Solution Provider Profile

Expertus

August 2019

Company At-a-Glance	
Name of Product/Modules Offered	ExpertusONE Digital LMS
Headquarters	Santa Clara, CA
Year Founded	1997
Number of Employees	100
Market Focus	Learning Management Systems
Key Industry Verticals	Manufacturing, Software and Technology, Retail, Energy and Utility, Life Sciences and Financial Services
Geographic Coverage	North America and Europe
Top Customers	ABB, United Rentals, Hunter Douglas and PTC Software
Pricing range per user	$7-$20 per user
Solution Name	ExpertusONE Digital LMS
Current Version	v4.7.0.2.21.1GA
Date Version was released	March 2, 2019
Year product was originally launched	2012
Demo URL	https://demo02.expertusone.com
Website	www.expertus.com

Business and Product Overview

Headquartered in Silicon Valley, Expertus delivers modern LMS technology for the future of learning. Its flagship product, ExpertusONE, is a digital LMS that supports ubiquitous learning that's always on. Innovative tools push contextualized training to learners. A modern digital platform supports all content and integrates with any enterprise system, and a mobile-first LMS app gives anytime, anywhere access to learning, reporting and analytics.

ExpertusONE

ExpertusONE is the market's first LMS designed to help global enterprises deliver the digital transformation (DX) across their learning organization. Uniquely known as a digital LMS, ExpertusONE provides invisible and ubiquitous learning that's always on.

- **Invisible Learning Delivery** — Innovative tools such as Dynamic Shareable Links and Embeddable Widgets place personalized training in the areas and forums that learners frequent the most. No searching is required, and access is seamless.

- **Ubiquitous Platform** — A modern digital platform supports any kind of content (vILT, YouTube, video, virtual reality, etc.). It also easily integrates with other enterprise systems, including HR systems, content providers, collaboration and project management tools, mobile, Salesforce and other learning systems and marketplaces.

- **Always-On Access** — With a robust mobile app, learning can be consumed from any place, anywhere, including on/offline sync. Managers and instructors can also utilize the LMS' reporting and analytics on the go.

Features and functionality include:

ExpertusONE Mobile: The Best of Mobile Technology

With ExpertusONE Mobile, organizations can improve learner, manager and instructor productivity with the latest innovations in mobile technology.

ExpertusONE Mobile continues to push what's possible in learning on the go. Due to its mobile-first design, the app offers the latest mobile features and technology as soon as

they're available, giving learners, managers and instructors a superior experience while dramatically improving their productivity.

- **Train or Manage Learning On the Go** through native ExpertusONE apps for any Android/Apple device with offline sync and actionable analytics
- **True Mobile-First Design** leverages the latest mobile technology such as voice integration, push notifications and geofencing for an easier, more productive experience
- **Robust Dashboard Views** see what's been accomplished and what needs to be done in seconds from one personalized screen

ExpertusONE Mobile LMS App		
For Learners	For Instructors	For Managers
100% actionable dashboard helps learners stay ahead of training. From one screen, manage: orders; certifications, compliance or mandatory training; virtual or ILT classes; and training plan progress.	App helps instructors simplify work and elevate the classroom experience. Presence Sensing automates class reporting and class-based collaboration tools engage learners.	Managers can be more efficient and effective at their jobs. Streamlined workflows make it easy to track learners' training progress on the go.
Learners can also download content to view offline — with full progress sync — and can enable their app to auto-delete completed training from their devices.	Instructors can also push surveys or assessments to learners in class — to raise survey completion rates and gain valuable insight into course effectiveness.	Actionable analytics help them quickly identify and call, text or send automated reminders to non-compliant learners.

Simplified Navigation

All actions on the ExpertusONE Mobile app are quick, easy and secure.

- One-click class registration and launch
- Customizable settings, including calendar sync and notification blocking
- Completely secure — others can't open app or view downloaded training without active LMS credentials

Social Learning

- Learners easily connect, collaborate and learn together
- Fast contact exchanges; see all learner profiles and gamification status
- Supports continuous learning

ExpertusONE Interaction Studio — Rapid Authoring Tool

Businesses can quickly create microlearning that fully engages learners and easily tracks eLearning effectiveness. In the race to deliver more microlearning, businesses need to be sure that it's actually consumed and understood. The ExpertusONE Interaction Studio makes this possible:

- **Rapidly Develop Content** — Businesses can create xAPI compliant microlearning without having to learn a complex authoring tool or understand eLearning standards.
- **Drive Learner Engagement** — Organizations can add meaningful interactions to existing videos and presentations in just a few quick, easy steps.
- **Improve eLearning Retention** — Companies can use context-related activities to make eLearning fun and break content into smaller, easier to understand units.

