Solution Provider Profile

CYPHER Learning

October 2023

Company At-a-Glance	
Name of Product/Offered	CYPHER Intelligent Learning Platform: CYPHER Matrix, CYPHER Neo, CYPHER Indie
Headquarters	Plano, TX
Year Founded	2009
Geographic Coverage	Global
Website	https://www.cypherlearning.com/

CYPHER Learning OVERVIEW AND VALUE PROPOSITION

CYPHER Learning is leading the necessary disruption of learning platforms to unleash human potential.

We believe learning is the heart of innovation and progress. Everything we do is about empowering organizations, educational institutions, and entrepreneurs to inspire, develop and celebrate their learners — with personalized learning, proactive development tracks, and progress mapping all wrapped in a collaborative and entertaining experience. We just happen to make a beautiful and intelligent learning platform to get them there.

Old mindsets hinder progress in learning, as technology allows for more flexible options, but traditional methods persist. Learning is a continuous process, separate from education, that can be pursued anytime and anywhere. Today's learning is constant, consumed through a variety of devices and sources, and often spontaneous. CYPHER Learning integrates real life with education through its proactive and personalized technology.

We connect anyone, anywhere, anyway, to their human-centered skill path, career path and life path — linking life and learning to purpose and potential.

Beauty, Brains and Brawn Come Standard When You Choose CYPHER Learning

Holistic platform — CYPHER Intelligent Learning Platform (ILP)™

The CYPHER ILP is a comprehensive, award-winning platform that delivers a smart, proactive approach to learning and development. It drives competency and mastery through its user-friendly interface and intuitive experience. It is the only platform that serves three key audience segments: businesses (CYPHER Matrix™), academic institutions (CYPHER Neo™), and entrepreneurs (CYPHER Indie™). With this unique offering, CYPHER leverages best practices and technology across industries, making it the go-to solution for all learning and development needs.

Dedicated support — CYPHER Care™

CYPHER Care offers 24/7 support and a dedicated customer success manager to help companies extract the maximum value from their technology and foster skills development. CYPHER Solution Architects assist in overcoming learning challenges, both simple and complex, by identifying opportunities for improvement.

Only CYPHER ILP can deliver these critical solutions across multiple markets.

1. **Training and Skills Development (Upskill, Reskill, Cross-Skill)**
   CYPHER empowers employees with the knowledge, skills and tools they need to perform their jobs effectively in an ever-evolving business landscape. CYPHER's approach to learning includes proactive recommendations for upskilling, reskilling and cross-skilling, competency-based and adaptive learning, personalized learning experiences and integrated mentorship capabilities. CYPHER ensures that everyone, including employees, customers and partners, has the learning experience they need at every stage of their journey, making it easy to future-proof their skills and knowledge. With CYPHER, organizations can empower their employees and learners to succeed in today's rapidly changing world through mentorship and personalized learning experiences.

2. **Hybrid and Blended Learning**
   Improve the effectiveness of learning programs by combining the benefits of online and in-person methods. Hybrid and blended learning enables instructors to create diverse training programs and supports learners, whether they prefer a traditional classroom setting, remote location or the comfort of their own homes.

3. **Course Development**
   It's easy to create and deliver online courses that learners will enjoy. Instructors can choose from multiple course styles (self-paced, micro-course, blended, instructor-led) depending on their needs, add course modules, map courses to learners' needs and skill levels, and publish their courses. Both instructors and learners benefit from the intuitive interface.

4. **Competency and Mastery**
   A one-size-fits-all approach to learning often doesn't serve learners well. With the CYPHER platform's competency-based approach to skills development, learners advance to more difficult lessons only after proving a certain level of knowledge mastery from previous ones (eliminating "drudgery" for those who've already mastered given areas, while helping ensure that those who are struggling receive ample support and practice). Organizations can tag courses and assignments with competencies, so trainers can instantly see who is progressing to mastery and give learners personalized attention.

5. **Gamification**
   One of the online classes' most popular (and fun) aspects is the option to gamify the learning journey. Organizations can configure levels based on various learning goals, award points to learners for completing learning activities, and provide badges, trophies, and even monetary awards for various achievements along the way. These and other gamification elements, such as leaderboards and multi-player/learner activities, also contribute to a sense of community. What's more, creating a gamified learning experience can be done in just a couple of clicks, thanks to automation.

6. **Data and Analytics**
   The CYPHER platform delivers valuable insights to organizations through data gathering, analysis, and interpretation. Administrators have access to comprehensive site-wide analytics, covering training courses, users, compliance, and eCommerce, allowing informed decision-making and program effectiveness measurement. The platform provides a complete overview of courses, learners, and eCommerce data, including active and archived courses, compliance status, user account information and purchase details. With the CYPHER platform, organizations have the information they need at their fingertips.

