

Solution Provider Profile

Absorb LMS

March 2023



Company At-a-Glance	
Name of Product/Offered	Absorb Core LMS Add-on Modules: Amplify (Bundled Content Library) Analyze (Advanced Reporting & Dashboards) Analyze Direct (Snowflake Connector to a BI Tool) Create (Content Creation) Engage (Social and Peer-to-Peer Learning) Infuse (Headless Integration) eCommerce (Content Monetization) REST APIs Salesforce Connector ADP Connector BambooHR Connector Namely Connector UKG Pro Connector Workday Connector
Headquarters	Calgary, Alberta, Canada
Year Founded	2003
Number of Employees	400+
Geographic Coverage	Offices in Canada, Ireland, England, China, and Australia. Clients globally, with majority in North America.
Top Customers	A&W Food Services, GAP, Sony, Canopy Growth, CENGN, Code Ninjas, Digital Spark LLC, Dale Carnegie, Global eTraining, Insperty, Learnport, University of Chicago, WWF, Boomi, Symend, IMAX, Johnson and Johnson, Security Innovations
Total Users (Cloud)	33M+
Solution Name	Absorb Core LMS
Website	www.absorblms.com

Absorb LMS OVERVIEW AND VALUE PROPOSITION

Absorb LMS is a cloud-based platform engineered to inspire learning and fuel business productivity. Our online learning platform combines forward-thinking technology built to scale as our customers grow, with differentiating customer service rarely seen in the LMS space backed by our 94+% CSAT and 30+ NPS scores.

By empowering captivating learning experiences, Absorb LMS engages learners, fuels content retention, and elevates training programs. Whether companies are training employees, global channel partners, customers, members, or selling your own training content, Absorb's platform solves our customers' learning needs. Bottom-line, Absorb unlocks potential for learners and for organizations those learners are associated with.

Business Overview

Absorb Software is an AI-powered learning management system (LMS) provider for all learners inside and outside an enterprise, across industries globally. Purpose-built for an engaging, personalized learner experience and efficient administration, Absorb LMS enables millions of employees, customers, partners, and members to discover, absorb, and apply the knowledge they need. From meeting compliance to motivating learners, up-skilling/re-skilling to improving productivity, and creating/curating to monetizing course content, the platform unlocks potential.

Founded in 2003, Absorb Software is a privately owned, leading LMS publisher. The company was launched with the primary goal of making an "Easier to use LMS." The resulting Absorb LMS is the embodiment of this philosophy and continues to garner admiration and awards in parallel with the growth of the application's user base.

With zero cold-calling and a solid reputation, the organization has grown organically to have more than 2,000 Absorb LMS implementations and more than 33 million users. With the 2021 purchase to WCAS for 500 million USD, Absorb has seen rapid growth in 2022 and is poised for even more extreme growth in 2023 and beyond.

Product Overview

Absorb LMS is designed to be user-friendly and intuitive for both learners and administrators. With features like gamification, personalized learning paths, and social learning, Absorb LMS keeps learners engaged and motivated. For admins, Absorb LMS offers a range of tools and features to easily manage courses, track progress, and measure success.

- **Analyze** — Powered by data, Absorb Analyze is the next evolution of Absorb LMS reporting. With Absorb Analyze, gain deeper insight into your learning program and the path between learner data and business results. This business intelligence solution

equips organizations with tailor-made interactive reports to visualize trends while helping your business make informed decisions. To gain even deeper flexibility use Analyze Direct to pull your data into your own business intelligence tool.

- **Create** — An online course builder and authoring tool with all the power and functionality of legacy desktop solutions — but without the steep learning curve. With drag-and-drop functionality, accessibility features, and a robust library of customizable templates and themes, Absorb Create is so intuitive that you can easily craft and publish interactive eLearning courses to Absorb LMS, or to SCORM, xAPI, and HTML5 formats.
- **Engage** — Create a more interactive learning environment with Absorb Engage. This set of collaborative tools facilitates LMS learner engagement and boosts user experience to keep your learners hooked. Ensure your training program engages your learning audience ecosystem by tapping this powerful technology.
- **Infuse** — Transform how corporate learning happens by providing in-the-flow learning for your employees, partners, and customers. Instead of making corporate learning a separate activity in a separate business environment, infuse it into the user experience. With Absorb Infuse, make learning experiences rich, relevant, contextual—and unique—so users immediately have the answers they need, when and where they need them.
- **Amplify** — Simplify your employee training with an expert-made content library filled with purposefully curated courses. Fuel learner engagement and secure knowledge retention with expert-designed, video-based microlearning courses with Absorb Amplify.