Convenient Integration with ExpertusONE's LRS

Since all interactions are xAPI compliant, every presentation and video created in Interaction Studio can be stored and tracked in ExpertusONE's native Learning Record Store (LRS). From there, admins can see dashboards and run reports on what eLearning is most popular, completion percentages, question-level analysis and more.

This business-critical data can then help organizations improve their eLearning's effectiveness and raise their learning program's value. They'll also save time and hassles by having an authoring tool and LRS that work seamlessly together from one underlying system.

User Friendly and Mobile Ready

SMEs, managers and instructors can create content in four easy steps:

1. Choose a video or create a presentation
2. Select and define the interactions
3. Set the completion percentage
4. Save, preview and publish — content can be used in minutes

And since all Interaction Studio interactions are HTML5 enabled, they can be used across all platforms, web browsers and mobile devices.

ExpertusONE Digital Content Player

Learners can view trainings and take surveys and assessments all from one content player. For today's learners, if it's not easy to access and complete all of their training, it's simply not done. The ExpertusONE Digital Content Player gives learners the easy and consistent training experience they're looking for:

- **No Pop-up Blockers** — ExpertusONE enables SCORM, AICC, xAPI, pdfs, Word docs, PPTs and even surveys and assessments, all from one embedded window.
- **Clear Learning Path** — A playlist shows all modules associated with training; learners know what's completed, what's next and can start with just one click.
- **Mobile-Friendly** — Learners can move seamlessly between their desktop and mobile devices with full bookmarking capabilities and progress tracking.

One Player for Every Kind of Content

While some LMSs have a content player, most lack a consistent training consumption experience — pdfs have to be downloaded, videos require pop-up windows and learners have to exit the player to take surveys and assessments. However, the ExpertusONE LMS Digital Content Player displays all of a learner's training components in one consistent manner. Whether it's a knowledge object, video, quiz or survey, they are all launched from one lightbox window in the LMS.

Playlist Speeds Course Completions

Every module tagged to a training (including surveys and assessments) is displayed via a playlist so learners can quickly see what they need to take and in what order.

Mobile Delivers Training on Learners' Terms

Since the Digital Content Player is HTML5-enabled, learners can move from their desktop to phone or tablet seamlessly; no progress lost and no learning curve needed. They can even complete on-the-job training via ExpertusONE's Observation Checklist.

ExpertusONE Learning Record Store

Organizations can capture any learning experience for deeper training insights and broader LMS value. The first LMS with a built-in learning record store (LRS), ExpertusONE makes it easy to find record and manage all of a company's users' learning experiences using Experience API (xAPI) standards.

- **Collects and Standardizes Learning Data** — Wherever learning happens, the ExpertusONE LRS can capture it. It collects learning data from multiple content sources, including LMSs, content platforms and even other LRSs. Then it stores all learning interactions (from eLearning, web pages, games, VR simulations, etc.) in one consistent format as xAPI statements. These statements contain valuable information about a person or group's activities with formal and informal training content.

- **Provides a Complete View of the Learning Experience** — All learning data is held in one consolidated repository within the LRS as xAPI statements, and the learning activities become part of each user's recorded training history. This provides a complete picture of their entire learning experience, including:
  - Real-world activities
  - Mobile app interactions
  - Learning achievements and more

Supports Powerful Reporting and Training Program Analysis

With the ExpertusONE LRS, organizations can seamlessly track and report on all learning, enterprise-wide, from one centralized location. This simplifies the management and reporting of all learning activity. It also makes it easier to evaluate the effectiveness of training programs, and the investments in them.

- **Real-time Dashboard Views** offer the ability to quickly see and act on the latest learning trends (popular courses and activities, most active users, highly accessed content, etc.).

- **Drill-down functionality** lets organizations easily perform deeper analysis on specific learning activities by content, user and activity type.