7. **Onboarding and Employee Lifecycle**
   The CYPHER platform delivers a complete solution for managing the employee journey, from onboarding to career development and beyond. Companies can use the CYPHER platform to introduce new employees to the organization and its culture, provide essential information, and equip them be successful in their new roles — aligning learning activities to their positions, previous experience and on-the-job needs to expedite time-to-productivity.

8. **Employee Retention and Career Development**
   The CYPHER platform enhances employee retention and career development with its comprehensive approach. The platform offers mentorship capabilities, competency-based and adaptive learning, skills assessment and personalized development programs to equip employees with the knowledge, skills and tools they need for professional growth. The platform's focus on continuous learning and development supports employees in reaching their career goals, leading to increased engagement and job satisfaction.

9. **Compliance and Workplace Safety**
   The CYPHER platform ensures compliance and workplace safety by offering effortless tracking and training of important regulations and standards. Organizations can reduce risk and lower insurance costs by staying current with the latest safety protocols. The platform's data-driven safety and compliance analytics provide valuable insights for proactive risk management, helping organizations maintain a safe and compliant workplace.

10. **Diversity and Inclusion Globally**
    The CYPHER platform can be used to advance diversity, equity, and inclusion (DEI) programs and initiatives, as companies seek to create a more inclusive and diverse workplace culture, address and eliminate discrimination and bias, and promote equity and representation. In the global economy, speaking the local language is critical for inclusion. The CYPHER platform provides automatic bidirectional message and notification translations so you can ask in your native language (e.g., Spanish) and the recipient will see the message in their native language (e.g., French). The platforms support over 50 languages.

Why CYPHER?

Intuitive User Experience and Customization

Users discover what great looks like when they use CYPHER. The CYPHER platform boasts an intuitive and visually appealing design, simplifying the learning experience. Users have the flexibility to customize the platform to fit their brand and needs.

Modern Competency-Based Approach

CYPHER goes beyond traditional ad-hoc and topic-based skills development with a modern competency-based approach. CYPHER delivers precision, so there is clarity of level mastery in each competency; recommendation based on what is needed to master remaining competencies and multiple assessments of each competency for reliable results. With advanced automation, including AI tagging, mastery, digital learning profiles, learning groups, Q&A forums, standard ontologies, job titles and competencies, plus more, CYPHER delivers a scalable, sophisticated yet simple modern solution.

Gamification

CYPHER supports the largest gamification implementation in the world for the Qatar Ministry of Education. Gamification is more than badges; it's about the awards, competition, and motivation to strive for more. CYPHER provides the most comprehensive set of gamification options, including:

- Games can be in courses and learning paths — they can be individual, group, and sitewide.
- Points can be based on anything you want, such as participation or academic scores.
- Leaderboards and periodic leveling keep everyone engaged. Recognize micro-credentials with a Credly badge or with financial reward via e-commerce.
- Backed by automation, setting up gamification can be just as fun as participating in the games.

Easy Adoption and Scalability

CYPHER's technology is designed for seamless implementation and easy adoption by learners, trainers, and entrepreneurs.

- Supported by Amazon Web Services (AWS), security, scalability, reliability and availability in multiple geographies comes standard.
- Ensures ease of use with mobile apps for iOS and Android and incorporates accessibility features.

- Supports over 50 languages and auto-translation (think universal translator) for real-time communications such as messages, postings, etc.; the multilingual challenge is minimized.

Human Connection

CYPHER is the only platform to provide a universal translator for real-time communications, such as messages and posting. CYPHER is also the only platform to have a Green Dot, which indicates activity and participants within a course. It gets bigger as more people are on and flashes faster when there is a lot of activity. In addition, support for Wikis, Blogs, Forums, Chat and more is included.

Platform-wide Automation

CYPHER is the only platform built from the ground up around automation with support across gamification, skills development, competency, mastery, course development, onboarding, compliance and more. Plus, automation actions can be applied by administrators and teachers — most other solutions do not empower the teachers. Enroll learners, unlock content, send custom messages, award credentials, eCommerce and more. With over 25 types of automated actions, trainers, teachers and administrators can significantly reduce their workload.

