

2018

YouTestMe

Competitive Advantage

Knowledge Assessment Platform

File name	YTM Competitive Advantage
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Confidentiality	Public
Last save date	Friday, December-07-2018 at 11:08:00 AM

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1 Introduction

YouTestMe positions itself as a testing platform that can be used as testing engine for various kinds of knowledge evaluations in education, businesses, governments and military. It targets huge, fast growing market since in most of the World testing is prepared, executed, evaluated and archived manually.

YouTestMe brings huge savings and vastly increases efficiency anywhere where any kind of knowledge evaluation is done.

2 Goals

Main goals of YouTestMe system are:

- Create highly sophisticated and reliable knowledge testing management system which will efficiently replace traditional paper based, manual, slow and expensive process.
- Introduce new concepts in testing process which become possible by switching to computer based system such as using multimedia, fast exchange of information, data analysis and many more
- Replace or amend other concepts, such as paper based workbooks
- Provide platform which will open a new world of possibilities in education, knowledge transfer and knowledge evaluation
- Create testing platform which is a generation ahead of all existing software in knowledge testing field

3 Very large, Growing and Unsaturated Market

Knowledge assessment is unsaturated, developing market in its infancy without de facto leader or standard in that market segment.

As an illustration we can take colleges and universities in Greater Toronto Area: although computers are used in learning process in all schools, still all knowledge assessment (~350.000 students) is still mostly manual, paper based process. This model is predominant in most of the World including developed countries.

4 What makes YouTestMe different from other vendors

4.1 Deployment option

Deployment option is a solution where customer installs and controls YouTestMe software in their data centre. This is the only option for companies and institutions where control, data privacy and security is of highest concern.

4.2 Customization

Custom solutions can be developed around YouTestMe system. YouTestMe is suitable for quickly delivering knowledge testing and learning management system solutions for customers with specific requirements.

4.3 Integration with other systems

YouTestMe deployment solution can be integrated with existing systems. For example, YouTestMe knowledge testing application can be integrated with authentication systems (single sign on), document management systems, e-commerce, etc.

4.4 Enterprise Technologies

YouTestMe system is developed integrating major enterprise technologies into highly scalable and configurable Virtual Servers. YouTestMe platform can be used to deliver custom, highly scalable and reliable solution that can fulfill needs of large corporations, organizations and governments.

5 YouTestMe in Education, Businesses and Governments

YTM does not limit application to educational institutions. It can be easily customized and used in:

1. Education
2. Businesses
3. Governments
4. Military
5. Entertainment, knowledge competitions, trivia shows.

6 Knowledge Testing Platform vs. Learning Management System

YouTestMe has elements of the LMS and it can be used in interactive learning process however the main focus is knowledge assessment where market is huge and untapped. For example, vast majority of universities and colleges around World are still using paper based testing.

Paper based testing is not only slow and expensive process but also obsolete. Computer based testing opens up many new possibilities such as:

- using multimedia in testing

- automated quiz generation (i.e. unique test for every student, personalized tests, etc.)
- valuable data collection and analysis
- exploiting databases of digitalized test, problems, tasks
- immediate feedback to instructors, professors, officials, students and many more

7 System vs. Application

YouTestMe is a scalable, secure, expandable and robust system that includes many components in addition to the application such as:

- Unix and database monitoring and notification system
- Backup and restore procedures
- Process scheduling
- Preconfigured and optimized application and database server
- System comes on preconfigured platform (Virtual Machine)

YouTestMe system can be hosted on the cloud as well as in client's data center which can be required when data confidentiality and control is essential.

8 Advanced, unique concepts and technologies

YouTestMe introduces unique features, new concepts and technologies into testing process, for example:

1. Classroom 2020 interactive environment with transparent collaboration
2. Complex Problem Processor
3. Powerful, highly customizable test generator
4. Answer generator
5. Question pools (banks) organized in tree-like structures
6. Quiz Marketplace for convenient quiz distribution and exchange
7. Sophisticated notification system
8. Ultra modern interface and newest, enterprise technologies at back-end

9 Data Gathering and Analysis

YouTestMe application and database is designed to collect and store all data created during user's interaction with the system. Data is stored for infinite period of time and it is in structures suitable for analysis, reporting and extraction.

10 Technology

YTM is based on enterprise best of breed technologies:

- Oracle Linux 7.1
- Oracle Database 12c
- Oracle Java 1.8

YTM does not burden itself by being compatible with many different platforms such as databases, O/S and application servers. This results in extremely efficient development, testing and support process.

11 Mobile Application Platform

YouTestMe application for taking quizzes is available on Android platform.

12 Customizable Platform

We pride ourselves in flexibility to efficiently do any type of customization like software branding, adding, removing or altering functionality, etc.

13 Infrastructure

Our own data center and personnel trained to create and maintain development, build, deployment and infrastructure servers such as servers required for system development and maintenance, monitoring, testing, communication and coordination. Just an example:

- Bugzilla
- Sonar
- Jenkins
- Email server
- Remote access servers
- Proxy and SSL
- SVN
- numerous database servers

14 Hosting flexibility

YTM team has an expertise and capacity to host YTM system for clients or provide assistance to clients to incorporate YTM system in their data centres when business mandates that solution (i.e. data confidentiality)

15 Development and Maintenance Procedures

YTM Teams using advanced productivity tools

- Code is verified by sonar
- Tested by Jenkins

16 Proprietary development technologies and methodologies

Malloc Inc developed a proprietary GDAO development methodology and efficiently used it for YTM development and maintenance. GDAO development methodology gives a huge head start and minimizes maintenance effort for at least 30%.

More information about GDAO methodology and technology can be found here:

<http://www.mallocinc.com/>

17 Scalability

YTM can be implemented to cover:

- Entire territories such as municipalities, cities, provinces countries
- Entire world-wide corporate networks
- Government networks

18 Resilience, Robustness and High Availability

YouTestMe architecture and technologies are suitable for robust, high availability systems serving thousands of concurrent users. It can be configured on farm of application clusters and database server clusters such as RAC (Oracle Real Application Cluster).

19 Cost efficient Development and Support option

Development and Support is done in Serbia where cost of research, development, support and other overhead is much lower than in the Western world. At the same time there is no compromise in quality and shortage of top skilled IT professionals. This way YTM is guaranteed to keep competitiveness with any existing or new product that may come up on the market.

20 Maintainability

YTM is distributed as a Virtual Machine Appliance which means:

- It can run on any platform that supports Oracle VirtualBox or VMware Virtualization – it does not depend on underlying OS
- Appliance has everything preinstalled and preconfigured (operating system, database, application server, application, etc.)
- Installation is extremely simple

- It does not leave trace or changes anything on server where it is installed
- Moving entire YTM system to another server is extremely easy and safe
- Removing YTM server is very easy and does not leave any trace on server
- Very easy and simple to backup and store on the safe place

21 Software Development Expertise

YTM is started and lead by very experienced software developers:

- Enterprise systems design and development since 1986
- Devised development technologies and methodologies used in some of the biggest corporations.
- Experience from World's biggest IT departments: Oracle Corporation, IBM, Citibank, General Electric, Prudential, Royal Bank Of Canada, Bank of Montreal, Scotiabank, and so on.

YTM team in Serbia consist of very talented, young and enthusiastic software specialist.

22 Expertise in the field of Education

A long list of top education experts are either directly involved in the project or they are actively supporting it. [Serbian Educational Forum](#) directly supports the project.