Brandon Hall
— G R O U P —

Solution Provider Profile

Learndot by ServiceRocket

July 2019

Learndot
by ServiceRocket

Company At-a-Glance	
Name of Product/Modules Offered	Learndot
Headquarters	Palo Alto, CA
Year Founded	2001
Number of Employees	250-plus
Revenue	$30 million-plus
Market Focus	Consumer Education for "Extended Enterprise"
Key Industry Verticals	Consumer Education for Software Companies
Geographic Coverage	North America, South America, Asia, Europe and Australia
Top Customers	Atlassian, Cloudera, MuleSoft and Splunk
Total Users (Cloud)	200,000-plus
Pricing range per user	Standard: $10,000; Enterprise: $25,000
Solution Name	Learndot Platform (Standard and Enterprise)
Year product was originally launched	2010
Website	www.learndot.com

Business and Product Overview

Learndot by ServiceRocket is an award-winning learning management system built on 15-plus years of experience developing effective customer education programs. Learndot is specifically designed to help fast-growing software companies implement customer training that improves product adoption, customer retention and revenue growth.

Beyond providing the features, functionality and technology to host training, Learndot partners with customers to help them design, develop, deliver and coordinate their training.

Learndot also continues to develop and deepen its feature set to further meet the needs of its customers and adapt to industry trends. In the past year, Learndot kept its eye on the customer education space and worked to stay ahead of the curve and anticipate where the market is headed. It is noticing more and more companies are looking to enable customer success through customer education initiatives and needed a product to get them started.

Learndot has always been known for its flagship product, Learndot Enterprise, an award-winning learning management system targeted at fast-growing software companies that need to scale and optimize their training. A few months ago, Learndot introduced a new tier to its LMS: Learndot Standard. Learndot Standard is geared toward software companies that are just starting out with their customer education program, or are in the early training maturity stage and don't need a robust, full-feature LMS.

Learndot Enterprise

Learndot Enterprise remains ServiceRocket's full-feature LMS; a summary of the product features follows:

Theming and Branding

- Personalized domain to be specified for an organization's entire site (i.e., https://learn.your-company.com). It will require SSL certification.
- Personalized header and footer for all public catalog pages.
- Personalized CSS and styling for public pages to resemble an organization's style guide.
- Personalized home page for an organization's learning site.

- An organization's site will contain three main sections accessible by a top menu:
  - **Catalog:** An organization's catalog will contain all learning components that an admin selects to display publicly. Learners may navigate this catalog by Knowledge Categories and Learning Component types.
  - **Classes:** Instructor-led training (ILT) classes will retain a dedicated section in the organization's site.
  - **My Account/Login:** This link will take a learner to their dedicated learning dashboard.

Learning Components and Courses

- eLearning
  - SCORM 1.2 and SCORM 2004 (except adaptive sequencing)
  - Embedded Videos (videos hosted externally on YouTube, Vimeo, Wistia, etc.)
  - HTML/Rich Text
- Resources
  - Supplemental learning content that can be attached to any learning component in a course.
  - PDFs, links, Excel, Word, virtual machines, etc.
- Exams and quizzing
  - Ability to use a score from a supported SCORM package to determine pass/fail
  - Ability to create quizzes and assessments with more than 20 different question types, including support for question banks, automated graded and weighting of questions
  - Certifications can be generated based on a passing score and accessed by learners through the Learner Dashboard
  - Personalized certificate global template to resemble an organization's brand
  - Ability to share certificates to any social media platform
- Instructor-led training
  - Public classes and private engagements
  - Virtual and physical locations
  - Assign Instructors to classes; instructor interface

- o Consecutive and non-consecutive day events
- o Direct learners to external site registration
- o Class capacity limits with waitlist management
- o Geo-awareness to display most relevant classes to learners in the catalog
- Courses
  - o Courses are built by configuring learning components into a structure comprising of modules and sections. Learning components can be added at each level.
  - o Learners are not restricted on the order in which they complete the learning components within the course, but all must be completed to pass the course.
  - o Soft deadlines for completion can be displayed on learning components within a course.
  - o Availability dates can be set to limit when modules become available to learners.
- Proof of Completions
  - o On successful completion of any learning component, a Proof of Completion can be generated and accessed by learners through the Learner Dashboard.
  - o Personalized Proof of Completion global template to resemble an organization's brand
  - o Learning components expiry dates can be established to restrict access to learning components. Expiry notifications can be set to encourage learner completions and notify the learner of upcoming component expiries.

