

LearnUpon's LMS Makes It Easy to Deliver External Training

LearnUpon
Best Advance in Learning Management
Technology for External Training
May 2018



Company Background



Company At-a-Glance	
Headquarters	Dublin, Ireland
Year Founded	2012
Revenue	Less than \$50 million
Employees	50-99
Global Scale	Highly distributed with multiple locations across the globe.
Customers/Output, etc.	Aerospace, Agriculture, Banking, Business Services, Construction, Consulting, Consumer Goods, Education, Energy, Entertainment, Finance, Food & Beverage, Government, Healthcare, Retail, Hospitality, Insurance, Manufacturing, Media/Publishing, Oil and Gas/Mining, Pharmaceuticals, Technology & Software, Telecommunications, Not for Profit, and Training & Development
Industry	Technology & Software
Website	https://www.learnupon.com

Value Proposition

LearnUpon offers a powerful learning-management platform for external training for association members, customers, and/or partners. LearnUpon has numerous features that empower organizations to deliver effective training easily and fast.

The multi-portal feature empowers businesses to create individual learning environments for their internal teams. They can manage audiences conveniently from a top-level portal. LearnUpon was designed from the ground up with “multiple portals within the umbrella of one” functionality at its core.

Administrators can switch between portals quickly to create and manage users, groups, and courses. They also can share courses across portals to avoid duplication of work, saving time and effort. Each portal is fully customizable, too, and branded with a unique look and website address for easy access.

Single sign-on. New users can be added automatically to the platform by integrating a company's HR system with the LMS. They can have access to the portal via a login screen or single sign-on and, once logged in, will find their courses in their dashboard awaiting completion.

Re-enrolling learners also can be automated. Simply choose a time-frame — one month, six months, a year — and they automatically will be added to the course again, ensuring they are always up-to-date with their training.

Secure & scalable. With security and scalability extremely important to businesses providing training, LearnUpon is a highly secure, reliable and scalable solution. For the prior 12 months, the system's uptime was >99.99%, and its largest account has 320,000 learners in its portal.

eCommerce. It is easy to set up fully branded and configured storefronts where resellers can purchase courses, bundles or learning paths. The storefronts integrate with leading payment gateways so resellers can purchase courses securely and be enrolled instantly. Resellers also can use bulk purchasing if they need to purchase courses for large groups of users. Promotional coupons can be used to provide discounts to select groups.

Course content. Content delivery is intuitive and reliable through SCORM and xAPI. Rich media, including video and audio, can be included and module-editing features allow fully customized courses for learners.

Courses can be arranged into learning paths in a linear manner or as a selection of courses where a learner selects a minimum number to complete. The user is largely self-sufficient on the learning path, leaving admins to focus on other tasks.

Individual courses and learning paths can have due dates or specific time periods for completion, particularly applicable for compliance training. Admins can create court assessments using exams with various question types that give instant feedback. Content

can be uploaded for review by an instructor; emails, gamification, and certifications motivate and reward course completions.

Reporting. It's important to have access to rich and accurate data, so course progress, exam performance, training histories, and more can be tracked with LearnUpon. Reports can be configured to custom requirements, and results are displayed within the interface or exported to Excel or PDF. Reports can be scheduled to be emailed automatically to stakeholders such as managers, compliance officers, and HR leaders.

Support and success. Located in the United States, Europe, and Australia, a multi-award winning, customer-support team is available to customers 24/7 and is constantly referenced in online reviews, reflected in customer feedback, and LearnUpon's NPS score.

A fully-integrated support system built into the platform allows customers to quickly raise questions or view a comprehensive knowledge base. They can receive telephone support from team members, who are happy to set up screen-shares to resolve issues. Additionally, each customer has a dedicated Customer Success Specialist, who prepares the custom-implementation plan, ensures a smooth, successful launch, and helps customers achieve training goals.

Client Testimonials

"Metrics show that our customers are pleased with the system and courses available. Over 90% responded that they "Strongly Agree" that the system and modules were easy to navigate." Client.

