensing and create a richer customer experience.

### Best fit for:

- Customers who want training embedded directly in their LMS (compliance, onboarding, HR-driven initiatives).
- Customers who value a branded environment and want light-touch access to admin tools.
- Content licensing arrangements where customers may want visibility into detailed reporting.







### Customers Access to Thought Industries:

- Customers log into a branded Panorama (their own tenant).
- They are given a custom SCORM Export Manager role to self-serve SCORM files and view content reporting.

### How Customers Get SCORM Files:

1. Your team sets up a branded Panorama with customer logo/colors.
2. Customer is assigned as Panorama Admin or SCORM Export Manager (custom).
3. Customer exports SCORM files themselves from TI and uploads them into their LMS.
4. Customer also has optional access to TI reporting for usage and engagement.

### Considerations:

-  Branded experience creates a smooth, integrated look/feel.
-  Customers can self-serve SCORM exports → less ongoing lift for your team. You can easily provide new content in the library and increase value & stickiness over time.
-  Optional TI reporting adds value beyond what their LMS may provide.
-  Slightly more complex onboarding (customers must learn Panorama basics).
-  More setup effort upfront (branding, sublicenses, custom roles).
-  Typically more ongoing support (manager role training, advertising new content).

### Supporting Assets Needed:

- Client admin quick start guide (branding setup, SCORM export steps).
- Troubleshooting checklist for LMS settings.
- Sample SCORM trial content for pre-sale testing.
- Email templates for Panorama onboarding.

## Quick Comparison

Factor	File Transfer Model	Content Library Model
<b>Customer Access to TI</b>	None – files delivered by your team	Reporting by Course
<b>How SCORM Files Are Delivered</b>	Exported by your team and shared with the customer	Customers export directly from their Panorama
<b>Reporting Visibility</b>	Customer uses their LMS only, basic SCORM reporting	Customer can use TI Reporting, more content details and site activity
<b>Customer Experience</b>	Simple, low-touch	Branded, more control
<b>Team Lift</b>	High setup lift (you export every file), lower ongoing support	High setup lift (training users, panorama build), higher ongoing support
<b>Best For</b>	Simplicity, compliance-driven orgs	Licensing, customers who want control + data

## Business Key Considerations

Once you've decided to incorporate SCORM Connect into your business offerings, the real key is setting yourself up for success before scaling. Below are the five main areas to think through, with practical considerations for each:

### 1 Setting Up Your SCORM Connect Files & Platform

- Design your **content architecture** for maximum export efficiency.
- Establish a clear **tagging structure** to help your team quickly find and package the content you're selling.
- Use **Panorama templates** to streamline setup for new customers.

### 2 Setting Up Your Teams for Success

- Create **email templates** for customer communications (file delivery, onboarding, troubleshooting).
- Maintain **content metadata spreadsheets** (titles, descriptions, objectives) to make enablement faster and more consistent.
- Develop **SOPs** (such as Panorama admin guides or export checklists) to standardize delivery across your team.

### 3 Selling Your SCORM Connect Files

- Define your **content packages** (single courses, bundles, full library) clearly.
- Be ready to explain **why SCORM Connect matters** (control, branding, reporting).
- Build a **sales handoff process** to ensure smooth transition from contract to setup.

### 4 Customer Enablement

- Decide on the right **delivery model** (File Transfer vs. Content Library) for each customer.
- Provide **Thought Industries access and training** if customers will be exporting files themselves.
- Always connect with the **customer's LMS admin**, not just the buyer, to ensure implementation success.

### 5 Ongoing Support for Your Customers

- For Content Library customers: provide **support on TI reporting and exporting**.
- Be ready to answer **contract questions** and look for **upsell opportunities** as customers grow.