

Efficiently Manage Your Training Business

Litmos by CallidusCloud

Best Advance in Learning Management Technology for External Training

May 2018



Company Background



Litmos
by CallidusCloud

Company At-a-Glance	
Headquarters	Dublin, CA United States
Year Founded	1996
Revenue	2016: \$207M
Employees	1100+
Global Scale (Regions that you operate in or provide services to)	130 countries, 5 Million users and 24 languages
Customers/Output, etc. (Key customers and services offered)	5700
Industry	Business Software and Services
Stock Symbol	CALD
Website	http://www.litmos.com/



Value Proposition

A self-service, cloud-based platform, Litmos Training Ops is an end-to-end external training solution, enabling organizations to grow revenue, build loyalty, and reduce sales cycle time and costs. By understanding the resource, revenue and expense management needs of an external training business; Litmos Training Ops automates business processes, minimizes administrative tasks, helps grow profits and streamlines the education of customers, partners and resellers which in turn improves the ROI of external training programs.

Customize training delivery methods and design

Litmos Training Ops is highly flexible and configurable, allowing customers to choose the method of training that works best for each of their particular audiences. With support for four different delivery methods—in-person classroom, virtual live classroom, e-learning, and on-demand—customers can choose one or multiple methods of delivery for each class. These offerings can also be packaged as Training Passes or Bundles to help sell more classes. What's more, Litmos Training Ops enables customers to fully customize their external training look-and-feel based on specific brand guidelines.

A large pharmaceutical company uses Litmos Training Ops to track the costs for its hundreds of external resources including instructors, equipment, and facilities. Using the vendor cost tracking module in Litmos Training Ops, the company not only knows—in real time—the costs associated with each resource, but is also able to forecast their external resource needs and report on the actual results at a later date.

Real time revenue and expense management and forecasting

With Litmos Training Ops, training departments can track exactly how much revenue their external training programs are bringing in, as well as the costs associated with developing, offering, and managing these programs—in real time. Training departments are able to track how many students have signed up for every class, how much they have paid, how much the room and equipment to hold the training cost, along with vendor and instructor related costs. Litmos Training Ops also includes APIs that can be used to integrate with CRM, ERP, and back-end financial systems to ensure prompt handling of payments, currency conversion, and revenue recognition as well as management of training-related expenses.



A global technology company is using Litmos Training Ops to train all its customers and partners worldwide, in 24 different languages. The company tracks through Litmos Training Ops all revenues and expenses for thousands of classes using multiple delivery methods and in 80 different currencies. Litmos Training Ops enables the company to manage the specific needs of each delivery method, including instructor scheduling and conflict checking (for classroom training) and tight integration with web conferencing solutions, such as WebEx, Adobe Connect, and Citrix GoToTraining (for virtual live classroom training).

Automate previously manual processes

Litmos Training Ops enables training departments to automate previously manual processes like self-service individual and group registrations, personalized action- and schedule- based communications, scheduling and sending reports, surveys, and real-time tax calculations; and improves training participation and feedback, thereby saving time and increasing training revenue as well as, ultimately, profitability.

A large Litmos Training Ops customer purchases and resells training content from over 50 different vendors around the world; paying royalty to the content providers for each class. In the past, the company would manually track who took which class and who provided the content for that class so that the company could issue royalty checks at the end of each month. Using Training Ops to track revenue and royalties for each class purchased, the company has now automated the process of issuing royalty payments to its content providers in real-time and no longer needs to do month end check runs.

Client Example: How CPS HR Consulting achieved success by using Litmos Training Ops

Challenge

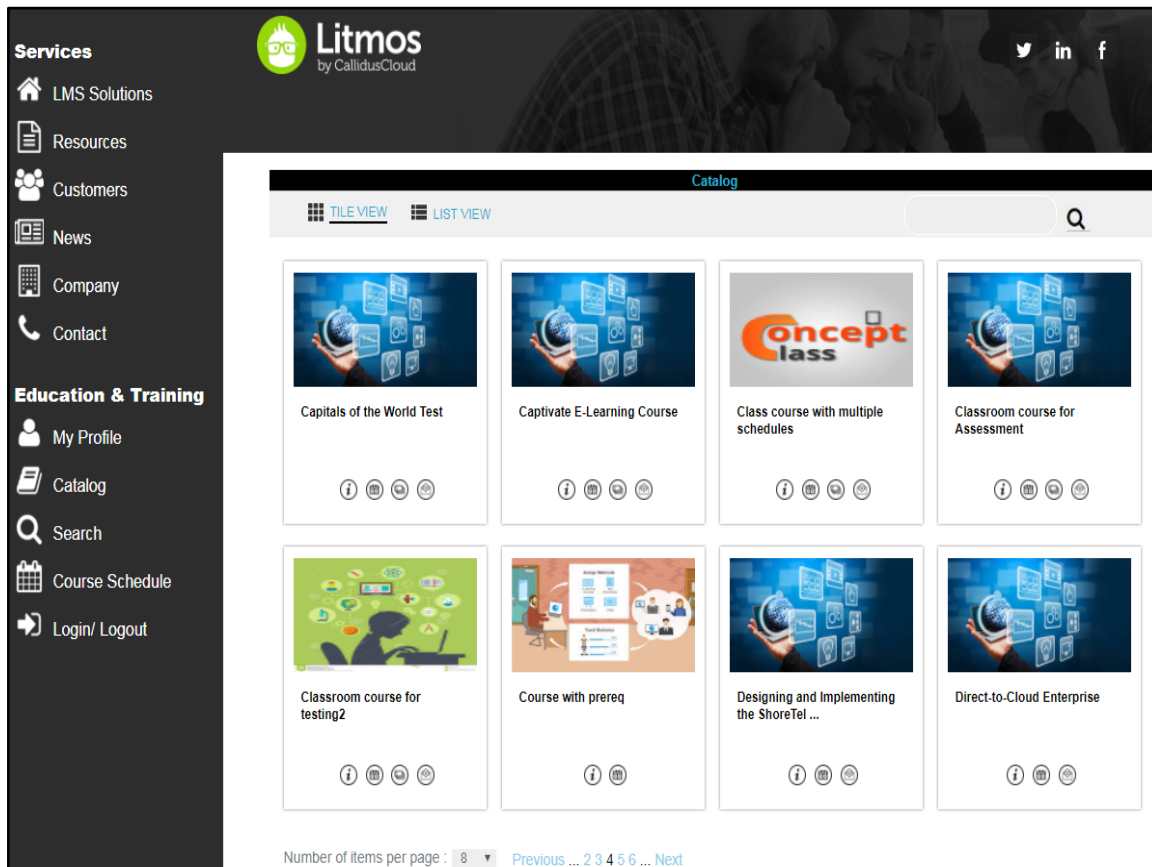
CPS HR Consulting, a self-supporting public agency providing a full range of integrated HR solutions to government and nonprofit clients across the country, found that its homegrown database/registration system was not able to scale with demand for the company's training classes. IT staff was spending too much time managing and supporting the system and, because the customer billing process was manual, the company's accounting department was also wasting valuable time. What's more, the lack of a centralized database and reliance on disparate data sources within the company wreaked havoc on data accuracy.

CPS HR chose Litmos Training Ops because of its centralized database, which ensured easy access to and accuracy of data, as well as the solution's flexibility and self-service capabilities. Clients can sign in, register for classes, view transcripts, and update their profiles--all without any staff support. IT no longer needs to be involved in the training process, and the billing system is now automated, leaving accounting staff to focus on value-added activities. Plus, using customized fields, CPS HR can now segment its audiences and categorize all of its courses, helping them proactively market to new enrollment and drive revenue.

