

# Solution Provider Profile

## Fuse Universal

May 2023



Company At-a-Glance	
Name of Product/Offered	Fuse
Headquarters	London, UK
Year Founded	2008
Geographic Coverage	Global, primarily UK and mainland Europe
Top Customers	Avon, Dropbox, Hilti ,IHG Hotels & Resorts, Merck, Migros, Panasonic, Scandic, Vodafone
Website	<a href="https://www.fuseuniversal.com/">https://www.fuseuniversal.com/</a>

### Fuse Overview and Value Proposition

Fuse believes learning should support your business objectives. It's more than skills. It's more than courses. It's about the knowledge your people need to get work done — knowledge that can change as rapidly as business conditions themselves. Unlike your LMS or LXP, Fuse is designed to help your employees to support performance with knowledge accessible at the moment of need, as well as contribute knowledge as they share and learn from one another.

Fuse is designed to make it easy to capture, curate and share the tacit knowledge of your subject matter experts and best people, then access it when, where and how they work. Unlike an average LMS that only gets 5% to 10% active usage each month, your people will actually use Fuse, which makes it easier to drive business impact.

- In Fuse, tacit knowledge and skill capital are shared, creating a culture of engaged learning.
- Learning teams can facilitate the whole process of learning: engaging knowledge delivered in context with managerial and peer-supported practice and feedback — and true performance support when in the workflow.
- Fuse enables organizations to move from low-performance course-centric strategies to measurable organizational and personal performance improvement.
- Fuse is used by more than 150 progressive organizations worldwide, including Hilti, Vodafone, Panasonic, Scandic and Avon.

- Engagement with most learning platforms is still low and infrequent, so it cannot be impactful. Socially designed, continuous learning is core to the Fuse platform, not an afterthought.
- L&D's focus today is on course-centric learning, which lacks a link with business and performance outcomes. Fuse's view on skills/skills development is holistic and contextual to the workforce. Upskilling and reskilling people at scale requires context around jobs, roles and communities. Fuse supports all of that.
- Another reason course-centric learning isn't the answer: Learning at the speed of knowledge is now changing in the corporate world — course-centric strategies cannot keep up, nor can they provide true performance support.
- For some clients, the need for global governance but local flexibility (allows for platform consolidation)

Fuse integrates with some of the top learning providers to connect corporate learning systems into one easy-to-search. They include:

- Go1, the largest curated eLearning library from one of the world's top training providers.
- LinkedIn Learning, with more than 16,000 courses to get knowledge in the flow of work.
- SAP SuccessFactors. Connect your SAP SuccessFactors LMS with Fuse to deliver the most comprehensive knowledge in the flow of work.

Fuse continuously takes steps to improve the platform. Some of the newer features include:

- **Enhanced transcription engine.** Automated transcription of videos into nine languages with the ability to translate the content into 49 languages. This adds to the impressive video learning capability, where you can create your own YouTube channel.
- **A social feed that creates a continuous learning culture.** Breaking down barriers to knowledge and finding opportunities to learn from content and each other.
- **Fuse offers a video learning system, and LXP and LMS.** The video system includes advanced indexing to find the most relevant video content, great authoring tools and integration with workflow systems.

### How Fuse is Different from an LMS

Many organizations find that their LMS only gets used a few times a year for compliance training. That equates to weekly usage of 2% to 3%. Fuse believes what employees need is the knowledge to do their jobs every day — performance enablement delivered in the context of work and available in the flow of work. That's what Fuse does, and it's also why weekly usage can be as high as 80% or 90% and with a much higher company NPS score (84%) compared with those who participate in traditional formal training (12%).

## How Fuse is Different from Traditional LXPs

Fuse drives business performance with contextually relevant information from your subject-matter experts delivered in the flow of work. Learning Experience Platforms (LXP) are designed to drive consumption with recommendations based on high-level skill requirements from third-party content libraries. Fuse lets you create deep learning experiences in the flow of work and in context, so you'll have superior learning outcomes and a more highly skilled workforce.

## How Fuse Uses AI

Powered by Microsoft and Google, AI makes Fuse intelligent. AI dives into every piece of content — every video, presentation, document and photo — and generates rich metadata and tags for keywords, subjects, people, skills and more. Then, this understanding allows your employees to make natural language searches and access all the available knowledge within your organization, including connected systems like LinkedIn Learning. With Fuse AI, it's easy for employees to find the contextually relevant information they need, just like they do in search engines every day.

