Solution Provider Profile

Elucidat

March 2023

Company At-a-Glance	
Name of Product/Offered	Elucidat — eLearning Authoring Platform
Headquarters	Brighton, United Kingdom
Year Founded	2013
Employees	65
Geographic Coverage	Elucidat has customers across the world who are supported by Elucidat teams based in the US and UK.
Top Clients	Elucidat works with some of the world's largest companies including, Coca-Cola, Renault, KFC, Pret a Manger, Kingfisher, Sharp, Decathlon, and Tesco.
Total Users (Cloud)	More than 340 customers are using Elucidat with over 8,600 users registered. 40 million unique learners have now taken eLearning created in Elucidat, with over 2 million being active per month.
Solution Name	Elucidat — eLearning Authoring Platform.
Date Version Was Released	As a SaaS product, Elucidat is continually updated and evolving with no specific release version.
Current Version	Elucidat is a software-as-a-service (SaaS) product, meaning all customers use the latest version of Elucidat.
Website	www.elucidat.com

Elucidat OVERVIEW AND VALUE PROPOSITION

Elucidat is a multi-award-winning eLearning authoring platform used by the world's leading companies to deliver impactful learning experiences on a global scale.

Elucidat is designed for teams producing large amounts of eLearning content and reaching thousands of employees. Elucidat enables teams to work smarter by streamlining production, empowering anyone to share their expertise and creating eLearning without increasing costs or reducing content impact.

With Elucidat, Learning & Development teams can harness the power of internal experts, control quality, increase learning effectiveness and ensure their employees receive relevant and personalized learning that has a real impact.

In a global organization, producing business-critical training that delivers real-life impact is often expensive, hard to scale and takes up too much time. With the demands on L&D teams being greater than ever and budgets stretched, Elucidat helps L&D meet the demand on them and empowers enterprise organizations to produce high-quality training at scale by utilizing the business's most valuable assets — their people.

Elucidat continues to be the platform of choice for the largest companies in the world, forming long-term strategic relationships with organizations and becoming a critical part of their learning technology ecosystem.

Founded in 2013, Elucidat is celebrating its 10th anniversary in 2023. Elucidat has grown to more than 60 employees across the UK and the US. It has around 340 customers, some of which are among the world's largest companies. eLearning created in Elucidat has been taken by more than 40 million unique learners, and Elucidat sees 2 million active learners every month.

In 2019, Elucidat's growth was boosted by a £3.5 million investment from YFM Equity Partners (YFM), and in January 2023, YFM announced a £2 million follow-on investment. Elucidat is also a proud recipient of the Great Place to Work award in 2020, 2021, and 2022. It has also partnered with Ecologi to help it reach its Climate Positive goals.

Full Partnership Approach

Elucidat adopts a full partnership approach with its customers to help them succeed and achieve their learning & development goals for the long term.

- **Every Step of the Way** — Partnering every step of the way, not just during onboarding, to ensure you succeed.
- **Leveraging Best Practices** — Built for enterprise organizations and helps customers to learn from millions of enterprise learners.
- **Strategic Direction** — Elucidat are learning people. Elucidat consults and guides you with strategic advice to thrive.
- **Unrivaled Support** — Going further than anyone else when supporting customers with unrivaled support.

Capture Expertise

With Elucidat you can harness the power of internal expertise and share critical business knowledge more effectively.

- **Capture Expertise** — You can utilize your people and capture their experience and knowledge.
- **Collaborate Seamlessly** — You can allow anyone to input into content creation with workflows built for collaboration.
- **Work with Subject Matter Experts** — Any SME can get involved in projects easily, from content input to reviews.
- **Crowdsource Without Risk** — You can open production safely without risk.

Speed Up

Smarter production with Elucidat allows teams to reduce inefficiencies and speed up content development.

- **Increase Efficiency** — Enables teams to speed up and produce more without increasing costs or decreasing impact.
- **Expand Capacity** — Companies using Elucidat can meet learning demand by expanding production capacity.
- **Smarter Production** — Elucidat contains unique admin tools and workflows to manage production cycles and reduce risk easily.
- **Reuse and Repeat** — You can leverage and reuse content across your account and make changes en masse.

Guarantee Impact

With Elucidat, increase quality and generate a real impact with your eLearning content.