Product or Program Innovation

Simplicity of the technology

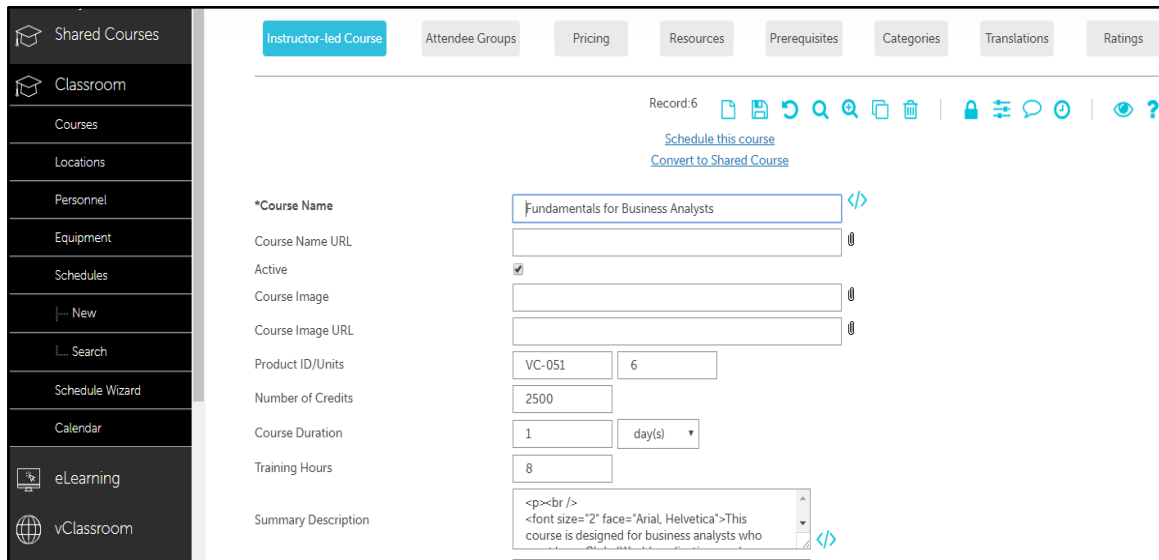
Figure 1: LMS Solutions



Source: Litmos by CallidusCloud

The Litmos Training Ops administrative functions were built so that an organization can create, schedule, and publish courses to the course catalog in mere minutes.

Figure 2: Instructor-led Course









Source: Litmos by CallidusCloud

Advanced functionality

Litmos Training Ops contains a number of advanced functions allowing organizations that run training-as-a-business to automate and efficiently manage their training business. The ability to implement global/country-based pricing, bundle courses, use training credits/vouchers, and apply multi-level discounting will have a major impact on an organization's bottom-line and help increase revenue.

Figure 3: Pricing

Instructor-led Course
Attendee Groups
Pricing
Resources
Prerequisites
Categories
Translations

Fundamentals for Business Analysts Record:6      

Price Settings ([Click here to override](#))

- Single price display (actual price only)
- Also include List Price
- Display all available prices - No selection
- Display all available prices with radio button selection for applicable prices only

- Allow prices that overlap (date and target attendee group)
- Always use the lowest price when attendee qualifies for more than one

*Price Name

Price Information

List Price List price is display only

Price Start Date

Price Expiration Date

Add Row Delete Row

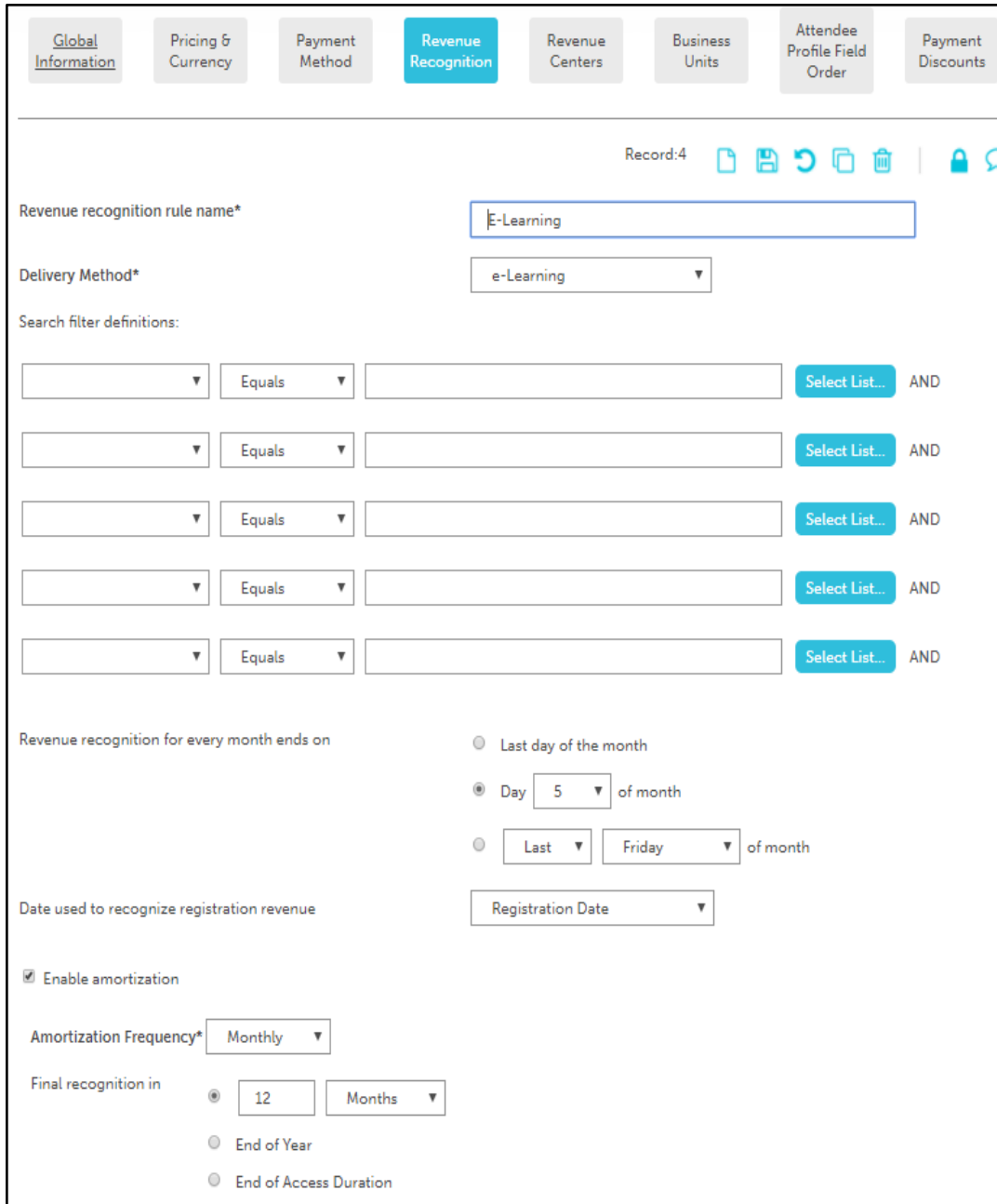
	Country	Currency	Pricing	Default Price
<input type="checkbox"/>	<input type="text" value="Australia"/>	<input type="text" value="AUD"/>	<input type="text" value="3524.00"/>	<input type="radio"/>
<input type="checkbox"/>	<input type="text" value="Canada"/>	<input type="text" value="CAD"/>	<input type="text" value="2914.00"/>	<input type="radio"/>
<input type="checkbox"/>	<input type="text" value="France"/>	<input type="text" value="EUR"/>	<input type="text" value="2067.00"/>	<input type="radio"/>
<input type="checkbox"/>	<input type="text" value="Germany"/>	<input type="text" value="EUR"/>	<input type="text" value="2500.00"/>	<input type="radio"/>
<input type="checkbox"/>	<input type="text" value="United Kingdom"/>	<input type="text" value="GBP"/>	<input type="text" value="1427.00"/>	<input type="radio"/>
<input type="checkbox"/>	<input type="text" value="United States"/>	<input type="text" value="USD"/>	<input type="text" value="2500.00"/>	<input checked="" type="radio"/>

Other

Source: Litmos by CallidusCloud

Being able to then recognize that revenue in accordance with rules outlined by finance teams, along with the ability to distribute revenue to appropriate business units and revenue centers ensure proper tracking as part of the training businesses P&L.

