# Solution Provider Profile

## Training Orchestra

May 2022

| Company At-a-Glance | |
|---|---|
| **Name of Product/Offered** | Training Orchestra Training Resource Management System |
| **Headquarters** | New York, NY |
| **Year Founded** | 2001 |
| **Geographic Coverage** | Worldwide |
| **Industries** | All |
| **Website** | www.trainingorchestra.com |

## OVERVIEW AND VALUE PROPOSITION

Representing more than 70% of formal training, Instructor-Led Training (ILT) drives the highest knowledge retention rate, whether in-person, virtual (vILT) or a hybrid mix of both. And now more than ever before, as the demand for ILT/vILT and hybrid training grows, organizations are challenged to *train more and better with less*.

Training Orchestra rises to the challenge by delivering a Training Resource Management System (TRMS) that takes training operations to a whole new level of efficiency. While training organizations usually have the best Learning Management Systems (LMS), they're often managing their ILT/vILT operations manually, with a patchwork of systems that include inefficient spreadsheets and shared calendars—wasting time and budget.

Enter the Training Resource Management System (TRMS). As a complement to the LMS, Training Orchestra's TRMS enables organizations to revolutionize their training operations management by automating, optimizing and making the most of their time and strategic resources.

Training Orchestra's TRMS is an end-to-end system designed to increase the efficiency of ILT/vILT and hybrid training performance so you can:

- **Optimize Session Scheduling** — Guarantee conflict-free planning for all your session scheduling

- **Make the Most of Strategic Training Resources** — Immediately identify the best available trainers and resources and increase utilization rates
- **Build Your Ecosystem of Subject-Matter Experts** – Streamline the process of finding and collaborating with your best available talent
- **Reduce the Complexity of Training Management** — Organize and automate tasks to ease the complexity of managing ILT/vILT and hybrid training
- **Take Control of Training Investment** — Track and control costs in real-time
- **Make the Best Decisions** — Maximize the value of your company's data with real-time detailed dashboards, KPIs, reporting and analytics

With more than 19 years of experience working with top organizations worldwide, Training Orchestra is a complete back-office system to manage all aspects of ILT operations for business situations such as:

- **L&D/Corporate Training Departments** with robust scheduling capabilities and enterprise-level budget planning and monitoring — helping save up to 25% of the training investment
- **Extended Enterprise/Commercial Training Companies** with streamlined order-to-invoice sales process and real-time margin computation — optimizing cash flow and increasing profitability
- **Associations/Membership Organizations** with consolidated logistics and financial operations — allowing for better member service and improved financial performance

Training Orchestra's Training Resource Management System focuses on optimization of these critical ILT activities, depending on the business situation being addressed:

- **Training Scheduling & Resource Use** — Optimizing and automating session and resource scheduling such as classrooms, instructors, equipment and more with powerful calendaring views for conflict-free scheduling
- **Instructor Collaboration** — Reducing the complexity of managing, collaborating and identifying the right instructors and SMEs with Training Orchestra's Instructor Engagement Portal
- **Training Budgets** — Maximizing training investment with detailed cost-tracking to ensure proactive financial visibility over all training activities
- **Task Management** — Reducing the complexity of managing ILT/vILT by optimizing and organizing task tracking with visual checklists and tools
- **Training Regulation** — Streamlining the management of training regulation, including highly-regulated countries such as South Africa, Canada, France and Spain

- **Managing Training as a Business** — Optimizing end-to-end operations for any external audience including partners and clients, and streamlining the order-to-invoice sales cycle with real-time margin computation for increased profitability
- **Managing Training as a Project** — Easing team collaboration to remove silos and automate training operations to increase productivity
- **Data Visualization and Analytics** — Helping companies make good business decisions with a fully customizable dashboard including KPI and reporting capabilities

As an expansion of the training ecosystem, Training Orchestra is highly complementary to the Learning Management System (LMS) and Learning Experience Platform (LXP). The LMS is not necessarily equipped to handle the requirements of instructor-led and virtual instructor-led training, especially in managing all of the necessary resources and complex scheduling, as it is primarily focused on eLearning.

That's where Training Orchestra comes in. Its user-friendly, out-of-the-box/prepackaged integration with the LMS is proven and robust, with numerous APIs to streamline communication between the two systems. Positioned at the foundation of the learning tech stack — which includes the LXP, LMS and TRMS — Training Orchestra also offers quick and easy integration with other HR systems such as the CRM, HRIS and ERP.

