

Solution Provider Profile

WBT Systems Limited

January 2019

Company Background



Company At-a-Glance	
Name of Product	TopClass Learning Management System
Headquarters	Dublin, Ireland
Year Founded	1995
Number of Employees	45
Revenue	The company is profitable, debt free and has significant cash reserves. WBT is a private company and does not publish financial results.
Market Focus (e.g., SMB, Enterprise)	Associations, Extended Enterprise, Training Providers
Key Industry Verticals	All verticals
Geographic Coverage	North America, Europe, Australia
Top Customers	Navex Global, America's Health Insurance Plan (AHIP), American Institute of Chemical Engineers (AIChE), Mortgage Bankers Association, National Institute for Governmental Purchasing (NIGP), International Society for Pharmaceutical

	Engineering (ISPE), Society for Surgical Oncology, ICON plc, Miele, Gymnastics Australia
Total Users (Cloud)	Total users all implementations = 5.7million; Largest Cloud (SaaS, multi-tenant) implementation = 100,000 users
Total Users (On-premise)	Total users all implementations = 5.7million Largest on-premise implementation (behind the firewall) = 3.2 million users
Pricing range per user	Pricing is determined by several variables and is tailored to the requirements of each prospective client.
Web site	https://www.wbt systems.com

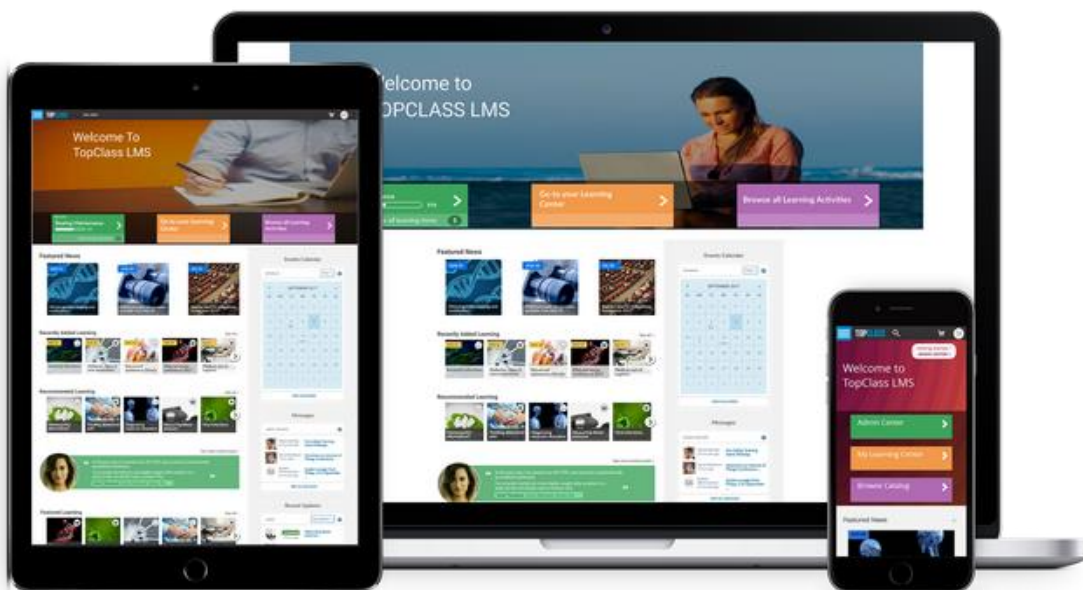
Business/Product Overview

WBT Systems develops the industry-leading TopClass LMS, named as the #1 Association Learning Management System in 2015, 2016, and 2017. More than just a learning platform, TopClass LMS offers connected, transformative professional development experiences for organizations that provide education and certification programs. With a single point of support from in-house integration experts, TopClass LMS easily integrates with a wide variety of systems to provide efficient administration and a unified learning experience. Our focus is to support associations and extended enterprise worldwide in using learning technology to help drive growth in membership, increase revenues, and enhance the learning experience.

TopClass LMS is a complete web-based solution for the efficient management, tracking, and certification of training. TopClass LMS is for organizations that provide training to a diverse range of users, including members, employees, partners, clients, and suppliers. With complex continuing education, compliance, or certification requirements, these organizations need a flexible, high-function learning platform to share knowledge and drive growth for their organizations.