- **Detailed xAPI Statements** accurately analyze how learners are consuming content and how to improve training effectiveness and value.

ExpertusONE for Salesforce

Organizations can fuel sales team, partner and customer engagement with powerful learning technology and make new connections between their learning and Salesforce data with ExpertusONE for Salesforce. AppExchange-approved integration combines the ExpertusONE LMS and Salesforce to engage individuals with a powerful learning experience:

- **Convenient Access** — Salesforce users can take training in their preferred environment.
- **Digital Learning Platform** — Companies can track and manage all learning from a modern, digital LMS.
- **Centralized Data** — Businesses can merge learning and Salesforce data for deeper customer insights and better sales performance and opportunities.

Using SSO, learners from a company's sales team, partner channel and customers outside of the organization can all access their training within the Salesforce CRM. Companies can also leverage Salesforce Chatter feed to readily share learning activities across their sales organization.

Create Powerful Business Reports

By centralizing learning and Salesforce data, companies can make powerful, analytics-based reports that impact their entire business. Plus, they can view their contacts and accounts' complete training history to better understand their needs and interests for upselling opportunities.

Manage Learning in a Modern, Digital LMS

As the market's first digital-learning platform, the ExpertusONE LMS helps global enterprises usher in the digital transformation with invisible and ubiquitous learning that's always on. Organizations can deliver, track and manage contextualized training to any audience — within or outside of Salesforce.

ExpertusONE API

Companies can drive business performance and expand their learning programs' success with one of the most robust REST API libraries available. ExpertusONE API lets companies quickly and affordably link all of their business-critical systems. It also has a high throttling threshold so companies can use multiple APIs simultaneously without blocking application access or lowering integration performance. Since ExpertusONE combines multiple APIs for just one call or action, it's much easier to build integrations and add application complexity.

Deep, Two-Way Integrations

Companies can fully integrate the LMS with any enterprise system:

- **Send and Receive Data** — User, group, course, category, branch and general domain information
- **Merge this Data for Deeper Learning Insights** and improved learning/business performance
- **Access ExpertusONE from External Systems**, including Salesforce, to raise engagement and compliance

Extend an LMS' Reach

ExpertusONE offers integrations for all learner, manager, instructor and admin functionalities:

- **Connect any Application Used in Learning's Flow of Work** — Managing and enrolling users; training and course materials; reporting and analytics
- **Place Training Outside of the LMS** via Embeddable Widgets and Dynamic Shareable Links
- **APIs Published with Every ExpertusONE Release** — Making the LMS more scalable and extensible

Efficient, User-Friendly Design

- **REST-Based and Technology Independent** — Use any framework or programming language (XML, JSON, HTTPS, SAML, etc.)
- **Real-Time User Provisioning** — Start job-related applications without delay
- **Design a Company's Own UI/UX** — Customize a company's workflows and build unique reports, integrations and interactions with LMS data

Speed the Digital Transformation

Organizations can use ExpertusONE API to connect and digitize their entire enterprise:

- Leverage integrations for individual users or user groups across departments
- Enable any system to talk to any other system, at any time

ExpertusONE Social and Gamification

ExpertusONE's engaging social features are seamlessly built into user interfaces and workflows.

Gamification

Based on customer demand, Expertus has released a fresh take on gamification specific to learning. Organizations can easily reward and incentivize the right training behavior. Users earn points and badges for collaboration, compliance and activity. Then leaderboards and their profile showcase what each user has earned and allow other users to browse all category leaders.

- Holistically designed system to motivate behavior and effect change
- Native, built-in context with ExpertusONE's social learning tools and LMS features
- Connects the distance in a global workforce
- Easy to integrate with third-party redemption systems

Discussions (Forums)

Discussions in ExpertusONE are directly connected to catalog items and are visible to learners if they're authorized to see related courses (i.e., access controlled). All learners can submit comments and contribute to the discussion thread.

Course Ratings (Stars)

Learners can quickly rate training once they've completed a course, curriculum or certification. Their rating is then automatically exposed to other learners in three different ways:

- In their homepage as "Highly Rated Training"
- In their catalog/search results
- As a filter action via rating-based searches

Share

With one click, learners can share any catalog item with peers and colleagues. This initiates an email to the shared people who view and register directly into that catalog item.

