Use case | Interactive content

A platform where people create interactive content. And AI Act article 50 already applies to it.

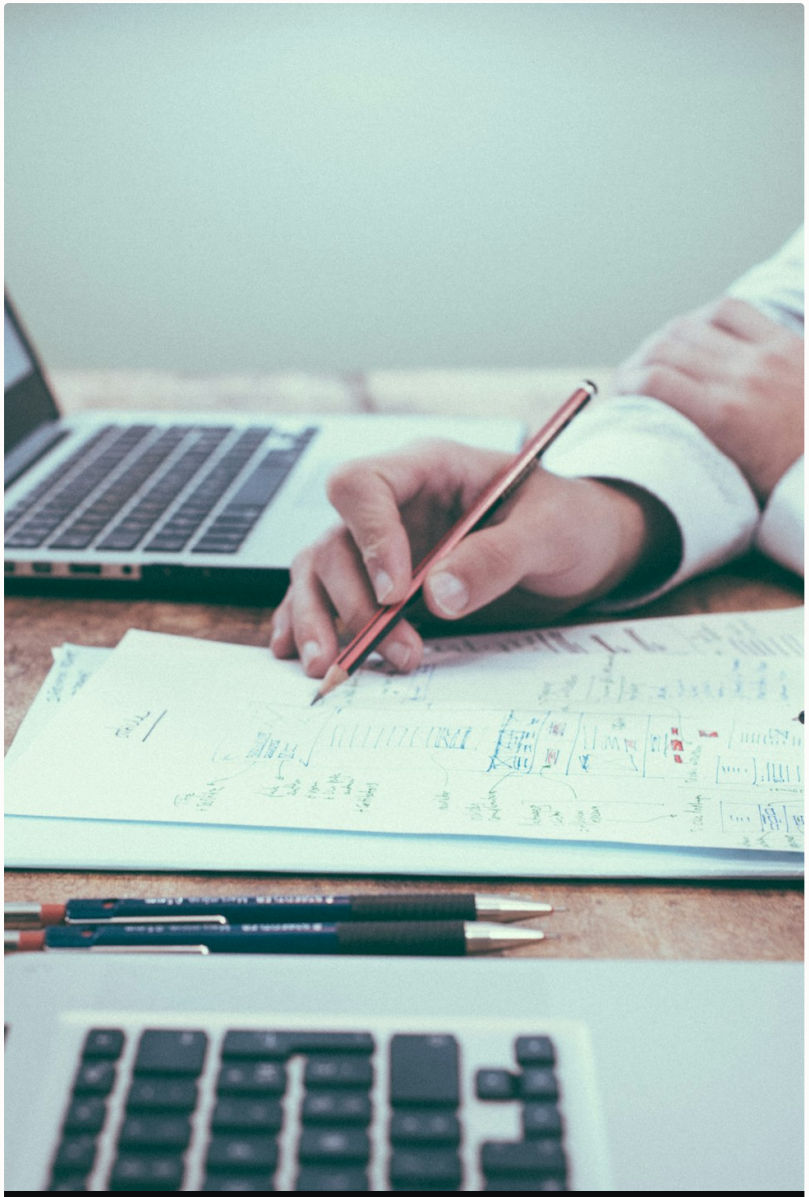
What the GDPR, the European Accessibility Act and article 50 ask of a platform serving schools and companies, and how it can serve more clients without a new team per market.

3
business lines, one partner

5
questions that repeat on every sale

2026
article 50 is already in force

TECHNICAL ANALYSIS



EVERY LARGE CLIENT, THE SAME QUESTIONNAIRE

Data, accessibility and AI, with no single report to turn to.

THE CHALLENGE

An editor that keeps growing and a questionnaire that repeats.

WHAT THIS PROFILE COSTS TODAY

- Selling in the EU and the US splits processing and contracts →
- Article 50 already asks them to mark what their AI generates →
- Online sales to consumers have to be accessible →
- Each school asks for its own processor contract →
- LTI 1.3, SCORM 1.2 and xAPI, across dozens of LMSs →
- From a Swiss army knife to a toolbox, without more complexity →

ITS MARKET

One product, three uses and competitors that cover one.

What public sources show about the sector and its competitors.

GDPR

with schools and companies as controllers, the platform acts as their processor

REGULATION (EU) 2016/679

US

companies in the sector plan for it to be the second market by revenue, behind France

EL CONCISO

2026

since 2 August, article 50 requires marking AI-generated content

EUROPEAN COMMISSION

COMPANIES IN THE SECTOR

Articulate 360	Authoring for workplace training, with Rise and Storyline
Nearpod	Interactive lessons and formative assessment for the classroom
Kahoot!	Live learning games for class, training and events
Mentimeter	Presentations with polls and quizzes answered in the moment
H5P	Free interactive HTML5 content that plugs into an LMS
Genially	Interactive presentations, courses and games

The profile that combines classroom, company and marketing in one editor carries more technical surface than one that covers a single use.