SSO and User Management

- Enterprise SSO Identity Providers
  - o SAML 2.0, ADFS, Active Directory, LDAP, PingFederate, WS-Federation, Azure AD
- Social SSO Identity Providers
  - o Google Apps, Facebook, Microsoft Account, LinkedIn, Twitter, AWS, Generic OAuth2 Provider, OpenID Connect

Analytics and Reporting

- Catalog of Reports — A repository of valuable pre-built reports to run an organization's business that is updated on a quarterly basis.
- Custom Reporting — The ability for administrators to create new reports and dashboards on the data an organization cares about most.
- Send and Schedule — Regular email delivery of custom reports to external stakeholders.
- In-product training and regular webinars on reporting capabilities and best practices delivered by the Learndot team.
- Pipeline to Capture Suggested Reports — The suggestion will go directly to Learndot's development team and will be considered for implementation depending on the demand for the report.

Purchasing, Discounts and Payment Gateways

- Payment Gateways — Stripe, CyberSource, Authorize.net, St. George Bank hosted, Payment Page, SagePay, SecureTrading Xpay, Chase Paymentech Orbital, TNS
- Purchase Orders — Ability to accept purchase orders in the event a payment is made outside of Learndot
- Training Credits
    - Option to enable training credits as a convenient means for bulk-training purchases
    - Provide volume discounts for bulk purchases of training credits
    - Enable customers to purchase training credits via the front end of the site or set up training credit accounts through the administrator interface
    - Set an expiry based on purchase date of training credits
    - Allow customers to manage their training credit accounts from the learner user interface
    - Enable customers to configure auto-approval on training credit redemption
- Set distinct payment gateways for individual training providers
- Flexibility to indicate any learning component as purchasable or non-purchasable
- All learning components can be marked as free or paid
    - Free content is accessible via one click

- Early-bird pricing for instructor-led training
- Configurable shopping cart flows with ability to customize required fields for billing and shipping
- Discounts and Coupons
    - Create custom and/or auto-generated coupon codes
    - Apply discount rules automatically in the shopping cart for customers that meet discount criteria
    - Enable and disable discounts
    - Set a date range to determine period in which a coupon code or discount rule is in effect
    - Ability to discount an order, individual item or set of items with highly customizable filters
    - Apply discount as a flat dollar amount or percentage off

Emails and Surveys

- Catalog of email templates sent out of Learndot that can be updated and customized with an organization's preferred language
- A set of pre-defined triggers used to fire email templates
- Default survey templates for instructor-led trainings and eLearning components
- Ability to create and configure email templates to send out external custom survey and/or expiry notifications
- Set of email notification feeds which can be used to provide email alerts when certain events are triggered
    - A staff user can subscribe to a particular email feed through the Administrator interface or profile setup

Integrations and Ecosystem

- AvaTax App
- Cloudshare App
- Data Pipeline App
- Google Analytics App
- Google Maps App

- HubSpot App
- Kryterion App
- Marketo App
- Push to GoToTraining
- Push to WebEx
- Salesforce App
- SiteSearch 360
- Skytap App
- Video Hosting and Analytics
    - 10 GB of video hosting; 300 GB of video streaming per month
    - Video CDN regions limited to Europe and USA

Learndot Standard

Learndot Standard delivers the most essential functionality and provides a lower barrier to entry with its lower price point. It is free for customers who only have up to three courses or 30 lessons. Its features include:

Theming and Branding

- Learndot team can completely control the html for every academy, allowing an organization's customers to match any look and feel.
- Can set a personalized domain (i.e., https://learn.your-company.com).
- Each Learndot Standard instance may also have many portals which allow further customization within the theme. This allows Learndot's customers to create personalized experiences for their own customers.
- Beyond this, Learndot also allows its customers to include their chatbots (i.e., Intercom, Drift, etc.) in their portals.
- There are three main pages:
    - **Courses** — A list of all the courses.
    - **Pathway** — A list of all the pathways and their respective courses.
    - **Teams** — A high-level overview of the progress of all of an organization's other team members.