Figure 4: Revenue Recognition



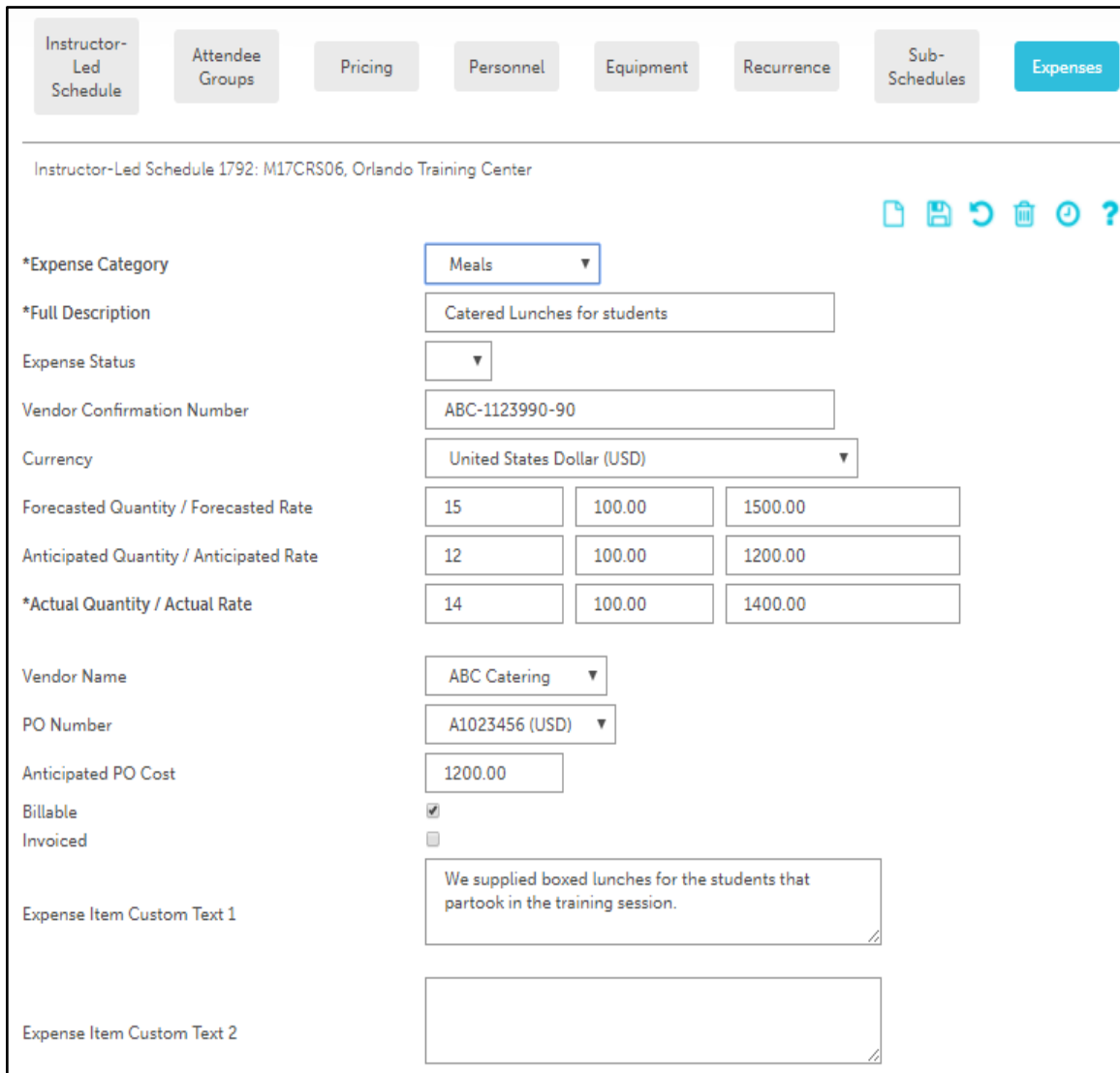
The screenshot displays the 'Revenue Recognition' configuration page. At the top, there are navigation tabs: Global Information, Pricing & Currency, Payment Method, Revenue Recognition (active), Revenue Centers, Business Units, Attendee Profile Field Order, and Payment Discounts. Below the tabs, there is a toolbar with icons for record management and a 'Record:4' indicator. The main form includes the following fields and options:

- Revenue recognition rule name*:** E-Learning
- Delivery Method*:** e-Learning
- Search filter definitions:** Five rows of filter definitions, each consisting of a dropdown menu, an 'Equals' operator, another dropdown menu, a 'Select List...' button, and an 'AND' connector.
- Revenue recognition for every month ends on:** Radio buttons for 'Last day of the month', 'Day 5 of month', and 'Last Friday of month'.
- Date used to recognize registration revenue:** Registration Date
- Enable amortization:** Checked checkbox.
- Amortization Frequency*:** Monthly
- Final recognition in:** Radio buttons for '12 Months', 'End of Year', and 'End of Access Duration'.

Source: Litmos by CallidusCloud

Lastly, being able to automate the tracking of event and vendor expenses, and then being able to leverage the Litmos Training Ops APIs to integrate this data into appropriate finance and ERP systems efficiently and in a streamlined fashion allows an organization to turn their training business into a profit center and have an impact on a company’s overall revenue and profit goals.

Figure 5: Expenses



Instructor-Led Schedule 1792: M17CRS06, Orlando Training Center

*Expense Category: Meals

*Full Description: Catered Lunches for students

Expense Status: [Dropdown]

Vendor Confirmation Number: ABC-1123990-90

Currency: United States Dollar (USD)

Forecasted Quantity / Forecasted Rate	15	100.00	1500.00
Anticipated Quantity / Anticipated Rate	12	100.00	1200.00
*Actual Quantity / Actual Rate	14	100.00	1400.00

Vendor Name: ABC Catering

PO Number: A1023456 (USD)

Anticipated PO Cost: 1200.00

Billable:

Invoiced:

Expense Item Custom Text 1: We supplied boxed lunches for the students that partook in the training session.

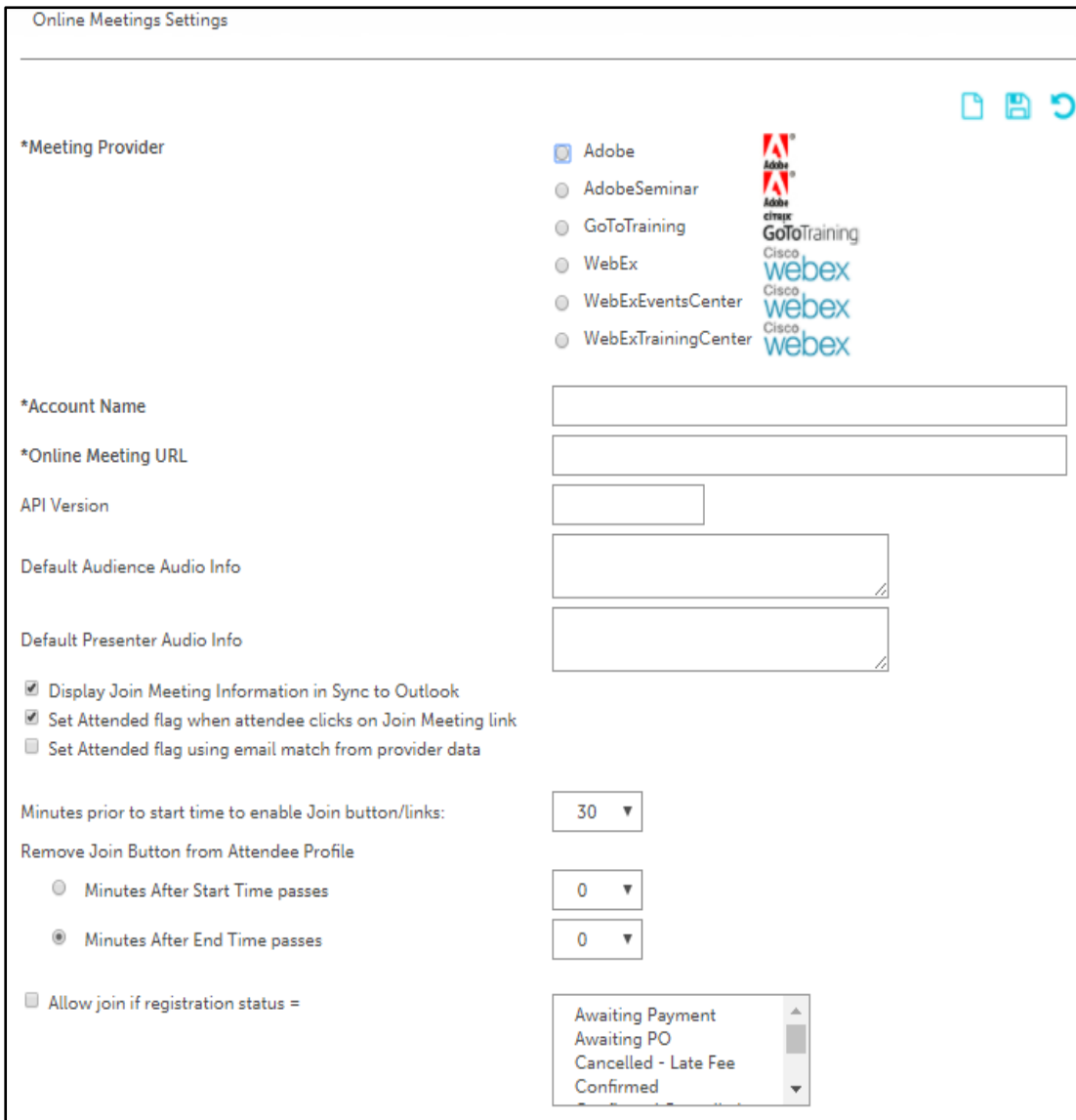
Expense Item Custom Text 2: [Empty]

Source: Litmos by CallidusCloud

Flexibility, customization, and integration

Litmos Training Ops has an industry-leading architecture that enables companies to fully customize the application. To support business processes, the product includes prepackaged integrations with numerous systems, and the product allows easy integration into a company's existing systems via application programming interfaces (APIs).