The Training Orchestra TRMS is highly scalable and easily deployable for large training organizations with over 1 million trainees, but also flexible enough for small- to medium-sized organizations with as few as 250 trainees. Large or small, Training Orchestra is easy to use and fast to deploy — organizations can be up and running in as little as one week. Industry-leading practices and processes incorporated in the Training Orchestra software bring significant operational benefits, including facilitating ISO 29990 certification for training organizations desiring to pursue the standard.

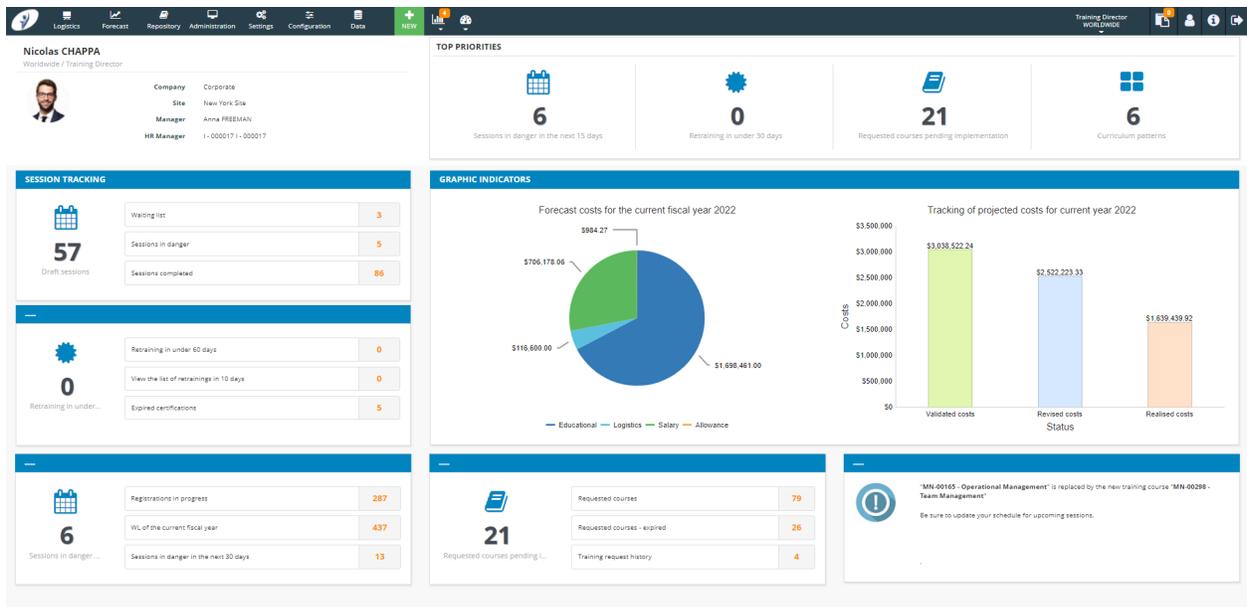# SCREENSHOTS

## Figure 1: User Dashboard
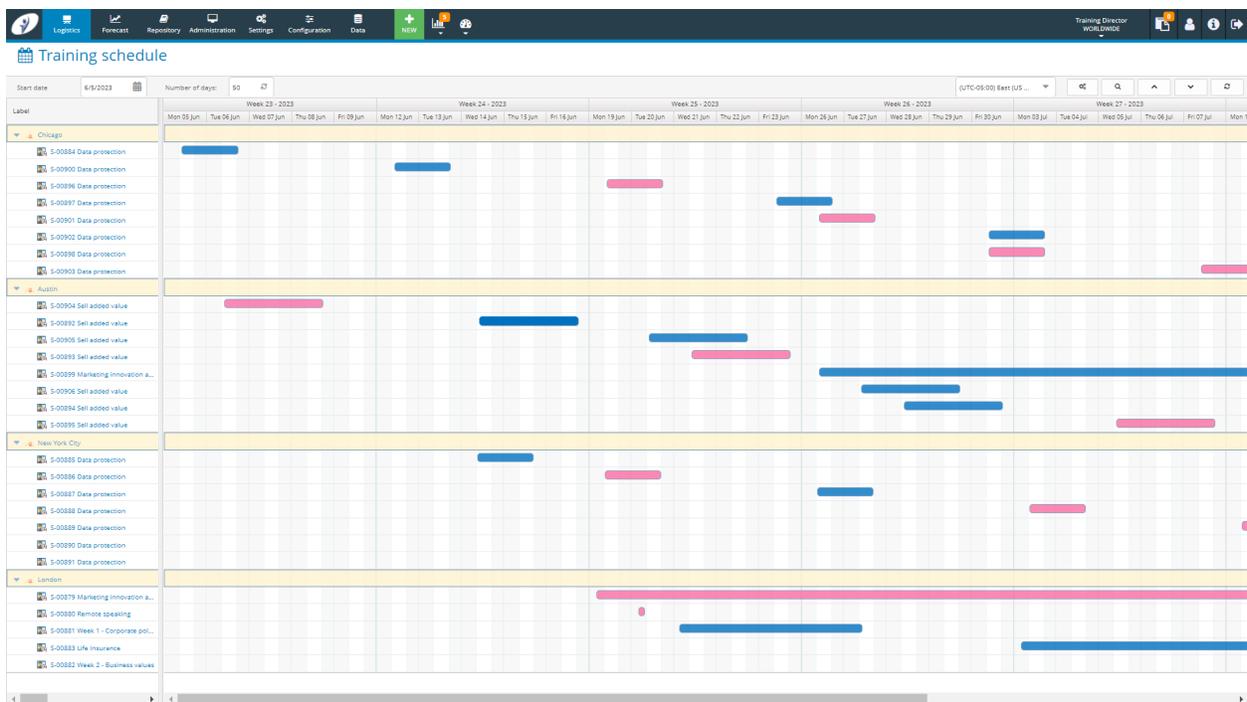


## Figure 2: Training Schedule



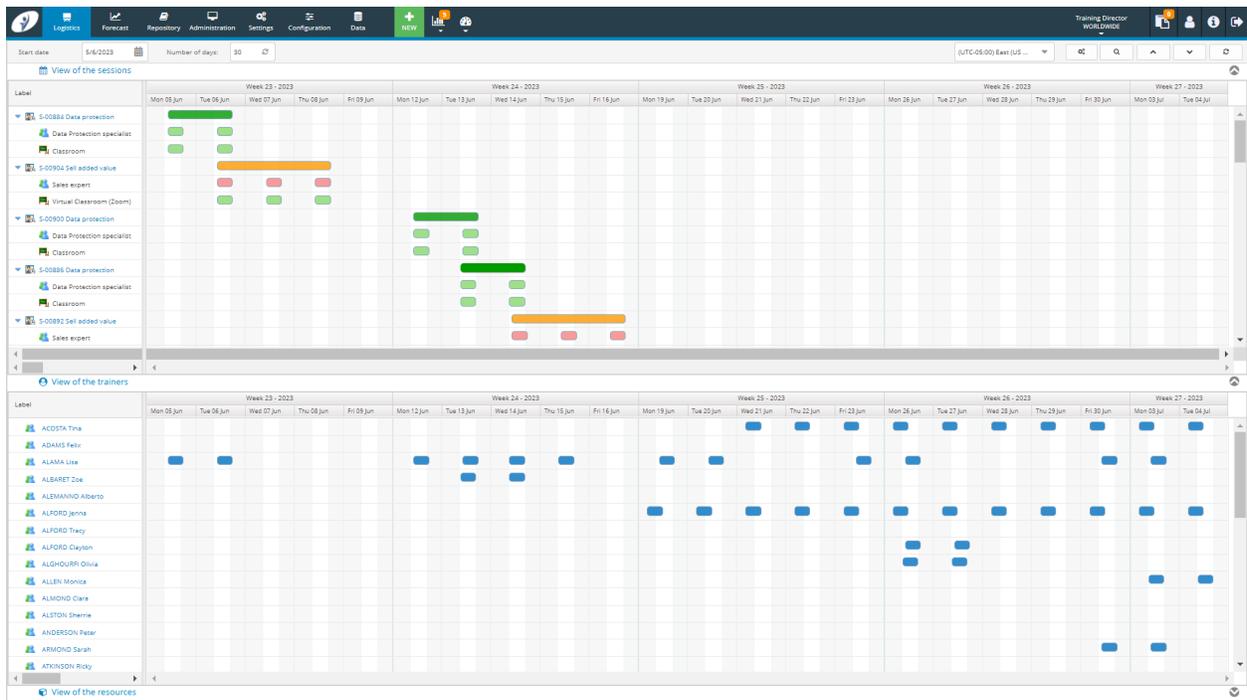## Figure 3: Resource Allocation Schedule

