

Solution Provider Profile

Absorb LMS

May 2024



Company At-a-Glance	
Name of Product/Offered	<p>Core Product: Absorb LMS</p> <p>Additional Modules:</p> <p><i>Skills:</i></p> <ul style="list-style-type: none"> • Skills (Learner-Driven Upskilling) <p><i>Analytics:</i></p> <ul style="list-style-type: none"> • Analyze Essentials (Custom Report Building) • Analyze BI (Advanced Reporting & Dashboards) • Analyze Direct (Snowflake Connector to a BI Tool) <p><i>Content:</i></p> <ul style="list-style-type: none"> • Create (Content Creation – Gen AI) • Amplify Portfolio (Bundled Content Libraries) <p><i>Gamification/Social Learning:</i></p> <ul style="list-style-type: none"> • Engage (Social and Peer-to-Peer Learning) <p><i>Integrations:</i></p> <ul style="list-style-type: none"> • Infuse (Headless Integration) • REST APIs • Connectors (ADP, BambooHR, Workday, UKG Pro, Salesforce, etc.)
Headquarters	Calgary, Alberta, Canada
Year Founded	2003
Geographic Coverage	Offices in Canada, Ireland, England, China and Australia. Clients globally, with majority in North America.
Industries	Cross-vertical including: Manufacturing, Technology, Healthcare, Government
Website	www.absorblms.com

Absorb LMS Overview and Value Proposition

Absorb LMS is an AI-powered, cloud-based platform engineered to inspire learning and fuel business productivity. Our online learning platform combines our AI-first technology approach, built to scale as your organization grows, with superb customer service rarely seen in the LMS space and overall SaaS industry.

By empowering personalized learning experiences, Absorb LMS engages learners, fuels content retention, and elevates training programs. The learner experience is designed to meet the flexibility needs of your learners and efficient administration capabilities make it simple for admins to manage and report on all learning programs. Whether your learning program focuses on employees, global channel partners, customers, members or selling your own training content, we're confident Absorb is the best LMS to power success and drive true ROI.

Key Differences of Absorb:

Easy-to-use Learner Experience

Absorb LMS has been built with the learner experience at the forefront from the get-go. Designed for a simple, easy-to-navigate, modern experience for learners, it can be completely customized to different groups, whether learners are inside (employees) or outside (partners, customers, etc.) of an organization. The ease of use and personalization creates a pull effect from learners, giving them what they need to drive their own learning, versus the push admins need to do in legacy LMS solutions. The interface that a learner sees is fully responsive and can be determined by location, the group or department of the learner, and many more options for a consistent and branded experience. AI-powered recommendations ensure learners are served the courses and content they need to be successful and to hit their learning goals and objectives.

Streamlined Admin Experience

Serving one of the most critical roles in a successful learning program, the Admin Experience for Absorb LMS has been refreshed to include not only visual and aesthetic enhancements but also improved functionality and features. Unlike traditional LMS solutions that are overly complex and clunky, the Absorb Admin Experience makes it simple for administrators to perform admin tasks in fewer clicks and our Intelligent Assist capabilities streamline many of these tasks completely.

With Intelligent Assist, an admin can use natural language to generate a report and even take admins to a particular entity (like a user or course) to be edited. For example, the admin can type "Active Learners" in the "Sales" department, and Intelligent Assist will perform this action in one click. With Intelligent Assist admins can reduce the manual overhead of their day-to-day administrative tasks. Admins can also manage eCommerce programs through the native eCommerce tool, providing the ability for

organizations to sell their training to learners. Top-ranked among all enterprise-grade Learning systems G2 on Admin Ease of Use.

Personalized AI-Driven Upskilling

As the need for skilled workers continues to climb, Absorb Skills enables organizations to have a sophisticated end-to-end, single-point solution for upskilling, cross-skilling, and reskilling. The solution is designed to make it easy for organizations to get started with skills. Not only is all the framework provided, but the jobs, skills and competencies mapped with AI to relevant course content are already done. This helps solidify learning and development as a core strength within an organization.

With Absorb Skills, learners identify upskilling or career goals and are provided a personalized learning path to achieve those goals. Learners start by identifying a goal related to their current role or where they would like to go in their career. Learners can improve in a particular competency or pick from one of 1,500+ jobs aggregated with AI from online job portals. Learners then assess themselves against a set of almost 200 expertly crafted competencies supported by more than 10,000 skills.