Figure 6: Online Meetings Settings



Online Meetings Settings

*Meeting Provider

- Adobe
- AdobeSeminar
- GoToTraining
- WebEx
- WebExEventsCenter
- WebExTrainingCenter

*Account Name

*Online Meeting URL

API Version

Default Audience Audio Info

Default Presenter Audio Info

- Display Join Meeting Information in Sync to Outlook
- Set Attended flag when attendee clicks on Join Meeting link
- Set Attended flag using email match from provider data

Minutes prior to start time to enable Join button/links: 30

Remove Join Button from Attendee Profile

- Minutes After Start Time passes: 0
- Minutes After End Time passes: 0

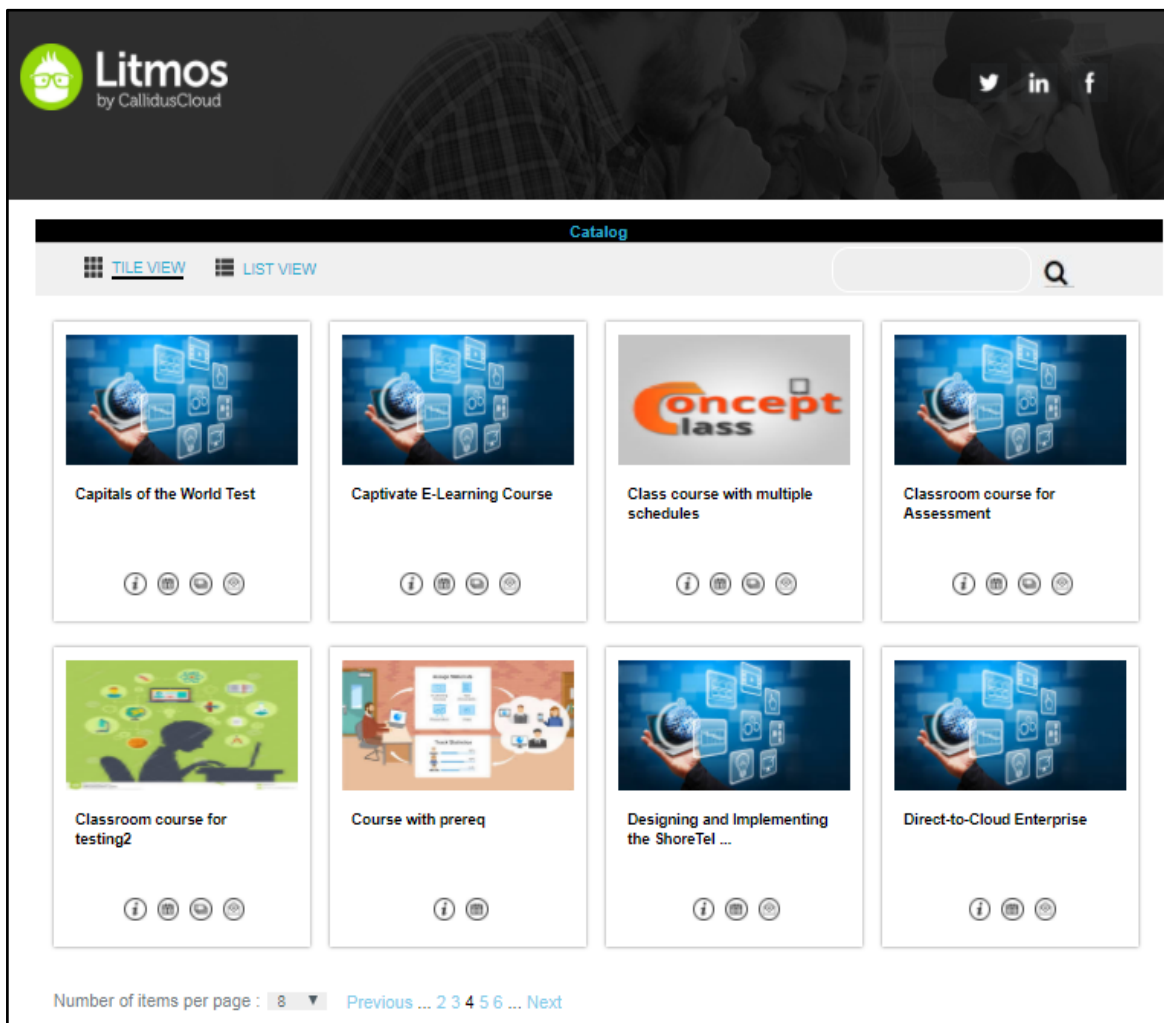
Allow join if registration status =

- Awaiting Payment
- Awaiting PO
- Cancelled - Late Fee
- Confirmed

Source: Litmos by CallidusCloud

With Litmos Training Ops, organizations can create multiple brands to display catalog, look and feel, and languages by product, region or any parameter that the business wants. Training Ops also makes it easier to manage multiple brands and courses assigned to those brands through a master brand account that links all the brands together for easier maintenance. Multi-brand management is very helpful to create dedicated sites for customers, employees and partners that can also be easily managed. The system will automatically serve up the right catalog items according to the user's identified brand. In addition, the system allows configuration-based customization, which removes the burden of coding from our customers.

Figure 7: English language brand for company Litmos



Source: Litmos by CallidusCloud

Figure 8: Spanish Language brand for company Litmos



Source: Litmos by CallidusCloud

Pricing model

In a world of pricing based on the number of users or active logins, Litmos Training Ops has a unique registration-based pricing model that incorporates a base platform price. This pricing model removes the worry of fluctuations if users log in multiple times or of steep pricing per user. It builds trust that we align our pricing to our customers' success. We want our customers to be successful. We want them to have more registrations with optimal class utilization. Pricing tiers based on the number of registrations ensure that as registrations increase, our customers' tiers shield them from unreasonable price hikes.

Market positioning and approach

Litmos Training Ops automates the management training programs with cloud-based services that are available 24/7. Integrating with business processes and back-end financial systems, making everything from course scheduling and payments to revenue recognition — fast, accurate, localized and easy to manage. Litmos Training Ops is for those organizations that run external training as a business and looking to:

- Automate and Streamline Training Processes
- Reduce Administration Costs and Expenses
- Improve Overall Program Efficiency
- Accelerate Revenue Gains
- Ability to Metric and Measure Impact on Profits
- Improve Customer Satisfaction, Retention and Product Adoption
- Scalable Platform
- Go Live in 30 days

Expansion

This is huge for the European market. Litmos is now available from our collocated German data center that conforms to all the EU data privacy laws and keeps our customers data in Europe.

Client service approach

We have completely redone our client service approach resulting in almost 50-75% reduction in implementation time and four times increase in number of projects served. Our personnel have deep domain expertise and an average tenure of more than eight years, and they bring a rich combination of reusable packages, proven implementation success, and industry best practices to their engagements. Together, the customer success team and the professional services team provide an end to end full service solution including but not limited to product implementation, best practice consulting, branding and customizations, system integrations and comprehensive reporting solutions.



Unique Differentiators

Litmos Training Ops stands out among its competitors with several unique differentiators:

Platform Features

Interface customizations such as unique site-branding, modular design that allows adding functionality as needed, configurable student-facing views (course catalog, student portal, search functionality, etc.), API support for portal and backend system integrations, customizable macro-driven communications, customizable email look and feel, automated acknowledgements, confirmations, and reminders.