- **Control Quality** — Increase impact by ensuring content creators are using established foundations.
- **On-Brand Experiences** — You can utilize global controls for branding and styling to ensure your content meets guidelines.
- **Be People-Centered** — Allow teams to reach learners with the content they need, when they need it, and where they need it.
- **Best Practices Baked In** — Guarantee impact with ready-made templates.

Powerful for Advanced Authors

Experienced authors can leverage the full power of Elucidat to create tailored eLearning experiences at scale.

- Full authoring suite enabling authors to create highly engaging eLearning from scratch.
- Advanced features like social polls, rules, branching, and personalized content clips.
- Easy-to-use workflows to support localization and creation of content variations.
- Seamless content integration into your LMS with the ability to re-release at the click of a button.

Enable Anyone to Create Impactful Content

New authors can use Elucidat's guided workflow to create impactful eLearning that meets your standards.

- Guide authors to use pre-approved and fully branded company templates.
- Manage brand and assets at a global level and push out updates to all content instantly.
- Control quality with review workflows and content approvals before releasing to learners.
- Collaborate seamlessly with fully tailored user permissions and access controls.

Screenshots

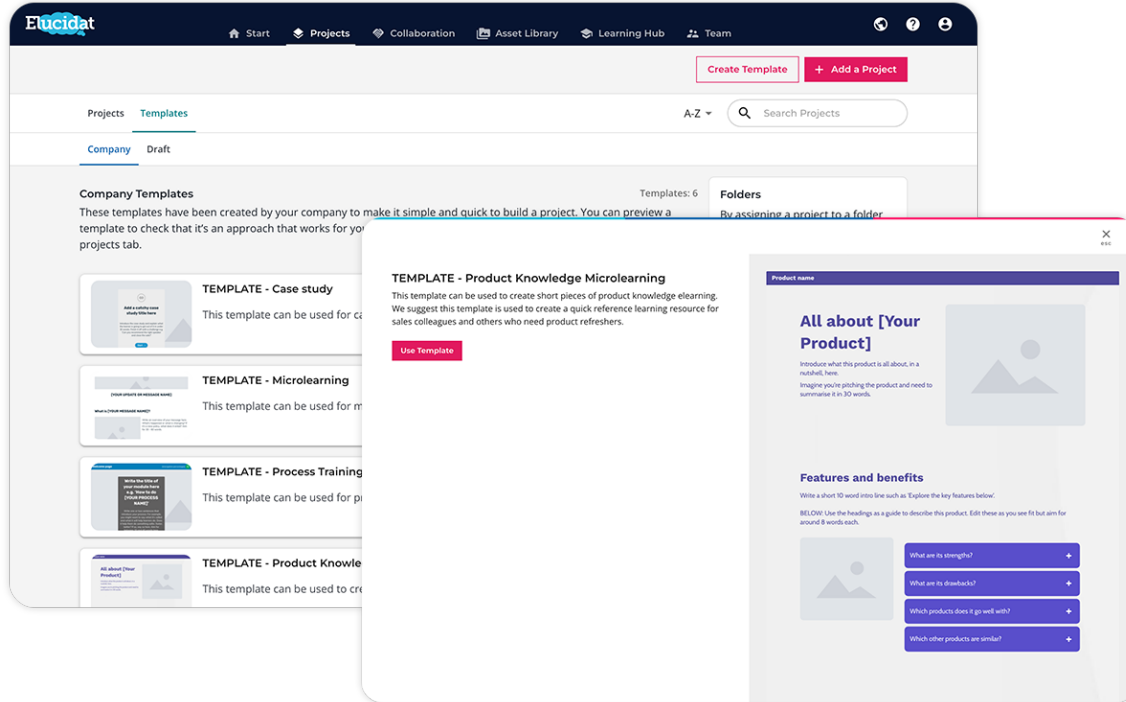### Figure 1: Easily Author Content with Templates