Chat (Instant Messaging)

Learners, instructors and admins can also collaborate over chat.

Profile

ExpertusONE's innovative social dashboard module, "Profile," refines the learning experience and shifts the LMS paradigm to the social and collaborative learning space. All social interactions are captured here, where users can:

- Edit their profile description
- Add their profile picture
- Add skills acquired outside of the LMS and choose to display to others
- Add proficiency levels to their skills
- See their activity stream and choose to keep/display to others or delete

ExpertusONE Observation Checklist

Companies can assure competency in real-time with digital, on-the-job performance monitoring and assessment. Tracking employee performance on the job or in the field can be challenging, however, ExpertusONE's Observation Checklist provides a user-friendly way to measure learning across an organization:

- **Meet Digital Transformation Initiatives** by eliminating the need for costly and inefficient, paper-based evaluations
- **Maintain Current, Accurate Performance Records** in real-time
- **Observe, Track and Assess Skills in the Field** to determine employee competency
- **Record Competency Performance Data within the LMS** and collate this data with other learning information for deeper reporting insights

Convenient Skills Assessment

Observation Checklist automates the review and management of any in-person training — including mentoring and skills supervision. Using a digital checklist of tasks, managers,

instructors or mentors can conveniently observe a learner's progress and accurately assess their mastery of skills.

ExpertusONE customers use Observation Checklist to:

- **Identify Employees Who Need More Training** or training areas that need more work — which ensures consistent, competent job performance
- **Easily Demonstrate Compliance/Capabilities** to executives or regulatory agencies
- **Establish Baselines for New Employee Development** and identify employees who are ready for more responsibility

Significant Time and Resource Savings

With ExpertusONE's digital checklists, companies can save time, money and resources by eliminating written evaluations and manual data entry. And, since they're highly customizable, companies can quickly create hundreds of unique evaluations specific to a learner or group's competency training needs.

Differentiators

Unlike other observation checklists that reside in external systems, ExpertusONE's functionality is native to the LMS so any performance data can be easily merged and analyzed with other learning data. Not only does this save time and eliminate errors, but it also gives organizations better, deeper insights into their workforce's competency and overall learning program's success.

ExpertusONE Insights

Companies require extensive data to be captured for managers. Expertus' solution is the ExpertusONE Insights reporting interface. Insights enables management teams to easily get business-critical intel on individual learning progress, trends in knowledge asset demand, social learning level/quality and site navigation. It also allows organizations to retire their costly third-party reporting tools.

Insights provides a revolutionary reporting interface never seen in an LMS before. Learners, managers and administrators can run multiple reports from the same screen; and since ExpertusONE is deployed in a private cloud, performance is never an issue — all LMS data, including custom fields, is accessible.

Insights users can easily create and edit new reports with either the Report Design Wizard or the SQL Report Query Builder.

ExpertusONE Insights		
Managers	Executives	Administrators
Scheduled reports with team data are emailed directly to managers on a set basis	With access to global data, executives have a complete view of regional and organizational performance	ExpertusONE's Report Designer supports drag-and-drop features to speed report creation
On-demand reports give managers real-time access to team progress and performance	With mobile analytics, executives have access to real-time data — wherever they are, at any time	With reporting-on the go, administrators can filter and export data from every administrator view

Summary

"We have always looked to provide 'what's next' in learning technology. And we believe the digital transformation for training organizations is it. That's why we've heavily invested in our own LMS' transformation … to ensure it has the innovative digital learning tools that will optimally support these world-class training organizations in their DX journey." — **Ramesh Ramani**, CEO, Expertus

