

Docebo Strengthens the Link Between Learning and Performance

Docebo
Best Advance in Learning
Management Technology
May 2018



Company Background

docebo®

Company At-a-Glance	
Headquarters	Toronto, Canada
Year Founded	2005
Revenue	\$12M
Employees	160
Global Scale	Five operations offices: Europe (Milan, Italy, and London, UK), the United States (Atlanta, GA), Canada (Toronto, ON), and the UAE (Dubai). Docebo has resellers worldwide and is used in more than 80 countries and 35 languages.
Customers/Output, etc.	Clients include Thomson Reuters, Bloomberg, Indeed, Optimizely, and Dollar Shave Club. Docebo offers a learner-centric ecosystem for companies and their employees, partners, and customers.
Industry	Software
Website	www.docebo.com

Value Proposition

Docebo focuses on continuous innovation to provide an unparalleled, learner-centric experience that combines formal, informal and social learning to meet the needs of all corporate audiences.



The pace of innovation is increasingly rapid. Learning-technology providers must be committed to an iterative process, accepting that what was exciting or “good enough” last year is not going to cut it this year and may seem positively ancient. In addition, learning technology must address the evolving needs of the learner. Unfortunately, many vendors have not kept up with the pace of innovation or the evolution of learner requirements.

“We felt as though our former learning technology provider was holding us back.” – Docebo client in the technology industry.

Docebo, as part of its commitment to meet the needs of today’s companies and learners, regularly solicits feedback from customers, analysts and other industry experts to stay on top of the challenges and solutions the market requires. This approach means the investment customers make in Docebo continues to pay dividends over time.

“Docebo consistently introduces new features, while allowing us the flexibility to keep old configurations.” – Adebayo Olowoyeye, Vice President, IT, Certara.

Certara, which provides technology and consulting services in the pharmaceutical industry, leverages Docebo to provide on-demand and instructor-led training. The success Adebayo’s division has had with Docebo generated company-wide interest. In addition, the ability to create multiple sites with access to a central repository of course content made it easy for Certara to expand usage of the Docebo system.

Docebo’s approach to learning management makes it simple to deliver structured formal learning programs with the Docebo Learn module while also supporting knowledge sharing with Docebo Coach and Share.

One client, Vision Hospitality Group, switched to the Docebo LMS to provide training to more than 1,000 associates across several states. Group leaders set out to find a vendor that could enable social learning.

“The thing that I love about Coach and Share is that, for the associates, learning becomes peer-to-peer instead of something that gets pushed down from the home office. That all of a sudden makes it a lot more personal... especially when we’re spread out as we are, it helps to foster that sense of community within the company. What Docebo is really doing for us is helping to move us on that path to becoming a learning organization.” – Megan Brown, Director of Culture and Talent Development, Vision Hospitality Group.

Many learning professionals have multiple audiences for their training materials. These audiences and their needs vary, from new employee onboarding to compliance training



or ongoing development for existing employees. Some external partners need to be trained on selling the product and customers need to be trained how to use it! Multiple solutions for multiple problems can be expensive and lead to headaches, especially when content is shared across groups and creates unnecessary duplication of efforts.

Docebo handles multiple audiences with one learning management solution, simplifying administration, aligning training efforts and reducing total costs. Docebo's many integrations from ecommerce functionality to web conferencing fit well with the needs of extended-enterprise training and makes it easy to deliver learning programs to customers, partners, prospects and resellers. Customers can employ different domains, security mechanisms and branding.

"Our instance supports over 10,000 users with multiple domains, and Docebo handles all of this seamlessly." – Mike DellaCamera, Instructional Designer, Thermo Scientific

Docebo also makes it easy to begin with one training audience and add additional audiences as appropriate. Designed to be highly scalable, Docebo allows companies to start simple to get up and running quickly and become increasingly sophisticated in their training approach over time.

Product or Program Innovation

Coach and Share

In response to an emerging desire among organizations to adopt more modern learning technologies and approaches, Docebo recently built a learning platform that goes far beyond the traditional LMS. By creating Coach and Share, Docebo integrated formal and informal learning in a way that captivates users and drives results.