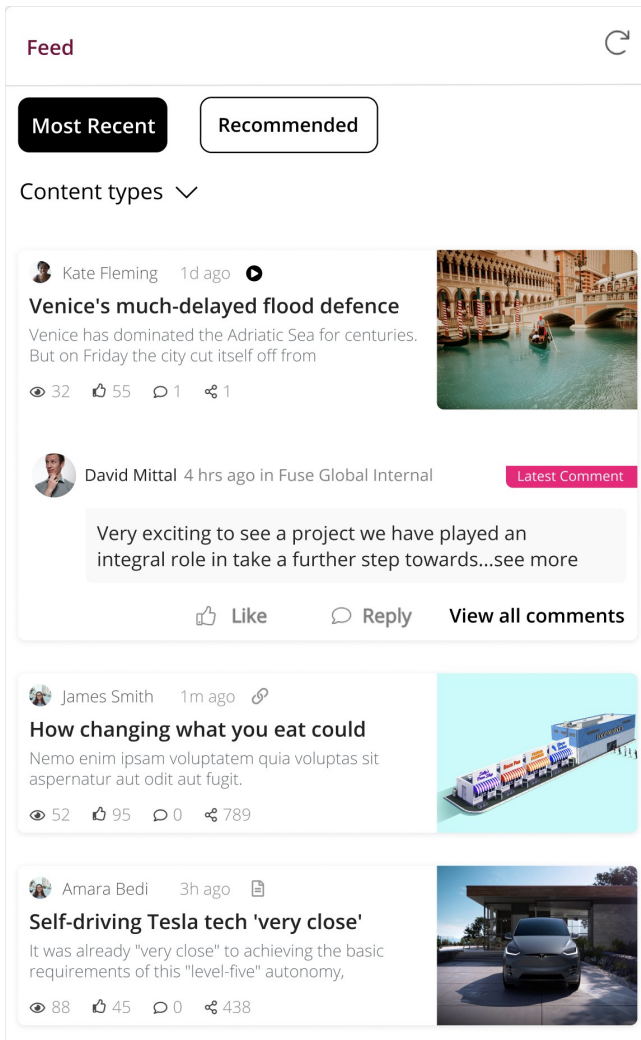
## Benefits of Fuse

- **Creates a culture of learning.** The social nature of Fuse's learning platform enables informal learning and captures crowdsourced tacit knowledge. Learners connect with experts and the crowd to gain insights and new, tacit knowledge.
- **Activates knowledge in the flow.** Learning is embedded through practical application while on the job. Fuse supports learners in the flow by breaking down barriers to knowledge and enabling answers to questions through intelligent search via desktop and app.
- **Reduces the noise.** Smart personalization delivers access to only the content that is contextually relevant for the learner and reduces content overload. Relevant experience deepens trust in the platform and drives continuous learning habits.
- **Offers safe space for practice.** Learning doesn't stop when the knowledge is consumed — it starts! Fuse enables you to create safe spaces that drive a cycle of application. You build competence and, in time, expertise.
- **Delivers efficient feedback.** Coaching and assessment tools capture feedback as objectives and accelerate coaching> Your people get a better learning experience that is human-first and AI-powered, so coaches, experts and the crowd can practice and get feedback.
- **Unparalleled actionable insights.** Pre-built dashboards give insights into the most common business problems and allow instant actional analytics. You can also build insights from the 330 data points with the Analyzer tool to drive data-driven decision-making in L&D and beyond.

- **Can be used to train customers and partners.** When you use Fuse as an extended enterprise training solution, you can see the measurable engagement of your customers, partners, and suppliers, as well as a clear connection to performance and revenue. You can design programs specific to each audience that offer global governance and multilingual capabilities along with local flexibility. You can also drive platform consolidation with a single location for learning and communication that lowers your overall technology spend. Best of all, you can extend your team's knowledge rapidly, which allows you to respond to change and keep up with the pace of business today.

## Screenshots

Figure 1: Knowledge Feed



The screenshot displays a 'Feed' interface with a refresh icon in the top right. Below the title are two filter buttons: 'Most Recent' (selected) and 'Recommended'. A 'Content types' dropdown menu is visible. The feed contains three items:

- Item 1:** Posted by Kate Fleming 1d ago. Title: 'Venice's much-delayed flood defence'. Description: 'Venice has dominated the Adriatic Sea for centuries. But on Friday the city cut itself off from'. Includes an image of Venice canals. Engagement: 32 views, 55 likes, 1 comment, 1 share.
- Item 2:** Posted by David Mittal 4 hrs ago in Fuse Global Internal. Title: 'Very exciting to see a project we have played an integral role in take a further step towards...see more'. Includes a 'Latest Comment' button. Engagement: Like, Reply, View all comments.
- Item 3:** Posted by James Smith 1m ago. Title: 'How changing what you eat could'. Description: 'Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.'. Includes an image of a food truck. Engagement: 52 views, 95 likes, 0 comments, 789 shares.
- Item 4:** Posted by Amara Bedi 3h ago. Title: 'Self-driving Tesla tech 'very close''. Description: 'It was already "very close" to achieving the basic requirements of this "level-five" autonomy,'. Includes an image of a Tesla car. Engagement: 88 views, 45 likes, 0 comments, 438 shares.