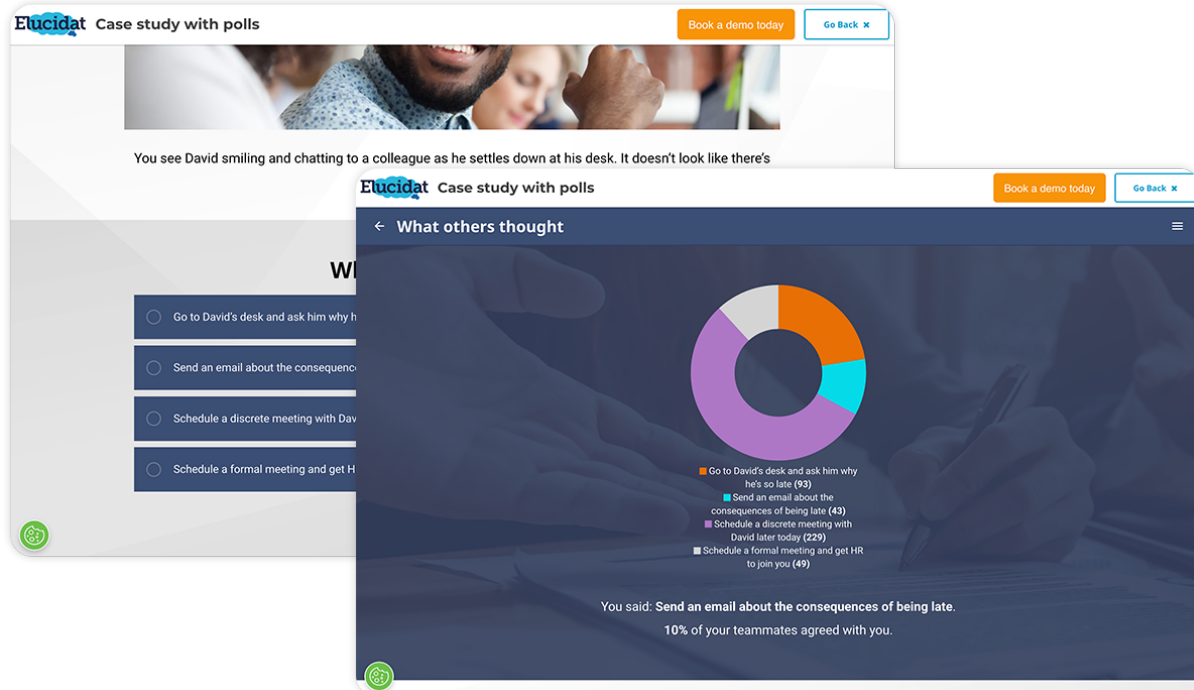### Figure 2: Engage Learners with Quality Content