WHAT WE PROPOSE

One technology partner for its three lines at once.

A single interlocutor answers leadership, enterprise clients and the technical team.

Leadership

A single interlocutor

One technology conversation instead of a vendor for every new market.

Clients

Evidence ready

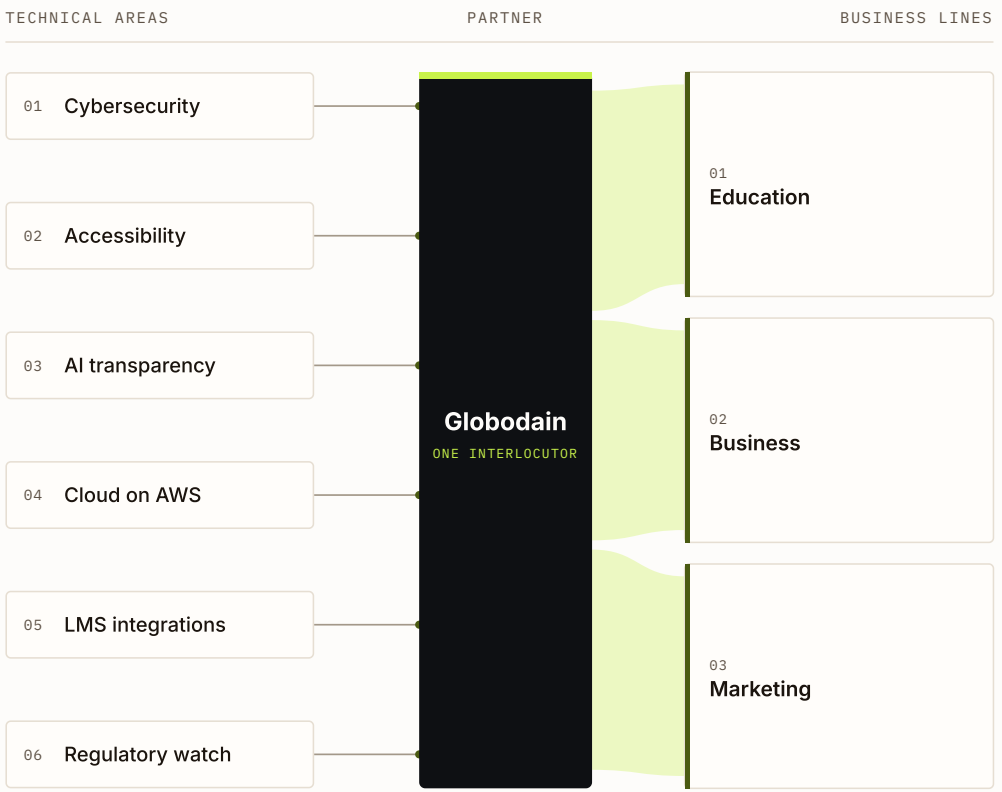
One report for a school or company questionnaire, without rebuilding it.

Technical team

Capacity that adds

Reinforcement in security, accessibility and integrations, without replacing the team.

