Solution Provider Profile
Vertex Professional Services

August 2023

Company At-a-Glance	
Name of Product/Offered	End-to-End Learning Solutions/Services
Headquarters	Troy, MI
Year Founded	1993 (as Hughes Training)
Geographic Coverage	Global
Industries	Aerospace and Defense, Automotive, Banking, Finance, Manufacturing. Medical Device, Pharmaceutical, Power Generation/Utility and Technical Training
Website	https://vps.vtxco.com/

Vertex Professional Services OVERVIEW AND VALUE PROPOSITION

VPS's Value Proposition for their clients is simple and rooted in the understanding that, while there are commonalities between organizations and challenges, there is no "one right thing" that serves as a panacea to these challenges. Working with 90+ clients each year across a dozen commercial industries, the government and the military, they cross-pollinate best practices and create enduring learning solutions within a client's ecosystem, infrastructure and budget to solve real business challenges. VPS's solutions accelerate performance within a changing world.

Their approach is summarized under the three pillars of Consult, Engage, and Deliver. These pillars ensure that clients get the right outcomes appropriate to their needs — regardless of the size or scope of engagement.

- **Consult:**
  - Combines strategic workforce planning with contemporary learning design to ensure that all elements of the training need(s) are identified, defined, planned and costed in advance of any subsequent step.

- o Delivered by a blended team of Strategists, Educationalists, and Technologists, VPS prides itself in its ability to support all challenges with unrivaled credibility, capability, and experience.
- **Engage:**
  - o Draws upon their Global Center of Innovation, from which any learning solution can be developed to support the content engagement need.
  - o Seeking always to provide the best value, their core capabilities, led by 600+ global employees, are augmented by thoroughly vetted specialist partners to ensure that VPS can effectively and efficiently respond to clients' requirements across a full range of requirements.
- **Deliver:**
  - o Ensures the targeted learners receive the content at the point of need and that they benefit from all the necessary technical support, alongside data analytics, permitting dynamic assessment, and timely intervention.
  - o VPS's global reach permits them to work pan-sector and apply the latest learning services to diverse audiences, using a tool-agnostic and business-focused mindset.
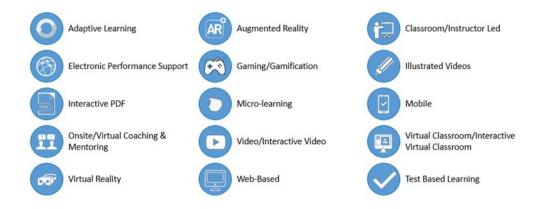
Services

From a services perspective, engagements can be grouped into the following categories:

Content and Curriculum Development

VPS designs and develops learning across a variety of modalities and ensures learner engagement and effective learning transfer. Their solutions are used to develop sophisticated and engaging approaches to delivering training tailored and aligned to the specific learning needs of client organizations. VPS' Architect™ process efficiently structures the way customers analyze their work and subsequently design and develop their curricula. Through the application of its systematic methodology, the team aligns training to specific learning objectives and generates the building blocks for performance-driven content. The analysis and design process enables the development of a future-proof, agile learning journey. Additionally, designs considering your team's learning preferences, geographies, markets and infrastructure are prioritized to ensure learning is fully available and accessible.

Adaptive Learning	Augmented Reality	Classroom/Instructor Led
Electronic Performance Support	Gaming/Gamification	Illustrated Videos
Interactive PDF	Micro-learning	Mobile
Onsite/Virtual Coaching & Mentoring	Video/Interactive Video	Virtual Classroom/Interactive Virtual Classroom
Virtual Reality	Web-Based	Test Based Learning

Learning Technology

VPS supports more than 1 million users worldwide with modern technology-enabled learning solutions. Their learning technology services include system assessment and selection, implementation, integration and management. VPS is technology-agnostic and its experts apply a custom approach to system and advanced-media design. Whether you have a proprietary platform, are leveraging an off-the-shelf system or other third-party technology, VPS's goal is to present a scalable solution that ensures your infrastructure can flexibly meet immediate and long-term learning technology needs. Technology consultants add extensive value through the collaborative development of your learning technology roadmap ensuring it is customized to your organization's needs.

- Learning Ecosystem Analysis and Design
- Learning System Integration
- Learning Technology Roadmaps
- Learning Technology Consulting

Learning Administration

VPS understands learning administration services are foundational to the smooth operation of client organizations' training programs and delivering the results they expect. Their end-to-end learning administration solutions deliver Learners and Stakeholders a high-quality, effortless experience while increasing efficiency and reducing costs. VPS leads through practical innovation in its approach to learning administration and delivery management. VPS provides global customers with the performance impact they need. Their model is also scalable to shift as needed depending on current needs and volumes. VPS offers a business model that accommodates today's plans and allows for fluctuations in the changes tomorrow will bring while offering transparency and budget certainty.