Figure 9: Configurable Modules and Add-ins

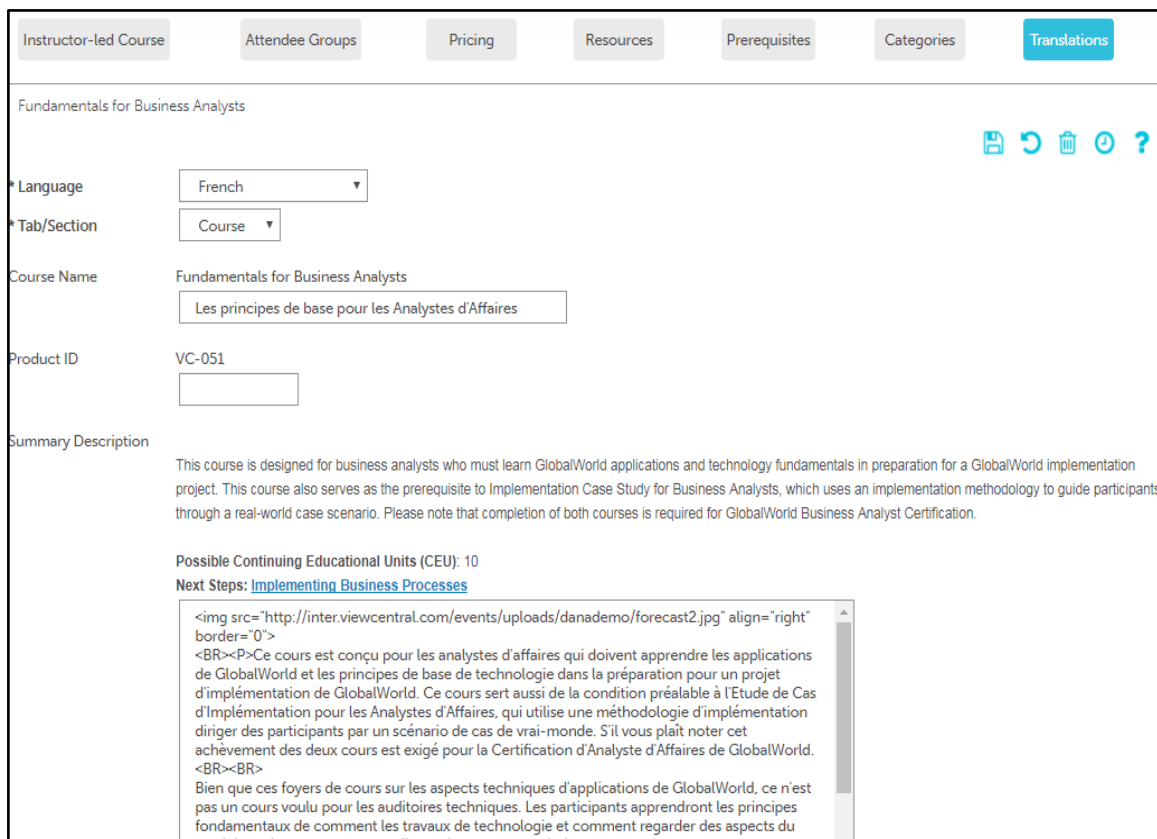
Applications	
Instructor-led/Conference	<input checked="" type="checkbox"/>
e-Learning	<input checked="" type="checkbox"/>
Live e-Learning	<input checked="" type="checkbox"/>
Replay	<input checked="" type="checkbox"/>
Subscription	<input checked="" type="checkbox"/>
Bundle	<input checked="" type="checkbox"/>
Add Ins	
AdobeOnlineMeeting	<input checked="" type="checkbox"/>
AdobeSeminar	<input checked="" type="checkbox"/>
Badgeville	<input checked="" type="checkbox"/>
Bundle	<input checked="" type="checkbox"/>
Certification	<input checked="" type="checkbox"/>
ClassMarker	<input checked="" type="checkbox"/>
E-Commerce	<input checked="" type="checkbox"/>
Equipment	<input checked="" type="checkbox"/>
ErpAutoloader	<input type="checkbox"/>
GoToTraining	<input checked="" type="checkbox"/>
HPIntegration	<input type="checkbox"/>
Import Registration	<input checked="" type="checkbox"/>
Internationalization	<input checked="" type="checkbox"/>
LitmosContent	<input checked="" type="checkbox"/>
Manager	<input checked="" type="checkbox"/>
prerequisites	<input checked="" type="checkbox"/>
QuestionMark	<input checked="" type="checkbox"/>
Replay	<input checked="" type="checkbox"/>
SFDCIntegration	<input checked="" type="checkbox"/>
Subscription	<input checked="" type="checkbox"/>
Tax	<input checked="" type="checkbox"/>
Vendor Cost Tracking	<input checked="" type="checkbox"/>

Source: Litmos by CallidusCloud

Think Global Act Local

Additionally, Litmos Training Ops supports internationalization such as localized branding for student sites, 24 languages and 100+ currencies, localized pricing and taxation, location-specific revenue recognition rules, and specific payment methods for specific countries.

Figure 10: Translation of course information which will be available in the appropriate localized brand



The screenshot shows the 'Translations' tab for a course titled 'Fundamentals for Business Analysts'. The interface includes several fields for localization:

- Language:** A dropdown menu set to 'French'.
- Tab/Section:** A dropdown menu set to 'Course'.
- Course Name:** A text input field containing 'Les principes de base pour les Analystes d'Affaires'.
- Product ID:** A text input field containing 'VC-051'.
- Summary Description:** A text area containing the following text:

This course is designed for business analysts who must learn GlobalWorld applications and technology fundamentals in preparation for a GlobalWorld implementation project. This course also serves as the prerequisite to Implementation Case Study for Business Analysts, which uses an implementation methodology to guide participants through a real-world case scenario. Please note that completion of both courses is required for GlobalWorld Business Analyst Certification.

Possible Continuing Educational Units (CEU): 10

Next Steps: [Implementing Business Processes](#)

<P>Ce cours est conçu pour les analystes d'affaires qui doivent apprendre les applications de GlobalWorld et les principes de base de technologie dans la préparation pour un projet d'implémentation de GlobalWorld. Ce cours sert aussi de la condition préalable à l'Etude de Cas d'Implémentation pour les Analystes d'Affaires, qui utilise une méthodologie d'implémentation diriger des participants par un scénario de cas de vrai-monde. S'il vous plaît noter cet achèvement des deux cours est exigé pour la Certification d'Analyste d'Affaires de GlobalWorld.

Bien que ces foyers de cours sur les aspects techniques d'applications de GlobalWorld, ce n'est pas un cours voulu pour les auditoires techniques. Les participants apprendront les principes fondamentaux de comment les travaux de technologie et comment regarder des aspects du produit, mais pas comment appliquer des aspects techniques.