**Figure 4: Instructor Collaboration Portal**

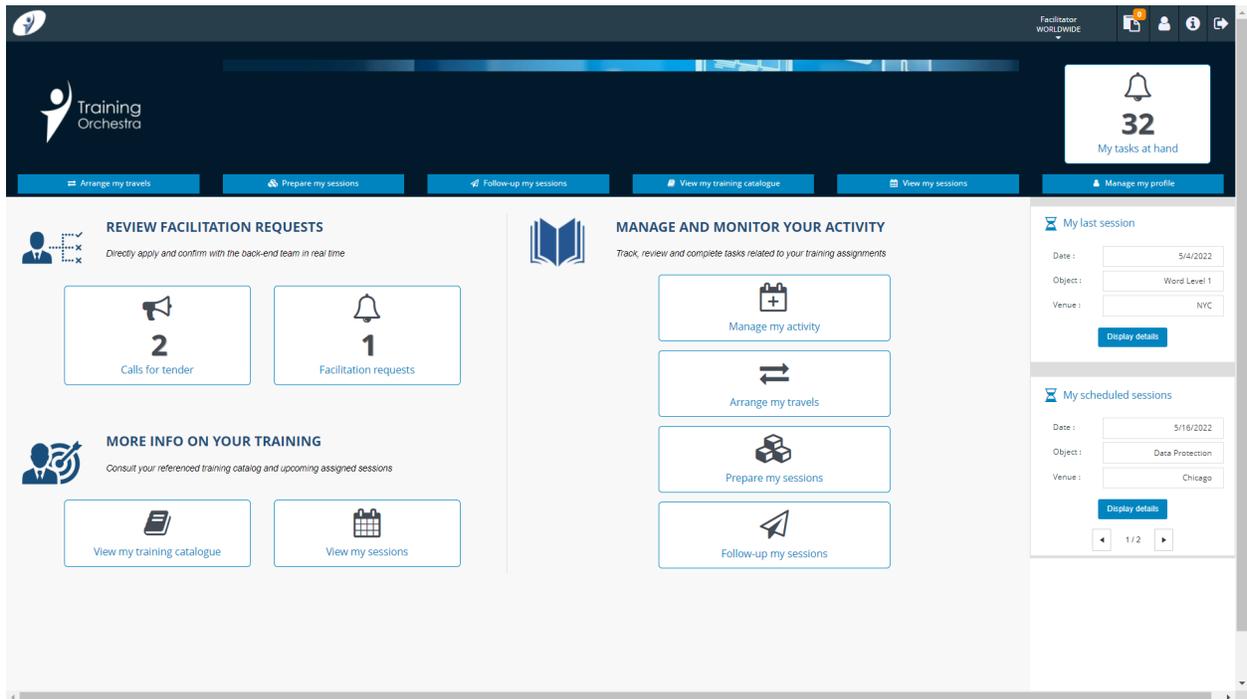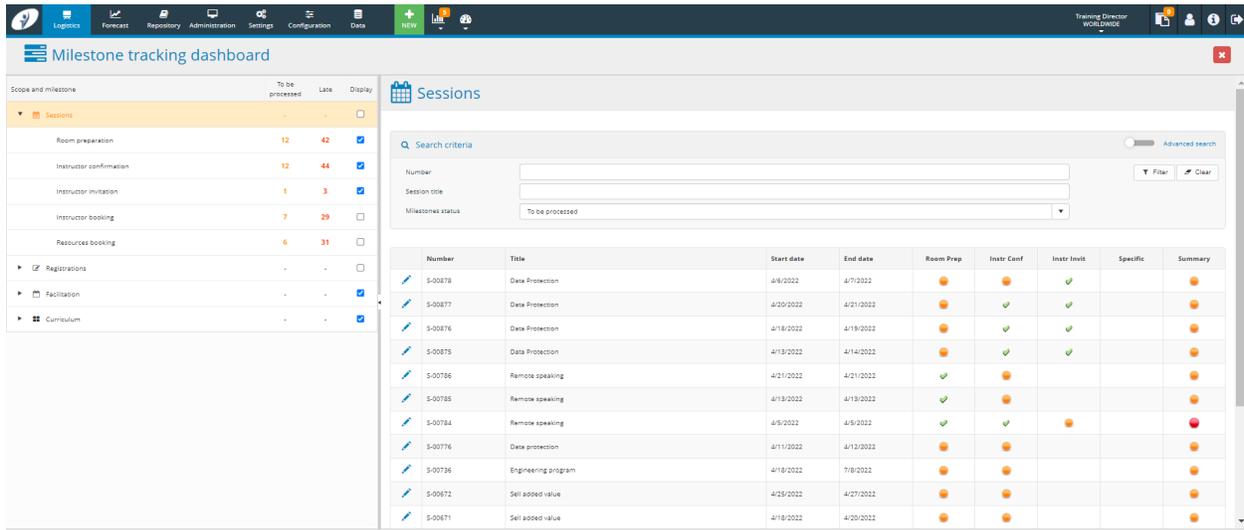**Figure 5: Milestone & Task Tracking Dashboard**



