

Saba Marketplace & Custom API Integration: Connect to Anything in Minutes

Saba Software
Best Advance in an Integrated Talent
Management Platform Technology
February 2017



Company Background



Company At-a-Glance	
Headquarters	2400 Bridge Parkway Redwood Shores, California 94065 United States
Year Founded	1997
Revenue	Private
Employees	710
Global Scale	Saba has more than 31 million users and 2,200 customers across 195 countries and 37 languages.
Customers/Output, etc.	Saba delivers a cloud-based intelligent integrated talent management solution used by leading organizations world-wide to hire, develop, engage, and inspire its people. With machine learning at its core, Saba Cloud offers proactive, personalized recommendations on candidates, connections and content to help employees and businesses lead and succeed. It is purpose-built on a highly scalable platform that exceeds industry security and reliability standards
Industry	Computer Software
Stock Symbol	N/A
Website	https://www.saba.com/us/

Value Proposition

Saba Cloud Marketplace and its extensive set of open APIs across each module in the unified Talent Management solution fundamentally extends the value, investment, and potential for customers and partners alike for its intelligent talent management platform. Both are significant extensions of its open Talent Management platform.

Saba Marketplace for Drag and Drop integration. Saba Marketplace is the industry's easiest way to connect Saba to the content and industry applications each business uses to deliver on their unique learning and talent programs. With drag and drop simplicity, any solution on the Saba Marketplace is just a click away from connecting.

Significant Marketplace benefits include:

- Browse, select, and load captivating learning content directly into learning catalogues.
- Streamline compliance and other processes with data synched across HRIS, CRM, Talent, and Learning Management systems.
- Speed hiring by uncovering and screening dozens of qualified candidates.
- Increase the reach and completions of learning programs by connecting your company's web conferencing provider directly to Saba Cloud.

APIs for Microapps. Saba's set of more than 500 APIs (and growing with each release) and its Software Development Kit allows partners and customers alike to deliver on-brand experiences within their Saba Cloud instances by developing their own microapps.

Microapps help extend a defined set of enterprise application functionality and transactions that is specific to a user's role and requirements. Many Saba partners and customers have built their own microapps to save hours of administrative time and effort. Saba also continues to refine the developer experience to make it easier for organizations to build these purpose-built tools.

Product or Program Innovation

One of the largest breakthroughs for Saba Cloud Marketplace is its API integration capabilities. It connects to anything. Saba Marketplace enables companies to get information from other systems into Saba Cloud – faster and more efficiently than any other talent management system. When data is exchanged smoothly, especially when the setup is this fast, employees are more productive and efficient.

Saba offers a very extensive and rich set of APIs that enables customers to meet their business needs. Saba continues to add new APIs to the library – more than 500 and growing – with every release of Saba cloud to meet new customer requirements, as well as to enhance the existing library by adding new resources as REST APIs.

These APIs includes the core foundation objects of Saba Platform that are required to use any module in Saba. These are the basic constructs of the Saba platform like people, organization, location, Job Profile, and Security Roles.

- **Learning.** Learning APIs include all the learning resources/objects available in Saba platform that are used by the customers to integrate with various downstream systems like external catalogs, registration systems, developing custom learning interfaces, and e-commerce systems that offers learning to consumers. Apart from the typical resource APIs these also includes workflow APIs like enrolling a learner, creating orders in the system.
- **Performance.** Saba customers can integrate goals, competency, and review cycles with external systems. Please refer to appendix A for a complete list.
- **Content.** Content APIs are designed to create or retrieve content from the content repository. These APIs can be used to create SCORM, AICC, TinCan, or non-standard content in Saba, and can be used to retrieve and play the content in external players. Please refer to appendix A for a complete list.
- **Recruiting.** Customers can create Job requirements from that are present in other external systems in Saba by using the recruiting APIs and also can retrieve the job requirements and integrate with other systems.

Additionally, the simplicity of the Marketplace makes it a breakthrough for Saba customers. Until now, connecting disparate systems has been a time-consuming and complex proposition.