Flexible Integration Options

The CYPHER ILP includes the CYPHER App Center, allowing users to customize the platform with over 100 applets for powerful capabilities like creating dashboards, making recommendations, developing skills, eCommerce and more. In addition to the applications available in the App Center, the platform supports comprehensive workflow integrations with the Connect feature. Hundreds of workflow integrations are available via Connect with the most popular being HRIS and CRM workflows. APIs are available for third-party content providers to integrate with the Course Catalog. 1EdTech; LTI, SCORM and Zapier for additional integrations. Customize courses to meet organizations' unique needs and preferences and integrate our platform for automatic synchronization of progress and reporting with that course. The following major course catalogs integrated with the CYPHER platform and rendered in the Course Catalog are Coursera, edX, Go1, LinkedIn Learning and Udemy.

Site-wide Data, Dashboards and Analytics for Everyone

CYPHER is the only platform built from the ground up around competency-based learning and automation and covers all aspects of courses, learners, compliance, and e-commerce. Site-wide comprehensive analytics is used to optimize training program decision-making and measurement.

Award-winning Platform

In the past year, CYPHER Learning has received over two dozen awards for its innovative learning technology, including Forbes Advisor's "Best Overall Employee Training Software" and "Best LMS." The company has also received recognition for its work in education, earning the title of "Best K-12 Remote Learning Partner" in the SIIA CODiE Awards and numerous other awards.

Strategic Partnerships

- **AWS:** CYPHER Learning has a strong alliance with AWS and participates in their co-sell program.
- **Dell:** Dell Technologies selected CYPHER Learning as its global education partner, offering a complete learning and teaching solution bundled with its products for academic institutions, districts, and governments. The CYPHER platform is the key to delivering a comprehensive and fully integrated education solution that meets all learning needs.
- **Go1:** CYPHER Learning offers a complete learning solution by reselling Go1 content.
- **Google:** CYPHER Learning is in the Google Cloud Partner Advantage program.
- **Microsoft:** As a Microsoft Partner, Global Trainer Partner and member of the Microsoft co-sell program, CYPHER Learning integrates seamlessly with Microsoft's suite of tools, including MS Teams for video conferencing, Immersive Reader, OneDrive and OneNote.

Leadership and Company Evolution

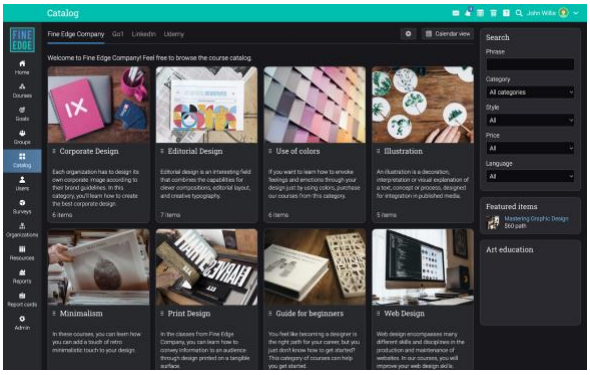
The CYPHER Learning company was founded by Graham Glass, a seasoned entrepreneur and former senior lecturer at the University of Texas. With a background in innovation, Graham has written books and holds 15 patents in the area of distributed computing. He is a thought leader in education and advocates for breaking the status quo to bring positive changes to learning structure and measurement.

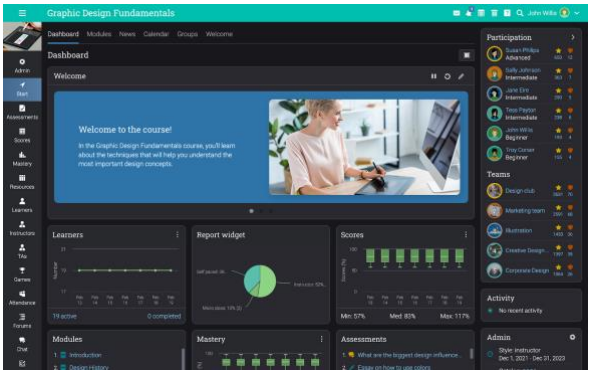
Founded in 2009, CYPHER Learning's flagship product, the CYPHER Neo platform, quickly became a popular LMS for schools. In 2010, the company introduced the business version, CYPHER Matrix, and in 2017, the CYPHER Indie for entrepreneurs. With headquarters in Plano, Texas and a global presence, CYPHER Learning continues to be a leading provider of innovative learning platforms.