Learning Components and Courses

- eLearning
    - SCORM 1.2 and SCORM 2004 (except adaptive sequencing)
    - Embedded videos (videos hosted externally on YouTube, Vimeo, Wistia, etc.)
    - HTML/Rich Text and hosted PDFs
- Quizzing
    - Multiple choice knowledge engine built predominantly to help learners retain knowledge
- Courses
    - Courses are built with lessons. They can easily be arranged in order and inserted or removed.
    - The priority ease of creation allows Learndot's customers to quickly produce learning content.
    - Courses can also easily be put together into pathways to give learners a direction through the content.

SSO and User Management

- Enterprise SSO Identity Providers
    - SAML 2.0, ADFS, Active Directory, LDAP, PingFederate, WS-Federation and Azure AD
- Social SSO Identity Providers
    - Google Apps, Facebook, Microsoft Account, LinkedIn, Twitter, AWS, Generic OAuth2 Provider and OpenID Connect

Portals and Content Management

- Portals allows the segmentation of content for audiences.
- Portals may be publicly available, locked down to specific authentication connections or even locked with an access token.
- Each portal has an unique URL allowing content to be easily shared with the intended audience.
- Each portal has some light customizations such as changing the banner image, title and subtitle, allowing each portal to be personalized for a specific audience.