Roadmap

Customers thrive using Absorb because our company focuses on seven distinct pillars:



1. Engaging Learner Experience

Absorb LMS user-friendly interface caters to the needs of different types of learners. It includes multimedia elements such as videos, interactive quizzes, and animations to keep the learners engaged throughout their learning journey.

2. Peer-to-Peer and Community Learning

Using Absorb Engage, users can facilitate peer-to-peer learning by allowing learners to collaborate on their learnings, share ideas, and provide feedback. Gamification also provides a way for learners to earn points and rank on a leaderboard to increase learner motivation.

3. Intelligent Content Programming

Whether it's through acquiring expert-made Absorb or third-party content or using Absorb Create to build custom courses, Absorb LMS makes it easy for content programming. Absorb LMS also uses artificial intelligence and machine learning algorithms to personalize the learning experience by suggesting relevant content that helps learners achieve their learning objectives.

4. Streamlined eCommerce Portal

With Absorb LMS organizations can sell their training through the eCommerce portal that allows learners to purchase courses, access their course content, and very soon manage their subscriptions. It includes multiple payment options and secure payment gateways.

5. Enterprise Ecosystem Integration

No matter what HCM or CRM, Absorb LMS can integrate into an organization's enterprise ecosystem seamlessly. Absorb Infuse provides learners with an in-the-flow learning experience so they can access the training they need in the work environment they already know.

6. In-depth Reporting and Insights

Absorb LMS and Absorb Analyze provide in-depth reporting and analytics on learner performance, engagement, and progress. This data helps instructors evaluate course effectiveness, the business report on compliance adherence, managers view their direct reports learning journeys and more.

7. Effective Platform Administration

Absorb LMS has a robust and user-friendly administration system that allows administrators to manage user accounts, set up courses, create assessments, set up enrollment automation, and track learner progress.

These pillars form the foundation of our product innovation and keep our customers prepared for the future of work.

Pricing Models

Absorb has a tailored approach to our pricing and we help you choose the pricing model best fit for your needs. Pricing models are based on the number of learners, internal, external, or combination learner types, course authoring, and other key LMS factors.

In addition to the per-user fee, there's a one-time setup fee for new customer which includes:

- Portal Configuration and UI Branding
- Absorb Shopping Cart Integration with Select Payment Gateways
- Admin Training
- Unlimited Storage
- Premium Client Support

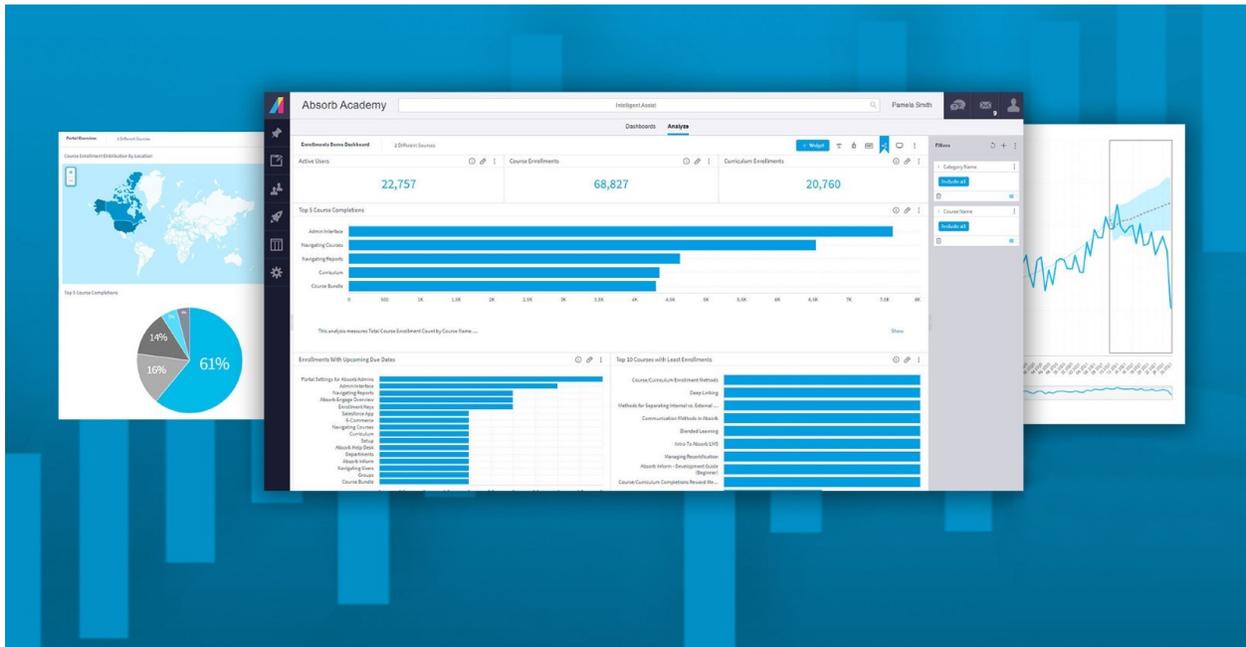
The wide array of optional services — including SSO, RESTful API, and tiered support packages — means you only pay for what you need.

