



# Solution Provider Profile

## Geenio Limited

April 2018

### Company Background



Company At-a-Glance	
<b>Name of Product/Modules Offered</b>	Geenio
<b>Headquarters</b>	15 Dimitriou Karatasou Street, Anastasio Building, 6th Floor, Office 601, 2024 Strovolos, Nicosia, Cyprus
<b>Year Founded</b>	2012
<b>Number of Employees</b>	50
<b>Revenue</b>	\$5-10M
<b>Market Focus (e.g., SMB, Enterprise)</b>	SMB (focus), Enterprise
<b>Key Industry Verticals</b>	Retail, IT Companies, Startups, Business Consulting, Design Agencies
<b>Geographic Coverage</b>	EMEA (35%), AMER (40%), LATAM (15%), APAC (10%)
<b>Top Ten Customers</b>	Home Credit India, America's Veterans United, My English Republic, AH Beard, Agency for Strategic Initiatives, Finsolutia,



	Dental Marketing and Management Group, Promotora Ambiental, Visma, Ideenhaus
<b>Total Users (Cloud)</b>	210,000 est.
<b>Total Users (On-premise)</b>	Approximately 29,000
<b>Pricing range per user</b>	\$4–\$24 per user, per year
<b>Website</b>	<a href="https://geen.io">https://geen.io</a>

## Product Overview

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Geenio is an all-in-one web-based application that allows users to create interactive online courses without instructional design skills. The platform provides a combination of an LMS, talent management and course authoring toolkit. Its major differentiation from the competition is its unique visual course builder that lets users plan course structures in an intuitive and visual manner. Tools include Chat, Media Lesson, and built-in YouTube and Google Images search, which make Geenio perfect for medium-sized companies seeking to implement eLearning with minimal effort.

## The Analyst's Perspective

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Geenio describes itself well by stating that the platform is a full-cycle learning system. Its modern look and feel provide the ability to effortlessly develop and deploy courses. The platform truly takes an organization end-to-end through the learning process by providing tools to create, deploy and track learning.

The course developer is easy to use and lets an organization manage learning paths, see an overview of all course pages and, with a unique workflow process, handle the development of learning paths with just a touch of a button. The platform has a built-in page editor which offers total flexibility to build any type of course and incorporate any level of interactivity. The courses are native to mobile devices. The user and group management capabilities have a very intuitive interface. Assigning groups or specific users



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to existing courses is simple and easy to do. The platform offers a complete assessment package and engine. Reporting and analytics tools are robust and can be configured to produce a variety of report formats. All this rich functionality coupled with the flexible rights and permissions capabilities, multiple domain configuration settings and branding options makes Geenio a great product to train employees and non-employees in any organizational setting.

*David Wentworth, Principal Learning Analyst  
Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst*

## About Brandon Hall Group

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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.

### 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).