After conducting industry research, Docebo identified the following common problems:

- **Accessing hidden knowledge.** Knowledge in a company is often hidden, buried in various places in business units or folders or in the heads of a few subject matter experts.
- **Finding critical information:** Where do workers go for information that is critical to perform the task at hand? They don't take formal courses to get that type of information. Instead they search around or go to individuals they consider experts.
- **Leveraging SMEs.** SMEs are busy on their core tasks and often unavailable. Relying on them is not a scalable solution and can lead to burnout for them.

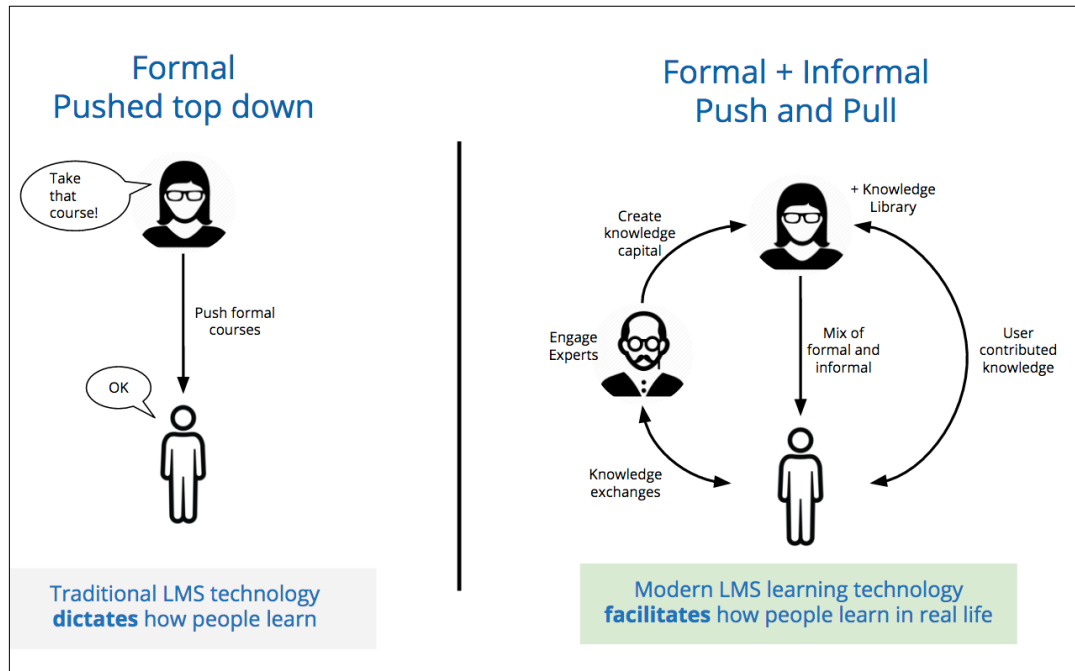


- **Addressing inconsistent performance.** Why do some teams perform better than others? What are the secrets of top performing teams or individuals?
- **Capturing knowledge.** How can I capture what individuals learn in the field and on the job every day? How do I make that knowledge readily available within my organization and safeguard it against employee turnover?
- **Relying too heavily on formal learning.** Formal learning accounts for only a fraction of actual learning. People learn best hands-on and by working with peers and managers. They need information at the point of need not during onboarding or once a course is made available.

Docebo, starting with its 6.9 release in June 2016 and adding functionality in 2017, launched Coach and Share to help busy internal experts coach employees in a scalable manner and deliver training to all employees at any time in the way they learn best. With Coach and Share, employees can locate and connect with internal experts and find the content they need.

- **Coach: the 20% of 70:20:10.** Facilitates knowledge seekers to actively engage with the right SMEs to ask questions and get answers at the point of need. A place where learners and experts join forces to create best practices and curate knowledge capital and where top performers are recognized by coworkers.
- **Share: the 70% of 70:20:10.** A system that encourages and powers user-generated content from daily, on-the-job activities. Content then categorized, peer-reviewed, curated, and validated — all while building a culture that rewards top performers with measurable recognition.

