Docebo Allows Limitless Learner Experience Configuration with No Coding Skills Required

Docebo
Best Advance in Learning Management Technology
April 2019

Company Background

Headquarters	Toronto, Ontario
Year Founded	2005
Employees	240
Global Scale (Regions that you operate in or provide services to)	Docebo has five operations offices located in Europe (Milan, Italy, and London, UK), the Unites States (Atlanta, Georgia), Canada (Toronto, Ontario), and the UAE (Dubai). Docebo also has resellers worldwide, is used in more than 80 countries and offered in 40 languages.
Customers/Output, etc. (Key customers and services offered)	Some of Docebo's most well-known collaborations include Netflix, Starbucks, Thomson Reuters, Bloomberg, Uber and Hubspot. Docebo offers a learner-centric ecosystem for companies and their employees, partners and customers that supports social and formal learning.
Industry	Software
Website	www.docebo.com

Value Proposition

Docebo's value proposition rests on a few core principles. Docebo focuses on continuous innovation to provide an unparalleled learner-centric experience that combines formal, informal and social learning to meet the needs of all corporate training audiences. Docebo is focused on creating unparalleled learning experiences while also making the administration of organizations learning and development strategies easy to manage with flawless and simple to operate intuitive user interfaces.

Continuously Innovating to Provide Cutting-Edge Functionality

The Problem

The pace of innovation is increasingly rapid in the business world. Learning technology providers must be committed to an iterative process, accepting that what was exciting or "good enough" last year is not going to cut it this year and may seem positively ancient as soon as one year later. In addition, learning technology must also address the evolving needs of the learner. Unfortunately, many of the traditional learning management vendors have not kept up with either the pace of innovation or the evolution of learner requirements, leading to frustration. As one new client in the technology industry explained the problem that led them to purchase Docebo: "We felt as though our former learning technology provider was holding us back."

The Solution

Docebo is committed to providing a product that meets the needs of today's companies and their learners. Docebo regularly solicits feedback from customers, analysts and other industry experts to stay on top of the challenges and solutions that the market requires. By partnering with industry leaders to create the technology integrations that learning and development professionals desire and by adopting a continuous release process to ensure that new functionality is made available to its clients on an ongoing basis, Docebo allows companies to grow with it over time and consistently leverage learning technology that's new and exciting. This approach means that the investment that customers make in Docebo continues to pay dividends over time. Over the past year, that investment paid off through innovations in Docebo Pages, Mobile and an enhanced content marketplace.

Docebo constantly is looking for ways to provide technology that encourages and enhances the innovation of its customers. As one of Docebo's customer puts it: "With the

functionality in Docebo, [the customer] is prioritizing the creation of more micro-learning and on-demand course training going forward. There are many courses that still need to be adapted to a mobile environment as well." Docebo is committed to creating a platform where the creativity of its customers can be limitless. With Docebo's advances in 2018 in its technology, the company has offered a new way for L&D professionals to create exciting yet simple learning experiences for their organizations that are engaging and easy to use.

**Enhancing the Learner Experience, Promoting Learner Autonomy
and Admin Functionality and Customization**

The Problem

Many traditional learning management systems are primarily focused on delivering very structured, formal training programs. While there is a place for this type of corporate training and Docebo can excel in the delivery of such programs, formal learning approaches can make it difficult for learners to access information at the point of need. Additionally, traditional LMS providers are delivered pre-made and leave little opportunity for flexibility and creativity for either the administrator or the learner.

The Solution

Docebo's approach to learning management offers the best of both worlds, making it simple to deliver those structure formal learning programs with the Docebo Learn module, while also supporting the gathering and sharing of knowledge capital throughout an organization with Docebo Coach and Share. Docebo has taken its approach even further by providing its customers with enhanced customization abilities through Docebo pages, opportunities to untether learners through the Docebo Mobile app and advancements in learner autonomy with the content marketplace. To be an effective learning technology partner, Docebo believes it must continue to innovate within its platform to facilitate and support the natural way that people access information and learn within an organization.

With the future always in view, Docebo looks for solutions that feel consistent from the technologies that learners use in their day-to-day lives. One of its customers spoke to the seamless user experience offered by Docebo. "The employees within our company are used to modern interfaces on platforms like YouTube and Vemeo," says **Patrick Veehoff**, head of learning and development at Swisscom Enterprise Customers. "For us, it is

important to offer our learners a user experience that is modern and up to date, and that is exactly what Docebo is offering."

Addressing the Needs of Multiple Audiences with One Solution

The Problem

Many learning professionals have multiple target audiences for their training materials. These audiences and their needs vary, from new employees requiring onboarding and existing employees that need compliance training or ongoing development to external audiences like partners who need to be trained on how to sell the product and even customers who need to be trained how to use the product. Multiple solutions for multiple problems can be expensive and can quickly lead to headaches, especially when some training content is shared across groups and creates unnecessary duplication of efforts and huge challenges when it comes to tracking and reporting.