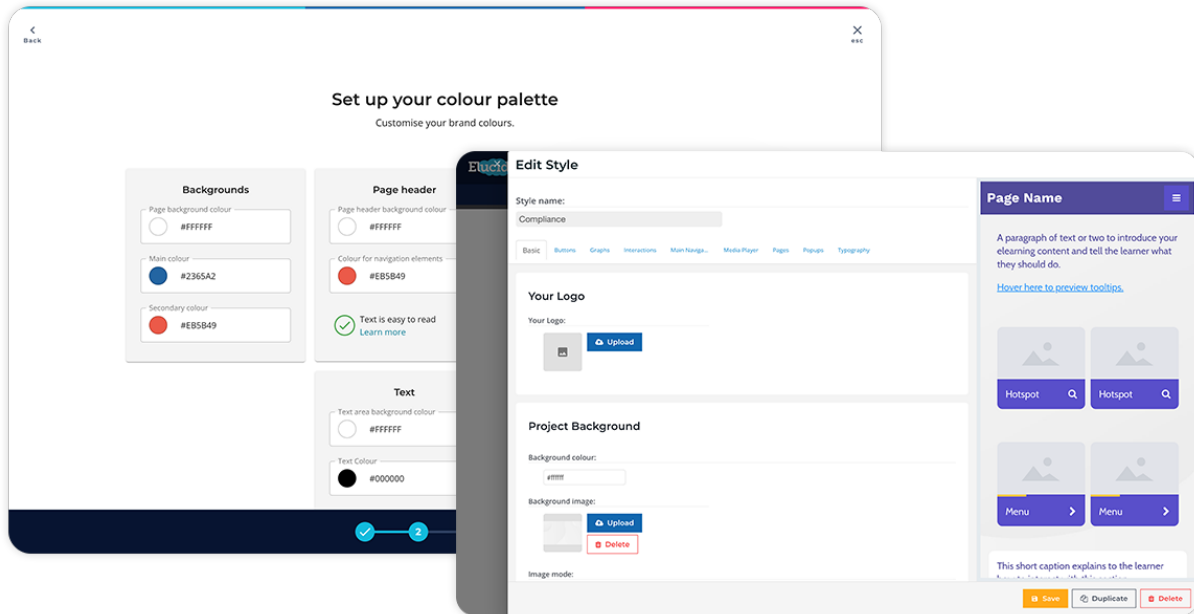**Figure 3: Control Brand Globally**

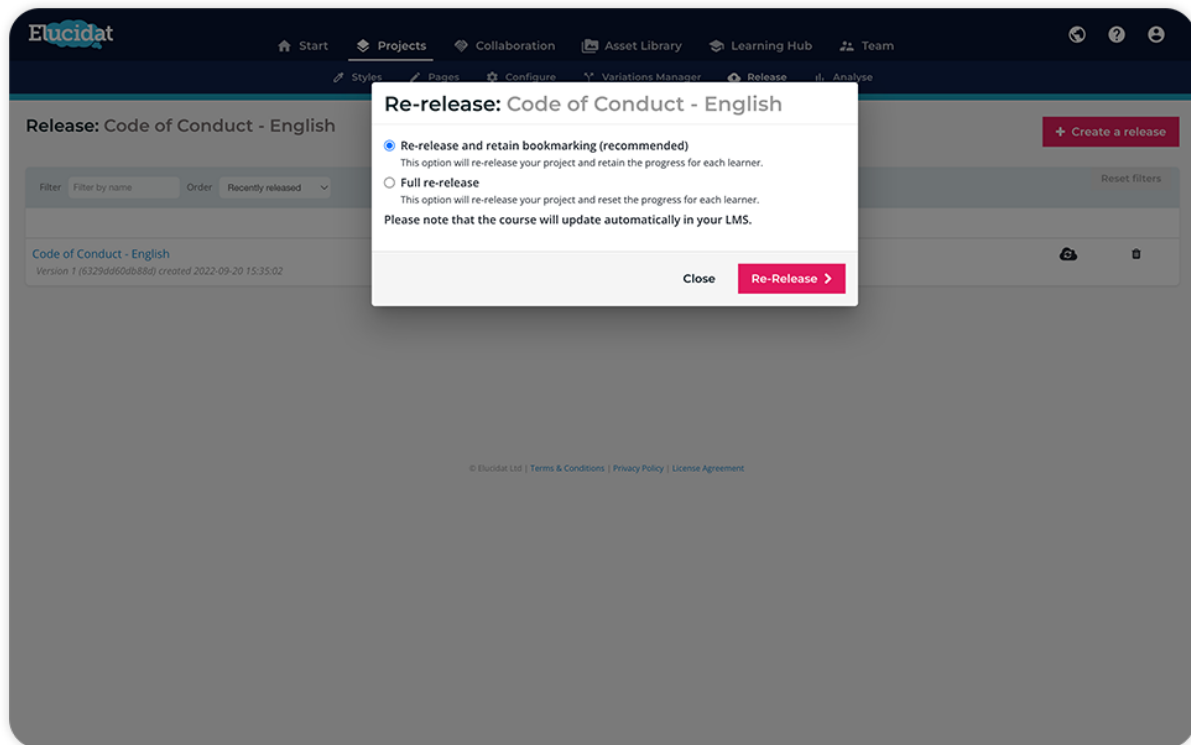**Figure 4: Publish Content to Any LMS and Re-Release Changes Instantly**