Screen Shots

Figure 1: Example of a Custom Theme to Match a Customer's Brand
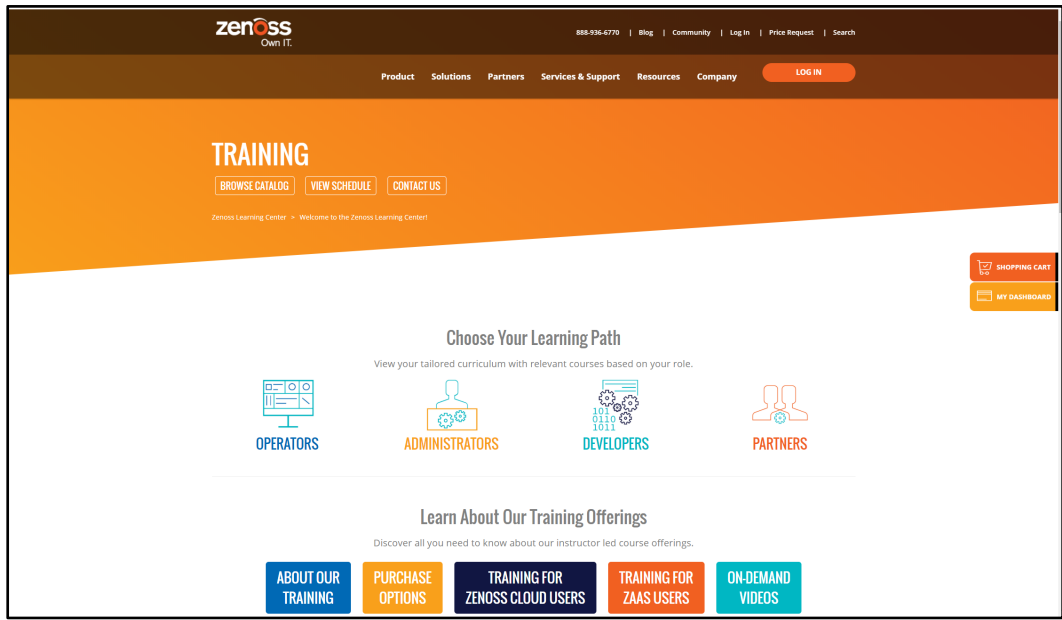
Figure 2: Public-Facing Catalog of Self-Paced Content
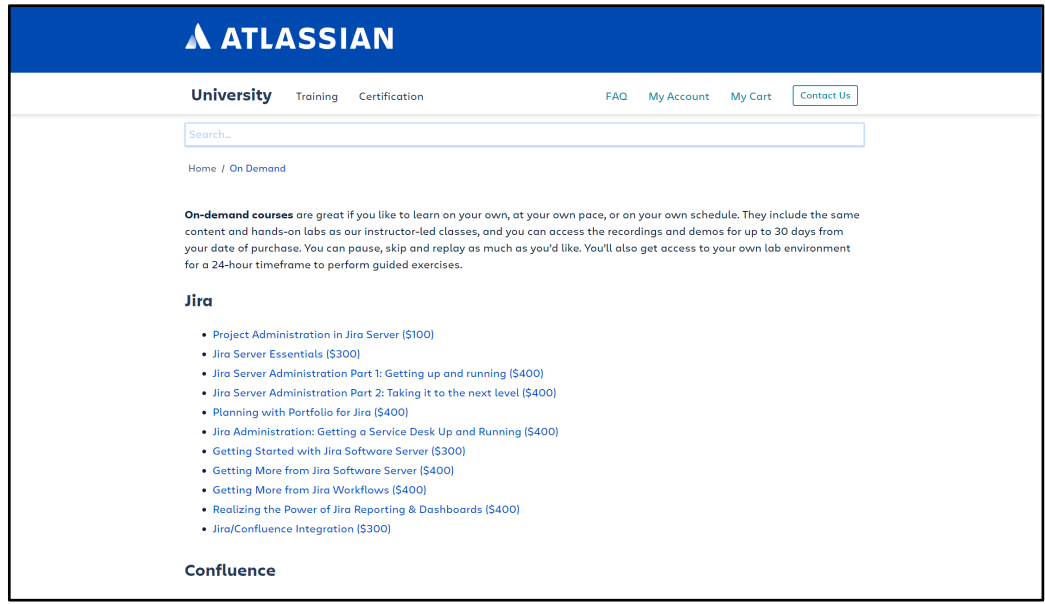
