

# Solution Provider Profile

## BenchPrep Solutions

October 2024



Company At-a-Glance	
Name of Product/Offered	BenchPrep
Headquarters	Chicago, IL
Year Founded	2009
Geographic Coverage	International
Website	<a href="http://www.benchprep.com">www.benchprep.com</a>

### BenchPrep Overview and Value Proposition

BenchPrep is an award-winning enterprise SaaS Learning platform uniquely positioned to transform the fast-growing professional certification, licensing, and training landscape. BenchPrep is the leader in enabling companies to build, grow, and transform their digital, mastery-based certification training and exam prep programs. Professional certification companies, associations and training companies use BenchPrep to accelerate revenue growth and drive learner success.

BenchPrep’s platform is purpose-built to help learners feel more confident and prepared going into their certification, licensing, and entrance exams by delivering an intuitive, efficient, and engaging study experience. Through personalized study plans, gamification tools and a byte-sized content delivery model, BenchPrep helps learners stay engaged. Learners can easily navigate the learning experience at any time from any device. BenchPrep’s practice test engine includes many different question types, timers, confidence level measures, and more to help learners feel ready for test day.

BenchPrep helps organizations monetize their exam prep content and drive high-margin revenue by creating a high-quality, interactive exam prep experience their learners want to buy. Learners can search, discover, and enroll in a variety of interactive learning experiences through the learner-facing application, Learning Hub.

BenchPrep unlocks insights into content and the learner experience so organizations can make better decisions. BenchPrep's Data Suite provides analytics on confidence, course content, learner sentiment, and learner behavior with access to real-time data in easy-to-digest reports and dashboards.

Many of the world's leading associations, certification companies, and training companies trust BenchPrep to power their online study programs, including ACT, McGraw-Hill Education, C2 Education, AAMC, ASCM, CFA Institute, CompTIA, GMAC, ISACA, and more.

More than 8 million learners have used BenchPrep to attain academic and professional success.

- **Revenue Growth** — Today, learning businesses are challenged to create new revenue streams and lower expenses to secure and expand their businesses. BenchPrep helps organizations monetize their content, drive high-margin revenue, create a modern, high-quality, interactive test prep experience, and surface more content to learners for purchase.
- **Learner Readiness** — When learners and candidates aren't properly prepared, they feel nervous going into the test, and they're more likely to drop out. BenchPrep helps learners consume a test-like study experience that puts them at ease, understand their readiness and confidence so they can plan their study time effectively, and navigate through learning content efficiently. BenchPrep's platform also provides personalized pathways through structured and adaptive learning plans to account for a modern learner's limited focus and availability.
- **Data Access** — Learning businesses don't always know how to improve their content, and they struggle to understand their learners' behavior. BenchPrep provides a 360-degree view of the learner and the content so organizations can understand learner performance, gain insight into the quality of their course content, and access reports and dashboards specific to B2B customers (when applicable). BenchPrep provides raw data access via Snowflake, actionable psychometric dashboards, and robust reporting dashboards and raw data reports.
- **Client-Specific Configurations** — BenchPrep allows an organization to deliver the exact configurations it needs to ensure its learning product is aligned with and tailored to its goals.
- **Content Management** — Organizations can reduce administrative overhead with integrated course content management. BluePrint, BenchPrep's native learning content management system, provides robust capabilities to create courses and leverage data analytics. With built-in authoring tools and content

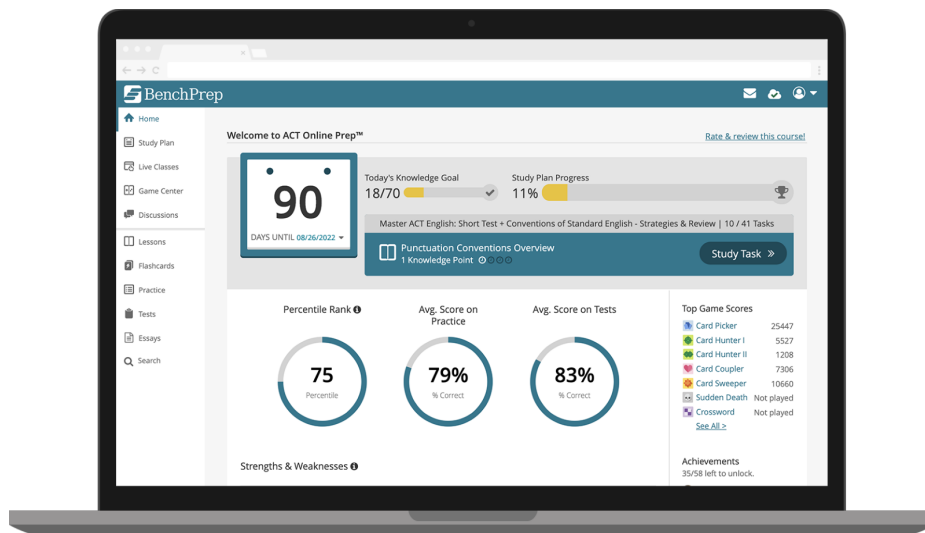
propagation, making courses and updating and distributing course content is user-friendly using BenchPrep's platform or externally via LTI. 1.3.

