



Classera Profile and Success stories

World version

ClasseraME |    

www.classera.com

At Classera for Smart Learning, we have a big dream and great passion for using the most advanced technology to transform the way people learn.

What we do in Classera is not only about building a successful business, rather it transcends into a noble mission that we cherish in supporting the development of generations.

In Classera family, we have set an ambitious goal for us to be a true strategic partner for educational and training institutions in order to improve them as integral part to drive their societies for the better.

Starting in 2012, we managed in Classera to build an advanced and integrated educational platform and formed a network of global strategic partnerships to provide the best service to our users until we become one of the pioneers in the educational technology. With the company global reach from the silicon valley in USA, through the heart of the Middle East, and up to the far parts of South East Asia, the company achievements are evidenced by the multiple international award in the field, as Classera has reached more than 30 countries around the world and more than 10 million users in its journey winning the trust of many governments and various educational and training facilities.

Particularly in the Middle East, Classera has the largest market share in the fields of public and private education with the largest number of ministries and educational and training facilities using its services.

All of this wouldn't have happened without the dedicated and creative team that is united by ambitious goals and the spirit of a one big family.

we will always strive to be in the forefront of the EdTech industry and be the best ally for our partners to reach their objectives with the best advanced technical means aligning with our slogan “ **Nothing But the Best** ” in anything we deliver.

Classera for Smart Learning CEO
Eng. Mohammad Sohail Almadani





Vision

To be the best globally in innovating smart, impactful & inspiring solutions to develop, simplify & enrich learning.



Mission

To empower everyone in the education ecosystem to reach their full potential in the simplest way utilizing the best innovative and inspiring solutions.



Global Awards

Classera had been recognized by prominent institutions, receiving some of the most prestigious awards in the EdTech industry that demonstrate the supremacy of its solutions and products on a global scale. Here are some of these awards.



BETT Award

Being the largest international conference in the field of educational technologies with events in many parts of the world, and its main event held in London for the last 30 years, Classera achieved the first place in "Innovation" after the responsible committee evaluated thousands of products. If indicating something, it confirms that Classera solutions are uniquely positioned to creatively serve the whole educational process. ..



The Learning Awards

This one is almost the Oscar's prize in learning. One of the most important and famous international Educational Awards in London, Classera has been chosen as one of the top three companies worldwide in digital Educational transformation category



Gess Award

With in the awards finals, GESS International for educational solutions and supplies, Classera received the GESS Award for innovation category for the best innovative educational solutions provided according to the highest international standards in the E-learning sector.



Classera Around the World



Classera has been located now in more than 30 countries and hundreds of cities around the world. It extends from our head quarters in the heart of the Silicon Valley in the United States, through our branches in the Middle East and Africa, and reaching to South East Asia

Classera Numbers and Statistics

Worldwide

More than **30** countries

Created more than
50.000.000 M
questions and tutorials

60.000.000 M
viewers per day

Among the top **5K**
website visits per
day globally

Classera is an international E-Learning experience House

sectors



**Virtual
Training**



**Education
(K12-HE)**

Target Categories



**Ministries
of
Education**



**Universities
and
Faculties**



**Schools and
Educational
premises**



**Training
Institutes**



**Corporate
Training**



**Governmental
Agencies
Training**

Classera Main Products



Examples of Classera participation in International Exhibitions



Classera as a speaker in International Forums



Classera Partners World

Classera is distinguished not only for its SMART Learning Management System but also for the many international and local partners who provide integrated and unique services to its customers under the same umbrella.

Global Partners

Classera is privileged by working with many strategic partners, but what ties Classera with these international companies in particular is the strategic relationship as these companies work closely with Classera to provide integrated solutions in major projects of digital transformation in ministries and enterprises alike.