Finally, this solution will generate a personalized learning path of recommended courses, pulled from Absorb's largest Amplify course library, that are specifically tailored to address the skill gaps that stand between the learner and their goal. Throughout the process, the learner will receive feedback from their manager and or mentors to continue to improve.

Powerful Content Creation and Curation

Absorb solves for all content needs across compliance, upskilling, customer training, partner training and more use cases. Create interactive courses simply and quickly through Absorb Create and the power of generative AI or acquire curated content through one of our expert-made content packages.

With Absorb organizations can generate or build their own courses with drag-and-drop no-code functionality, accessibility features and a robust library of customizable templates and themes. Optionally, simply convert an existing MS PowerPoint deck into an editable course. Easily craft and publish interactive eLearning courses to the LMS, or to SCORM, xAPI and HTML5 formats. Evaluate a learner's understanding of the course content through assessments and receive sentiments and options from learners through surveys.

Absorb leverages generative AI technology to create courses based on an organization's content in minutes. Simply upload a relevant PDF document and edit using our pre-selected prompts or enter specific ones to make the perfect course.

Absorb offers three expert-made content library options through the Absorb Amplify course content portfolio. Courses are developed by over 100 highly rated publishers for organizations looking for introductory to advanced-level content around industry-specific, business skills, compliance, safety, DE&I, leadership and more. Content

options are recommended based on needs of the customer and maturity of the learning program.

Robust Reporting and Data Analytics

The Absorb platform has four types of reporting options to best suit each customer's needs.

- **Core Reporting:** For organizations looking to get foundational core reports, the Core LMS provides native reporting with templates to create summary reports. They can schedule, generate, and save reports in the report view.
- **Analyze Essentials:** When an organization needs to create custom reports on multi-entity items such as Multi-ILCs, the Absorb platform has a custom reporting tool in the admin interface that provide users, with the right permissions enabled, with drag-and-drop functionality to create completely custom reports that are exported into CSV files.
- **Analyze BI:** To really understand the impact of a learning program, the Absorb platform also offers business intelligence. This is a full-fledged business intelligence tool in the LMS with advanced functionality to create graphical reports, even through typing natural language questions. There is forecasting and trending to help organizations understand their learning programs better.
- **Analyze Direct:** For an organization that has their own BI tool, like PowerBI or Tableau, they can use the Absorb data directly to pull their LMS data into that tool.

To create the most impactful data story, organizations can integrate into their HCM systems and use the data in those systems combined with the LMS data to create a full picture of the impact of their learning programs.

In-the-Flow of Learning Headless LMS

Absorb Infuse is a true differentiator in the LMS space and was the first ever headless LMS in the market. Using Absorb Infuse, organizations can embed the powerful functionality of Absorb LMS into any interface they desire, whether that is a custom-in-house application or a well-known business productivity tool. It is a robust and fully customizable headless learning management solution for in-the-flow learning within any interface.

Learner productivity is critical and Absorb Infuse makes it possible for learners to instantly access courses without having to switch between applications. Absorb LMS' seamless integration in learners' frequently used business applications leads to ubiquitous learning with personalization, security, and scalability.

Enterprise Ecosystem Integrations

Absorb LMS has three integration types to ensure customers have a streamlined learning ecosystem. Types of integrations available include connectors for pre-built integrations, scheduled data feeds and RESTful APIs for custom integration.

- **Connectors:** Absorb connectors provide turnkey integration into top talent management HCM platforms, Workday, UKG Pro, Ceridian Dayforce and many more. The main use case for these connectors from our customers is adding and updating users in the LMS. These connectors are built and serviced by Absorb to remove any overhead on the customers technical teams. Organizations can also integrate into systems outside of talent management, like CRM systems. The Absorb Salesforce Connector is the perfect example of a deeply integrated solution where learners can get learning right in their day-to-day workflow within Salesforce.
- **Scheduled Data Import/Export:** A scheduled data feed is a recurring data transfer of CSV files between Absorb and another system that occurs automatically at pre-determined intervals. Bring dozens of data types into or out of Absorb, including courses, learner progress, assessments and more.
- **APIs:** If a customer needs a more customized integration, they may use our expertly architected, service gateway-based RESTful APIs to get full control of integrating with Absorb.