- **eCommerce** — BenchPrep's eCommerce solutions help customers acquire and re-engage customers while providing a streamlined, modern experience shopping for accessing online courses. BenchPrep's eCommerce solution drives real-time business impact with critical metrics for orders, customer data analytics and marketing. Its solutions are white-labeled, meaning it's a fully customizable storefront to match any brand.
- **Blended Learning and Live Online Training** — BenchPrep can accelerate an organization's training with live and pre-recorded video conferencing. BenchPrep's LMS can integrate with an organization's existing conferencing accounts to streamline the scheduling, delivery and participation of virtual instructor-led training and blended learning.
- **White Label eLearning Solution** — BenchPrep's platform is designed for organizations to custom-brand as their own. BenchPrep's multi-tenant, white-label-enabled software puts a company's logo, color scheme, brand standards and URL front and center. The result is a design that looks and feels like it's the company's own, right down to customized features, user flow, learning pathways and communications.
- **Omnichannel Delivery** — Organizations deserve LMS software that lets people learn anywhere, at any time. BenchPrep synchronizes user progress across devices and operating systems through a responsive web app and available branded native iOS and Android applications.
- **Baked-in Gamification** — Beyond supporting all manners of interactions and multimedia, BenchPrep uses gamification strategies to give users a variety of ways to engage with plain text content. While learners are gaining new levels of understanding on a BenchPrep-powered eLearning platform, they're getting focused, timely feedback about their growing strengths and facing the exact challenges that suit them. The result is that learning the same material feels more like honing a skill or playing a game — and less like studying.
- **Robust Instructional Design** — BenchPrep uses well-grounded instructional design principles and learning techniques to improve engagement and outcomes. Within this framework, BenchPrep employs Minimalism, Microlearning and Engagement theory to design personalized eLearning pathways.
- **B2C, B2B and Reseller Delivery Options** — BenchPrep is applicable for just about any type of end-user, delivering eLearning solutions that work for an organization's sales team, direct to consumers, through institutions, or even resellers.

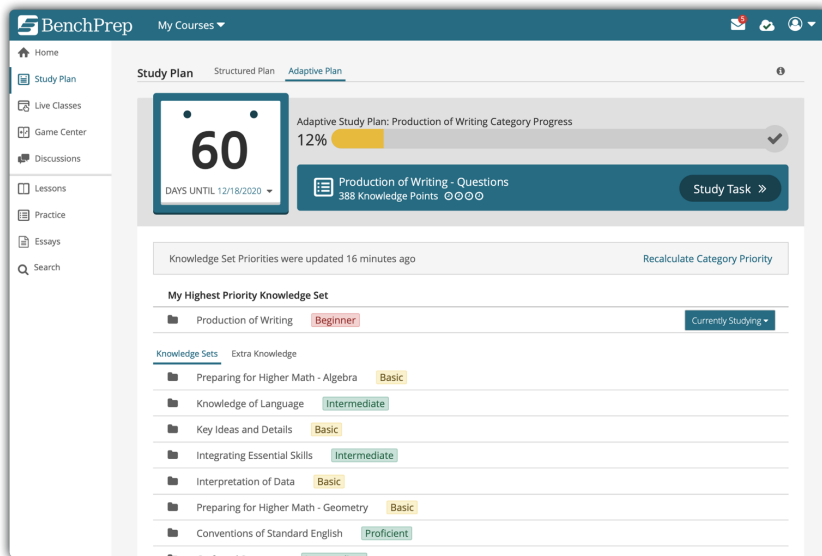
- **Flexible Pricing Models** — BenchPrep realizes every organization has different needs that vary depending on the number of employees, revenue models, user base, industry, etc.
- **Compliant, Interoperable and Secure** — BenchPrep’s tech and dev teams work to ensure compliance with industry regulations. BenchPrep integrates easily with other platforms and is fully secure.