Source: Litmos by CallidusCloud

Blended Training Environment

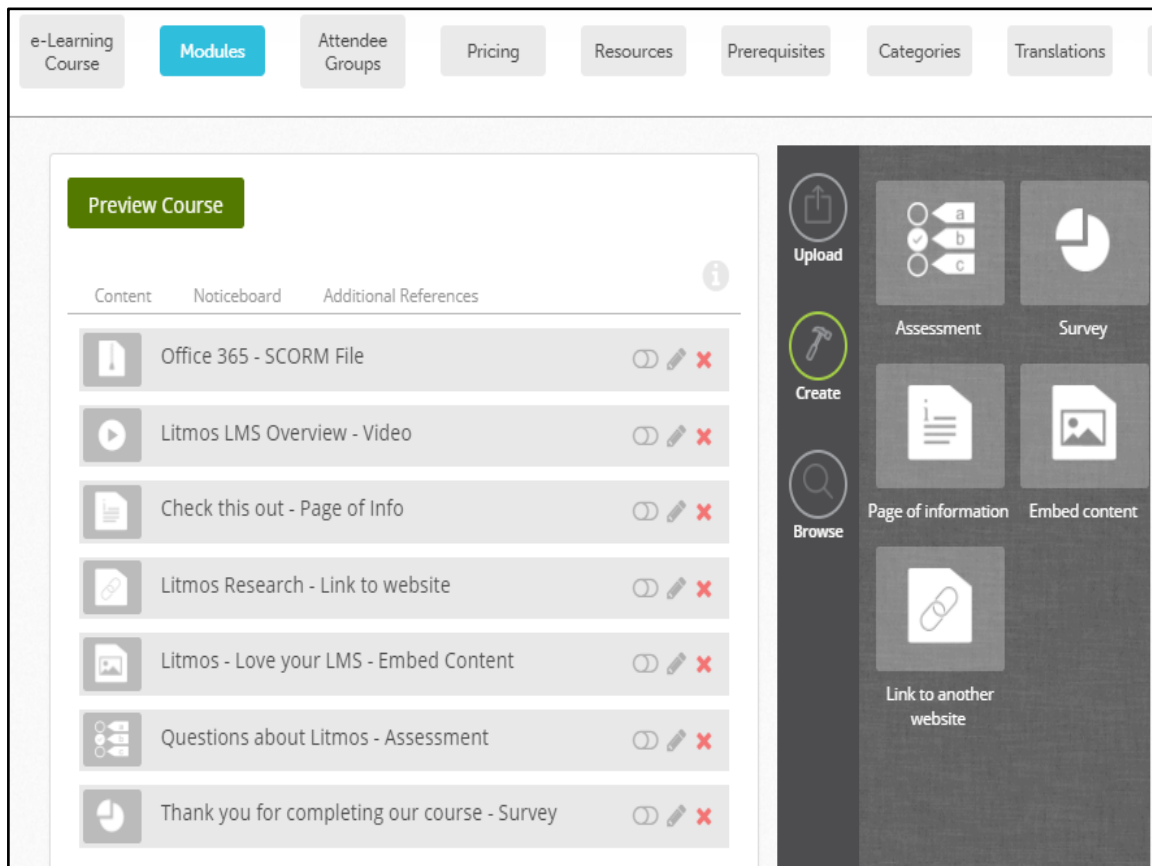
Litmos Training Ops supports multiple delivery methods including Instructor-led (ILT) classroom, virtual classroom, eLearning, on-demand classroom, and web-conference recordings. With each of these delivery methods, Litmos Training Ops is unique and sets us apart from the competition in the following way:

All methods include automated course creation, scheduling, and removal; automated waitlists and cancellation; class and vendor expense tracking; individual and group registration; instructor scheduling and conflict checking; payments and ecommerce; revenue centers; setting recurring schedules; and share course information across delivery methods.

Modular Course Creation

Litmos Training Ops eLearning is unique in that courses can be built in a modular fashion to include SCORM, video, assessments, surveys, links to other websites and page of information.

Figure 11: Modular built eLearning Course

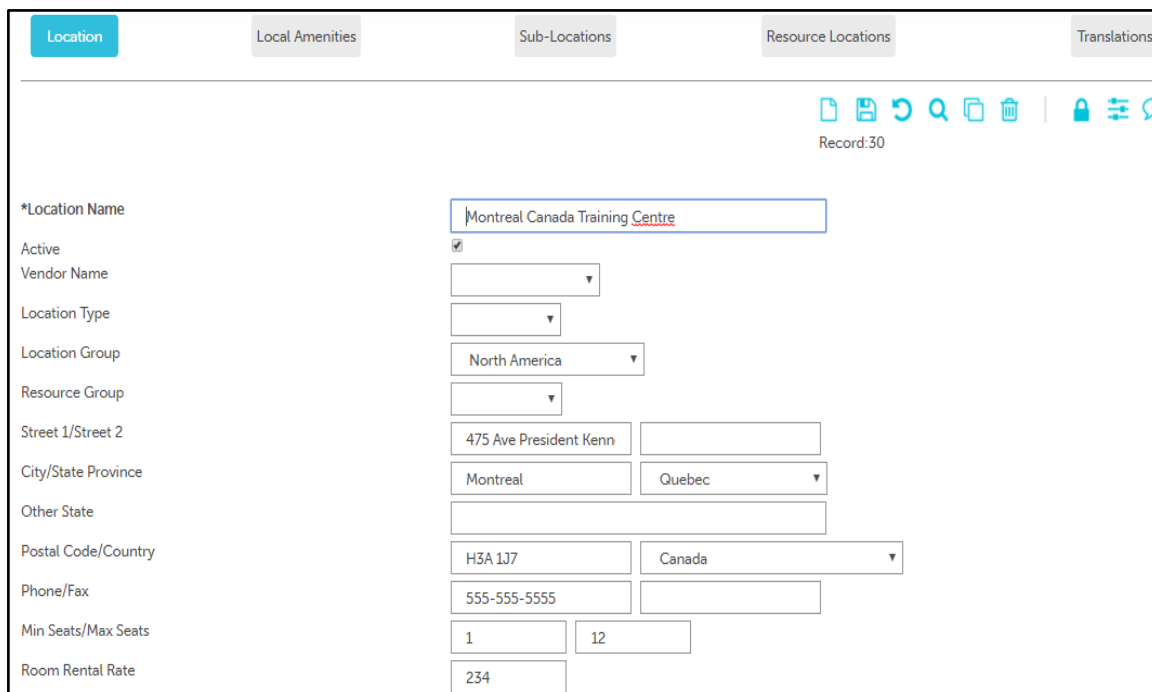


Source: Litmos by CallidusCloud

Scheduling and Conflict Management

For classroom-based courses, Litmos Training ops includes the ability to track facility schedules and conflict checking, equipment scheduling and conflict checking, local amenities including hotels and parking, pooled seating, and includes support for private, on-site classes.

Figure 12: Facility Definition including amenities, equipment/resources available, and sub-locations



The screenshot shows a web form for defining a facility. The form is titled 'Location' and includes several tabs: 'Location', 'Local Amenities', 'Sub-Locations', 'Resource Locations', and 'Translations'. The 'Location' tab is active. The form contains the following fields and values:

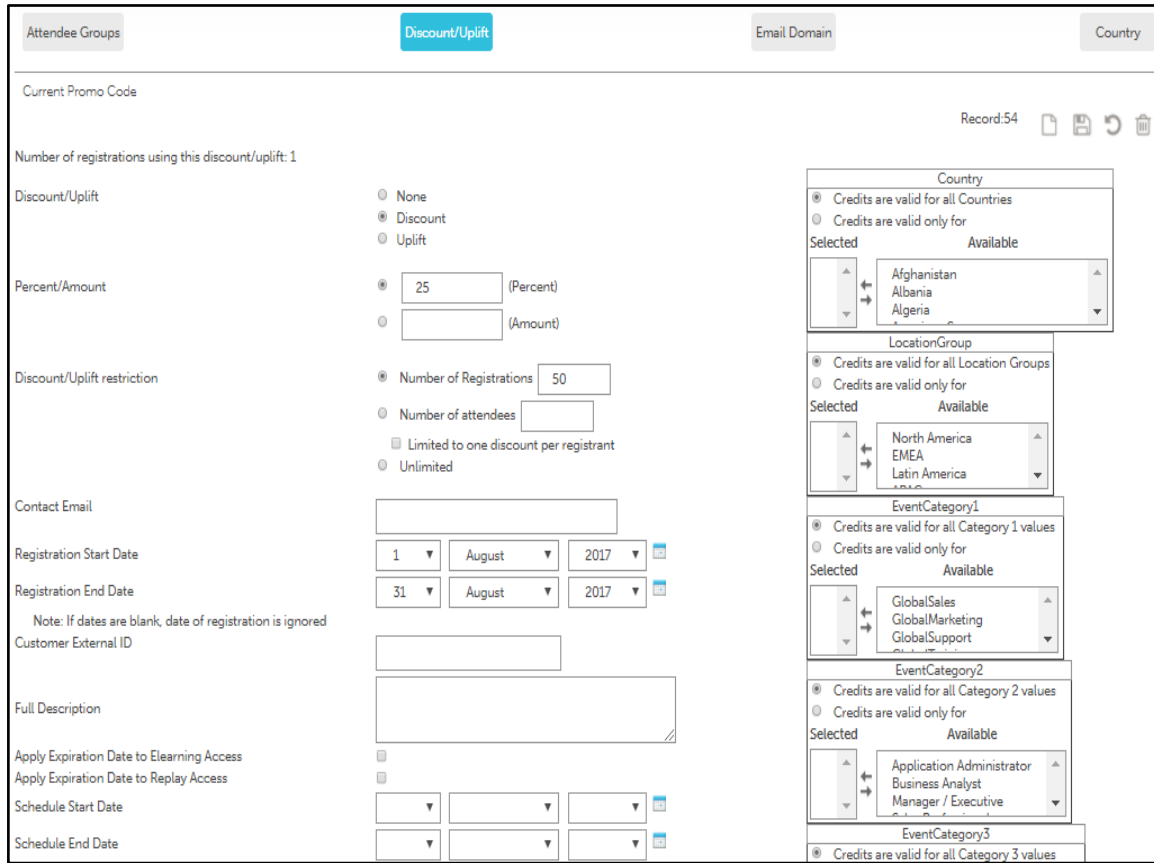
Field	Value
*Location Name	Montreal Canada Training Centre
Active	<input checked="" type="checkbox"/>
Vendor Name	[Dropdown]
Location Type	[Dropdown]
Location Group	North America
Resource Group	[Dropdown]
Street 1/Street 2	475 Ave President Kenn
City/State Province	Montreal, Quebec
Other State	[Text]
Postal Code/Country	H3A 1J7, Canada
Phone/Fax	555-555-5555
Min Seats/Max Seats	1, 12
Room Rental Rate	234