Screen Shots

Figure 1: Robust Digital Views

Figure 2: Social Learning
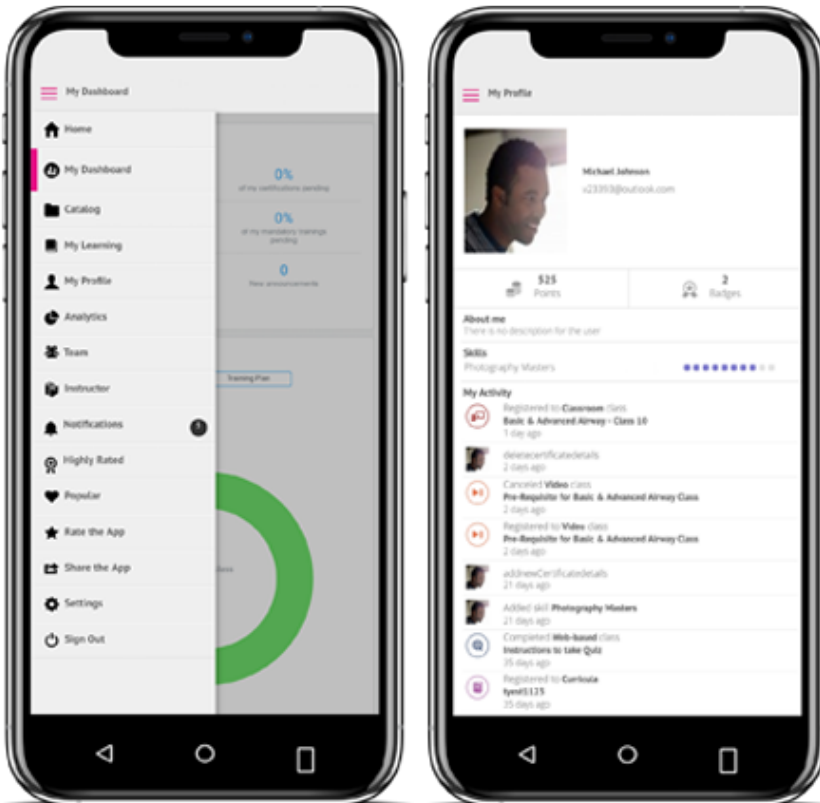
Figure 3: Rapid Authoring Tool
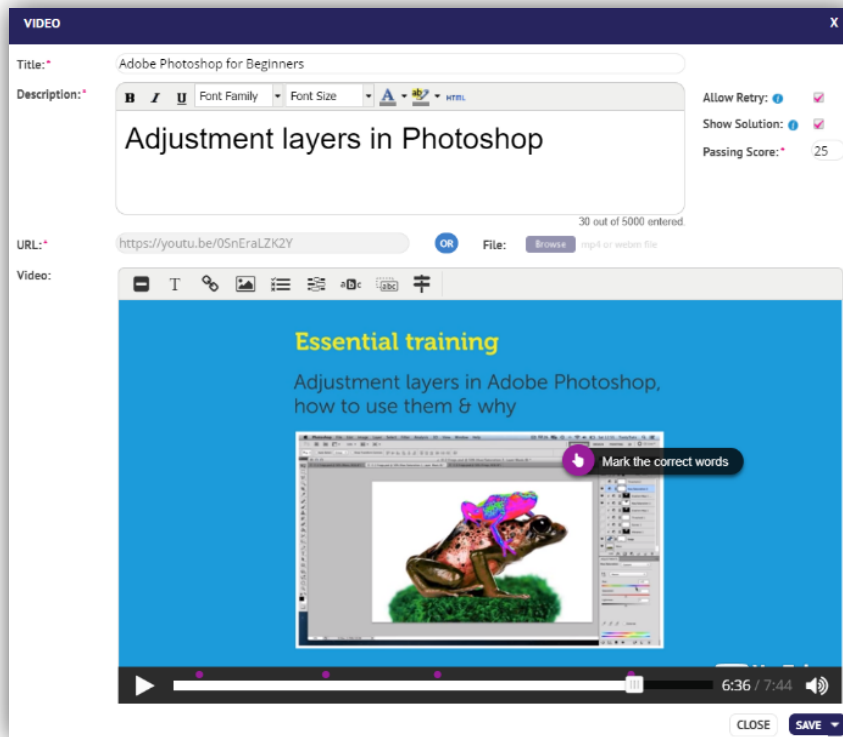
Figure 4: One Player for Every Kind of Content
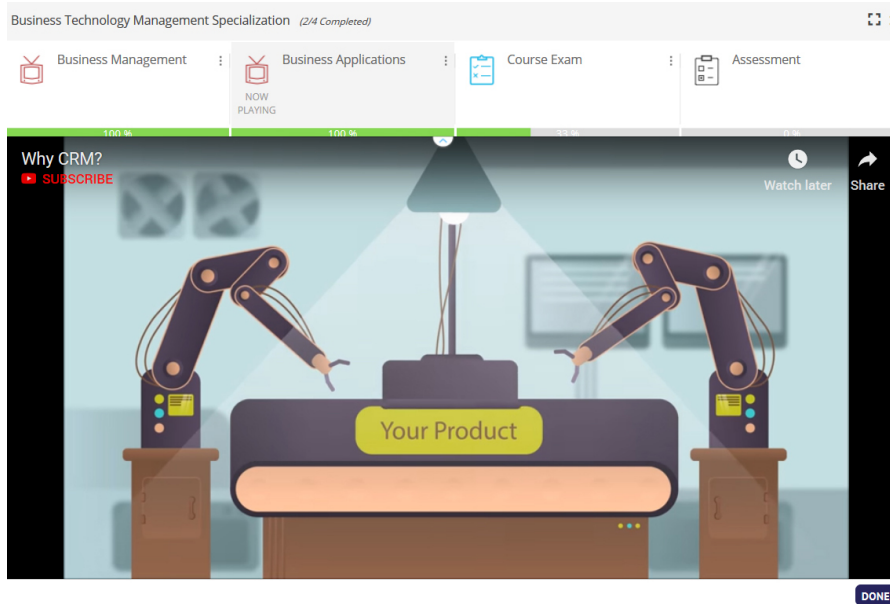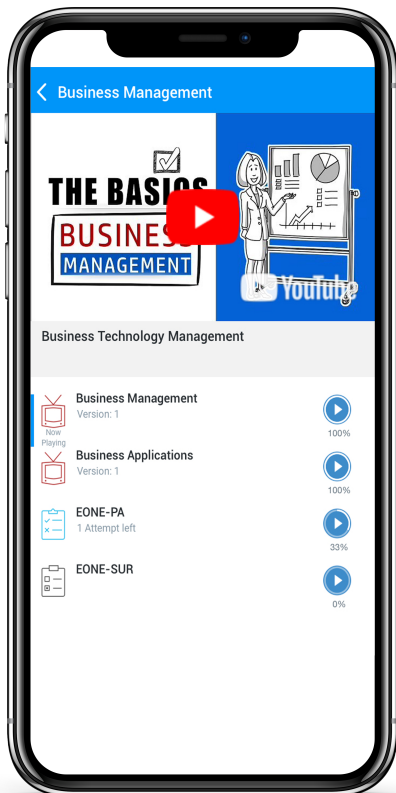