Best-in-Class Support and Customer Service

Absorb focuses on being a partner to our customers. Our net promoter score (NPS) stands at 60+, a 40-point improvement year-over-year (YoY), which is 40 points higher than the LMS industry average, and 30 points higher than the overall SaaS benchmark.

- Customers coming out of onboarding score their experience with a 4.7-star rating.
- A CSAT score for customers interacting with our support organization of 94%.
- 50% YoY reduction in support ticket resolution time.

Screenshots

Figure 1: Learner Dashboard

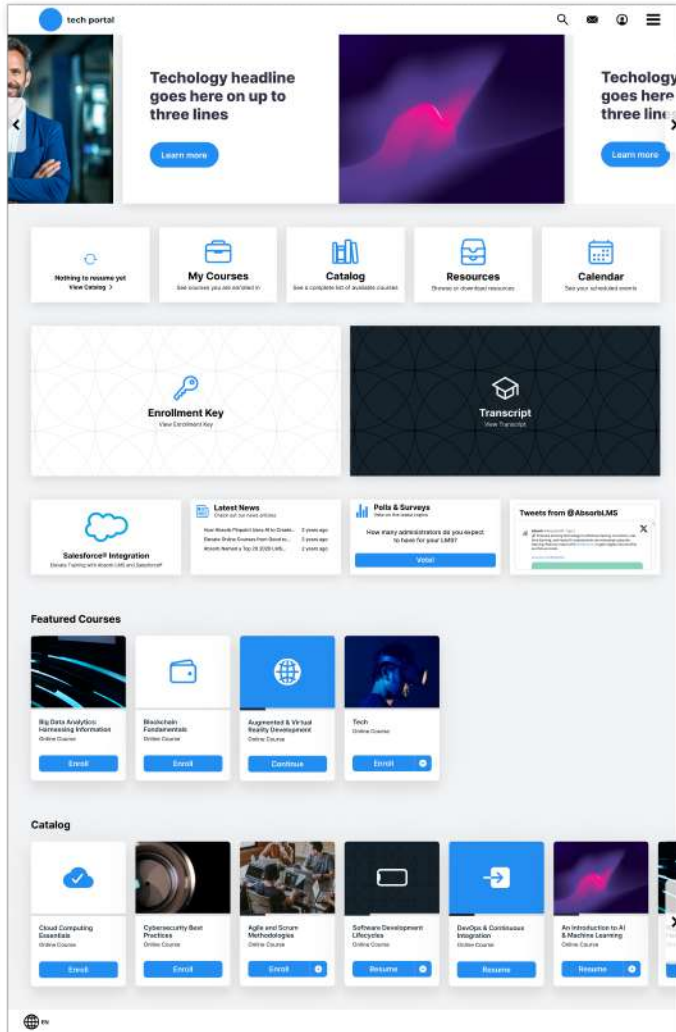


Figure 2: Skills

The screenshot shows the Absorb LMS interface for a user named Gerry G. The main profile area indicates a learning path for 'Customer Success Manager' with 10 of 14 courses completed. A 'Courses' modal is open, showing two course categories:

- Account Management** (Level 3 Job Competency):
 - Course with Due Date that has passed, with a very long title (5.0 rating, 2480 reviews)
 - Simple Online Course - Unenrolled (4.3 rating, 2981 reviews)
 - Course with Due Date (Due Jan 8)
- Enterprise Content Management (ECM) Software** (Intermediate Job Skill):
 - Course with Due Date that has passed, with a very long title (5.0 rating, 2480 reviews)
 - Simple Online Course - Unenrolled (4.3 rating, 2981 reviews)
 - Course with Due Date (Due Jan 8)

At the bottom of the modal, there are sections for 'Product & Technical Knowledge' and 'Achievement Orientation', both with 3/3 courses completed. A timeline on the right shows 'Added Client Empathy Level 3 Job Competency' and 'Completed Client Empathy Level 3 Job Competency' on 26 JULY 2023, and 'Added SAP Intermediate Job Skill' and 'Completed SAP Intermediate Job Skill' on 26 JULY 2023.

