



OutSystems' journey to increase program scale and enhance the candidate experience

OutSystems transformed its certification program, achieving substantial growth, an enriched candidate experience, and global expansion through strategic innovation.

Background

OutSystems, a low-code development platform, allows end users to create and deploy applications rapidly utilizing prebuilt tools and templates. OutSystems' mission is to help every company digitally transform its business through constant software innovations that allow it to quickly evolve and adapt to changing market needs. Historically, paired with delivery through its internal application, OutSystems worked with a third-party testing provider to remotely proctor its certification program.

It was essential to expand into new geographic locations to scale the program. The key to this scalability was offering its candidates the flexibility to take exams in-person and remotely, a crucial aspect in the digital transformation journey.

Additionally, OutSystems was left to fully manage its end-to-end program, supporting all duties of test development while working to ensure the proper function of the application, making it difficult to maintain the support services needed for its program.

About OutSystems



Locations

OutSystems has locations in 13 countries with headquarters in Lisbon, Portugal and Boston, MA, USA



Challenge

OutSystems wanted to expand and scale beyond remote delivery, offering candidates a seamless and consistent certification experience in new locations by adding test centers to its program.



Outcome

OutSystems successfully launched a hybrid testing experience, substantially growing its candidate base by outsourcing in-center testing delivery.

The Challenge

As OutSystems continued to see growth via remote assessments, it found its exam program could benefit further from the addition of in-center testing. OutSystems was also looking for more than just a service provider; it was looking for a testing partner who shared its priorities that could help meet its goals:

- ✓ **Implementing in-center testing**
- ✓ **Improving the candidate's experience**
- ✓ **Scaling to new geographical locations**

Partnership Strategy

In 2019, OutSystems, in partnership with Prometric, was ready to launch a newly developed program beyond just remote assessments. It integrated an in-center offering, allowing candidates to choose the best testing method for its needs. Prometric's unique approach to hybrid incenter and remote assessments helped to ensure testing hours were available to meet test-taker demand, regardless of location, all delivered via a single exam driver to provide a seamless candidate testing experience.

Prometric's ability to help scale OutSystems' program via in-center and remote testing developed a frictionless candidate experience with growing candidate numbers, supporting more exams while providing high-quality security and program management.

Prometric's multi-modality solution gives test-takers the choice of taking exams in-person or online at a time and location that is convenient while maintaining stringent security measures to ensure exam integrity – and the value of these credentials – remains intact.

In addition, Prometric was able to help support OutSystems' previously heavy lifting of exam development by supporting a full range of test development capabilities. This streamlined the exam development and delivery process and, in turn, freeing up internal resources for OutSystems to focus elsewhere.

Through the first year, OutSystems and Prometric worked closely to fine-tune remote assessment capabilities, making additional enhancements to Prometric's delivery platform as needed to optimize success. With constant innovations and enhanced partnerships, Prometric and OutSystems successfully tackled shortcomings while simultaneously implementing new and improved product features and further developing both platforms.

Program Evolution

By 2023, four years after the initial partnership, OutSystems was ready to explore other capabilities and products offered by Prometric that could help it further innovate its credentialing programs and expand its current services.

“We believe everyone in the world should have equal opportunities, regardless of where they live, work, or the language they speak. The only thing that should set them apart is their ability and skills, and how they approach the exam.”

MANUEL SALGADO
OutSystems HEAD OF TRAINING

AI Test Development

Building on the success of the test development capabilities implemented between 2019 and 2022, OutSystems decided to implement Prometric's new, unique product for item banking and test development support – Finetune Generate®, the first commercially available customizable AI item generation system. Generate's technology combines AI and human expertise to support subject matter experts in assessment development. OutSystems, with its devoted interest and company mission to digitally transform businesses, was eager to implement Generate into its program. By combining its current test development process with the Generate technology, OutSystems can now develop new and update existing questions whenever needed while minimizing overall costs and effort.



Through the utilization of Prometric's multiple test development resources, test publishing has never been easier for OutSystems.

Candidate Data Analytics

OutSystems has seen great success with the frictionless candidate experience and expanded program scale implemented at the beginning of the partnership. However, it has since identified several gaps in candidate data that are essential for the continuous improvement of its program. To fulfill OutSystems' candidate data needs, Prometric introduced its beta, self-service data analytics platform ProInsights, a one-stop location for visualizing testing data.

With this new platform, OutSystems was able to identify whether candidates from different locations scored better than others, in-center versus remote testing modality pass rates, and more.

In addition to the analytics platform, Prometric also introduced a new remote assessment feature, the Live Review Portal, providing OutSystems with real-time access to review video footage of exams. With the self-serve Live Review Portal, OutSystems can easily view in-exam recordings and review how its proctors work with its candidates to streamline workflows and maximize efficiencies over time.

The Live Review Portal has enabled OutSystems to have more control over viewing in-exam recordings and help coach its proctors to improve the overall candidate experience.



Outcome

Since partnering with Prometric, OutSystems has experienced an increase of roughly 28% year-over-year growth, doubling its candidate reach by 50% and certifying more than 15,000 candidates annually. This has helped OutSystems fulfill its mission to provide equal opportunities for assessment to all candidates globally, regardless of geographic location, language, and accessibility.

Looking to the future, OutSystems will continue to partner with Prometric to further grow its business worldwide. To achieve this, it plan to introduce localized proctoring services, enhance the candidate experience, overcome language and technology barriers, and offer localized support for test-takers.

“Over the past year, it has become clear that we are more than just customers of Prometric—we are partners. Our success is their success.”

MANUEL SALGADO
OutSystems HEAD OF TRAINING

Learn More

For more information, contact us at www.prometric.com.

About Prometric

Prometric is more than just a testing organization—we are a partner in your success, building the workforce of tomorrow across all industries and professions. As a global leader in credentialing and skills development, we change lives to create a better world with more than 30 years of assessment expertise, AI and VR innovation, and best-in-class solutions.