

## Thought Industries Empowers Clients to Create and Manage Multi-Tenant Ecosystems

Thought Industries  
Best Advance in Emerging Learning Technology  
May 2018



### Company Background



Company At-a-Glance	
Headquarters	Boston, Mass., USA
Year Founded	2012
Revenue	Private company
Employees	40
Global Scale	North America, Europe, Australia
Customers/Output, etc.	150+ brands and customers
Industry	eLearning, Software & Technology
Website	<a href="http://www.thoughtindustries.com">www.thoughtindustries.com</a>

### Value Proposition

“Panorama,” a new set of functionalities available within Thought Industries’ Learning Business Platform™, enables companies to create and manage multiple online learning environments. Those “multi-tenant” environments can be branded, customized and seamlessly delivered to groups, departments or external businesses such as customers or partners from a single interface.

This innovation solves a very specific business problem for organizations seeking to create, manage and deliver online learning and training at scale inside and/or outside of the

organization but don't want the hassle of managing multiple disconnected technologies and websites. Panorama consolidates the required functions to deliver learning across the entire business ecosystem in a simple, intuitive and connected way.

Thought Industries' customers can leverage their central repository of learning content to provision, white-label and deliver it to multiple-partner organizations from a central domain. Previously, managing learning across the entire business ecosystem required multiple untethered systems and websites, making it a challenge to manage and scale.

With Panorama's multi-tenant capabilities, everything is managed from a single domain, with the ability to update content and propagate changes to all associated sites, groups, roles and cohorts.

Currently, Thought Industries' clients use Panorama in two distinct ways: The primary use case is licensing content to external business constituents, such as enterprise customers, partners, resellers, dealers and distributors for training, education, certification or onboarding. This type of use can be either monetized or used for ensuring extensions of the business operation are trained on products or services. Businesses on the receiving end can then sub-license to internal groups and departments based on permission sets granted by the primary "licensee."

The secondary-use case is more for internal employee training where employees need to be grouped by pre-defined criteria such as seniority, skill-level or department. Content can be delivered to those employees and managers can view upstream and downstream engagement data on progression, completion and performance.

For example, Innovative Educators, a provider of higher-education training and professional development, uses Panorama to license and deliver existing courseware and branded learning environments to multiple customers from a single domain.

## Product or Program Innovation

---

- **Rapid scalability.** Within Thought Industries' Learning Business Platform™, many core features required to deliver online learning are consolidated into one cloud-based interface. Examples include browser-based courses and content authoring tools, custom site/portal/page creation, commerce capabilities and 360-degree reporting across all facets of the learning operation. Panorama leverages those key features to enable businesses to quickly create or clone sites, white-label and customize the dedicated environment, select content and courseware from an existing repository of content and deliver the resources to relevant stakeholders.
- **Unparalleled flexibility.** Clients of Thought Industries' are using the feature in a variety of ways, ranging from internal-employee training to highly-complex licensing and sub-licensing models geared for monetization.
- **Streamlined content management.** Panorama features innovative content propagation capabilities; any time a "parent" course is updated, any associated or linked "child" courses are automatically updated in real-time.
  - For example, a single course is used across 50 different properties. Instead of manually updating each course 50 times, the "parent" course is updated once and the "child" courses are updated seamlessly.

## Unique Differentiators

---

### Multi-Tenant Management and Customization

The look and feel of each learning environment in Panorama can be completely customized without having to create an entirely new instance or domain URL. The multi-tenant delivery is managed from a single domain and each dedicated learning environment is hosted on a sub-domain.

