

Thought Industries Simplifies How Businesses Deliver Online Learning

Thought Industries
Best Advance in Learning Management Technology
February 2018



Company Background

T H O U G H T I N D U S T R I E S

Company At-a-Glance	
Headquarters	Boston, Massachusetts
Year Founded	2012
Revenue	Confidential
Employees	40
Global Scale	North America, Europe, ASIA, Australia
Customers/Output, etc.	150+ Customers and Brands
Industry	eLearning, Software, Technology

Value Proposition

Problems Solved

The Thought Industries' Learning Business Platform™ takes an innovative approach to online learning technology by consolidating the functionality training that companies require to create, manage, and scale their learning businesses.

Historically, for-profit, online learning operations have had to build, source, integrate, and support multiple technologies such as course authoring, eCommerce, reporting, licensing, and front-end web development to deliver their learning products, services, and content to their customers.



These complex technology ecosystems are challenging to build, maintain, and scale, leaving organizations that should be focused on learning content creation and growth to deal with unnecessary technical administration.

The Thought Industries' Learning Business Platform™ solves these problems by providing a single, cloud-based platform with all the features necessary to run a modern learning business. Front-end website creation, robust browser-based course and content authoring tools, powerful monetization options, 360-degree reporting, seamless integrations, and much more are all part of the Learning Business Platform suite of features and capabilities.

For training companies, Thought Industries' Learning Business Platform™ also includes "Panorama," a new set of functionalities that enables businesses to create and manage multiple online learning environments (multi-tenant) which can be branded, customized, and seamlessly delivered to groups, departments, or external businesses such as customers or partners from a single interface.

This solves a very specific business problem for organizations needing to create, manage and deliver online learning and training at scale – both inside and outside of the organization – but don't want the hassle of having to manage multiple disconnected technologies and websites. "Panorama" consolidates all the required functions to deliver learning across the entire business ecosystem in a simple, intuitive and connected way.

Business Needs. By simplifying and consolidating these core components, businesses are now able to focus on sales, content creation, and growing their business. Training companies can outsource critical technical administration associated with managing and growing a learning business.

The Thought Industries' Learning Business Platform™ is used by some of the most complex and innovative training companies in the world, and is redefining the way businesses create, manage, and deliver online learning.

Client Examples. Penton Media, a leading provider of information services for over 20 million professionals, leverages the Thought Industries' Learning Business Platform™ to run multiple learning businesses spanning agriculture, the internet of things, natural food products, waste management, and more.



Product or Program Innovation

Completely Customizable

The Thought Industries' Learning Business Platform™ offers superior design and customization flexibility, enabling businesses to brand and white-label the entire learning experience to align with their corporate marketing standards.

Businesses can take advantage of drag-and-drop widgets to build custom page templates and populate with content, images, and promotions quickly. For more complex designs, businesses can utilize custom CSS & HTML to provide a more interactive experience for customers.

Consolidated Functionality

Thought Industries' Learning Business Platform™ consolidates all of the core features required to run a complex training business in one fully integrated solution. The vision for the platform, and Thought Industries is founded on a desire to enable our clients to create exceptional learner experiences that make a difference in outcomes and proficiency and provide everything else these organizations need to deploy and manage their learning delivery, monetization and integration.

Multi-tenant License Management

Thought Industries recently added a new set of functionalities to the platform called "Panorama." This powerful set of capabilities enables businesses to create and manage multiple online learning environments that can be branded, customized, and seamlessly delivered to groups, departments, or external businesses such as customers or partners from a single interface.