The Solution

Docebo enables companies to address the needs of multiple audiences with one learning management solution, thus simplifying administration, aligning all training efforts and reducing total cost of ownership. Docebo's many integrations, from its eCommerce functionality to its web conferencing partners, fit extremely well with the needs of extended enterprise training and make it easy to deliver learning programs to customers, partners, prospects and resellers. Customers can employ different domains, security mechanisms and branding and look-and-feel settings to ensure the end-user experience is smooth and on-brand. According to Mike DellaCamera, an instructional designer at Thermo Fisher Scientific: "Our instance supports over 10,000 users with multiple domains, and Docebo handles all of this seamlessly."

Docebo continues to innovate on with eCommerce through their last product release.

The update allowed its customers to manage one-time course bundle purchases by using any payment gateway and enhancing the opportunity for content partners by way of: reporting on learning content sales by partner, managing discounts and account for referrals and providing a simplified viewing widget through the Docebo Pages update called My Transactions, making it easier than ever to get a quick and easy glance at the revenue being generated through Docebo.

Product or Program Innovation

Docebo Pages

The Problem

Every organization has different needs when configuring their learning platform to reach their own business goals and diverse audiences. A platform that is perfect for one business may be unsuitable for another. This is one of the reasons why there are more than 500 LMS offerings in the market that is growing every day.

However, organizations don't want to configure, use and maintain different platforms for different audiences.

Furthermore, the need to support new audiences with dissimilar requirements may come at any time as new business pressures and initiatives build up. Organizations don't want to spend a fortune in-house coding their platform's user experience where maintenance and scale are an ever-mounting challenge.

The Solution

Working closely with customers over the years, Docebo has seen organizations express the need for configuration to target their user's individualized way of learning. Docebo has seen some of its customer making very configured changes to promote further engagement. Docebo Pages addresses the need to seamlessly adapt to evolving learning needs and effectively providing new ways of engaging and keeping learners coming back for more.

With Pages, LMS admins have a completely new way to design their users' experience end to end, with no coding required, by composing pages using drag-and-drop widgets as building blocks and by creating different menus for each audience.

A wide selection of widgets and the ability to assign a specific navigation path to each group of users provide limitless configuration power for LMS admins that translates into exceptional learning experiences for learners. Pages is a major contribution to the goal of making learning experiences more personalized for your learners. Learners today are used to simplified functionality like drag-and-drop, Docebo has brought that same seamless interactivity and ease to use to the L&D industry.

Pages also provides admins the ability to control page and menu visibility for all their unique audiences with different needs and learning styles. With Pages, admins can assign a specific navigation path to each their groups of users that have different needs and learning styles. This enhanced functionality translates into a more-seamless and easy-to-

use learning experience for any audience of learners. Docebo Pages allows admins to control the visibility of menus and pages by organizational chart nodes, cross-hierarchy groups and different user levels.

Admins are easily able to preview the final result of their Pages creation at the click of a button, check everything over and go live with their interfaces with a high level of ease. Designing pages is easy to do and is able to be done without training or reading manuals. Admins can easily insert a widget, arrange the page by dragging and dropping blocks, preview the result, make adjustments, confirm and save. Previews use sample data so admins can preview the new page's look and feel with no need to have the entire platform already filled with actual learner data.

Docebo Mobile

The Problem

Modern learners just won't use old, clunky apps with interfaces that make courses nearly impossible to take on a mobile device. They are used to seamless mobile experiences exemplified by the top consumer apps on the market and they expect more intuitive functionality than a simple "hit next" course button.

Learners have shown they really do want the opportunity to learn and they need a mobile app that works flawlessly wherever they are and not only doesn't interfere with a good learning experience, but makes it even better. Do that and they will want to avidly come back for more. Docebo has recognized that do this, it cannot refurbish old tech or only play catch up. Docebo needed to redesign it, invest on it and be serious about it — and that's exactly what it's done.

The Solution

The new mobile learning experience, fully native to iOS and Android, allows admins and learners to experience the full power of their Docebo learning platform on the go with an easy-to-use and intuitive functionality.

Docebo's decision to adopt a new technology that enables designed experiences that are impossible with traditional mobile tech did not come without sizable resources, among them a major investment and new team solely dedicated to mobile. Rather than update its existing mobile app, Docebo built its new model from the ground up, designing an entirely new and advanced tool for the modern learner and L&D professional.

With Docebo's social learning platform, Coach & Share, and the enhanced power of the new mobile app, learners can capture, upload and share content such as videos and images on the spot and share them across their organization. The app, combined with Docebo's social learning technologies, means that learning on the go can be seamless and help to contribute knowledge capital to the entire organization.

In addition, the new mobile tech stack makes it easy to build functionality on top of it, creating mobile features that use existing desktop features, except with a radically different experience. The mobile app allows learners to take their learning offline, as well with immediate updates to their desktop experience and admin dashboards the second their back online.

Docebo Content Marketplace

A two-faceted approach to top-shelf off-the-shelf eLearning content, Docebo's eLearning Content Marketplace allows L&D administrators and their learners to access, browse and purchase business and professional courses from content providers within the Docebo eLearning platform.

Purchasing and delivering high-quality eLearning content is easier than ever before. Docebo's Content Marketplace encourages learner autonomy, reduces the time spent on administrative functions and improves speed-to-deployment of training materials.