"LearnUpon LMS is elegant simplicity coupled with robust capability, reliable performance and effective, stress-free delivery and setup. A great LMS built by some outstanding folks." – **Christopher Davis**, E-railtrain®

"LearnUpon agents without fail always provide immediate, courteous and effective responses." – **Kat**, PubSvs

"You continue to make improvements, you continue to show customer appreciation, and you continue to provide award-winning service. I love LearnUpon. It has made my job so much easier!" – **Lydia**, Operational Support Lead Trainer, Key Benefit Administrators

"I searched for just over 10 years for an LMS like LearnUpon. This product is intuitive and easy to use. We took the leap with LearnUpon and haven't looked back." – **Andy**, Director Client Services, PBS Systems

Product or Program Innovation

LearnUpon offers companies an innovative experience by providing the ability to train multiple audiences all at once through one solution. Whether the audience includes training associates, customers, members, resellers, extended enterprise or more, each group can be trained concurrently in its own unique learning environment.

This ability can be done simply and effectively and training can be rolled out in a matter of minutes.

Management of individual portals can be delegated to internal and external managers, partners or resellers. For example, a reseller can be appointed an admin of a group so that the portal is run entirely external to the organization.

Companies can segregate their learners based on training needs, resulting in a cost-effective and fast way to manage large numbers of users in an organization. The ease of use of the portal functionality is a big benefit. Portals are quick to set up and can be cloned seamlessly. Content also can be cloned and shared between portals saving admins invaluable time.

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LearnUpon's ease of use continues throughout the platform. Learners can be added effortlessly manually, in singles or batches, or automatically through an integration. Automatically adding users is efficient as an organization integrates with its customer, member or partner database. Learners also can be enrolled automatically in particular courses, streamlining the process for both admins and learners. The platform supports online certifications, surveys, and exams that can provide graded results and transcripts automatically.

LearnUpon's pricing for external training is based on the "price-per-user, price-per-portal" mode, and customers are billed only for active learners. This process is cost-effective and scalable for businesses, allowing them to predict costs and budget for them.

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Unique Differentiators

LearnUpon was established with the belief that a cloud-based LMS should be quick to set-up, easy-to-use, highly scalable, and backed up by amazing customer support. The platform constantly evolves, so a customer is not subscribing only to a world-class LMS but to platform that will continue to improve.

LearnUpon founders, Brendan Noud and Des Anderson, are determined to ensure the product has a clean, modern user interface that learners and administrator love to use.

Figure 1: Multi-Device Platform



Source: LearnUpon

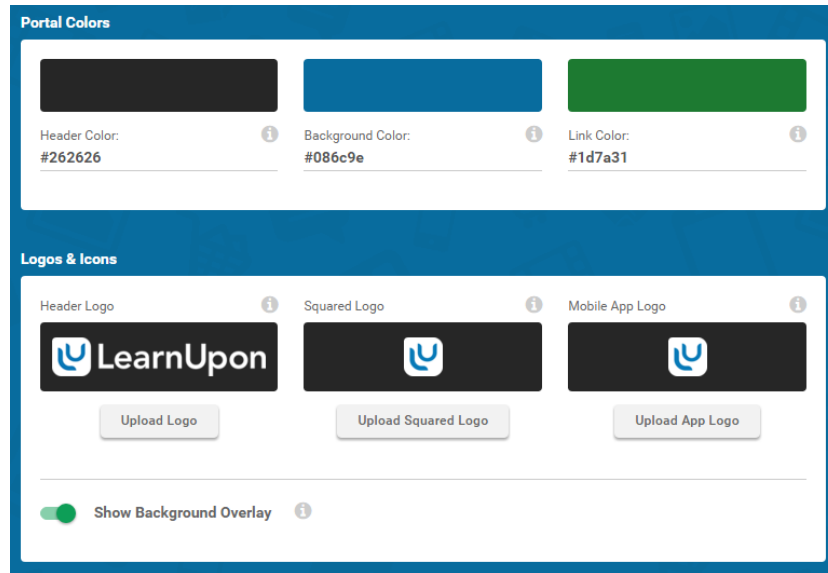
Cloud-based LMS

Because LearnUpon is cloud-based, customers can implement the product fast and effectively in multiple languages, including English, French, German, Spanish, Brazilian, Portuguese, Chinese, Japanese, Dutch, Italian, Polish and Russian. Thus, companies with limited resources can roll out their training across the world. A new customer can establish a portal, brand it, create courses, and manage their enrollments all on the first day.

This cloud-based platform also allows for high-level configuration so businesses can bring their look and feel to LearnUpon. Company website domains or subdomains, logos, banner images, styling, and colors empower businesses to make the platform their own without the need for tedious developer work, customizing CSS, or involving IT.

The software can be used anywhere, on any device. Admins and managers can work on their eLearning strategy on mobile, tablet, or desktop, and learners can train on any device, wherever they are, improving adoption and training completion.