**Figure 6: Cost Tracking Control Center**



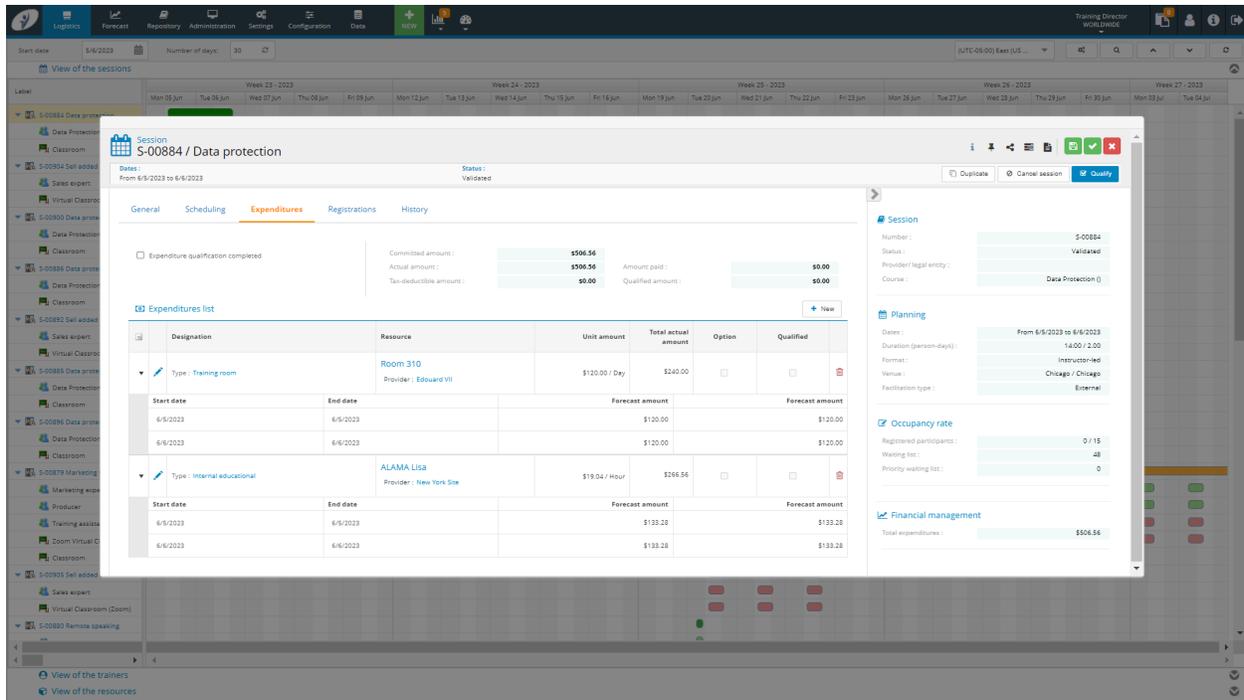**Figure 7: Reporting & KPI Control Center**

# Analysis by Brandon Hall Group

## Situational Analysis

The current discussion around the learner experience tends to focus heavily on new technologies and digital learning, yet instructor-led training remains the cornerstone of enterprise learning. ILT is ubiquitous, being used to some degree by 97% of companies. More than two-thirds of companies say they use it either very often or always, making it not only the most common learning type, but the most frequently used – even more than eLearning modules. Corporations are trying to find better ways to deliver best-in-class ILT within the modern learning experience, and they need systems to make it easier to:

- Manage and deliver ILT at a time when many modern learning technologies either don't have the capabilities or see ILT as extraneous to what they do.