## Screenshots

Figure 1: Platform Home



**Figure 2: Adaptive Study Plan**



**Figure 3: Strengths & Weaknesses**

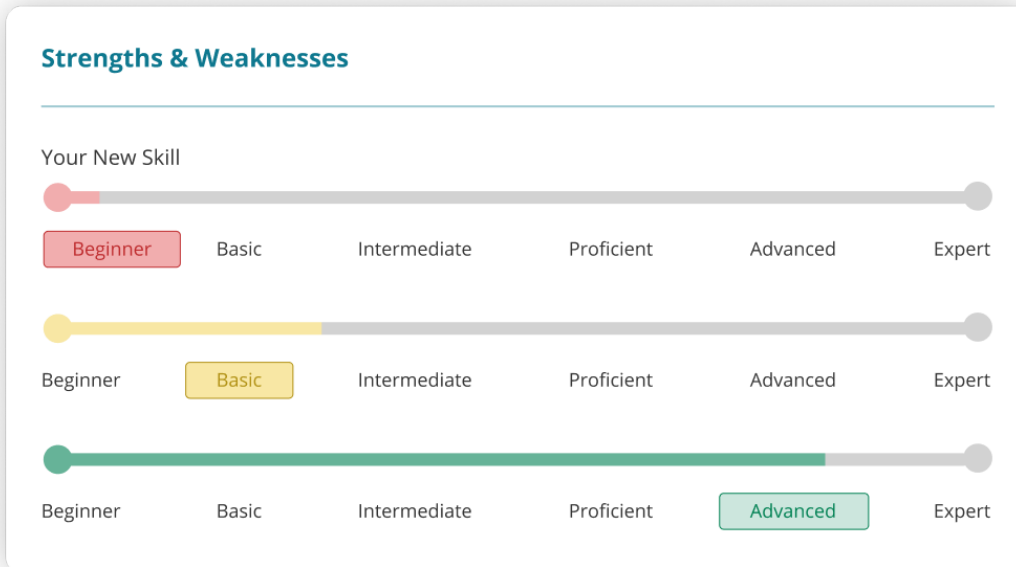
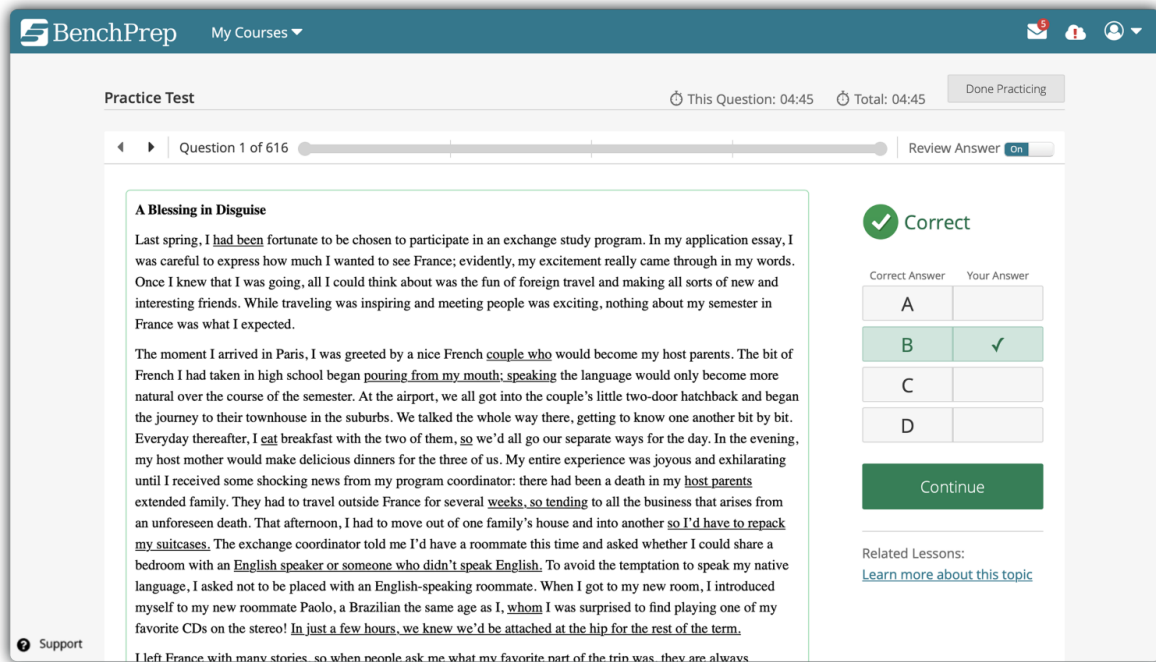