Figure 2: Smart Personalization

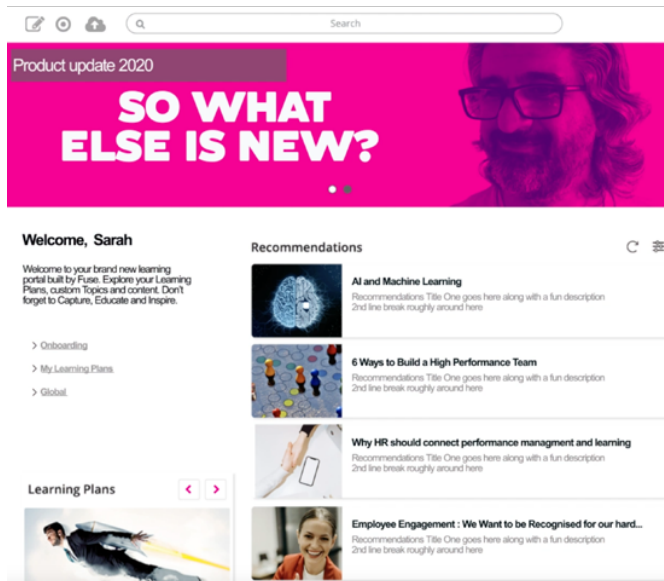


Figure 3: Social Learning

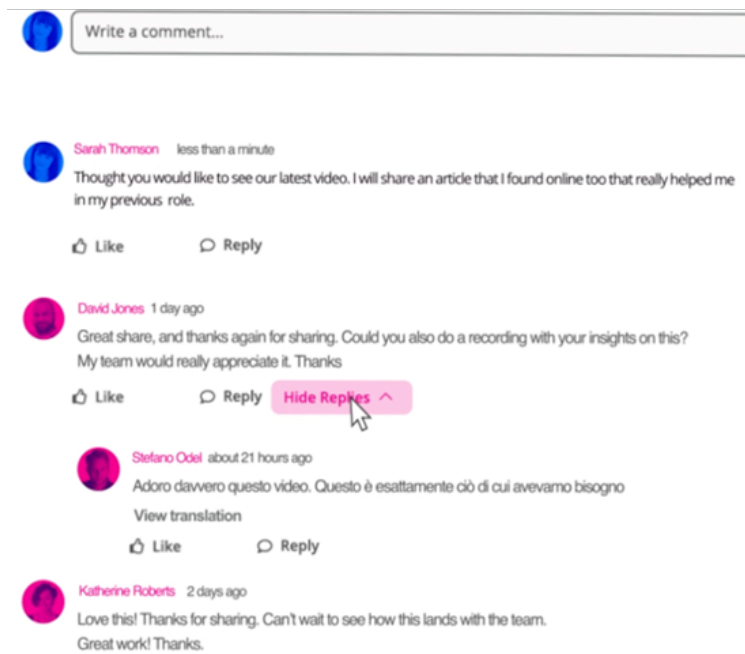
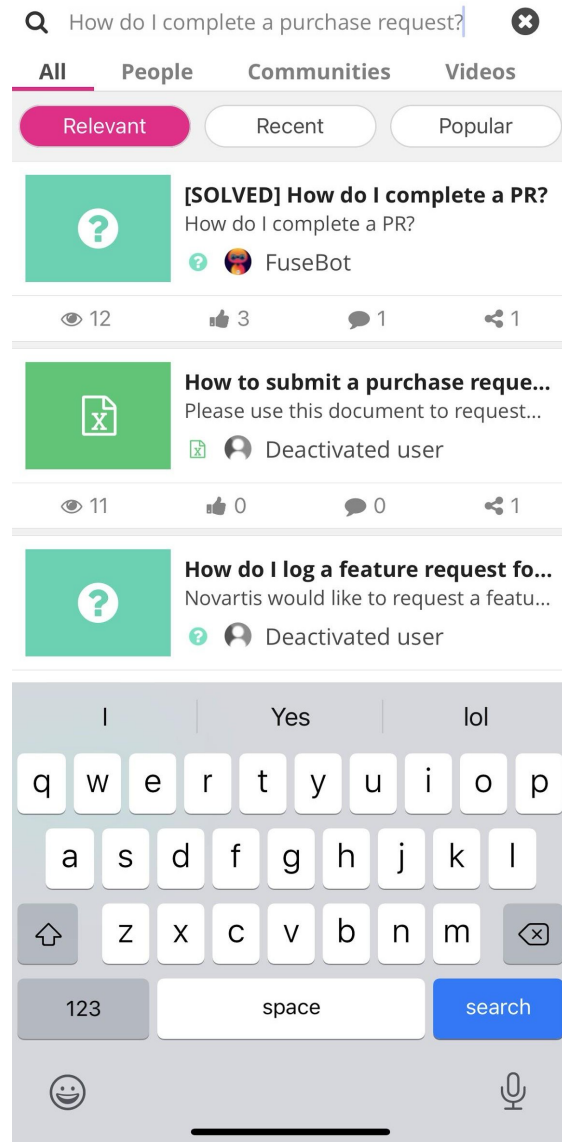
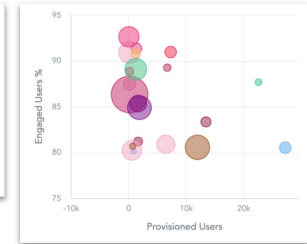
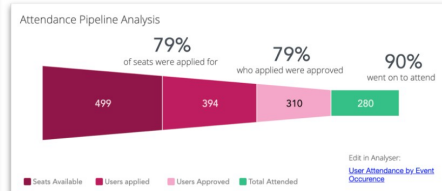
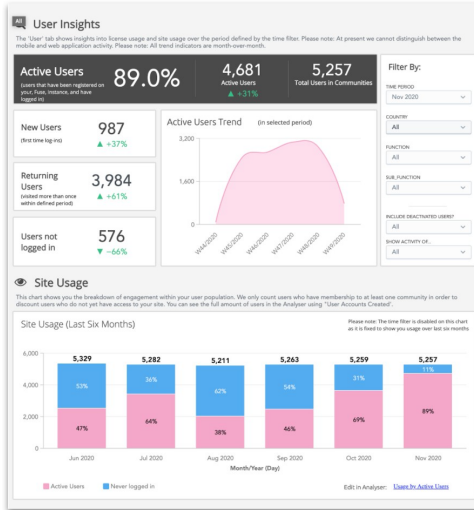