Figure 3: Logged-In View of a Learner's Dashboard
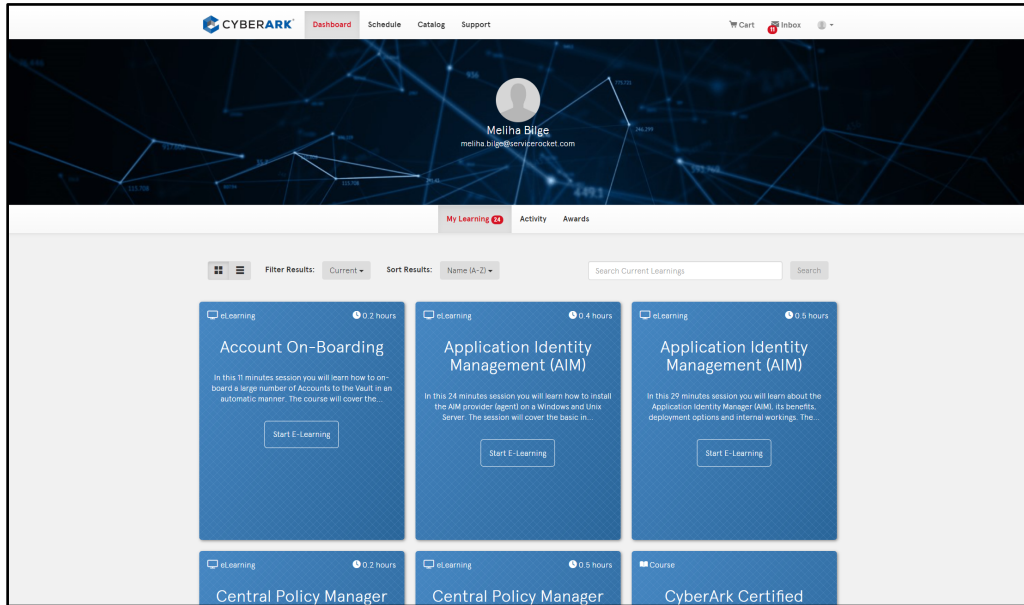
Figure 4: Learner View of an Example Course
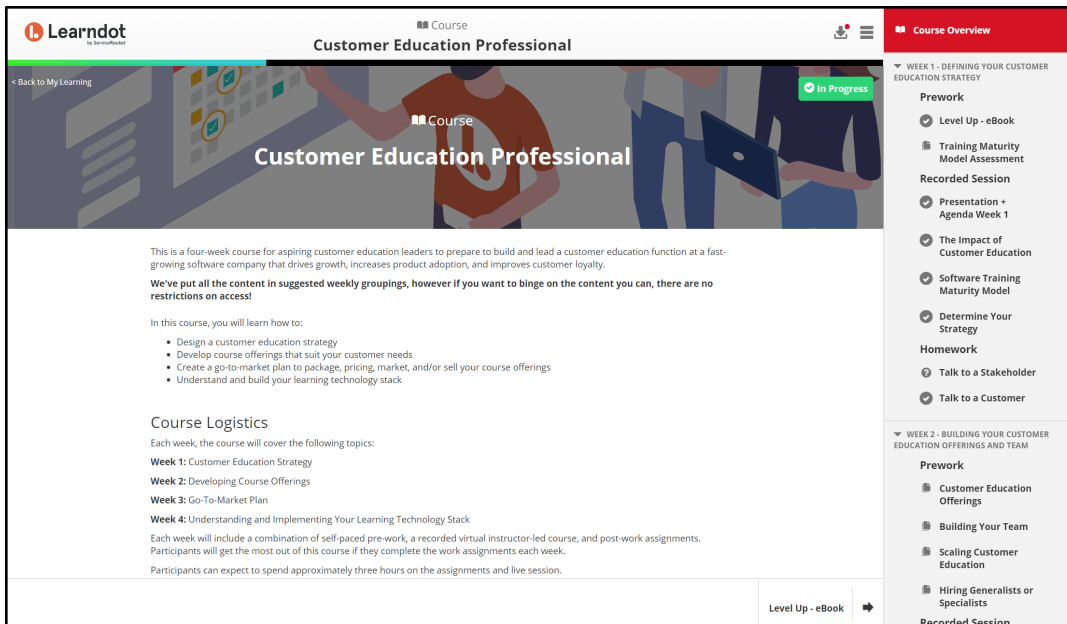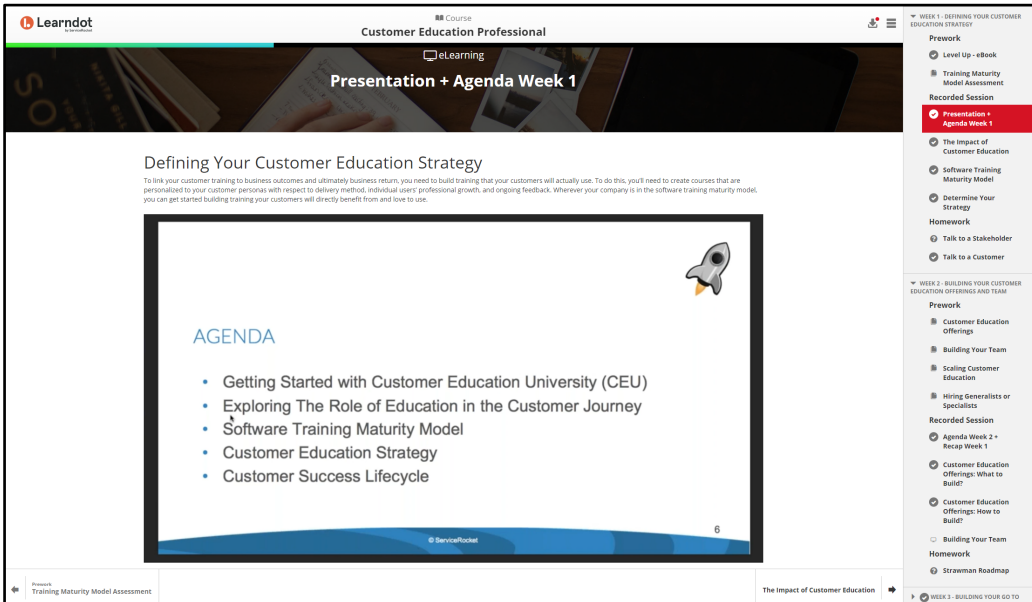