Figure 5: Mobile Delivers Training on Learners' Terms

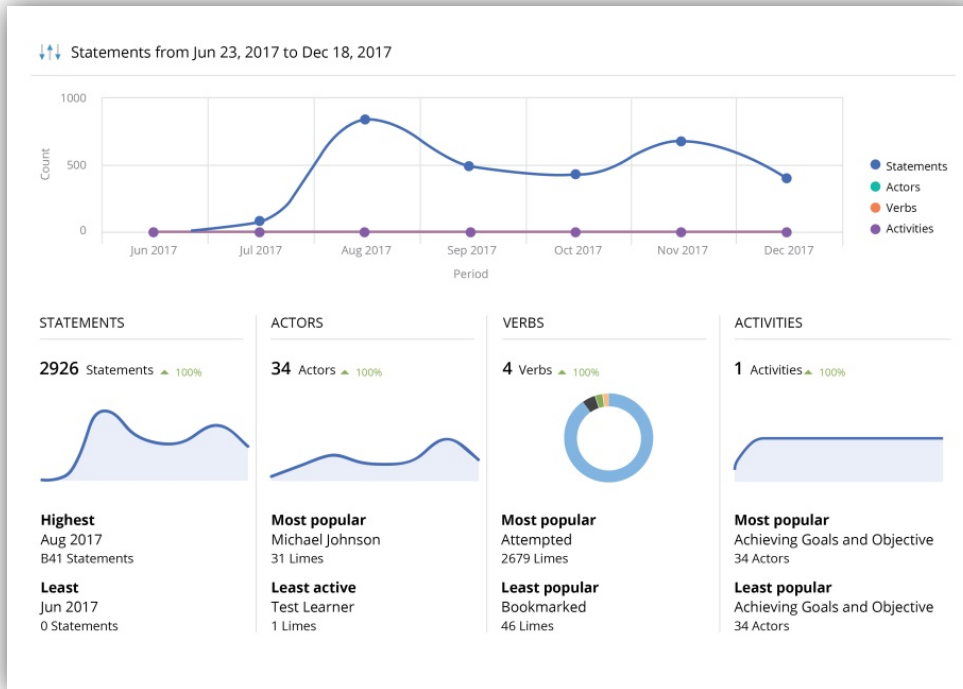**Figure 6: Capture Any Learning Experience for Deeper Insights, Broader LMS Value**