Saba Marketplace, with its drag-and-drop functionality, radically simplifies the process of connecting third-party applications and services to Saba Cloud. Browse through dozens of applications, services, content, and system connectors. Then drag the new application or service and drop it into your Saba Cloud.

For some applications, delivery options and map data fields between systems can be fine-tuned with Marketplace's point-and-click user interface. Saba Marketplace not only accelerates deployment; Saba Cloud customers also can quickly respond to shifting business needs.

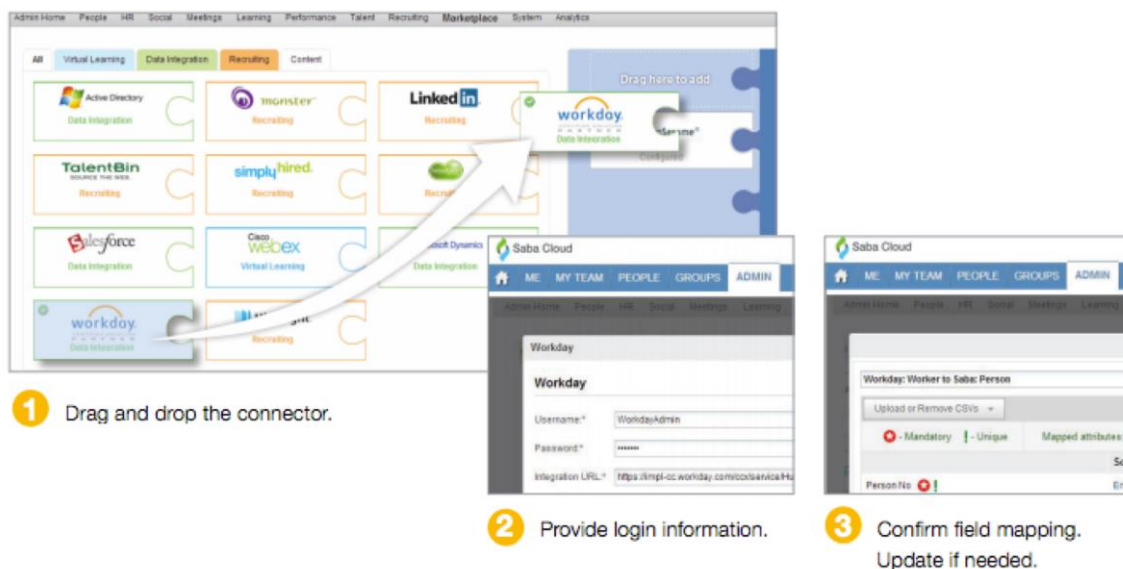
Unique Differentiators

Saba Cloud Marketplace is unique and differs from competing products. It is:

- Tested, pre-configured connectors for system integration, job boards, screening services, learning content, virtual classroom, and microapps.
- Simple, three-step integration process.
- Audience control for microapps.

Figure 1: Expand the Talent Ecosystem in Three Easy Steps

Expand your talent ecosystem in three easy steps.



Source: Saba Software 2016

Measurable Result

Who

Autodesk, a multinational software corporation that makes software for the architecture, engineering, construction, manufacturing, media, and entertainment industries, leveraged Saba Cloud Marketplace to help them gain access to learning and training content whether on premises or from the cloud worldwide.

Problem

Autodesk employs more than 10,000 people worldwide, and powers quantum-leap futuristic innovations. Given the company's size and scale, it is challenged with building

and delivering the right training and development to maintain relationships internally and among its sales partners. That is Autodesk’s learning and development professionals’ challenge across their organization.

Solution

Saba Cloud Marketplace offers a set of tested, preconfigured connectors that help Autodesk users access the Saba Cloud as a gateway to HRIS, CRM, job boards, screening services, and the latest learning content in minutes.