Figure 5: eLearning in Video Format that Includes Detailed Analytics Tracking
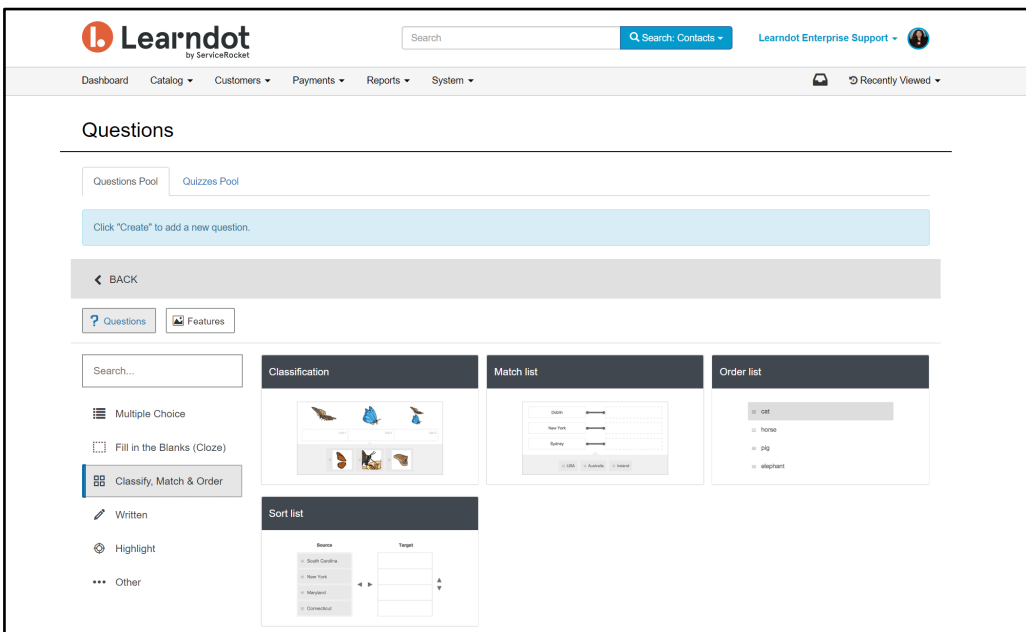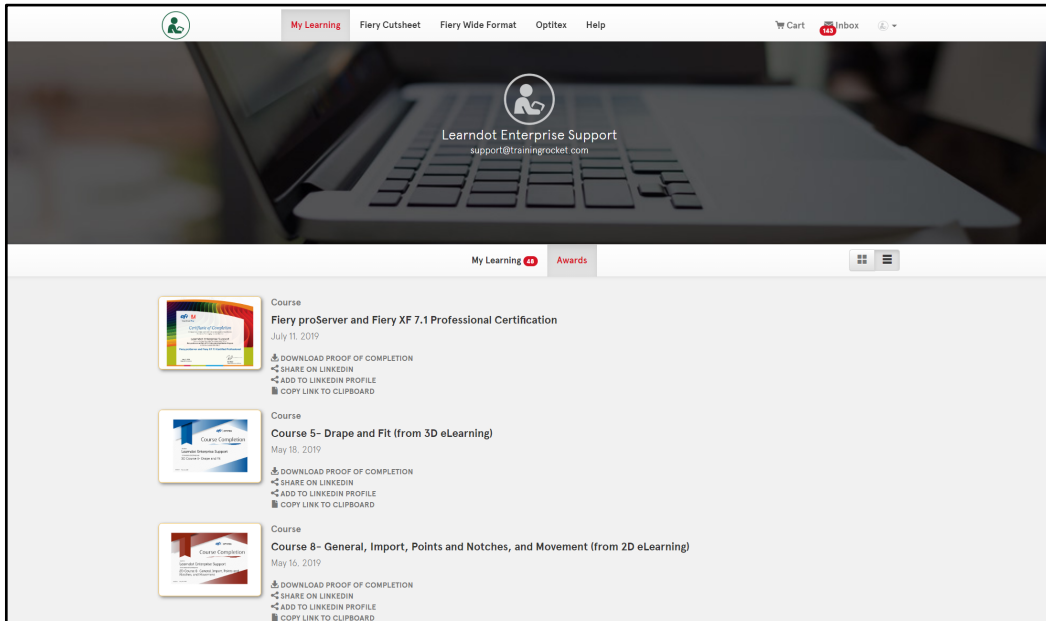
Figure 6: Ability for Administrators to Create Quizzes and Assessments