Figure 1: Pillars



Source: Docebo

Since its debut, Coach and Share has been improved both in terms of functionality and the user experience that is particularly critical for social learning outcomes. Here are a few highlights:

- **“Playlists” and learner autonomy.** The latest release promotes learner centricity and autonomy, including a key item called Playlists. A playlist is a collection of learning assets that learners can create for a variety of purposes. For instance, a playlist can include videos and documents that a learner wants to keep and watch for later or keep as assets that belong to a specific job to be done. The learner can share playlists with others, promoting autonomy and increasing social learning opportunities.
- **Create and share.** Docebo now integrates with Screen-o-matic, which enables a learner to capture screens with the option to add narration from a microphone and video from a webcam. Learners can record lectures, webinars, demos, Skype calls etc., creating video-learning assets that can be shared within the organization.
- **Social learning to fill skill gaps.** Docebo’s latest module addition, Perform, allows learning professionals to understand skill gaps in the organization and target learning programs to close identified skill gaps by targeting each employee’s

training requirements using both formal courses and informal learning assets, including videos, articles, checklists and Q&A threads.

Docebo Perform

In August 2017, Docebo introduced a new skills & competencies module called Docebo Perform.

With the continued emergence of new technologies and business pressures, the skills required to succeed tomorrow are not the same as the skills needed to succeed today. Organizations must evolve, change and develop the workforce and extended enterprise. Questions include:

- Who has the right skills for that change and who doesn't?
- How can the skills gaps be filled through learning and development?

From another perspective, as job roles grow in scope, employees may not be equipped to grow with them.

Many talent management suites come with drawbacks, including lack of agility to meet the fast pace of today's business, high expense in terms of budget and resources, and risk of such a time-intensive project failing to deliver against objectives.

The benefits of Docebo Perform include:

- Set up and manage a repository of skills and roles.
 - Import and customize the Docebo catalogue of 14,000+ skills to meet the organization's needs.
- Evaluate the team's proficiencies, skills, and competencies.
 - Run evaluations powered by a drag-and-drop interface to identify gaps and inconsistencies in employees' skills in minutes.
- Get an at-a-glance view of skill gaps.
 - Gap-analysis reporting provides visibility into the overall picture, enabling the user to drill down to discover deeper insights and implement targeted learning programs.
- Fill gaps with both formal and informal learning interventions.
 - Close identified skill gaps with learning programs that target each employee's individual skill requirements by using both formal courses and informal learning assets.



- Experience real results faster.
 - The time to benefit is measured in days, not months, not years.

In addition to those differentiators, Docebo Perform boasts the same modern, sleek UI and UX associated with the rest of the learning platform. The goal of Docebo Perform is to continuously improve the link between learning and performance, enabling learning professionals to better communicate the strategy and direct impact of learning programs.

The long-term vision for Docebo Perform is to make use of artificial intelligence to analyze learning activities (formal or informal) and KPIs and to help fill skill gaps by suggesting learning that has proven to increase performance in the past, thus strengthening the link between learning and performance.

Unique Differentiators

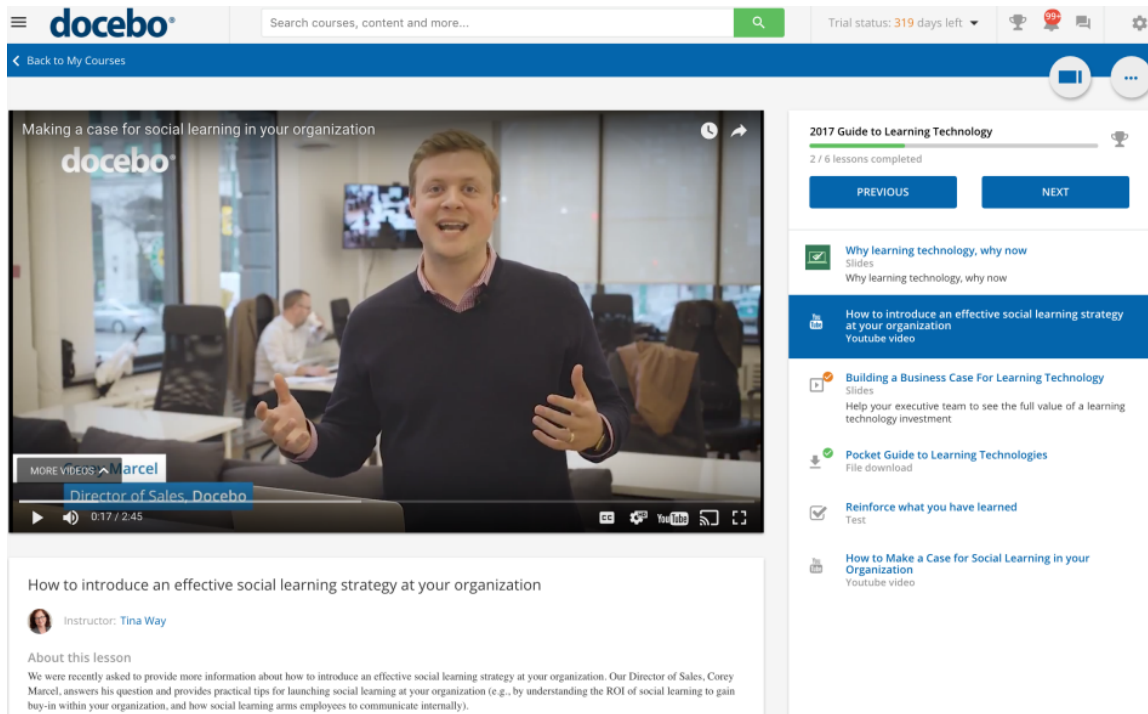
For customers, Docebo being based on a pure SaaS/Cloud model means:

- Low-risk investment.
- Rapid deployment.
- High security.
- Accessible 24/7 from anywhere and by anyone with a browser, including mobile devices.
- Easy to adapt to evolving needs.
- Flexible pricing.
- Lightning-fast product updates.
- Zero IT expenses for installation and maintenance.

Docebo differentiates itself in the market by offering:

- **User experience driven by design.** Docebo ensures ease of use and fast adoption for administrators and learners alike. The Docebo LMS received a complete facelift in 2017 with the release of Docebo 7.0, which featured a major UI/UX update.

Figure 2: Courses

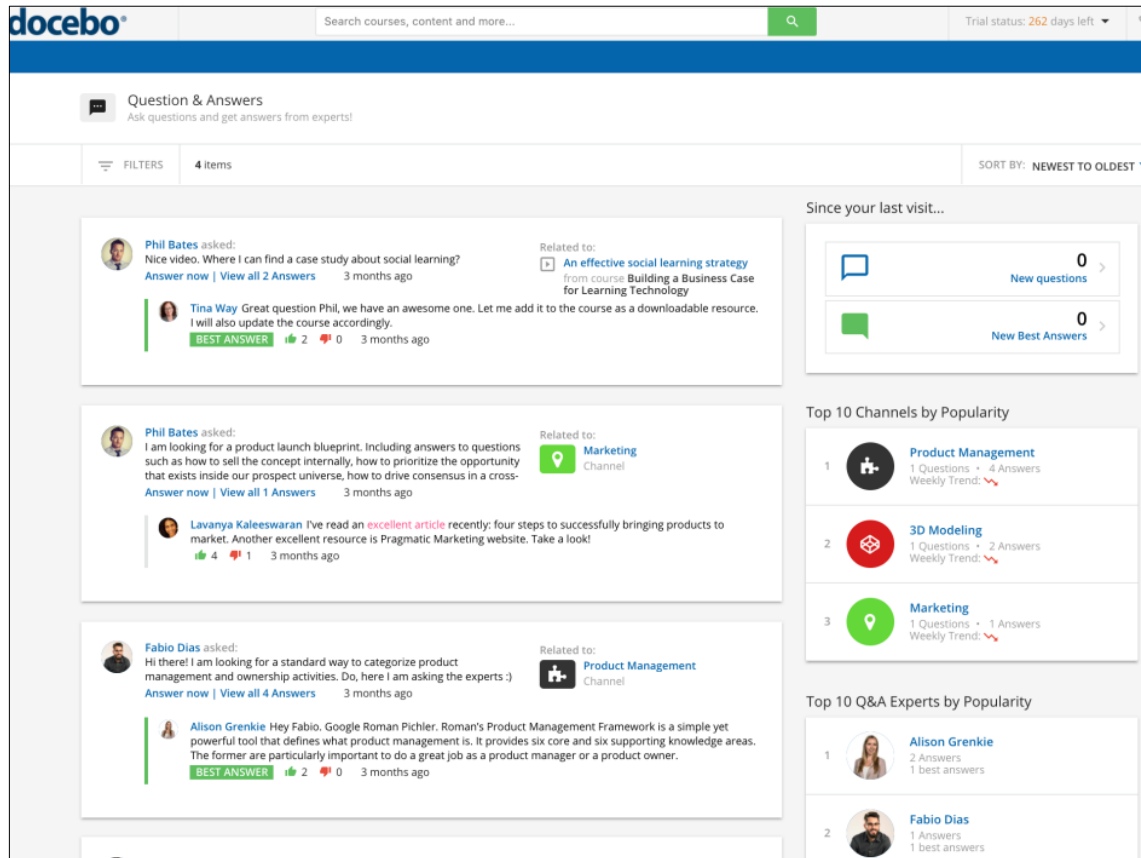


The screenshot displays the Docebo user interface. At the top, there is a navigation bar with the Docebo logo, a search bar, and a trial status indicator showing '319 days left'. Below the navigation bar, a video player is active, showing a man in a dark sweater speaking in an office setting. The video title is 'Making a case for social learning in your organization'. Below the video player, the course title 'How to introduce an effective social learning strategy at your organization' is displayed, along with the instructor's name 'Tina Way'. To the right of the video player is a course navigation sidebar for the '2017 Guide to Learning Technology' course, which shows '2 / 6 lessons completed'. The sidebar includes buttons for 'PREVIOUS' and 'NEXT', and a list of lessons: 'Why learning technology, why now' (Slides), 'How to introduce an effective social learning strategy at your organization' (Youtube video), 'Building a Business Case For Learning Technology' (Slides), 'Pocket Guide to Learning Technologies' (File download), 'Reinforce what you have learned' (Test), and 'How to Make a Case for Social Learning in your Organization' (Youtube video).

Source: Docebo

- **Cutting-edge functionality.** Docebo is continuously advancing its learning technology, researching new ways to solve customers' problems and releasing new learner-centric functionality.
- **Scalability.** To avoid overwhelming organizations with too many features, Docebo lets them start small and seamlessly scale as eLearning initiatives and enterprise needs evolve by simply turning on extensions and integrations.
- **Combined formal, social, and experiential learning.** With Docebo, employees can locate the exact content they need, connect with internal experts, promote user-generated content and uncover hidden knowledge within the organization.

Figure 3: Questions and Answers



Source: Docebo

- **Extended enterprise.** Docebo is designed to provide training for multiple audiences and can be extended to train partners, customers, prospects and association members.