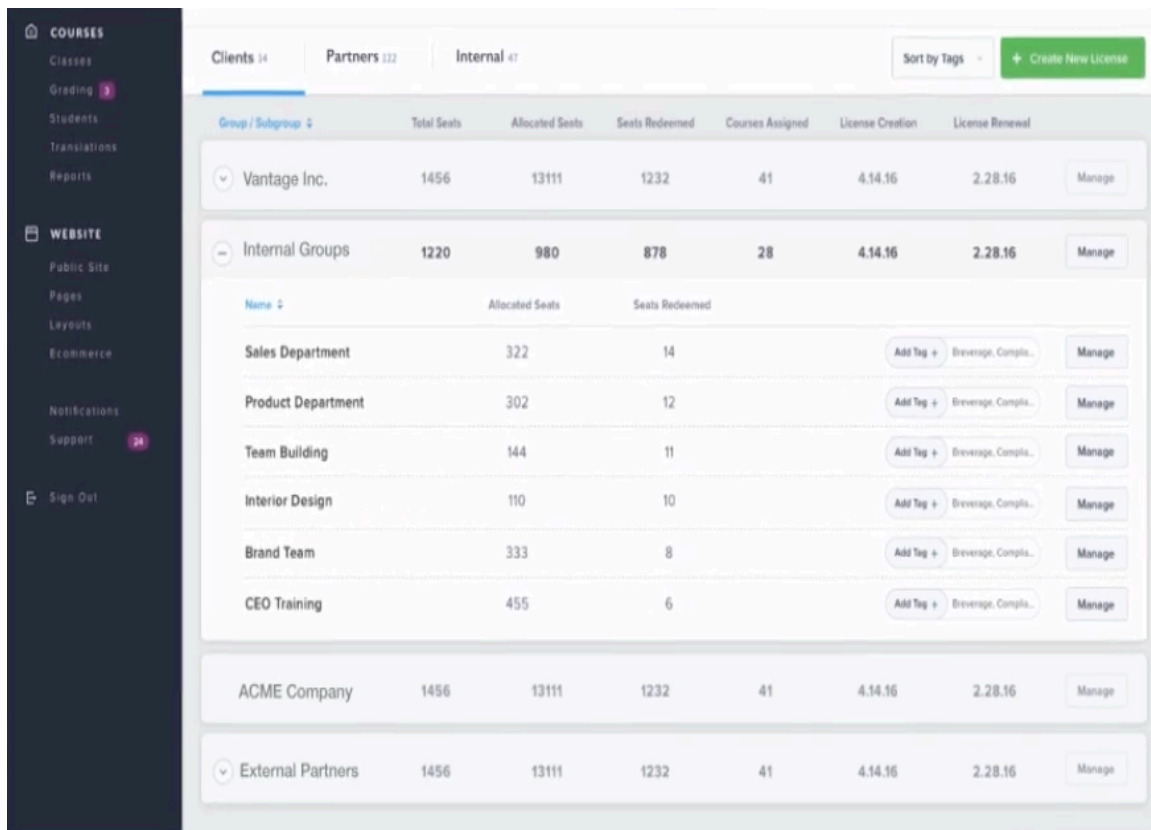
Everything from the logo, colors, fonts and layout can be customized to provide end-users a relevant experience taken with other related users.

### Content and Course Authoring

Within the Thought Industries' platform, web-based content authoring tools make creating and managing content much more efficient. Courseware created within the platform can be used for a variety of purposes.

Panorama taps into this capability by enabling access the pre-built content, packaging it and delivering it within the dedicated learning environments.