TopClass manages online, instructor-led and blended training and comprises a catalog of training courses and products, a customizable user interface, a testing engine, notifications and alerts, an eCommerce engine, social learning, micro-credentials and digital badges, certification management, and the ability to create your own eLearning content. TopClass also enables the efficient management of events and facilities for in-person training. Turnkey integration bridges and single-sign-on solutions (developed in-house) are available for many of the most popular software solutions (including AMS, CRM, webinar, videoconferencing, online communities, payment gateways), making comprehensive system-wide data available for management reporting. With the release of TopClass LMS version 10.3, WBT Systems introduces a modern, user-friendly interface, enhanced social and collaborative learning features (which include embeddable learning widgets for online community platform), enhanced eCommerce and reporting functionality, and an extended suite of turnkey integrations (developed in-house) which include Zoom videoconferencing and webinar tool and Authorize.Net payment gateway.

Figure 1: TopClass LMS by WBT Systems



Source: WBT Systems

Figure 2: Enhanced Standard and Customizable Reporting



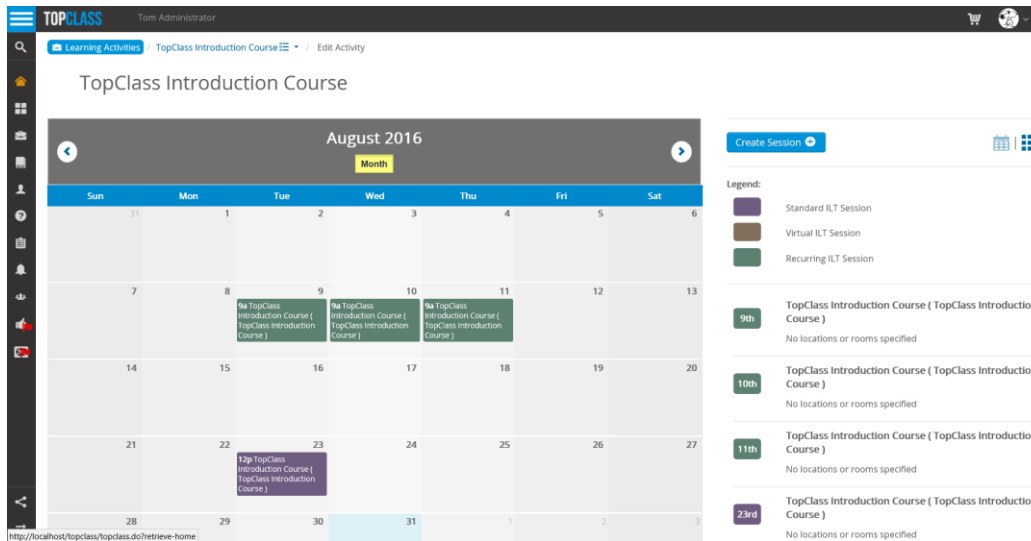
Source: WBT Systems

Figure 3: Customizable Certificate Design Screen



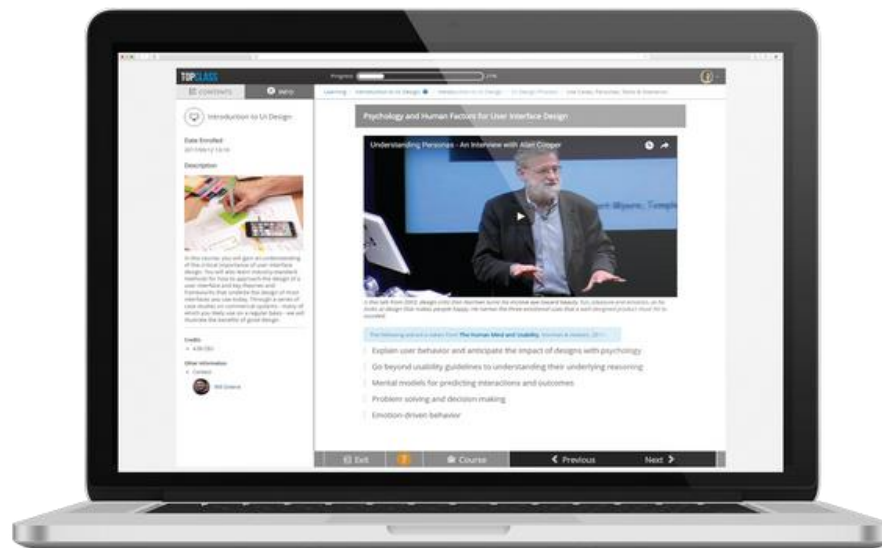
Source: WBT Systems

Figure 4: Classroom and Facility Management



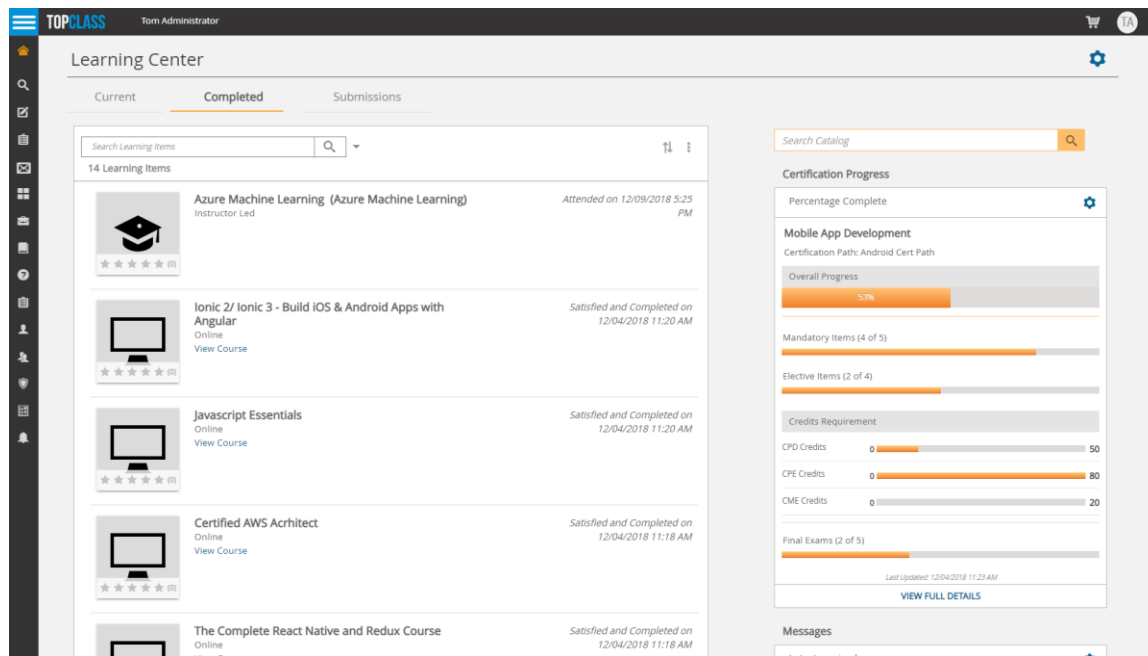
Source: WBT Systems

Figure 5: Course Description and Content



Source: WBT Systems

Figure 6: Learner View Showing Certification Progress Widget



Source: WBT Systems

The Analyst's Perspective by Brandon Hall Group

WBT Systems is a leader in offering associations innovative learning technology. TopClass LMS is the flagship product and it is feature-rich, easy to use and simple to implement. Designed to support the highly specific needs of associations, TopClass LMS is a flexible, agile and adaptable platform that can be configured to the organizational structure of any association. The product is highly visual with intuitive navigational controls and logical workflow processes that reduce the amount of time and effort a new user requires to be fully comfortable with the system.