Source: Litmos by CallidusCloud

Pricing, Payments, Revenue

Litmos Training Ops is unique in that it offers more than simply adding a price to the course offering. Litmos Training Ops includes best-in-class eCommerce solution integrated with the top payment processing vendors, global account-based and / or targeted course-specific discounting, and multiple pricing scenarios including early bird discounts, multiple currency support, and multiple price items.

Figure 13: Attendee Groups allow for global account-based and/or targeted course-specific discounting



Source: Litmos by CallidusCloud

Training Credits and Vouchers

Additionally, Litmos Training Ops has implemented a concept of pre-paid training management which allows for training credits to be easily bundled as part of a larger product sale and allow a customer to spread credits across a number of courses for a number of students. What this allows for is tracking of training credits or monetary funds, assignment of credit values to courses, credit/monetary fund usage tracking, credit/monetary fund expiration management, restrict credits by multiple options, such as geographic location, date range, class type, etc.

Figure 14: Pre-Paid Credits allow for training credits to be used to purchase courses by students

Pre-Paid Credit Settings
Pre-Paid Monetary Settings

- Purchase Credits disabled
- Credit Key screen optional
- Always display Credit Key screen
- Include Purchase Credits as a payment method

*** If you chose purchase credits as a payment method, click **Save** on this screen, and then open the Scheduling and Registration Options screen to confirm that purchase credits are highlighted there as a payment method.

[Click to open the Scheduling and Registration Options screen.](#)

- Dual display of currency and credits
- Use Unique Identifier for imports
- Automatically send acknowledgement email when importing Purchase Credits
- Automatically set payment received checkbox on registration
- Set registration cost to zero when paid by Purchase Credit
- Hide Navigation on Purchase Credits Access Key Screen
- Apply discounts and uplifts to Purchase Credits

Note: If discount is 100%, it will be applied to Purchase Credit

- Disable changing of the key value after initial save
- Start Date Required
- End Date Required

Display Selected sections on Credit screen:

Selected	↔	Available
Location Group Business Unit Country Delivery Method Category 5	↔	Category 1 Category 2 Category 3 Category 4 Category 6

*Key Length Min

*Key Length Max

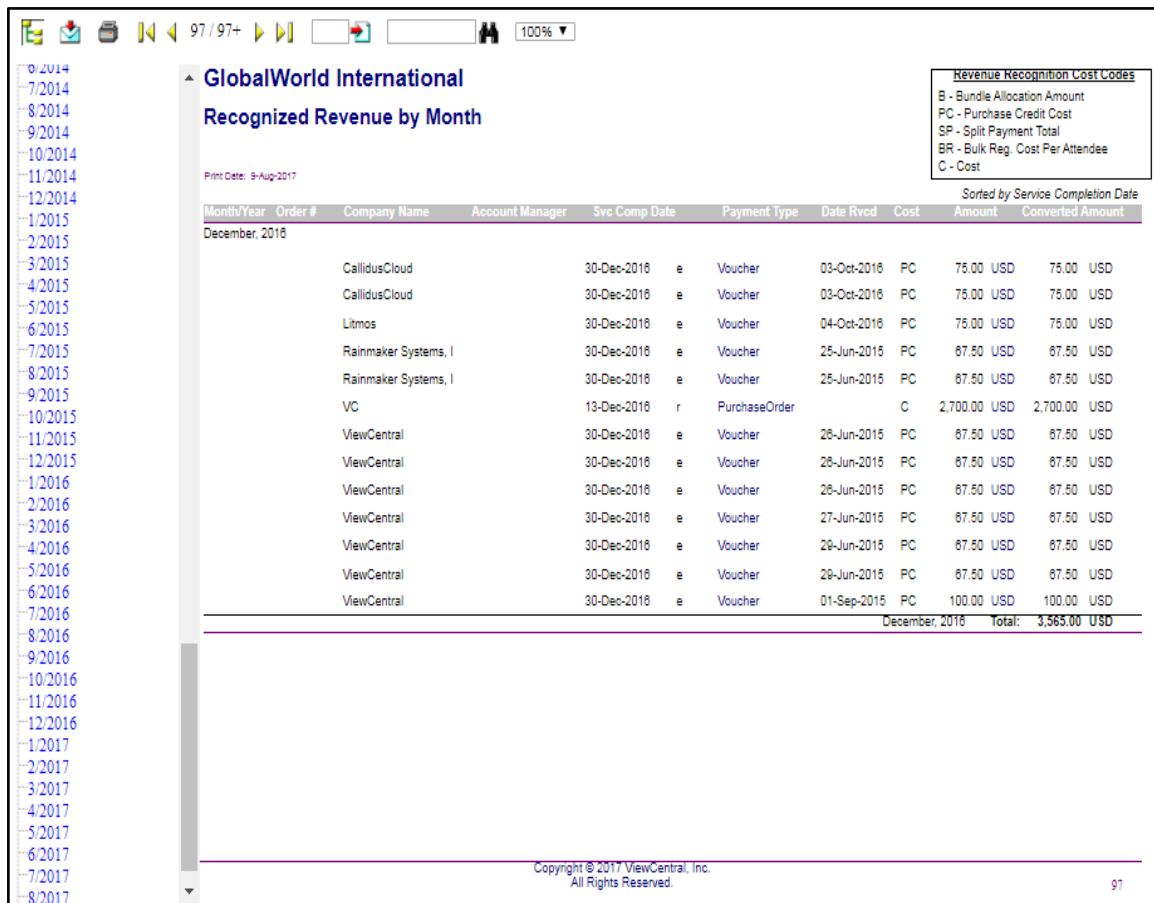
Credit Key Prefix (Prefix is not included in key length Min/Max)

Source: Litmos by CallidusCloud

Revenue Recognition

Track and report on revenue recognition using the rules provided by the finance team. Litmos Training Ops separates itself from the competition with its advanced revenue recognition functionality. This functionality includes revenue recognition rules for different delivery methods, locations etc., revenue allocation for bundles, amortization, automated rule-based processing, and revenue centers.

Figure 15: “Recognized” Revenue report available in Litmos Training Ops



GlobalWorld International
Recognized Revenue by Month
Print Date: 5-Aug-2017

Month/Year	Order #	Company Name	Account Manager	Svc Comp Date	Payment Type	Date Rcvd	Cost	Amount	Converted Amount
December, 2016									
		CallidusCloud		30-Dec-2016	e Voucher	03-Oct-2016	PC	75.00 USD	75.00 USD
		CallidusCloud		30-Dec-2016	e Voucher	03-Oct-2016	PC	75.00 USD	75.00 USD
		Litmos		30-Dec-2016	e Voucher	04-Oct-2016	PC	75.00 USD	75.00 USD
		Rainmaker Systems, I		30-Dec-2016	e Voucher	25-Jun-2015	PC	67.50 USD	67.50 USD
		Rainmaker Systems, I		30-Dec-2016	e Voucher	25-Jun-2015	PC	67.50 USD	67.50 USD
		VC		13-Dec-2016	r PurchaseOrder		C	2,700.00 USD	2,700.00 USD
		ViewCentral		30-Dec-2016	e Voucher	26-Jun-2015	PC	67.50 USD	67.50 USD
		ViewCentral		30-Dec-2016	e Voucher	26-Jun-2015	PC	67.50 USD	67.50 USD
		ViewCentral		30-Dec-2016	e Voucher	26-Jun-2015	PC	67.50 USD	67.50 USD
		ViewCentral		30-Dec-2016	e Voucher	27-Jun-2015	PC	67.50 USD	67.50 USD
		ViewCentral		30-Dec-2016	e Voucher	29-Jun-2015	PC	67.50 USD	67.50 USD
		ViewCentral		30-Dec-2016	e Voucher	29-Jun-2015	PC	67.50 USD	67.50 USD
		ViewCentral		30-Dec-2016	e Voucher	01-Sep-2015	PC	100.00 USD	100.00 USD
								December, 2016	Total: 3,565.00 USD

