Solution Provider Profile

LearnUpon

May 2023

Analysis by Brandon Hall Group

Situational Analysis

One of the biggest challenges around training for many organizations has been how to properly train people throughout the extended enterprise, including partners, resellers, customers and more. The typical challenges presented by learning are exacerbated when the learning is being delivered to people who don't necessarily work for the company. Several factors are driving corporations to improve both their internal and their extended enterprise training 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** — It can be difficult to measure the impact on performance among learners outside of the organization.
- **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 leveraging traditional 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. It can be particularly challenging to keep extended enterprise learners engaged and measure the effectiveness of their learning.

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 LMS platforms — and still, the needs of the learner are not being met.

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:

- Does the technology offer enough functionality to meet the requirements of learners?
- Can the technology support the extended enterprise ecosystem?
- Can the technology help track and measure the impact learning is having on external audiences?

LearnUpon as the Answer

LearnUpon's platform features all the learning experience functionality an organization would need and expect for internal and external audiences. Its simple course creation tool allows admins to put together a wide array of courses or paths for different audiences, and the reporting feature is robust with sharp visualizations that put usable data at users' fingertips. And as a next-gen learning technology should, LearnUpon offers social features and gamification on a fully mobile-ready platform. The platform is completely configurable to allow simplified branding and unique experiences for different audiences.

Beyond these features, however, is where LearnUpon begins to set itself apart. First, every element of the system is completely user-friendly, whether you are a learner, an admin or any other type of user. And the theme of ease of use carries over into implementation. LearnUpon prides itself on its quick, fully functional deployments. Clients can be up and running in weeks, whereas organizations deploying other systems are looking at months.

Another stand-out area for LearnUpon is their extended enterprise functionality. It is one of the few platforms that feels equally matched for internal and external learning audiences. The cloud-based, white-label nature of the solution means companies can deliver unique learning experiences to any external groups that need it — customers, resellers, franchisees and more. Organizations with a large, complex extended enterprise environment can manage all their learning audiences through one master portal.

LearnUpon has long recognized that integrations are critical to successful learning technology implementations. LearnUpon has a variety of out-of-the-box integrations for the typical platform systems that organizations use, such as Salesforce and Teams, plus many other niche integrations via single sign-on that create almost instant synergy upon deployment. Recent additions are Go1 and LinkedIn Learning. These content partnerships really round out the platform.

LearnUpon has significantly advanced their reporting and analytics capabilities, offering new ways to garner unique insights on learner progression.

Two standouts are LearnUpon's approach to customer service and making global learning local. In an environment where true customer service can be lacking with some providers, LearnUpon is a breath of fresh air. Each client has someone dedicated to their success at every stage of the relationship. The company is super-responsive to technical inquiries, as well as ideas for improvement, which are tracked to identify things that ultimately end up on the product roadmap. LearnUpon's global presence provides customers the ability to localize their learning, leading to better learner experiences and more impactful learning.

LearnUpon has an industry-leading ROI that lowers the barrier to entry for any organization needing a world-class learning technology platform for internal and external learning audiences.

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

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