**Figure 1: Clients Page**



Group / Subgroup	Total Seats	Allocated Seats	Seats Redeemed	Courses Assigned	License Creation	License Renewal	Manage																																										
Vantage Inc.	1456	13111	1232	41	4.14.16	2.28.16	Manage																																										
Internal Groups	1220	980	878	28	4.14.16	2.28.16	Manage																																										
<table border="1"> <thead> <tr> <th>Name</th> <th>Allocated Seats</th> <th>Seats Redeemed</th> <th>Add Tag</th> <th>Beverage, Compl.</th> <th>Manage</th> </tr> </thead> <tbody> <tr> <td>Sales Department</td> <td>322</td> <td>14</td> <td>Add Tag</td> <td>Beverage, Compl.</td> <td>Manage</td> </tr> <tr> <td>Product Department</td> <td>302</td> <td>12</td> <td>Add Tag</td> <td>Beverage, Compl.</td> <td>Manage</td> </tr> <tr> <td>Team Building</td> <td>144</td> <td>11</td> <td>Add Tag</td> <td>Beverage, Compl.</td> <td>Manage</td> </tr> <tr> <td>Interior Design</td> <td>110</td> <td>10</td> <td>Add Tag</td> <td>Beverage, Compl.</td> <td>Manage</td> </tr> <tr> <td>Brand Team</td> <td>333</td> <td>8</td> <td>Add Tag</td> <td>Beverage, Compl.</td> <td>Manage</td> </tr> <tr> <td>CEO Training</td> <td>455</td> <td>6</td> <td>Add Tag</td> <td>Beverage, Compl.</td> <td>Manage</td> </tr> </tbody> </table>								Name	Allocated Seats	Seats Redeemed	Add Tag	Beverage, Compl.	Manage	Sales Department	322	14	Add Tag	Beverage, Compl.	Manage	Product Department	302	12	Add Tag	Beverage, Compl.	Manage	Team Building	144	11	Add Tag	Beverage, Compl.	Manage	Interior Design	110	10	Add Tag	Beverage, Compl.	Manage	Brand Team	333	8	Add Tag	Beverage, Compl.	Manage	CEO Training	455	6	Add Tag	Beverage, Compl.	Manage
Name	Allocated Seats	Seats Redeemed	Add Tag	Beverage, Compl.	Manage																																												
Sales Department	322	14	Add Tag	Beverage, Compl.	Manage																																												
Product Department	302	12	Add Tag	Beverage, Compl.	Manage																																												
Team Building	144	11	Add Tag	Beverage, Compl.	Manage																																												
Interior Design	110	10	Add Tag	Beverage, Compl.	Manage																																												
Brand Team	333	8	Add Tag	Beverage, Compl.	Manage																																												
CEO Training	455	6	Add Tag	Beverage, Compl.	Manage																																												
ACME Company	1456	13111	1232	41	4.14.16	2.28.16	Manage																																										
External Partners	1456	13111	1232	41	4.14.16	2.28.16	Manage																																										

Source: Thought Industries

## Pricing Structure

Each multi-tenant license can be priced, at scale, based on the needs of the client. Internal employee training is not a profit center for businesses, so that aspect is taken into account and Thought Industries offers significant discounts based on required usage.

For businesses that license content as part of a monetization strategy, Thought Industries' pricing model is considered case-by-case, depending on content, pricing and seats needed.



## **Measurable Result**

---

Panorama has been instrumental in helping organizations like Civiello Communications Group simultaneously reduce travel costs, improve accessibility and streamline content distribution from a single interface.

A large enterprise customer that provides research databases, eJournals, magazine subscriptions, eBooks and more uses Panorama to deliver relevant content at scale to business partners and end users.

Another Thought Industries' client, a process improvement leader for rapid cost reduction and business transformation strategies, leverages Panorama to package existing courseware to external businesses, so they can, in turn, train their internal employees on best practices across various business functions.

## 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.

### Inspiring a Better Workplace Experience

Our mission: Empower excellence in organizations around the world through our research and tools each and every day. At the core of our offerings is a Membership Program that combines research, benchmarking and unlimited access to data and analysts. The Membership Program offers insights and best practices to enable executives and practitioners to make the right decisions about people, processes, and systems, coalesced with analyst advisory services which aim to put the research into action in a way that is practical and efficient.

### Membership Offers Tailored Support

Our membership delivers much more than research. Membership provides you direct access to our seasoned team of thought leaders dedicated to your success, backed by a rich member community, and proactive support from our client services team.

### RESEARCH ACCESS & EVENTS

- Reports
- Case Studies, Frameworks & Tools
- DataNow® & TotalTech®
- Webinars and Research Spotlights
- Annual HCM Conference

### ADVISORY SUPPORT

- Ask the Expert
- 1 on 1 Consultations
- Research Briefings
- Benchmarking



## CLIENT SUCCESS PLAN

- Your Priorities
- Executive Sponsor
- Client Associate
- Monthly Meetings

## Strategic Consulting Offers Expert Solution Development

Our consulting draws on constantly updated research and hundreds of case studies from around the globe. We provide services that simplify and target efforts to produce business results.

## BENCHMARKING

- Competitive/Comparative
- Maturity Model
- Custom Research

## STRATEGY

- Business Case
- Planning
- Organization & Governance

## TECHNOLOGY SELECTION

- Vendor Selection
- Architecture Design
- Systems Evaluation

## DEVELOPMENT & INTEGRATION

- Program Design
- Assessment
- Survey
- Process Integration

For more information, contact us at [success@brandonhall.com](mailto:success@brandonhall.com).