Revenue Recognition Cost Codes:
B - Bundle Allocation Amount
PC - Purchase Credit Cost
SP - Split Payment Total
BR - Bulk Reg. Cost Per Attendee
C - Cost

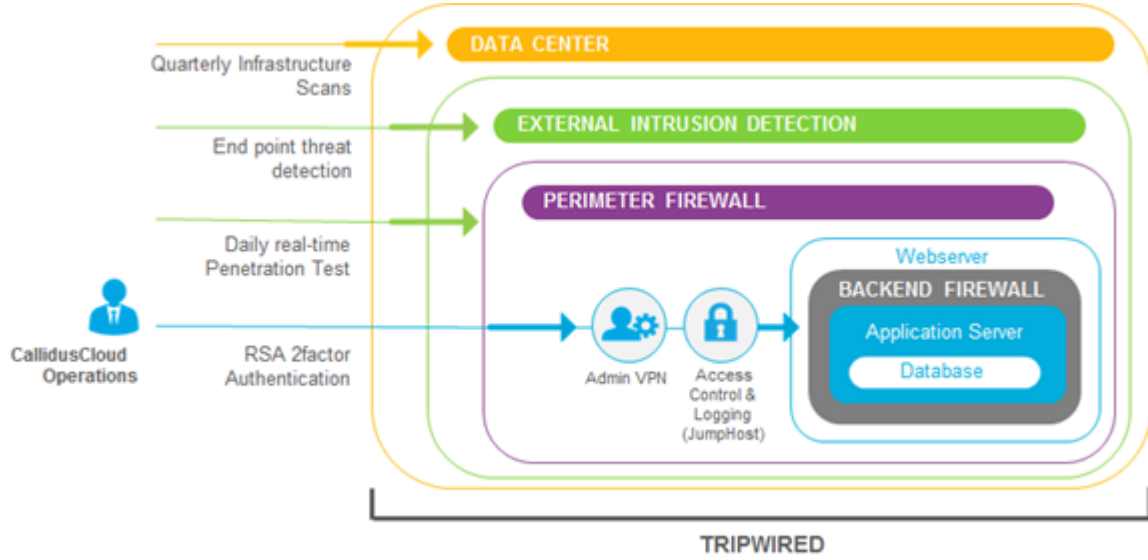
Sorted by Service Completion Date

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Source: Litmos by CallidusCloud

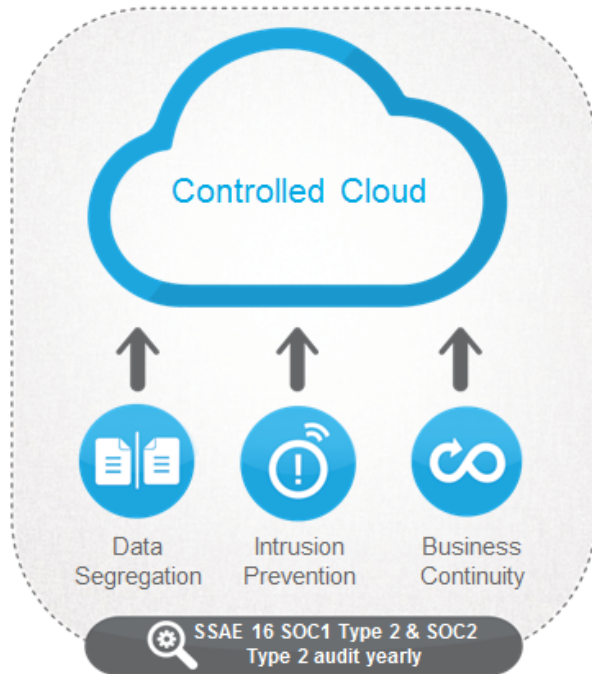
Unparalleled security & scale—strictest data-security certifications, data-at-rest and data-in-transit encryption, two-factor authentication, role-based application security, mirrored data centers, and world class backup and recovery process

Figure 16: Defense-in-depth



Source: Litmos by CallidusCloud

Figure 17: Controlled Cloud



Source: Litmos by CallidusCloud

Stability—are a division of a \$1.6B public cloud company, with financial strength, stability and resources.

Innovation—platform continually wins awards, has bullet proof security and viewed as an innovator and disruptor in the domain, driving higher adoption, completion rates and results than anything else out there.

Global Scale—a true global footprint with 1,100+ employees and thousands of deployments across 190 geographies, 24 languages and over 5 million users.

Measurable Results

Case-Study: Efficient Management of a Training Business leads to New Education Revenue Streams

A global leader in infrastructure and business intelligence software focused on empowering enterprise customers with the ability to act on information in real time for competitive advantage. But that advantage demands IT expertise, especially in the face of continually evolving data center technologies. To ensure that users, customers, and partners get up and running fast and continue to get the most out of its solutions, they sought a learning management solution that would help it deliver online education as a services offering.

“We used Siebel Learning for several years, but found it difficult to build our own custom class schedule and add the shopping cart functionality that would help us monetize the offering,” says the vice president of global education. “To support our vision of online training, we needed to pair the ability to host eLearning modules and live virtual classroom training with comprehensive payment and discount capabilities as well as the reporting needed to track student progress through our system.”

Switching to intuitive, hosted learning management

The company ultimately chose Litmos Training Ops Learning Management System (LMS) to support its eLearning and virtual training offerings. As a web-based solution, Litmos Training Ops would allow the company to offer its education services 24/7 online and on-demand—with no additional investment in hardware, software, maintenance or support. “With the Litmos Training Ops LMS, we were able to achieve our goals on all fronts—and since it was hosted, we didn’t have to deal with any servers in the data center during deployment. Today, it’s used internally by our staff and externally by our customers and

partners around the world for eLearning, live online training and knowledge assessments.”

With the Litmos Training Ops LMS, they gained the ability to quickly add and edit classes as well as use pricing promotions to capitalize on spikes in demand for certain education offerings. “With the easy editing and customization of the LMS, we streamlined our ability to get new classes to market sooner by enabling marketing and sales to update the course catalog and add discounts and promotions without IT intervention,” explains the vice president of global education.

Empowering users to boost training sales

The company also automates its online registration, links registrations with payment systems, and boosts cross-selling opportunities with the Litmos Training Ops LMS. “Previously, we had to manually enter registration data, which was time-consuming and hurt the customer experience. Now students can receive confirmation for a class instantly and their credit card is processed right away. Plus, intuitive search capabilities and suggested courses encourage self-help and higher overall attendance rates.”

Improving the learning experience with reporting and profiles

By enabling the company to track its users’ training history, the Litmos Training Ops LMS is allowing them to offer more personalized education experiences while offering innovative revenue streams to support the business. “Each student has a user account and can access a record of all the courses they have taken and certifications they have received, including data we migrated from our previous LMS. But Litmos Training Ops also allows us to generate additional revenue by offering dedicated students pre-purchased training credits, which are tracked through comprehensive, itemized reporting.”

The results

Following the initial deployment of the LMS in 2008, the company has seen its training business grow 15%. Currently, 25% of learning transactions are paid via credit card, providing faster revenue than purchase orders or check payments. The flexibility of Litmos Training Ops allows the company to continue to add new revenue streams, like its popular knowledge assessments which were delivered over 1,300 times in the past year. And the solution’s built-in automation has delivered operational advantages as well. “We eliminated many manual tasks and the errors that come from them,” says the vice

president of global education. “But we also grew the education business without expanding operations staff, allowing them to instead focus on customer service and new business opportunities.”

Additional customer benefits:

Coupa: Extended its learning environment to customers and partners, achieving tenfold growth in product certifications, and 300% increase in training adoption.

CPS-HR Consulting: Increased training audience to 15,000 users, returned 25 hours of productivity each month to training staff, and has experienced YoY growth in training revenues.

Aruba Networks: Increased 300% number of certifications with Litmos Training Ops.

Polycom: Doubled its registrations for Polycom University with Litmos Training Ops.

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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