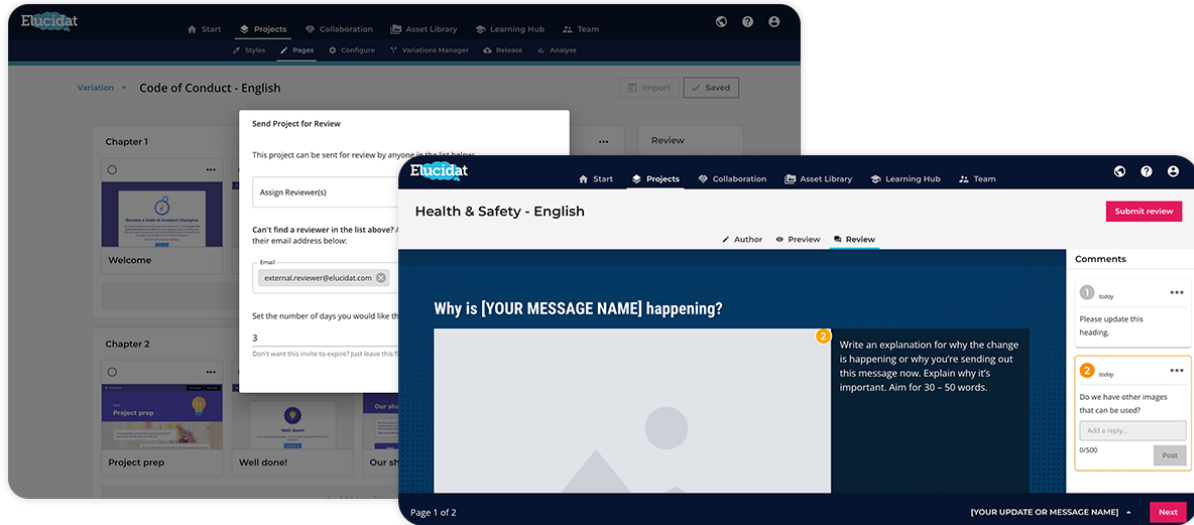**Figure 5: Collaborate Seamlessly with Colleagues**
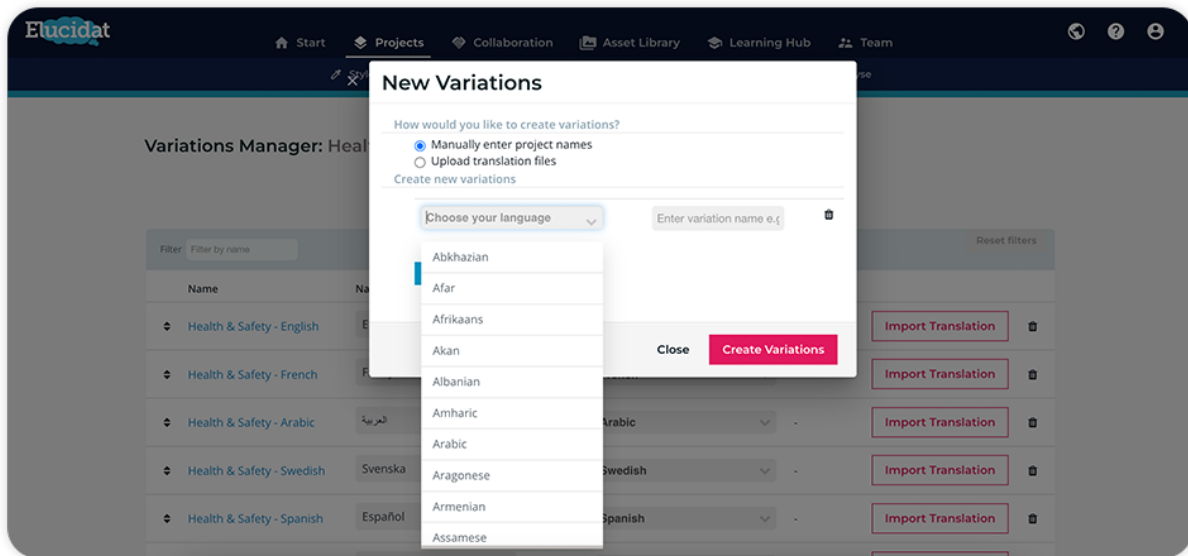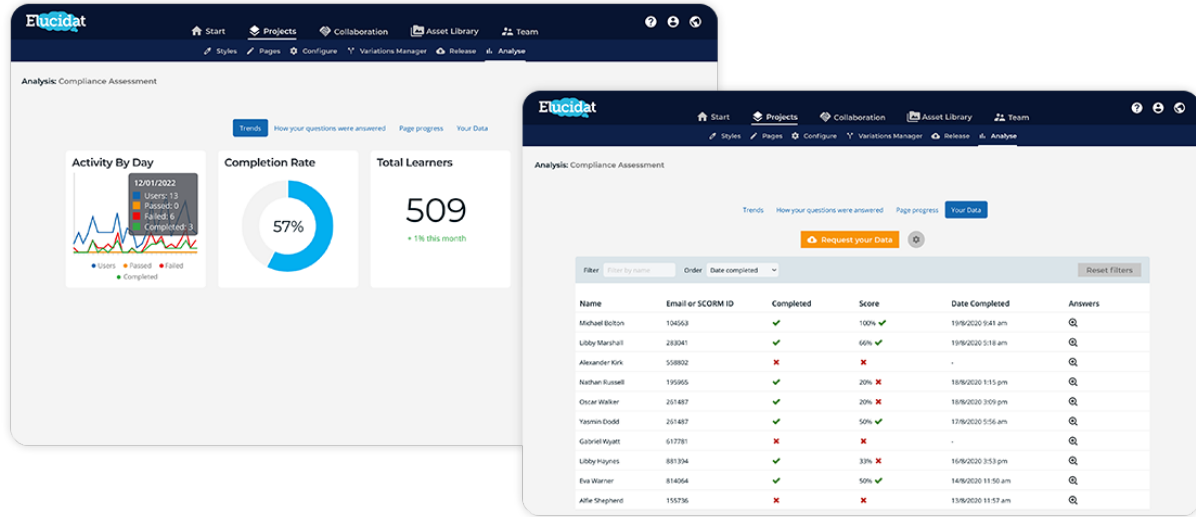