FROM SEVERAL VENDORS TO ONE PARTNER



6 TECHNICAL AREAS

1 PARTNER

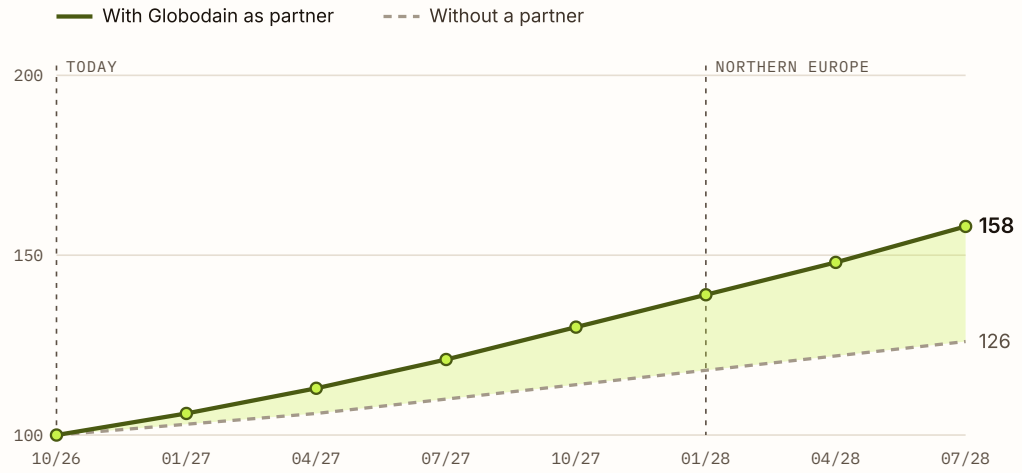
3 BUSINESS LINES

EXPECTED IMPACT

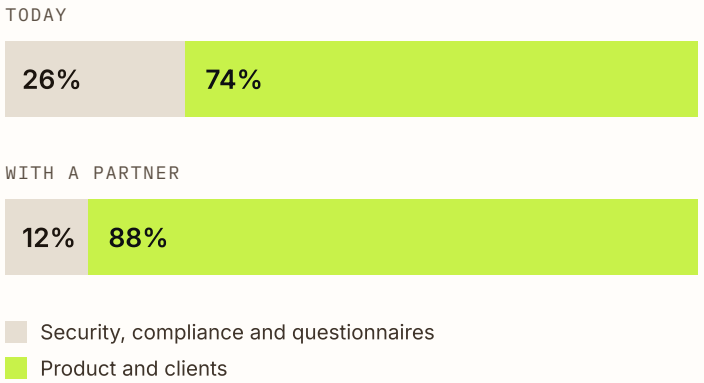
More clients served with the same team.

What changes when security, accessibility and AI questionnaires stop consuming the team.

CLIENTS IT CAN SERVE



WHERE THE TECHNICAL TEAM'S TIME GOES



×1.3
clients it can serve by the end of the period, versus staying without a partner

−14 pts
of technical time going back to product and clients

6 → 1
technical areas, a single interlocutor

Illustrative scenario, not a forecast. Index 100 = clients it can serve today. Assumption: freed time goes back to product and sales.

VIGILANCE

Infrastructure does not watch itself.

HOW WE WOULD SOLVE IT

A continuous rhythm, not a project with an end date.

Each turn leaves evidence and sets the priority of the next.

01

Diagnosis

Security, access, data, AI, accessibility and LMS integrations.

02

Audit

A report leadership, schools and enterprise clients can read.

03

Implementation

We fix things alongside its team, without replacing it.

04

Vigilance

Early warning when a new market requires moving the roadmap.

What we bring | 01

Technical audit, implementation and continuous vigilance

What we bring | 02

A report with findings and priorities

What we bring | 03

A stable interlocutor, not a one-off vendor

BENEFITS AND ADVANTAGES

What this profile gains from the first quarter.

01

Faster enterprise clients

The security and data questionnaire comes from a report, not from scratch.

02

Article 50, with judgement

What AI output must be marked, and what stays inside the editing exception.

03

An accessible sale

Online signup meets the European accessibility directive.

04

LMS without friction

LTI, SCORM and xAPI kept up for more platforms, not only today's.

05

A single partner

One relationship covers education, business and marketing.

06

A team focused on the editor

Technical time goes back to product and clients.

THREE WAYS TO COVER IT

	In-house hire	Several vendors	Globodain as partner
GETTING STARTED	Months of hiring	Weeks per vendor	**From the diagnosis**
INTERLOCUTORS	One, with gaps	One per area	**One, for everything**
COST	Fixed and high	Scattered	**Predictable**
OVERALL VIEW	Depends on the hire	Fragmented	**Complete**
EVIDENCE FOR CLIENTS	To be built	Separately	**In one report**

WHY GLOBODAIN

Capabilities that apply to a platform like this one.

01

Cybersecurity

Security and access on a platform holding data from minors and companies.

02

Technical audit

Data and privacy, CI/CD, integrations, infrastructure and code.

03

Compliance

A technical reading of the GDPR, European accessibility and article 50 on its stack.

04

Cloud and DevOps

AWS infrastructure ready for more countries without tech debt.

05

Integrations

LTI, SCORM and xAPI, securely connected to the client's LMS.

06

Vigilance

Early warning of regulatory changes that affect the product.

WHAT WE DO NOT DO

— We do not certify regulatory compliance

— We do not issue certificates or seals to third parties

— We do not replace legal advice: we complement it

Certifications and legal advice belong to authorised third parties. We provide technology support: audit, implementation and vigilance.

Scope note: the mention of minors' and clients' data describes applicable capabilities, not an accredited track record in interactive content.

NEXT STEP

Does your case look like this profile? Let's analyse it.

This analysis was built from public sources on the sector. If yours looks similar, Rubén Ayuso will analyse it with you and prepare one for you.

Analyse my case

TO ANALYSE YOUR CASE

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Technical analysis prepared by Globodain Technology Corporation from public sources. The companies named are examples from the sector: this does not imply a commercial relationship or their participation. Not a contract: figures and scenarios are indicative.