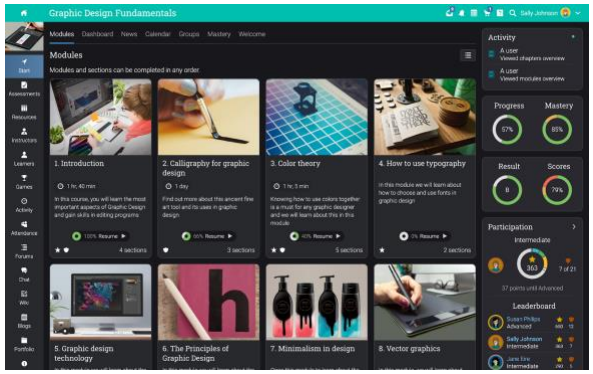
The Future at CYPHER Learning

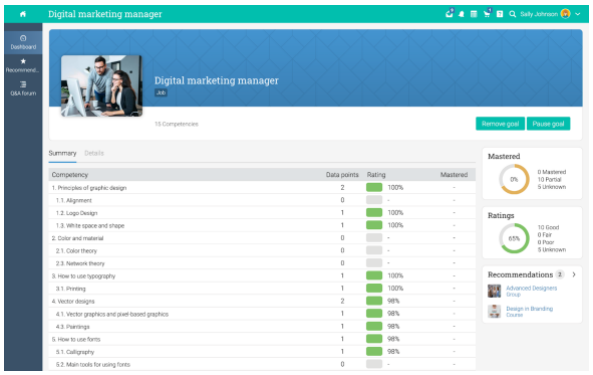
Our mission is to make learning a way of daily life by revolutionizing the way people learn. Our vision is to create a world where learning is not just a chore or obligation, but an enjoyable and empowering experience for personal growth and success.