Figure 7: Collect and Standardize Learning Data

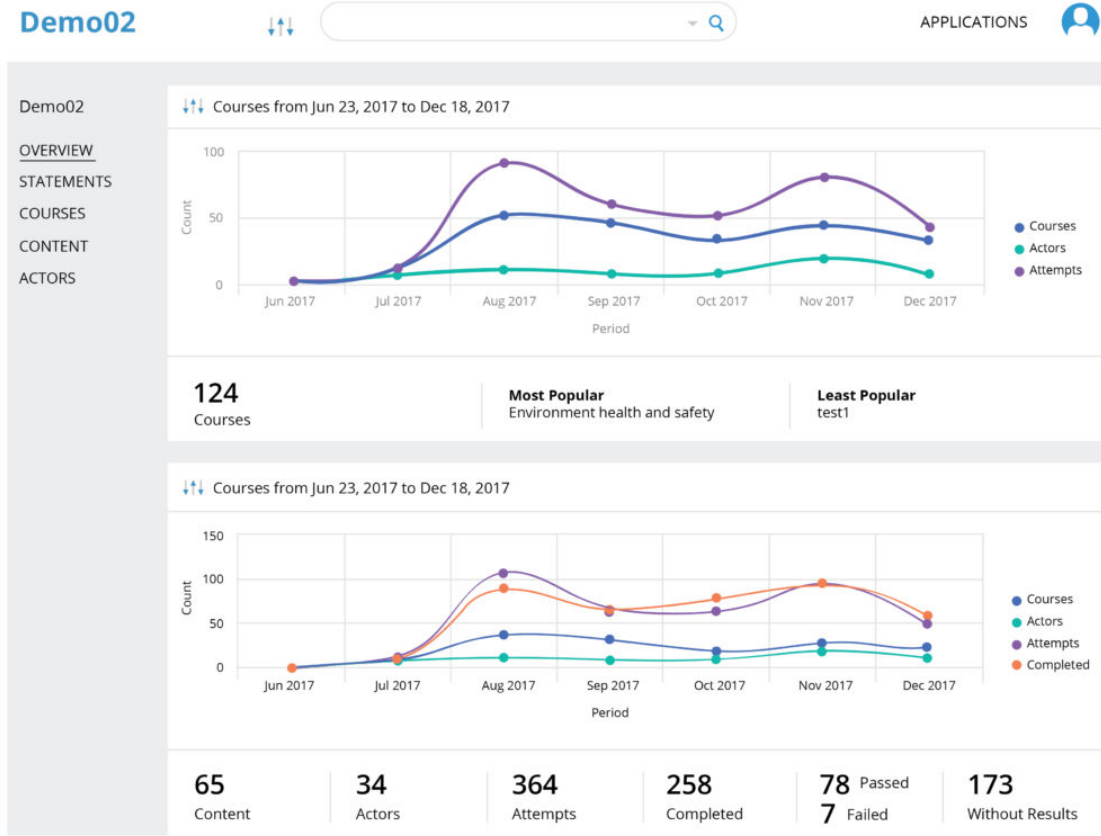**Figure 8: Detailed xAPI Statements**

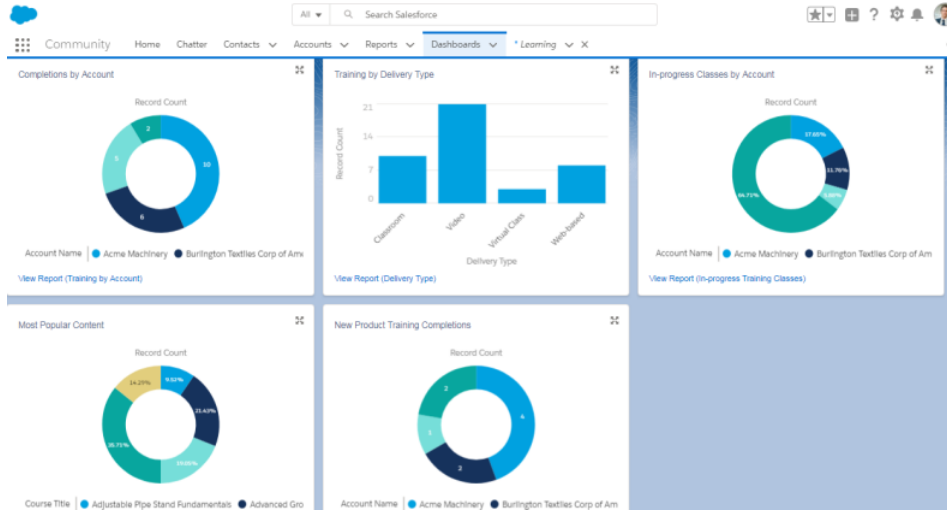**Figure 9: Create Powerful Business Reports**

Figure 10: Sophisticated LMS Reporting Made Simple

All screen shots provided by Expertus

Analysts' Perspective by Brandon Hall Group

Situational Analysis

Corporations are trying to find better ways to deliver best-in-class content to learners in an engaging and modern technological interface. There are several factors that are driving corporations to improve their content sourcing and delivery strategies:

- **Improve Learner Engagement** — Organizations struggle with developing and delivering learning content that captures the attention of the learner.

- **Create a Stronger Link Between Learning and Performance** — Learning in many organizations is developed without specific individual and organizational objectives in mind.

- **Better Measurement** — Learning is not improving in many organizations because the ability to measure impact on performance is not in place or is lacking.

- **Content Sourcing** — With the speed, depth and breadth of content needs required, organizations are significantly challenged to build content that meets these requirements.

- **Technology** – Learning technology is quickly evolving, and organizations are in serious need of re-evaluating their learning technology ecosystem to offer a more modernized approach to learners.

Challenges to the Business

Organizations have had difficulty in keeping up with all the technological advances for delivering learning. The LMS environment is extremely crowded and organizations struggle with making the right LMS selection.

Learner requirements have also evolved quickly and their need for just-in-time, just-for-me learning that is highly accessible is very important. Most LMS platforms are not in a position to offer an easy-to-use interface to the learner.

Implications for the Business

The implications are two-fold. For the learner, the learning experience is compromised because the learner cannot access content when they need it the most. For the organization, employees are not learning what they need to know. The results are an inferior knowledge transfer that does not advance an employee's competency and skill development.