The Saba Cloud Marketplace is a key component of Saba’s Intelligent Talent Platform that connects Saba Cloud to third-party applications and resources in addition to the enablement of customers to build Microapps with Saba’s APIs customizing their very own Saba cloud to meet their brand and immediate business needs.

Within 18 months, the Autodesk team drove not only a successful migration to Saba Cloud, they also transformed the sales development program for over 3,000 sales employees and 15,000-person partner ecosystem. With this success, the organization decided to migrate the entire company, including the remaining 7,000 Autodesk internal employees, to the Saba Cloud.

Figure 2: Saba API List

Saba API List				
Foundation	Learning	Performance	Recruiting	Content
Facility	Certification/Curriculum	Goal	Job-requisition	Content Inventory
Location		Competency		Content Folder
Job Family	Course	Review Cycle		Core Services
Job Type	Delivery Mode	Review		
Position	Enrollment			
Roles	Class			
Audience Type	Transcript			
Currency	Purchase Order			
Currency	Training Unit			
Exchange Rate	Training Unit			
Competency	Agreement			
Organization	Attendance			
Note	Learning Event			
Attachment	Order			
Security Domain	Subscription			
Security Role	Subscription Order			
Timezone	Category			
SmartList	Field Of Study			
	Session Template			

Source: Saba Software 2016

Conclusion

Autodesk has more than 100 combinations of software solutions globally to help the world's designers create better, cooler products and solutions. That said, Autodesk needed a system that is nimble, functions seamlessly global, and available across various industries from manufacturing to media and entertainment audiences. For Autodesk, Saba does this better than anyone else – helping to serve Autodesk's global audience with its 150+ APIs.

Additionally, Autodesk's business demands required a flexible platform that supports configurability – anything the company threw at it. To meet the needs of its customers, Autodesk is undergoing a shift in how it delivers its solutions, moving 100 types of solutions to a cloud-based subscription model. With that change, the business had to transform its sales and channel partner model as well, with a learning strategy to help ensure that cultural shift.

To support that amount of change, in 2014, Autodesk extended its enterprise sales and partner learning and development from Saba's hosted solution to Saba Cloud, to power more collaboration as they advanced a new selling model. The learning technology teams from Saba and Autodesk partnered to migrate from Autodesk's Saba Enterprise Cloud LMS to Saba Cloud.

In February, 2015, the migration was completed successfully leading to a 50% reduction in LMS-related Help Desk support cases, dozens of new system capabilities, and a much happier user base.

Several large-scale learning initiatives have also been successfully rolled out to the extended sales and partner teams since the Saba Cloud migration, several of which have positively impacted knowledge, skills, and abilities of the sales staff.

Saba Marketplace enables Autodesk to roll out large-scale training programs to global employee and partner audiences. The company saw an extensive engagement/ migration last year that exceeded its business expectations; Autodesk uses certifications with its partner audience, and the migration brought out several intense technical challenges that required collaboration between Saba and Autodesk. The Saba Marketplace and API integration: Any challenges that came up during the migration were quickly resolved, leading to a successful project and impact.

The positive experience with Saba in the sales organization, within months of launch, Autodesk's HR department chose to divest in their existing LMS solution and on-board



the rest of the organization to Saba, making it the official enterprise-wide LMS for Autodesk.

Intrigued by Saba Cloud's powerful collaborative, mobile and social foundation, the Autodesk tech training team was excited to dive in and push the Saba Solution to accomplish consumer-grade experiences. One example is the sales development Blackbelt program that lays out the on-brand, video-enhanced learning paths for each level of sales development, compiling a list of wins for each participant as they hit key milestones.

Training pages the team developed in Saba include embedded videos, links to courses, and scrolling lists of achievers at each level. The team also made it easy for the sales team to video record themselves giving a pitch, and upload it for review. Now at Autodesk, the learning plans are laid out by week with easy-to-follow checklists tracking training components in and outside of Saba.

Autodesk is making certification level development irresistible, thanks to the Saba Cloud Marketplace.



About Brandon Hall Group

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