Figure 7: Custom Certificates and Proofs of Completion That's Shareable

Figure 8: Customer-Specific Custom Dashboards and Reports

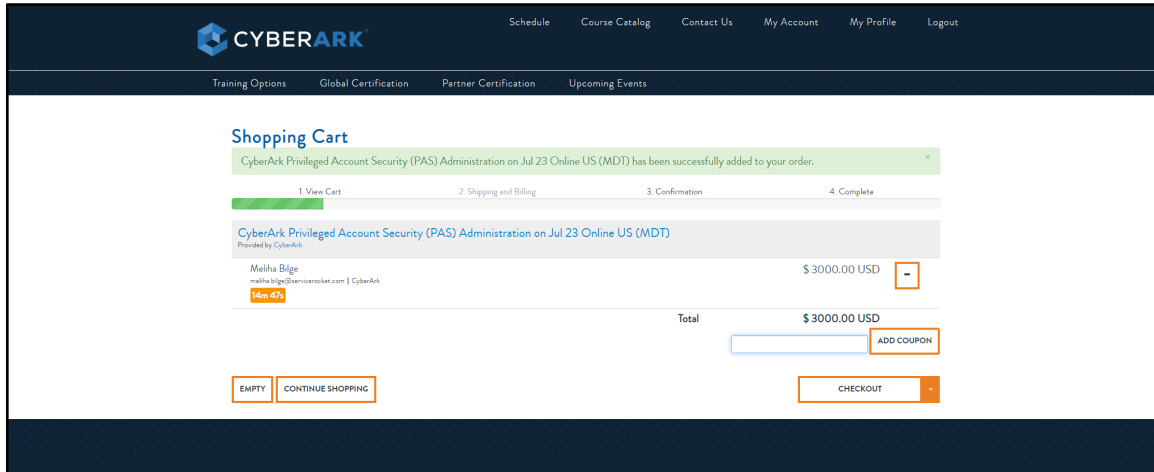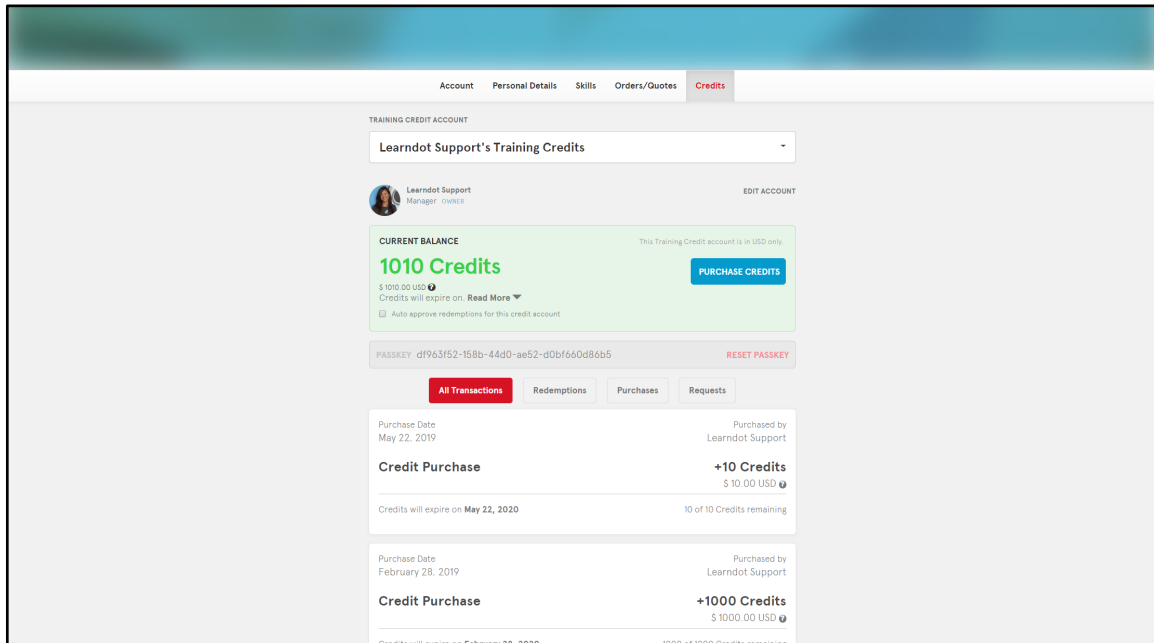**Figure 9: Shopping Cart Works with a Number of Payment Gateways**