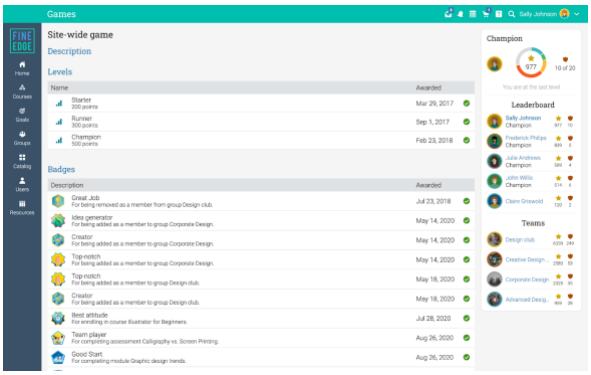
SCREENSHOTS

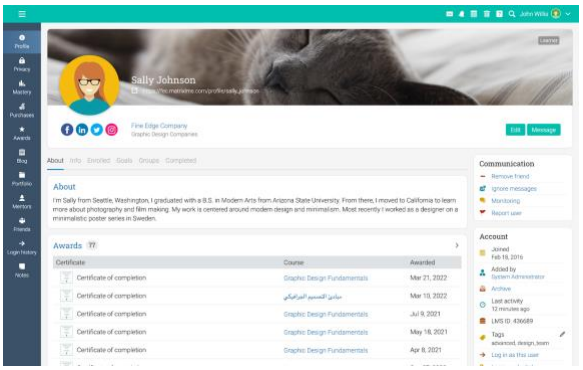


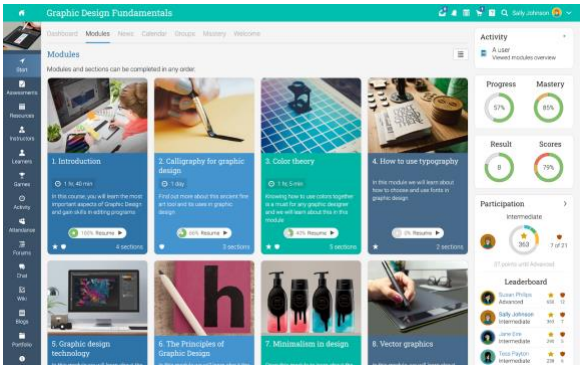


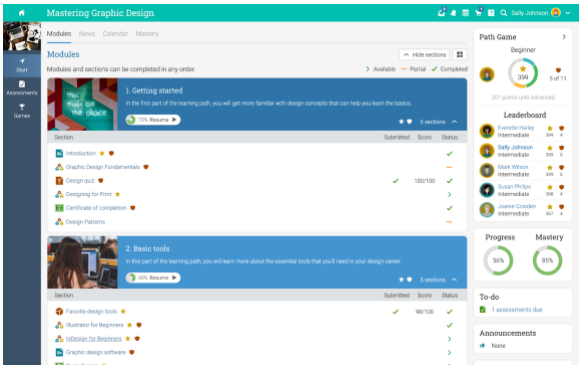


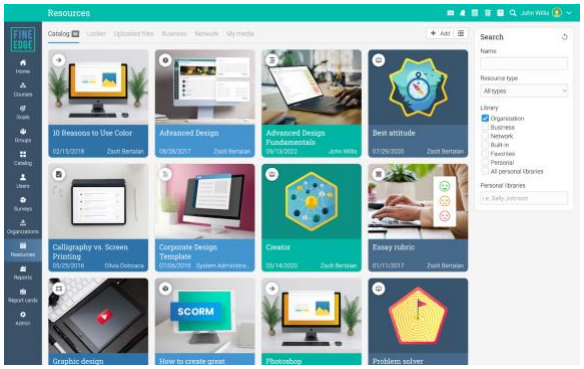












All screenshots provided by CYPHER Learning

Analysis by Brandon Hall Group™

Situational Analysis

The Learning technology platform market continues to undergo rapid transformation with the emergence of new technologies and capabilities, the competitive rise and fall of vendor offerings, mergers and acquisitions, and the ongoing drive by most providers to expand their offerings to reach more of the market. Learning organizations find learning technology purchasing decisions very complicated.

Challenges to the Business

The very nature of how learning takes place in the workplace has shifted dramatically and that evolution shows no sign of slowing down. The emergence of new technologies and modalities has opened endless possibilities for learning and development professionals. Integral to that is the relentless push to personalize and individualize the learner experience while quickly upskilling and reskilling the workforce. Where once you had an LMS and a single-user desktop authoring tool, you now need a learning technology ecosystem that could easily rival the most robust and complex business infrastructures.

Implications for the Business

Learning teams must now be able to maintain their expertise in workplace learning as well as become technology architects and specialists. They must also be skilled customer success professionals and be able to bring together the needs and wants of various stakeholder groups to offer solutions that drive success for the individual employee and the business. They must be able to clearly articulate what they need from their provider and translate that into a seamless and easy learner experience to deliver improved performance across the enterprise.

Questions to be Answered by the Business

- Do we have well-defined use cases for a solution?
- Do we know what capabilities or requirements we need?
- How can we provide the quality of learner experience we want by adding a solution?
- Are we able to provide users in multiple roles (learner, administrator, instructor, manager) the tools they need with a solution?
- Can we tell the story using the data we are generating in the solution?
- Are we able to keep up with the pace of change in our business?

CYPHER Learning as the Answer

An absolute necessity in a next-gen learning platform is the ability to support the end-to-end process of upskilling and reskilling in a masterful way. What this means is the platform must be able to identify skills, skills proficiency requirements and create a personalized learning experience to attract employees and motivate them to learn. To accomplish this task, learning must be delivered in a "just in time, just for me, just the way I want it" approach.

Employee development is a highly dynamic process; therefore, technology needs to be dynamic. Delivering a fully immersive learning experience is the number-one job for technology. Technology is the only way to scale this level of commitment to every learner. This is a daunting and arguably impossible requirement for traditional learning technology. For CYPHER Learning, this is squarely in their wheelhouse.

CYPHER Learning is not your typical "way inside the box" parochial learning tech. This is a super-charged next-generation technology platform that rocks competency and skills-based learning. CYPHER Learning delivers unparalleled accuracy and precision in learning. There is no ambiguity as to whether an employee has mastered their learning when they're leveraging CYPHER Learning's platform. When you are in the tech, you can feel the learning taking place. There is no possible way not to learn because the technology inspires learners. This is a very cool tool.

Every turn of the tech is exciting. Moving through the platform is intuitive and fast. There is no hunting and pecking, searching aimlessly or stymied progress for the learner. The technology behaves the way humans think and act. The best way to describe the tech is to say it anticipates the moves of the learner. And it's super powerful. Like a Ferrari, the tech effortlessly combines beauty with the beast to deliver an elegant and stylish learning environment. This is what modern learning is supposed to be. If you are going to retain the next-gens of your workforce, this tech is a must.

As for the admins using this platform, well, get ready for a brand-new experience. No more clunky back-end operations or feeling like you are fumbling around trying to do the most basic tasks. CYPHER Learning is an admin's dream. You see it and you do it — it's that simple. Forgot the steep learning curve, this tech is as intuitive as it gets. You can hit the ground running on delivering learning — this tech truly does save time and energy and is infinitely scalable.

To summarize, I can't agree more with this quote, "users discover what great looks like when they use CYPHER. The CYPHER platform boasts an intuitive and visually appealing design, simplifying the learning experience."

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

Contribution Team:
Mike Cooke, Rachel Cooke, Pat Fitzgerald

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.

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

Three 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.