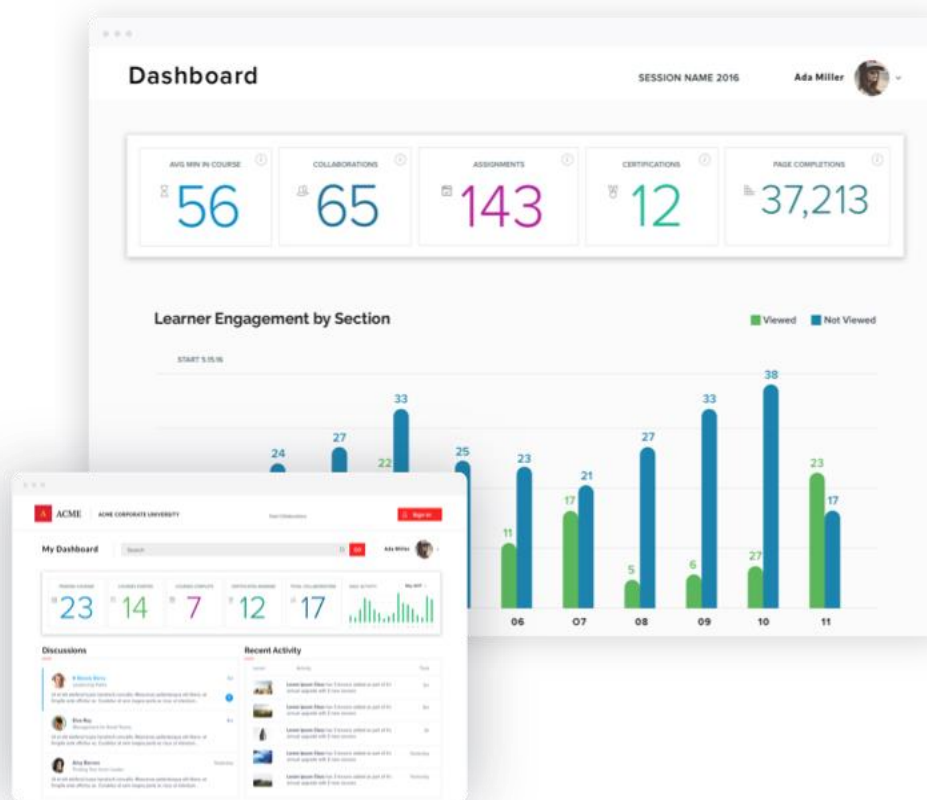
Thought Industries' customers can leverage their central repository of learning content and provision, white-label, and deliver it to multiple partner organizations from one central domain.

Previously, managing learning across the entire business ecosystem required multiple systems and websites which were untethered, making it a challenge to manage the entirety of the operation.

With Panorama's multi-tenant capabilities, everything is managed from a single domain, making content updates and changes seamlessly pushed out to all associated sites and courses much easier.

Unique Differentiators

Figure 1: Program Dashboard



Source: Thought Industries 2018

More than an LMS

With over 700 learning management systems and applications available in the market, Thought Industries has differentiated its product offering by being the “world’s first Learning Business Platform™.” The platform itself is “more than an LMS.” It comes with not only the typical learning management functionality, but also additional features and capabilities that companies can use to leverage the power of online learning throughout their business ecosystem.

Robust Monetization Options

For organizations focused on driving revenue, the Thought Industries’ Learning Business Platform™ provides the most robust set of monetization options available on the market today.



By leveraging integrated commerce and licensing capabilities, businesses can package, promote, and sell their online learning and training offerings with ease. The platform enables businesses to sell à la carte courses, time-based subscriptions, physical products, bundled courseware packages, and to license content to external organizations at scale.

Measurable Results

Thought Industries has a large enterprise customer, a leading provider of research databases, e-journals, magazines subscriptions, eBooks, and more in the information services industry. This customer is using the Thought Industries' Learning Business Platform™ and its Panorama functionality to deliver their relevant content at scale to their business partners and end users.

Another Thought Industries customer, a process improvement leader for rapid cost reduction and business transformation strategies, is currently leveraging the Thought Industries' Learning Business Platform™ to package existing courseware to external businesses, so they can train their internal employees on leading practices across various business functions.

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