- Manage ILT while focusing more energy on informal and experiential learning opportunities.

- Streamline the ILT process to save time and cost on what has traditionally been a complex and expensive undertaking.

## Challenges to the Business

ILT has traditionally been slow to evolve and costly to deliver. The physical rooms, instructors, and equipment have always been a challenge to manage. And then there is the cost of getting people together – either from all over the building or all over the world. Companies need to find places to make ILT more cost-efficient and cost-effective to ensure they can make the most of the in-person event.

There is also the issue of better managing an organization's strategic resources/subject matter experts (SMEs). It is often difficult to identify, engage and track these rare resources and their unique expertise. The LMS market continues to evolve to embrace new technologies and modalities, and modern LMS and LXP platforms are not prioritizing ILT. Yet is clear ILT plays a critical role in corporate learning.

Of course, the pandemic environment and the rise of remote work have complicated all of this even further, as companies need to manage a broader approach that includes in-person, virtual, and hybrid learning events.

## Implications for the Business

Poor management of classroom resources leads to inefficiencies, lost content, and duplication of effort. Subject matter expertise is not leveraged to its full potential, nor are the classroom technologies in which the organization has invested. Poor management leads to scheduling conflicts, rescheduling of classes, unavailability of resources, and other deficiencies – all of which add up to additional costs. It is these inefficiencies that lead ILT to be left out of the modern learning conversation.

## Questions to be Answered by the Business

Faced with the realities of the modern, hybrid learning environment, organizations need to reassess how they approach their classroom training, both in-person and virtual. It is critical to look at how instructor-led training fits into the learning strategy, and ask themselves key questions in order to move forward:

- How can we reduce the costs of ILT?
- How can we optimize the use of strategic resources?
- How can we manage both VILT and ILT in a modern technology ecosystem?
- Do we need a dedicated system to manage ILT?

## Training Orchestra as the Answer

According to Brandon Hall Group's research, in-person instructor-led training has been the number one method of learning delivery for many years and despite a dramatic drop due to the pandemic, organizations still plan to use it heavily. Brandon Hall Group's State of Learning Practices Study finds that half of companies leverage in-person ILT regularly or consistently. Additionally, 63% are relying heavily on virtual synchronous classroom learning. Organizations spend a massive amount of time, money and resources on these programs. However, an LMS or LXP is not equipped to handle all the requirements that come with this type of training. It's one thing to be able to schedule classes and track attendance but managing all the resources necessary can be a challenge, especially for organizations that sell in-person training as part of their business.

As organizations shift to a broader, more digitally focused learning environment, this does not mean that the need for in-person training will go away. In fact, as the learning ecosystem expands to include more informal/social/collaborative elements, as well as experiential learning opportunities, the role of the classroom will evolve, not diminish. In this new environment, the classroom experience will include more collaboration as well as more technology, such as smart boards, mobile devices and more. Managing instructor-led classrooms will become more complex – not less – as the classroom continues to "flip."

A solution like Training Orchestra is uniquely positioned to help organizations through this transition. While many technology providers move away from the classroom, Training Orchestra recognizes the ongoing need and meets it. Not only does the platform allow companies to better manage their classroom training, but it can help make the most of the learning budget. When you factor in the cost to develop the class, the cost of the instructor, the cost of the location and the cost to get everyone to the class, ILT can be one of the most expensive forms of training. That doesn't include all the ancillary costs and lost opportunity costs incurred from taking people away from their jobs. Training Orchestra gives organizations the tools to manage these costs effectively, as well as make forecasts and projections, which can greatly improve ROI and even boost profitability for those companies selling training.

*- 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.

**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.

**SOME WAYS WE CAN HELP**

**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