Questions to be Answered by the Business

Organizations need to rethink their LMS platform strategy and decide on a system that can support the complex needs of the modern learner.

The key questions for the business are:

- How can an organization properly choose and LMS in such a crowded market?

- Can one LMS provider offer everything an organization needs?

ExpertusOne as the Answer

At a time when most companies are embroiled in some form of digital transformation, ExpertusONE is a learning solution that comes complete with the tools that companies need to navigate the transformation and deliver a modern, engaging learning experience. The solution features native mobile capabilities for learners, admins and authors. The built-in LRS allows for the tracking of any kind of learning interactions. And the APIs and integration tools mean it can effortlessly fit into any technology ecosystem — a critical feature in a digitally transforming environment.

The current climate requires that learning become smaller, more agile and democratized. ExpertusONE delivers on all points. A built-in rapid authoring tool means people who are not programmers or instructional designers can design microlearning quickly and easily. Learning can also be delivered where people are doing their work with a robust Salesforce integration. The platform also simplifies and encourages engagement with collaboration and gamification tools.

One of the places where ExpertusONE really shines is in reporting. It is more critical than ever for organizations to be able to show learning's impact on the business; its combination of xAPI tools, a robust LRS and a slick reporting dashboard gives

organizations access to all the data they need to show just how learning is improving performance, behaviors, and outcomes.

-David Wentworth, Principal Learning Analyst, Brandon Hall Group
-Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst, Brandon Hall Group

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.

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- 1 on 1 Consultations
- Research Briefings
- Benchmarking

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- Systems Evaluation

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- Assessment
- Survey
- Process Integration

For more information, contact us at success@brandonhall.com.