SCREENSHOTS

Figure 1: Absorb LMS User Experience



Figure 2: Absorb Software Reporting & Dashboards



All screenshots provided by Absorb LMS

Analysis by Brandon Hall Group

Situational Analysis

The Learning Management System (LMS) 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. With, by some counts, an active LMS company roster of more than 1,000 vendors, learning organizations find technology purchasing decisions more confusing than ever. Add to that newer, sometime overlapping category of LMS-adjacent platforms such as Learner Experience Platforms (LXP), Learning Record Stores (LRS), and Learning Operations L Platforms (LOPs), and it's no wonder many are baffled and at sea.

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 workplace development professionals. Integral to that is the relentless push to personalization and individualized experience and control while still being able to guarantee compliance and progress and you have a far more nuanced "training program" than ever before. Where once you had an LMS and some spreadsheets, you now have a Learning Technology Stack 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 LMS 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 our LMS solution?
- Do we know what capabilities are requirements for the system?
- Are we able to provide the quality of learner experience we want with our current tools?
- Are we able to provide users in multiple roles (learner, administrator, instructor, manager) the tools they need?
- Can we tell the story using the data we are generating in the system?
- Are we able to keep up with the pace of change in our business?

Absorb LMS as the Answer

The growth of Absorb LMS in the market over the past few years in both customer base (currently at just over 2,000) and users (at the time of this writing right at 33 million) is testament to their impact.

They are purpose-built for engaging the learner and position themselves as a unified platform for all use cases. Whether your training audience is internal employees or external customers or partners, or a mix of both, Absorb can deliver seamlessly for you.

They understand the evolution of workplace learning moving from:

- Prescriptive learning to On-demand learning with social components
- Compliance training to Headless LMS, experience-driven, personalized content
- Pre-built reports to Real-time data-driven analytics
- Job-based learning to Personal-based learning

Of particular note is Absorb's focus on API/Integration with other business systems to deliver content (for instance, LMS delivers videos through another business app when someone signs up for an appointment at a clinic). This deep focus on API and integration also includes the ability to import necessary data and export data for use in other areas of the business.

Beyond their simple learner interface, which has only improved over time, they have expanded their social/peer-to-peer capabilities, allowing users to upload videos of someone performing an observational task review and then have that video routed to a supervisor for review/grading/feedback, enhancing their effectiveness in both remote work environments and in the case of extended enterprise needs, validating skills for partners and customers in the field.

If your learning strategy includes the extended enterprise (customers, distributors, resellers, etc.) as an audience, Absorb's eCommerce capabilities are worth noting. Companies can sell training through the eCommerce portal that allows learners to purchase courses, access their

course content, and very soon manage their subscriptions. It includes multiple payment options and secure payment gateways.

Absorb is a provider that can meet all your needs, whether it be content creation, leveraging third-party libraries, gamification or up-skilling and re-skilling enablement. They have forward-focused capabilities in social learning and advanced integrations for both content delivery and analytics. They provide a learner-centric architecture and interface that is truly easy to navigate and a fully configurable and customizable solution based on the unique use cases in the business.

Absorb has taken their place among the top-tier LMS providers.

- Ken Joseph Principal HCM Analyst, Brandon Hall Group

- Matt Pittman, Principal HCM 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 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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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.



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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.