Key differentiators:

- WBT Systems has a customer-centric philosophy in working with its clients. In today's crowded LMS market, WBT Systems stands out as an organization committed to serving the needs of its clients.
- TopClass LMS by WBT Systems is a proven technology in the market with accolades from across the industry. The product offers a level of stability, scalability, and security that can meet the most stringent needs of an association.

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- WBT Systems is one of the longest-standing LMS providers in the association market. It has an un-matched level of experience and expertise in the field.
- WBT Systems prides itself on developing one of the most flexible LMS products in the industry, with an open architecture that provides its clients with the ability to easily configure their product to any technology requirement.
- WBT Systems has developed an impressive integration capability which has been engineered with in-house expertise, allowing for quick response time for integrating with any association's technological ecosystem.
- WBT Systems has recognized that learning today is highly socialized and collaborative. TopClass LMS fully supports informal learning that reflects how learners naturally socialize and interact with one another. The activities of informal learning are also easily captured and can be analyzed.
- WBT Systems offers a powerful content authoring and migration tool that is not found in other LMS products. This unique combination of content development and delivery provides associations with an end to end approach to implementing their learning.
- WBT Systems embodies a customer-first culture and this is clearly reflected in the staff's commitment to excellence and quality.

An association seeking a highly experienced LMS provider with a platform that is uniquely designed to serve a wide range of requirements efficiently and effectively should take a long look at WBT Systems and TopClass LMS.

-Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst

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 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.

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