Solution Provider Profile

DelphianLogic

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Company At-a-Glance	
Name of Product/Offered	End-to-end learning services for enterprises and other organizations
Headquarters	Pune, India
Year Founded	2010
Geographic Coverage	North America, Europe, Asia
Industries	Finance, Retail, Pharmaceuticals
Website	www.delphianlogic.com

DELPHIANLOGIC OVERVIEW AND VALUE PROPOSITION

DelphianLogic's enterprise learning offerings are conveniently sectioned into four compact need-based categories, to make it easier for you to choose the just-right solution for your business challenge.

Each of these offering categories is made up of several microservices to cover a plethora of learning needs and use cases.

Learning Experiences

- eLearning
- Microlearning
- Video-based Learning
- Mobile Learning
- Gamified and Game-based Learning
- In-person and Virtual Instructor-led Workshops
- Portals and Digital Tools

Managed Learning Services

- Custom Content Design and Development
- Learning Content Transformation
- Learning Content Management
- Learning Technology Design, Development, and Implementation

Learning Technology

- **ContentCentral** — A one-of-its-kind learning content management solution to complement your LMS. ContentCentral is a category-defining Learning Content Lifecycle Management (LCLM) platform that helps organizations take charge of their learning content with a focus on driving continuous improvement, minimizing compliance risks, and maximizing the return on investments through learning sustainability. It is the

‘smart intelligence' that manages the 'heart' of L&D. ContentCentral is offered as a cloud-based, software-as-a-service; it scales and grows with your organization's needs - no learning content too little or too much, no learning content left out.

- **LearningCentral** — An enterprise-class Learning Management System (LMS), with a difference. LearningCentral has been designed as a framework to cater to organizations looking for a learning delivery solution that's 'purpose-built' for their specific needs – businesses whose learning delivery is tightly intertwined and integrated with business-specific rules and workflows. The framework boasts of ready components, features, and workflows that cater to most learning delivery and management needs, while the de-coupled architecture allows for a customized 'business layer' to be added atop the base framework. The result — a tailormade solution, yet at a significantly lower cost of ownership.

Learning as a Service (LaaS)

As learning content and technology experts, DelphianLogic is well versed in the minute details and the nitty-gritty of learning, be it design or delivery. And they have a deep understanding of the modern learners, the audience to whom DelphianLogic's solutions cater — how they consume learning, the best way to reach them, and how to keep them engaged.

DelphianLogic's Learning as a Service distills this expertise and creates a packaged offering comprising a learning strategy, a scalable Learning Management System (LMS) platform, their content design and development expertise, and operational and technical support services that will transform your learning environment — be it kick-starting it from scratch or growing it exponentially.

LaaS promises hassle-free transformation while it's still business as usual for your team. You can continue to focus on what you do best, while DelphianLogic operationalizes the business end of learning for you.

And it doesn't just stop at implementing LaaS. DelphianLogic will continue to closely work with its clients to scale the platform with enriched content and learning experiences and adapt it to evolving business and learner needs.

EXTENSIVE EXPERIENCE ACROSS ALL FORMATS OF LEARNING
4,000 hours of learning designed and delivered 1,800+ projects for over 100 clients, spanning across 25 different industries.

DEEP DOMAIN EXPERIENCE AND EXPERTISE
Over 15 years of domain experience (average) across the entire team and over 20 years for the senior team members and consultants.

GLOBAL CAPABILITY
Digital learning developed across 60 regional languages across the world.

LONG-TERM ENGAGEMENTS
Average customer relationship of 7+ years and 90% repeat business, demonstrating strong partnerships built on trust and consistency.

DYNAMIC TEAM OF PASSIONATE PROFESSIONALS
Learning Experience Design (LXD), Instructional Design, Visual Design, Usability (UX/UI), Courseware Engineering, Software Engineering, Product Development, Quality Assurance, Project and Program Management.

FLEXIBLE ENGAGEMENT MODELS
Large-scale projects executed across fixed-price models, flexible dedicated team engagements, and troubleshooting and support for global organisations.

A rich trove of experience has enabled DelphianLogic to fine-tune and perfect a delivery excellence framework that ensures that your every touch point with DelphianLogic leads to a smarter experience.

The five-pillar framework

To ensure that there's an element of smarter in your every interaction with DelphianLogic, a five-pillar framework has been created to support all DelphianLogic solutions and offerings. It is how a unique perspective, and a smarter difference are added to every engagement.

PILLAR ONE: DEPTH OF UNDERSTANDING

Below the superficial. Beyond the facts. At the core of the challenge. It's not just an exploration. It's diving into the heart of the insight.