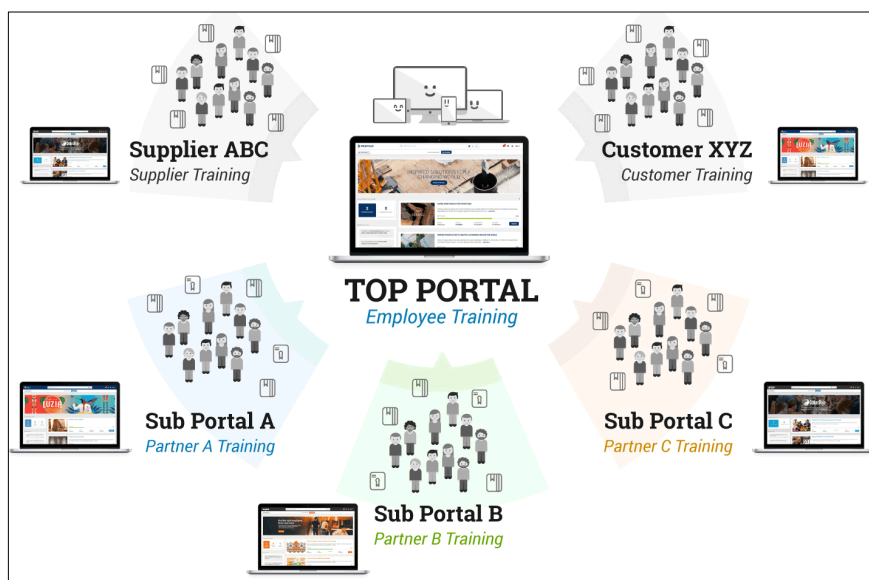
Figure 2: Customer Interface



Source: LearnUpon

Emphasis is placed on customer support with teams located in Dublin, Sydney, Belgrade, and Philadelphia. In addition, each client has a dedicated Customer Success Specialist dedicated to helping them reach their training goals.

Figure 3: Portal Structure



Source: LearnUpon

For small- and-medium-sized businesses, LearnUpon's multi-portal functionality is unique as it provides an easy-to-use solution to train internal teams and external clients or partners in one system.

Measurable Results

Client Case Study 1

Company A is a B2C eLearning provider that delivers broad range of courses, including Event Management, Leadership and Management, and Design. Company leaders chose eLearning technology as their key differentiator, so it was crucial to select an LMS that could deliver on that vision.

Ease of use and automation from an administrator's perspective are the main reasons leaders chose LearnUpon. Company A uses white-labeling, UI customization and course-completion certificates to strengthen the brand with users. The company also has partnered with daily-deal sites and promoted eLearning courses through TV spots and other marketing campaigns globally.

Since launching LearnUpon, the company reports ~\$200,000 worth of sales through the LearnUpon store alone and has had more than 60,000 active users at any given time.

"Like LearnUpon, we've grown quickly in the three years since we signed up. We're a team of 10 in the office now. Worldwide, we work with another 45 freelancers. Our learner base has grown dramatically. We started with 100 users. We now have over 100,000 registered users, with 60,000 learners active currently. LearnUpon played an instrumental role in helping us to reach that figure. They supported us throughout the journey." – Leader, Company A

Client Case Study 2

Company B is a B2B, cloud-based software company delivering training to its employees and partners. The company's rapid growth was built on the recognition that businesses need solutions that are affordable and easy to implement, and can quickly deliver a return on investment. The LMS they chose had to multitask: train staff and partners on core products and provide eCommerce functionality.

The LMS needed to work for them and successfully represent them, adding value to partnerships by delivering tools clients needed to be successful. It was essential that the LMS make partners aware of other products that might interest them. In addition, the LMS needed to fit the company today and adapt to future growth.



“We needed an LMS that could grow with us. We were already growing quickly and the learning management system needed to support that growth. There were specific features the LMS had to offer: multiple sub portals and a platform that was easy to brand, customize and white-label. The platform also had to have an intuitive interface that was simple to use.

“From the start, cost was a real challenge. It was our first time in the market for an LMS, so it had to deliver everything at a really reasonable price point. And that’s what we got! LearnUpon has also helped us to make big savings by reducing travel and labor expenses.

“The LMS has allowed us to deliver a much better customer experience. Our clients can now communicate with us about their training 365 days a year. We also know the financial value of excellent support. It’s saved us labor and resources that would otherwise impact the profitability of our programs.” Leader, Company B

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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