Enhance Learner Autonomy

Docebo's Content Marketplace debunks the capabilities of a standard eLearning platform, in which content is assigned on an admin-only basis.

On the flip side, the Docebo Content Marketplace encourages learner autonomy by allowing learners to pick and choose eLearning materials that satisfy both personal and professional interests.

Find New Great Content for Learners to Enjoy

L&D administrators can select courses relative to the organization's needs and distribute them to learners by inserting them into courses and learning plans.

The content marketplace integration comes at no additional cost to Docebo customers and their learners, who will only need to purchase or subscribe to courses and bundles within LinkedIn Learning, Lynda, OpenSesame and Skills to enjoy their content. The focus of the product innovation is on allowing Docebo's administrators wider access to content,

and with enhancements in AI in 2019, admins will have content recommended at a more-regular basis and with far more accuracy as the platform learns more about their learners.

Docebo Artificial Intelligence

In September 2018, Docebo released its first step toward becoming a full-fledged AI learning platform.

The Problem

Learning platforms have stagnated and relied too heavily on admins to operate the menial tasks that can be done in the backend of their systems through machine learning technology.

The Solution

Enhanced Global Search

- Powered by machine learning, Docebo's AI will deeply analyze learning content of any nature, including the analysis of long-form video at any length, to understand keywords and categorize and serve content seamlessly to users for never-before-seen just-in-time learning opportunities — all within the flow of work.

Auto-Tagging

- Docebo's AI will deeply analyze learning content of any nature, including the analysis of long-form video (of any length), identify keywords and easily create up to 10 tags automatically. Auto-tagging assists in categorizing learning content and improving its searchability, making it easier for learners to uncover content (both traditional learning courses and user contributed learning assets) that's relevant to their interests and professional development. The functionality also helps L&D admins by eliminating administrative barriers related to content production and delivery, allowing them to place more focus on developing learning strategies that drive performance and revenue.

Invite-To-Watch

- When sharing an asset, invite-to-watch automatically produces a list of employees who liked or have shown interest in similar content, making it easier for users to share content with learners who will value it the most.

Unique Differentiators

Docebo is based on a pure SaaS/Cloud model. For its customers, this means:

- Low-risk investment.
- Rapid deployment.
- Unsurpassed security.
- Accessible 24/7 from anywhere and by anyone with a browser, including mobile devices.
- Easy to adapt to evolving needs.
- Flexible pricing.
- Lightning-fast product updates.
- Zero IT expenses for installation and maintenance.

Besides the advantages of being a native cloud system, Docebo differentiates itself in the market by offering the following unique benefits and capabilities:

Driven by Design

Designed to provide a learner-centric and intuitive experience, Docebo ensures ease of use and fast adoption for administrators and learners alike. The Docebo LMS received a complete facelift in 2017 with the release of Docebo 7.0, which featured a major UI/UX update. The advancements continued to go even further with an update to increasing frictionless user experiences for both learners and admins through Docebo Pages, Mobile and the Content Marketplace.

Complete Mobile Functionality through Mobile to Android and iOS App

Docebo puts learning on the go front-and-center with the mobile app. The mobile app was built by a dedicated team from the ground up to make learning seamless for all learners, regardless of their location. The app also allows for learners to seamlessly become content creator, making it easy to capture video and easily upload for the rest of the organization to view. The Docebo Mobile App elevates learners and develops them into subject-matter experts.

Cutting-Edge Functionality

Docebo is continuously advancing its learning technology, relentlessly researching new and innovative ways to solve customers' problems and releasing new learner-centric functionality through its new continuous release process.

Scalability

Without overwhelming users with too many features, Docebo lets businesses start small, while getting them up and running quickly for immediate impact. Businesses can seamlessly scale as their eLearning initiatives and enterprise needs evolve by simply turning on extensions and integrations within Docebo as they're required.

Combined Formal, Social and Experiential Learning

Docebo goes far beyond traditional LMSs by supporting learning as it happens in real life. With Docebo, employees are not only able to locate and connect with internal experts but also promote user-generated content and uncover hidden knowledge within the organization. With Docebo, employees are not only able to locate and connect with internal experts but also the exact content they need to improve both individual and team performance.

Extended Enterprise

While many LMSs are created primarily for the internal employee training audience, Docebo is designed to provide training for multiple audiences and can easily be extended to train partners, customers, prospects and association members.

Flexible Pricing

An unlimited number of users can be registered in Docebo, but customers only pay for those that who active and who use the platform within a given billing cycle.

30-plus Off-the-Shelf Integrations

These include integrations with video conferencing tools, content management systems, authoring tools, CRMs, social media and commerce sites. For integrations that do not come off the shelf, RESTful APIs can be used to integrate with any enterprise system.

Languages

Docebo is available in more than 30 languages off the shelf.

A Learner-Centric Approach to Skills and Competencies

The introduction of Docebo Perform empowers learning and development professionals to demonstrate and strengthen the link between learning and performance.

About Brandon Hall Group

Brandon Hall Group is an 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 25 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.