Unique and Diverse Partnerships

In the world of Classera partners, we gathered under one umbrella more than 50 global partners who provide integrated services accessed through one system in the simplest way. Here are some examples from our global diversified partnerships:



Examples from our projects for digital transformation in Ministries of Education



Lebanon Republic
Ministry of Education
and Higher Education



The Ministry of Public
Education - Sudan



Ministry of Education



ZIMBABWE

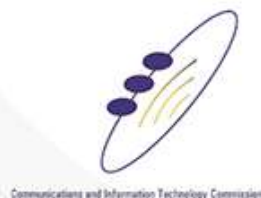


Examples from our educational partners in the Middle East



Examples from our customers in the field of virtual training

Dubai Statistics Center



Classera Initiatives and Success Stories



Ministry of Education



FUTURE GATE

Future Gateway Project

One of the leading technology projects in Saudi Arabia, and it is the project to move toward digital learning, as one of the largest digitization projects in the Middle East and the world.

It is the primary project to transform education in all public schools (almost 35K Schools) into smart e-schools.

Classera was chosen as the main company in implementing this project, changing the educational life of millions of students.

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 **Classera**[®]
True Joy of Smart Learning

Classera Initiatives and Success Stories

500 schools with almost
110,000 Students



Smart Virtual School For southern border areas

Covered nearly 500 schools in the southern border region where more than 100K students were unable to go to the school in that region because of the war.

Classera presented “One Nation” initiative by providing a complete model for the virtual school where it was the largest of its kind in the Middle East to pass all the barriers that prevent any student from having an appropriate education.

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Classera Inspiring Initiatives and Success Stories



Learning Never Stops Initiative

At the beginning of Corona pandemic, the world faced a real crisis after the education process was disrupted, schools locked, and everyone committed to Home quarantine.

Believing in Classera's pioneering role in E-Learning and recognizing our social responsibility, we launched a free global initiative for all ministries of education and training institutions of all types under the theme "**Learning Never Stops**" to provide integrated virtual schools in which students are given the chance complete his educational career.

Many official agencies adopted the initiative and one of the first was the Ministry of Education – Kingdom of Saudi Arabia, which approved and announced the initiative for all Private Education schools.

The Arab leagues represented by the Arab organization for Education, Culture and Science **ALECSO** also contributed to supporting the implementation of the initiative for all the ministries of education in the member state of the Arab League.

And Major international companies, Especially our allies in **Microsoft** and **HP** have supported the implementation of the initiative in many educational institutions across the world.

Learning Never stops has achieved great international success and resonance and succeeded in facing CORONA Pandemic by providing education continuity to millions of students in many countries of the world.

Learning Never stops is the least that Classera can do due to it's leadership and position in Education to provide its technical and practical experiences to serve the education community across the world.

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 **Classera®**
True Joy of Smart Learning

Classera Inspiring Initiatives and Success Stories



Training Never stops Initiative

Classera initiatives were not limited to the educational aspect, but extended to the training side of institutions, providing **Classera** as a free community initiative, including “**Training Never Stops**” Initiative through its virtual training platform “**LeadersEra**”.

Many companies and government sectors in the kingdom have benefited from the initiative such as The ministry of Health represented in the medical specializations authority and the ministry of interior represented in passports, **ARAMCO** and many other entities that stop attendance training so **Classera** provides an integrated alternative and a free community-based initiative.



Classera Inspiring Initiatives and Success Stories

170%

increase in assignments and
activities during one semester



Mudeea Initiative

Because Classsера is a company that puts the human being in the top of its priorities, we have carefully listened to a group very close to our heart, which are students with special needs as blind students ..

A very distinctive and interactive program that helps them to make the most of **Classera** various services.

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Classera Inspiring Initiatives and Success Stories



Sponsored by Classera

As the market leader in the field, Classera decided since 2018 to annually sponsor a global summit that talks about the future of innovation in SMART learning in general.

In its first year "INNOXERA" event was a high success where more than 20 speakers from more than 10 countries and with attendance of over a thousand attendees interested in E-Learning joined Classera team in the king Abdullah financial district where its halls were completely filled.



The Main Pillars of Classera premium systems



Inspirational &
full of fun



Intelligent &
personalized



Social & interactive
Learning

Classera as a source of revenue!



Classera is always thinking outside the box! One example of the innovative ideas that ensures sustainability, Classera team had come with is how it can be an income source for its clients , and not just a cost center!

This list of services, which are now part of Classera Platform can become a source of Income for educational institutions including the “Edu Mall” and the “Virtual Academy” to offer their lessons to students in cyberspace outside the walls of the school, the electronic school c-payment system, all of these products will constitute an Income source that can gradually increase in stages to cover the cost of e-Learning costs. .