Figure 4: Practice Test Engine



All screenshots provided by BenchPrep

## Analysis by Brandon Hall Group™

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### Situational Analysis

Employers struggle to find job candidates and employees whose competencies and skills match the organization's emerging needs. As required skills and competencies change, professionals playing in the hyper-competitive job market will increasingly need to demonstrate that their skills and competencies meet industry and employer standards.

### Challenges to the Business

At the same time, professional associations and commercial enterprises that are trying to grow their certification businesses must have a platform that can deliver personalized learning at scale and also prepare an increasing volume of learners for high-stakes exams.

Professionals seeking certifications or licenses need to have an intuitive and adaptive solution that can push them to the material they need to master to pass high-stakes assessments that can determine their future compensation and the arc of their careers.

### Implications for the Business

For employers, learning and training do not necessarily lead to real-world outcomes. Knowledge does not equate to demonstrable skill and competency. In an evolving economy, employers cannot rely simply on interviews or even standardized assessments to prove an individual's ability to perform a complex job. Certain roles and industries will increasingly need certified or licensed professionals.

Industry associations and, increasingly, commercial enterprises are scaling certification businesses and need learning systems that can deliver sophisticated content and get learners prepared to take – and pass – high-stakes exams.

### Questions to be Answered by the Business

- How can organizations offering certifications, credentials and licenses leverage learning technology that does not just provide learning content but prepares talent to take – and pass – competitive exams?
- How do these certification businesses – which are often global – scale their certification processes across different economies, languages and time zones?
- Are there learning technology providers that can provide the type of learning and exam prep to adequately serve the emerging certification/credentialing/licensing marketplace?

## BenchPrep as the Answer

BenchPrep is making what we believe is a winning bet that certifications are the currency of the emerging workforce.

Learning and training are table stakes, BenchPrep's leaders believe. But if you have a professional certification from an industry association or a leading enterprise like Microsoft, Intel, General Motors, Cisco and Snowflake, you can change jobs or careers and get paid more.

Over the past year, BenchPrep has returned to its roots as a platform focused on helping learners prepare for high-stakes certification and licensing exams. The company sees a new market emerging – professional certifications not only from industry and professional associations but also from commercial enterprises eager to educate and certify their customers and partners to build an enduring ecosystem around their products and services.

BenchPrep's LMS has always done a great job of delivering personalized learning at scale. But now the company is focusing on learning that prepares users for high-stakes certifications and licensing exams. The company is marrying instructional content with assessments. It's leveraging a robust assessment engine where learners can take practice exams and be told where they need to improve and quickly be taken to the right resources that will help them pass the exam.

BenchPrep is a pioneer in the modern learning space, digitally transforming professional learning for corporations, credentialing bodies, associations, and training companies.

Over the past year, BenchPrep has signed four of the top technology certification providers – plus many more providers. And the company is just getting started. The market potential is huge.

A large commercial enterprise with 50,000 employees might have 500,000 people – ranging from employees to customers and channel partners – seeking certifications on their products or services. But instead of getting the training through a platform like Coursera, which drives these people away from them, these companies can build a learning business on the BenchPrep platform. That way, learning converts from cost center to revenue driver. And BenchPrep can also deliver rich data about all of these people who are taking certifications.

Data has long been BenchPrep's strong suit, and it's launched a new data suite that allows customers – from an industry association to a massive company – to analyze granular data. These providers can see how people preparing for certification are learning and performing. From the behavior within the platform, a company can predict who is



actually going to take the certification exam and can target those who are struggling and push them toward content that will enable them to take and pass the exam.

For each customer, learning content and practice exams can be customized. Learning and exams can also be translated into 13 languages.

For organizations seeking to expand their certification businesses, BenchPrep is a tailor-made solution that deserves serious consideration.

**Contribution Team:**

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# About Brandon Hall Group™

With more than 10,000 clients globally and more than 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.

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