- Learning Administration
- Digital Event Management

- Customer Relationship Management
- Analytics and Reporting

Training Delivery

Making the right training available at the right time and in the right way elevates the impact of clients' training and accommodates different learning preferences. Training delivery can include a customized blend of multiple delivery formats — both formal and informal — that shorten the usual time to proficiency.

- Instructor-led Training (ILT)
- Web-based Training (WBT)
- Virtual Classroom Training (VCT)
- Live 360 Virtual Training
- Mobile Learning

In 2022, VPS added new clients in Aerospace, Banking, Finance, Security and Insurance (BFSI), Power Generation and Energy, Manufacturing, Medical Device and Cyber, in addition to significant government/military contracts. The new engagements included courses, curricula, and integrated support across several services. In total, VPS designed and developed over 30,000 hours of content across various formats for our new and existing clients.

As part of the V2X Company, VPS adopts and adheres to the V2X slogan of "Trusted Wherever the Mission Leads." To do this, VPS leverages its global employee base, as well as nearshore, offshore instructional design and development talent, to deliver best-value pricing and services for its global client base.

Analysis by Brandon Hall Group™

Situational Analysis

Organizations are continually striving to create and execute on a learning strategy that has a real impact on behaviors and business outcomes. However, outmoded learning technology, traditional content and a lack of alignment with the business have made it challenging for learning to fulfill its promise.

What does it take to create a more impactful, engaging learning experience that improves individual and business performance? A strong learning strategy, the tools to execute it and the ability to demonstrate value.

Several factors are driving corporations to improve their learning experience 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** — Learning is not improving in many organizations because the ability to measure impact on performance is not in place or is lacking.
- **Technology** — Learning technology is quickly evolving, and organizations are in serious need of re-evaluating their learning technology ecosystem to offer a more modernized approach to learners.

Challenges to the Business

Organizations have had difficulty catching up to the new standard of learning required. Learner requirements have evolved quickly and their need to have access to knowledge and information when and where they need it is more important than ever. Most learning is still very event-based, without enough follow-up, reinforcement or opportunities to apply knowledge. This leaves organizations ill-equipped not only to meet the rapidly changing challenges of today but to ensure their workforce has the skills and knowledge required for the future.

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, employees are not learning what they need to know to maintain compliance, develop new competencies and skills and advance their capabilities, leading to negative implications including a lack of innovation and creativity that makes the organization uncompetitive.

Questions to be Answered by the Business

Organizations need to rethink their approach to the learning strategy to keep pace with the rapidly changing dynamics of their learners and business. The key questions for the business are:

- How can we transform learning to have more of an impact?
- How can we minimize the costs associated with managing the tools and processes required?
- Does the organization have enough of the staff and/or skills to design, curate, and deliver an effective, impactful learning environment?
- How can we best leverage the best of emerging technologies to create truly impactful learning solutions?

Vertex Professional Services as the Answer

Vertex is a company that has been around for a long time, having changed ownership and alignment a few times in the last few years, most recently being brought under the V2X Parent Company umbrella in May 2022. Despite the challenges inherent with multiple changes in ownership, Vertex Professional Services continues to thrive as a critical training partner for some of the biggest manufacturing and technology brands in the world.

VPS's strength is in its systems engineering approach to solution delivery. When they partner with you on a training solution, they work on the problem like engineers and produce a solution that is ultimately system-agnostic and not dependent on any single platform or technology to implement. This is likely the key to their longevity despite their name-recognition challenges.

Their systems engineering approach allows for creative applications of technology in learning, including very successful light simulations they've created for a medical device company supporting training of staff on proper use of the device. VPS has employed similar solutions in military and aerospace environments as well.

In the last year, Vertex has introduced a new product offering called an Interactive Digital Document, which allows you to deploy documents from a SharePoint location directly into your LMS.

Vertex has seen great success with the tool in clinical settings as well as with field technicians in operational environments. These PDF files embed executable microcontent (video, animation, callouts, etc.) inside the document, creating a fully interactive job aid for a specific procedure or set of procedures that an individual can access and utilize in real-time on a tablet or smart device.

Vertex's capabilities run the full spectrum of training solutions. They have increased their capacity as well with strategic partnerships with offshore teams in India. They see no drop in volume, though complexity may be taking a back seat to budget considerations this season.

If you have a large-scale, complex technical training project and are looking for a partner to bring it to life, Vertex is absolutely worth a look.

- Matt Pittman, Principal Analyst, Brandon Hall Group™

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About Brandon Hall Group™

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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.

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