PILLAR TWO: SHARPNESS OF SOLUTIONS

When does a solution become the right solution? When the challenge is defined. And refined. When all the possibilities are explored. And reimagined. When the design fits the purpose.

PILLAR THREE: RIGHTNESS OF TECHNOLOGY

Being tech native is our strong suit. Being innovative with it is even more.

Robust. Ahead of the curve. Integrated. Platform agnostic.

It's tech at our control. With good ideas to drive it at the core.

PILLAR FOUR: "AHA" OF INTERACTIONS

What's the finest level of engagement that one must promise? One built as much on process and structure as it is on flexibility and personalization. A solid expectation that morphs into a delightfully smarter experience. Every time.

PILLAR FIVE: QUALITY OF OUTCOMES

How effective is the solution? How will it affect behavior? How will it impact performance? Good questions all. No easy answers. Except for great quality ones. Leaving no stone unturned. No standards unchallenged. Only awesome accepted.

As a long-standing partner for some of the largest global organizations, DelphianLogic has conceptualized and implemented various solutions for their clients of varying nature and scale – from granular and super-niche interventions to managing their corporate academies. The DelphianLogic team takes pride in the fact that their clients trust them as their preferred and valued learning partner. The repeat business engagements year-on-year are a testament to their professional and impactful work and the ability of the team to build enduring relationships.

Analysis by Brandon Hall Group

Situational Analysis

Organizations are continually striving to create and execute a learning strategy that has a real impact on behaviors and business outcomes. However, outmoded learning technology, traditional content and a lack of alignment with the business have made it challenging for learning to fulfill its promise. Additionally, L&D teams are being stretched to deliver strategic impact to the business with fewer resources like time, money and people.

Many L&D teams find themselves in need of an external partner to solve single or multiple challenges, including:

- Improve Learner Engagement — Organizations struggle with developing and delivering learning content that captures the attention of the learner.
- Create a more flexible, accessible learning experience — Companies need to provide learners with a wider variety of learning interactions and opportunities.
- Modernization — Legacy content and programs are not meeting the needs of the modern learner.
- Technology — Learning technology is quickly evolving, and organizations are in serious need of tools to properly manage their next-gen learning content and programs.

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 very event-based, 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 learning strategy to keep pace with the rapidly changing dynamics of their learners and business.

The key questions for the business are:

- How can we transform learning to have more of an impact?
- How do we transition to more digital and virtual learning?
- Does our learning content meet the needs of both learners and the business?

DelphianLogic as the Answer

In the wake of the pandemic, L&D teams at more than 70% of organizations experienced a reduction in workforce, a reduction in budget, a restructuring of the learning function, or some combination of the three. This has severely hampered efforts to modernize and expand the learning experience to be more engaging and impactful. DelphianLogic's four offering areas are designed to support L&D teams and give them the tools, expertise, and services they need to be successful.

The approach they take is to provide as much or as little support as needed, from building one-off custom content to managing the entire learning process. For example, many organizations find themselves saddled with too much outdated, unusable content. Modernizing that content often takes too much time and too many resources, which are better spent focused on more strategic L&D goals. By partnering with DelphianLogic, a company in this situation can get its content converted quickly and effectively, without losing any traction.

DelphianLogic's sweet spot, however, is in the kinds of learning experiences they can create for their clients. Companies that have historically only built static classes and eLearning courses can be challenged when trying to expand the media, methods, and modalities they deliver. Partnering with DelphianLogic gives immediate access to the experience and skills required to build impactful interactions like games, microlearning, videos, and more.

This is especially important for organizations that are still transitioning to accommodate a remote or hybrid workforce. DelphianLogic has the learning design expertise to include the right kind of interactivity to make up for what is lost leaving the classroom environment. Their forte is keeping the core of what made the classroom material effective while digitally transforming it.

The ultimate partnership for DelphianLogic is their Learning as a Service offering, which provides an organization essentially a turnkey learning function. This means content creation, technology implementation, strategy alignment, and an ongoing relationship that is continuously in support of organizational goals.

For companies that are looking to transform their learning strategy and approach to meet the needs of the future of work, but are overwhelmed with how to get there, DelphinLogic is an ideal strategic partner. They can fill any gaps an L&D team may have in skills, expertise, and tools.

- 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 28 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
Individual and Enterprise Membership Options: Includes research assets, advisory support, a client success plan and more.

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

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' experience in evaluating and selecting the best solution providers for leading organizations around the world.