Figure 10: Robust Training Credit Functionality

All screen shots provided by Learndot by ServiceRocket

Analysts' Perspective by Brandon Hall Group

Situational Analysis

Corporations — especially those with complex products — are trying to find better ways to engage their customers in the hyper-competitive marketplace. One effective way is training customers on how to optimize the value of the products and/or services they have purchased. The selling organizations must have:

- The ability to produce and deliver a high volume and variety of learning content that empowers their customers to maximize the value of the products or services they purchased.

- Rich eCommerce functionality to manage the customer's learning transactions.

- The ability to manage enrollments and learner activity and deliver customized reports showing the effectiveness of the training for the customer.

- Easy, quick ways to develop quizzes, exams and surveys.

Challenges to the Business

Most organizations are not adept at developing and delivering learning for employees, let alone their customers. In addition, businesses that provide training for customers operate in a competitive business environment that demands a host of functions that traditional learning technology platforms are not designed to provide.

Implications for the Business

Training customers can produce many benefits for a business, but only if it can be done easily and efficiently so it does not pull the business away from its core mission and competencies. Without the proper technology and expertise in place, customer training can be a distraction instead of a great strategy to drive customer engagement and retention.

Questions to be Answered by the Business

Organizations need to take a strategic approach to customer training to provide a great learning experience for the customer. The key questions for the business are:

- How does an organization provide this unique form of training in balance with business priorities?

- In an LMS-centric environment, what technologies are available specifically for customer training?

Learndot as the Answer

Learndot by ServiceRocket has a very specific and lucrative niche: providing customer training technology and services to software companies — both big and small — so they help their customers optimize the use of the software they've purchased and gain maximum value.

Learndot has two offerings:

- Learndot Enterprise for the larger, established provider.
- Learndot Standard, which caters to start-ups and smaller providers who need help in getting a customer program off the ground.

Learndot — both versions — has full LMS functionality and excellent features specific to customer training. But the biggest differentiator may be ServiceRocket's inclusive, customer-centric culture. For example, buyers of Learndot Standard get a portion of the portal for free and real-time buildout support to enable start-up software providers to quickly get their customer training off the ground. This is also a brilliant marketing move to build clients' loyalty by providing value and assistance at a time of critical need.

Learndot's product roadmap is customer-driven. Customers have access to a roadmap portal and can provide ideas for new development. The Learndot roadmap is prioritized based on the traction ideas get in the portal.

Other key differentiators for Learndot:

- Customer training can be embedded into the software provider's SaaS system, allowing the customers to get educated on the product while they are using it rather than having to go into an LMS.
- Data analytics on just about any aspect of a software provider's customer training, which are analyzed and presented in an easy-to-use dashboard along with recommendations on how to further drive usage and customer satisfaction.

- All learning components can be marked as free or paid, and the software provider's customers can purchase training credits via the LMS or even a CRM. For instance, Salesforce can automatically create a credit account within the LMS, incorporating customer education in the sales process.
- A simplified way to build quizzes and exams for the customer training. With Learndot, software providers can build their own question banks and build their own exams within the LMS.

Overall, as customer training continues to grow as a business need for software providers, Learndot is uniquely positioned as an easy-to-use, flexible platform for both large-scale providers and those just getting started. That, combined with the company's strong partnership with its clients, makes Learndot a solution worth a serious look.

-Claude Werder, VP and Principal HCM 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.

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