- **Flexible pricing.** An unlimited number of users can be registered in Docebo, but customers only pay for those that actively use the platform within a given billing cycle.
- **30+ off-the-shelf integrations.** Integrates with video-conferencing tools, content-management systems, authoring tools, CRMs, social media, and commerce sites. In addition, RESTful APIs can be used to integrate with any enterprise system.e system.
- **Languages.** Docebo is available in 35 languages.
- **Learner-centric approach to skills and competencies.** Empowers learning and development professionals to demonstrate and strengthen the link between learning and performance.



Measurable Results

Client: Vision Hospitality Group

The Vision Hospitality Group has experienced time savings by purchasing user-friendly learning technology to train and more than 1,000 associates in its premium self- and full-service hotels across several states.

“The fact that it’s such a user-friendly and configurable UI has been a huge win for our associates,”. “I love that I can create a dashboard just for our General Managers that looks completely different from what my hourly associates see... This platform is super easy for me to manage. Using Docebo has probably cut the amount of time it takes to deploy content in half.” – *Megan Brown*, Director of Culture and Talent Development

By giving employees a chance to shine by sharing their knowledge, the hotel group also has seen increased engagement.

“It’s a fantastic opportunity for them to be able to show off what they’re aware of and help others learn at the same time. I can look across our portfolio and see that there’s a strong correlation between hotels that are engaged in the Docebo training and high guest-satisfaction scores.” *Megan Brown*, Director of Culture and Talent Development

Client: Datto

Datto delivers business continuity and disaster-recovery solutions primarily through a network of more than 6,000 Managed Service Providers worldwide.

“It’s business critical for us to arm these partners with not only the knowledge necessary to use the products but to sell the products as well.” – *Dan Newman*, Trainer

Ticket deflection also was a primary goal.

“Many tickets submitted to technical support were simple fixes that stemmed from a partner’s lack of knowledge about Datto products. With Docebo we were able to ensure access to relevant education and training resources so that partners could support customers with confidence on their own.” – *Dan Newman*, Trainer

About Brandon Hall Group

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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For more information, contact us at success@brandonhall.com.