Figure 4: Performance Enablement/Support



**Figure 5: Universal Analytics**



All screenshots provided by Fuse Universal

## Analysis by Brandon Hall Group

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### Situational Analysis

Organizations are continually striving to create engaging learning that has a real impact on behaviors and business outcomes. However, outmoded learning technology, traditional content and a lack of focus on what the learner needs have led to uninspiring learning experiences that can only be measured through completions rather than real business impact.

What does it take to create a more impactful, engaging learning experience that improves individual and business performance? Personalization, reinforcement and adaptability. Together, these characteristics take learning to the next level.

Corporations are trying to find better ways to curate and deliver learning in a more contextual, engaging and modern technological interface. Several factors are driving corporations to improve their learning experience 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.
- **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 catching up to the new standard of learning required. Learner requirements have evolved quickly and their need to have access to knowledge and information when and where they need it is more important than ever. Most learning is still event-driven, without enough follow-up, reinforcement or opportunities to apply knowledge. This leaves organizations ill-equipped not only to meet the rapidly changing challenges of today but to ensure their workforce has the skills and knowledge required for the future.



## 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, employees are not learning what they need to know to maintain compliance, develop new competencies and skills and advance their capabilities leading to negative implications, including a lack of innovation and creativity that makes the organization uncompetitive.

## Questions to be Answered by the Business

Organizations need to rethink their approach to the learner experience 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?
- Can one provider offer a state-of-the-art learning platform that delivers engaging, contextual experiences?

## Fuse Universal as the Answer

Fuse Universal has gone to great lengths to differentiate itself in the learning technology space, and it is not just its vibrant pink color scheme. The approach it takes with its platform is focused on knowledge — growing and sharing it throughout the organization.

Fuse knows that organizational success occurs at the nexus of learning and performance, and that technology is the key to putting it all together. It is a learning platform that eschews anything traditional and embraces a modern learning ecosystem where people are connected by knowledge.

Fuse is designed to be used every day to give people the knowledge and support they need by making learning social, collaborative and native to the flow of work. The platform uses machine learning under the hood to deliver personalized, relevant experiences and intelligent, contextual searches. Another way Fuse is different than a traditional learning platform is that it makes it easy to build in practice and feedback cycles to keep the learning continuous.

Ultimately, Fuse is the key to unlocking the knowledge that resides in your organization. It makes it easy to find and leverage what the workforce knows so everyone can learn from one another. As people grow and develop, they are able to keep sharing, ensuring the overall knowledge of the organization continues to grow.

*- Claude Werder, Senior VP and Principal Analyst, Brandon Hall Group*

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## About Brandon Hall Group™

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