Figure 6: Translate Courses into Any Language

Figure 7: Get Learner-Level Insights with Analytics

All screenshots provided by Elucidat

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 is 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?

Elucidat as the Answer

Following the pandemic, more and more organizations have moved toward hybrid learning. This has resulted in the demand for digital learning being higher than ever.

Elucidat takes a more strategic approach to authoring than many providers by focusing on what and how the learner needs to learn, rather than simply providing content development. Elucidat is also well-positioned to deliver on a key element in today's modern learning environment — scale. It isn't enough to create high-quality content quickly; it also needs to be able to meet the needs of large, complex, dispersed organizations when required.

Although Elucidat's content works well in any LMS environment, the platform is not dependent upon an LMS to reach a learning audience. This greatly expands the flexibility of the content, putting it into the hands of the learner wherever they might be.

The Elucidat platform functionality provides organizations with the ability to develop content by first determining what style the content needs to take on to be the most impactful for the learner. Built-in workflow processes provide a scalable and consistent content development strategy for organizations, saving time and money. The platform also allows for quickly reusing content page types to accelerate the content development process.

Elucidat offers a full-service help center to assist in developing content, including a Learning Consultancy team ready and available to work with organizations on demand. A unique feature in assisting organizations is Elucidat's project prototype service which provides real-time assistance to organizations with a content development project. Elucidat also offers an ever-growing library of course starting points and designs for organizations to save steps and time in developing the content architecture and format. This allows organizations to focus more on content itself and its delivery.

The Elucidat platform provides settings for various rights and permissions levels for users, and can be configured to provide access by group, function, department or any other particular domain needed by the client. Elucidat's review workflow also enables collaborative feedback to

be gathered during the production process. Colleagues can be invited to leave feedback on a project, even if they don't have an Elucidat account.

Elucidat also provides a localization suite to help contextualize learning based on language and dialect. Courses can be simply exported from the platform in the native language and sent to a translator. Translated content can then be seamlessly reimported to create multi-language versions of content. Going a step further, Elucidat has launched its new Auto-Translate functionality that allows machine translation of content into 75 different languages at the click of a button.

Elucidat has API integrations with LMS providers to make it easier and faster to load content into their systems. All content created by Elucidat is developed in a wrapper format, eliminating the need to reload edited SCORM course content. Courses can be updated with the simple click of the "re-release" button. Elucidat also allows for a full SCORM package to be exported if required.

Elucidat offers a robust analytics platform complete with the ability to track and monitor global trends, learning ROI, learner interaction levels and drop-offs in content consumption. The global analytics functionality provides an organization with the ability to track key metrics for promoting a people-centric learning environment.

The product roadmap for Elucidat reflects the company's continued commitment to helping organizations spend less time on creating content and delivering the content to learners. The Elucidat platform is much more than an authoring tool. The platform can help any organization to level up its learning content and delivery process and substantially improve learner engagement.

Elucidat is a feature-rich product, brimming with the level of sophistication needed to tackle the complexities of modern learning. The future of work may be uncertain and upskilling, and reskilling the workforce may be a moving target, but there is one certainty and stationary point for organizations — leveraging Elucidat.

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

About Brandon Hall Group

With more than 10,000 clients globally and 30 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.

Professional Certifications
Self-paced certification programs. Virtual group sessions for companies. In-person conferences and summits.

Membership
Individual and Enterprise Membership Options: Includes research assets, advisory support, a client success plan and more.

SOME WAYS WE CAN HELP

Advisory Offerings
Custom Research Projects, including surveys, focus group interviews and Organization Needs Assessment for Transformation, Technology Selection and Strategy.

Excellence Awards
Two annual programs recognize the best organizations that have successfully deployed programs to achieve measurable results.

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 twenty-eight-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.