Solution Provider Profile

Adobe Systems

September 2020

Company At-a-Glance	
Name of Product/Offered	Adobe Captivate Prime
Headquarters	San Jose, CA
Year Founded	1982
Number of Employees	21,000-plus
Revenue	$11 billion-plus
Geographic Coverage	Worldwide
Top Customers	GE, Domino's and Publicis
Total Users (Cloud)	2 million
Solution Name	Adobe Captivate Prime
Current Version	SaaS
Year Product Was Originally Launched	2015
Website	www.adobe.com/products/captivateprime.html

Adobe Captivate Prime Solution Overview and Value Proposition

With Adobe Captivate Prime, organizations can train employees, partners and customers effectively with a next-gen LMS, and deliver an enhanced and enjoyable learning experience for their learners. Companies can reduce skill gaps to manage a learner ecosystem that is engaged, compliant and updated. They can also take advantage of the all-new AI-based Social Learning to encourage learning in the flow of work and allow peers to learn from each other.

Organizations can experience a world-class enterprise LMS from Adobe that is:

- Recognized by leading analysts and industry bodies.
- Awarded for excellence across multiple categories.
- Adopted by leading corporations around the world.
- Used by millions of engaged learners.

Industry-first AI-based Social Learning

With Adobe Captivate Prime, companies can encourage peer-to-peer learning with automated content curation. This allows learners to share their expertise with peers in the form of web-based or user-generated content posted on topic-based discussion boards. Other learners interested in similar skills can follow these boards to learn and even contribute to the topic; this is akin to a social-media platform. Learners can also take advantage of automated content curation powered by Adobe Sensei.

Extended Enterprise and Partner Training

Companies can manage end-to-end training effectively across the value chain through Adobe Captivate Prime. Organizations can upgrade the skills and drive effectiveness of their partner organizations by extending their learning programs to their external ecosystem. They can provide departments, divisions and resellers autonomy with their own instance of a customizable LMS, while having a bird's-eye view of learning initiatives across the groups. Organizations can also give learners access to courses developed in-house, available off-the-shelf in Adobe Captivate Prime or those offered by other third-party content providers.

Employee Skill Development

Skill is the new currency. With Adobe Captivate Prime, organizations can upskill and reskill their workforce to keep them relevant. Leaders can keep their organization ahead of its competition by continuously reducing employee skill gaps, as well as align skills to business objectives and assign skill-based learning plans to employee cohorts. They can drive engagement through certifications and award gamification points and badges for positive reinforcement. In addition, managers can take pre-emptive decisions using data from the skill and compliance report dashboards.

Sales Enablement

With Adobe Captivate Prime, organizations can keep their frontline executives always ahead of the learning curve. Companies can deliver training at the point of need, across devices, for their sales and customer-facing teams to maximize productivity. Organizations can take advantage of the "headless LMS" capability in Adobe Captivate Prime to deliver learning in-context, including right within salesforce.com (SFDC).

Customer Education

Businesses can educate their customers, drive adoption and improve customer satisfaction. With Adobe Captivate Prime, companies can easily enable customer trainings delivered with a personalized experience using customized URLs. They can adhere to their brand guidelines and keep customer groups engaged and updated with new content that can be delivered on any browser or any device. In addition, organizations can take advantage of Social Learning to allow peers to share and learn from each other.

Compliance Training

73% of enterprises rate compliance training as one of their top learning content. Adobe Captivate Prime is an enterprise Learning Management System (LMS) that is user-friendly and offers industry-leading features that allow an organization to scale as they grow, keep learners compliant and stay audit-ready with multi-dimensional report suites at the fingertips.

Analysis by Brandon Hall Group

Situational Analysis

Corporations are trying to find better ways to develop and deliver content to learners in an engaging and modern technological interface. Several factors are driving corporations to improve their content development 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.

- **Improve Accessibility to Content** — Learners are highly mobile and have many situations where it is very complex to deliver an effective learning session.

Challenges to the Business

Organizations have had difficulty in leveraging traditional authoring tools and LMS technologies to meet these new learner requirements. Learner requirements have evolved quickly and their need for content that is relevant, accessible and highly interactive is more important than ever. In particular, traditional authoring tools and LMS platforms are not designed to fully support all the necessary learning modalities in a mobile environment.

Implications for the Business

The implications are two-fold. For the learner, the learning experience is waning and learner engagement continues to steadily decline. For the organization, a significant amount of financial and people resources are being consumed by learning organizations in leveraging their current authoring tools and LMS platforms — and still, the needs of the learner are not being met. This leads to poor performance for the organization because employees are not learning what they need to know to excel at their jobs.

Questions to be answered by the Business

Organizations need to rethink how they leverage technology to keep pace with the rapidly changing dynamics of their learners and business.

The key questions for the business are:

- How does an organization create personalized learning at scale by leveraging technology?

- Can one provider offer a great content development and delivery technology combination?

Adobe's Captivate Prime as the Answer

Adobe's real-time, just-for-me learning environment continues with its highly adaptable and flexible learning management platform. Adobe's LMS provides a wide array of functionality that can fully support the most advanced learning applications. Adobe's learning technology makes learning easily adapted to a variety of learning scenarios and employs the latest blended learning modalities. The breadth and depth of the learning functionality provided by Adobe's LMS is designed to complement its authoring tool, and offers unique advantages when using Adobe's authoring tool and LMS together. The transfer of content from the authoring tool to the LMS is easy and quick. Adobe has also thought through the technological ecosystem that LMS platforms find themselves in now and has created an innovative approach to integrating with any system.

The administrative interface for the LMS is clean and uncomplicated, making it easy to implement the platform and quickly configure it to meet the ever-changing needs of the learner. The user interface is very inviting and engaging, employing the latest approaches to create a training home page that makes it easy for learners to learn.

Captivate Prime also takes learning in the flow of work to the next level by offering itself up as a "headless LMS." This means that learners can interact with content and experiences without ever needing to come directly into the LMS. Everything can be served through web pages or applications they use in their daily life, such as Salesforce or Slack. Adobe has spent a lot of time creating more sophisticated integrations so the platform can excel in any environment.

Building on Adobe's strengths in content authoring, Captivate Prime has a robust and innovative functionality to allow learners to create their own content to share. It requires no programming or development expertise to create engaging, useful material for your peers. The process can even be gamified, awarding points for creating content or even completing steps in the approval process. Adobe is a leader in learning, and their authoring tool and LMS product combination solidifies their leadership position in the marketplace.

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

About Brandon Hall Group

With more than 10,000 clients globally and 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.

Some ways we can help …

MEMBERSHIP PACKAGE
Includes research library access, events, advisory support, a client success plan and more.

ADVISORY OFFERINGS
Custom Research Projects, including surveys and focus groups interviews. Organization Needs Assessment for Transformation, Technology Selection and Strategy.

EXCELLENCE AWARDS
Global recognition showcasing leading programs and practices with a library of case studies.

PROFESSIONAL DEVELOPMENT
Virtual and on-site certification programs, workshops and webinars supplemented with research-driven assessments and tools.

ORGANIZATIONAL EXCELLENCE CERTIFICATION PROGRAM
recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.

SMARTCHOICE® PREFERRED PROVIDER PROGRAM
uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's quarter of a century's experience in evaluating and selecting the best solution providers for leading organizations around the world.