Testimonials from our global partners



we are very enthusiastic about our partnership with Classera to enhance the learning experience for students and teachers, including distant learning.

This partnership enables teachers by providing new tools that promote growth and enable excellent learning.

Alex Cho – General Manager, Commercial Pcs, printing and personal systems



The true beneficiaries of our partnership with Classera are the ministries of education and schools that can develop their performance and achieve better results for their students through the use of Classera smart learning systems that are compatible with Microsoft technologies.

working with our partners is very important to provide unconventional solutions to our common partners.

Microsoft chairman of the education sector in the Middle East - Harb Bou Harb

Testimonials we Cherish



"In difficult times ... the true colours of institutions appear. This is what describes the rich experience that the National Company for Education had went through with Classera for Smart Learning Inc during the period of suspension of schools attendance due to the precautionary measures taken by our rational government to prevent the outbreak of the new Corona virus (Covid-19 which started in March ,2020 until the end of the academic year. During that period, we witnessed high interaction rates between teachers and students that exceeded expectations in all the schools affiliated with the National Company for Education. The daily login rate of our students - more than 15 thousand Male and female students - were approximately 91%. In addition, our students, teachers performed their daily online experience with distinction through thousands of assignments, short tests, and direct interactive lessons, in addition to benefiting from the thousands of learning resources made available by the Classera digital library which proved to be an important support element in the educational process. Finally, I would like to express the extent of my gratitude and pride for the existence of such an innovative company that was created by local players with a global vision that is led by Knowledge values. "

Muhammad Khaled Al-Khudair - CEO of the National Company for Education (The Model Education)

Testimonials from our partners from various countries



Classera is a respected expert in the education sector. We've been delighted with their professional attitude. As the biggest learning platform in Finland, we're excited to continue our strong partnership with Classera.

- makke leppänen, head of partnership, eduten
#1 Teaching and Learning Platform. From Finland.

Makke Leppänen
Head of Partnership
Eduten Ltd
www.eduten.com
Finland



"Matific is proud to be working with Classera to bring 21st Century learning skills to students worldwide. Through Matific's integration with Classera, we help to create dynamic digital learning environments, both in the classroom and remotely during this particularly challenging time. Our companies are purpose-driven and provide dynamic digital resources to build engaging learning experiences to improve academic achievement. We look forward to working closely with Classera to inspire the next generation of STEM talent."

Scott Smith
Vice President, Global Business Development
Matific
www.matific.com
Australia



"Classera is much more than a partner, they've helped ubbu navigate all the Middle East markets, teaching us how to adapt the content and showing us the way for a perfect cultural integration. Great partners and friends! "

Domingos Guimaraes
Chief Executive Officer
www.ubbu.com
Portugal

Testimonials from our partners from various countries



"The vision to make learning an innovative, fun, and engaging experience while utilizing the latest in technological advancements is a shared one between Squigl and Classera. We, at Squigl, concur with Classera's view that "Learning never stops", and that an integrated environment that brings the best of learning tools is the best approach to serving educators and learners of any age and level."

Professor Odeh A. Muhawesh,
Executive Chairman
Squiggle
USA



"Umniah is thrilled to partner with Classera. Through this partnership, Umniah can share its diverse knowledge with the global education ecosystem. This will, in turn, empower both learners and teachers with innovative educational solutions that are effective and easily accessible. Umniah, has honed its skills in the field of digital education, and is eager to share them with students of all ages, allowing them to utilize these now fundamental learning tools in order to boost both their creativity as well as their proficiency."

Ziad Shatara,
Umniah CEO
www.umniah.com
Jordan

Classera Future Vision

Classera aims to provide eLearning and virtual training services in more than 100 countries to 60M users plus in the next few years.

The company plans to be among the most important companies in the field of Educational technology worldwide.

Our Internal slogan that is known by heart among all Classera employees is

Nothing But the Best or (NBB)

The company has set an ambitious goal to be the main reason in having positive impact affecting the development of education in a quantitative and innovative way worldwide.



Thank you



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