Figure 1: Skills Learner Profile

Overview | Info | My Activity | Purchase History | Settings

My Learning Path
Technical Analyst
 76% • 10/14 Courses Complete

Learning Path Courses

- Business Acumen for Beginners** Online Course (34) [Enroll]
- Workplace Etiquette** Online Course (34) [Resume]
- Business Acumen for Beginners** Online Course (34) [Enroll]
- Statistics & Probability** Online Course (34) [Completed]
- Effective** Online Course (34) [Start]

Training Time
 13.6 Hours

- Enterprise Resource ... 1.4 hrs
- Google Drive 6.4 hrs
- Microsoft CRM 1.1 hrs
- Salesforce 4.3 hrs
- Oracle Eloqua 0.2 hrs
- Customer Experie... 0.1 hrs
- Fostering Communication 0.1 hrs
- Client Focus 0.1 hrs
- Achievement Orientation 0.1 hrs
- Inspiring Others 0.1 hrs
- Software as a Service 0.1 hrs

Learning Path Activity

- 26 JULY 2023: Added Client Empathy Level 3 Job Competency
- Levelled Up Client Empathy Level 3 Job Competency
- Added SAP Intermediate Job Skill
- 26 JULY 2023: Levelled Up SAP Intermediate Job Skill

Learning Path Progress

- Account Management** Intermediate Job Competency (1/3 Courses)
- Achievement Orientation** Intermediate Job Competency (1/3 Courses)
- Inspiring Others** Intermediate Job Competency (1/3 Courses)
- Client Focus** Intermediate Job Competency (1/3 Courses)
- Customer Experience Management** Intermediate Job Competency (1/3 Courses)
- Customer Relationship Management** Intermediate Job Competency (1/3 Courses)
- Fostering Communication** Intermediate Job Competency (1/3 Courses)
- Product & Technical Knowledge** Intermediate Job Competency (1/3 Courses)

8 Job Skills | 8 Job Competencies

Privacy Policy

Figure 4: Analyze Dashboard

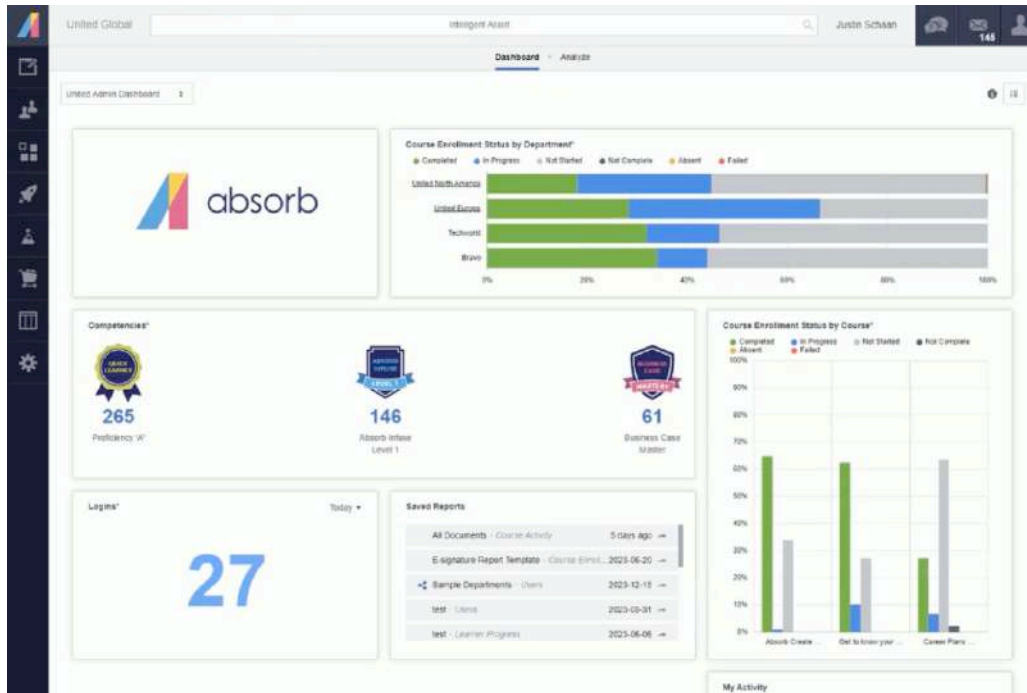
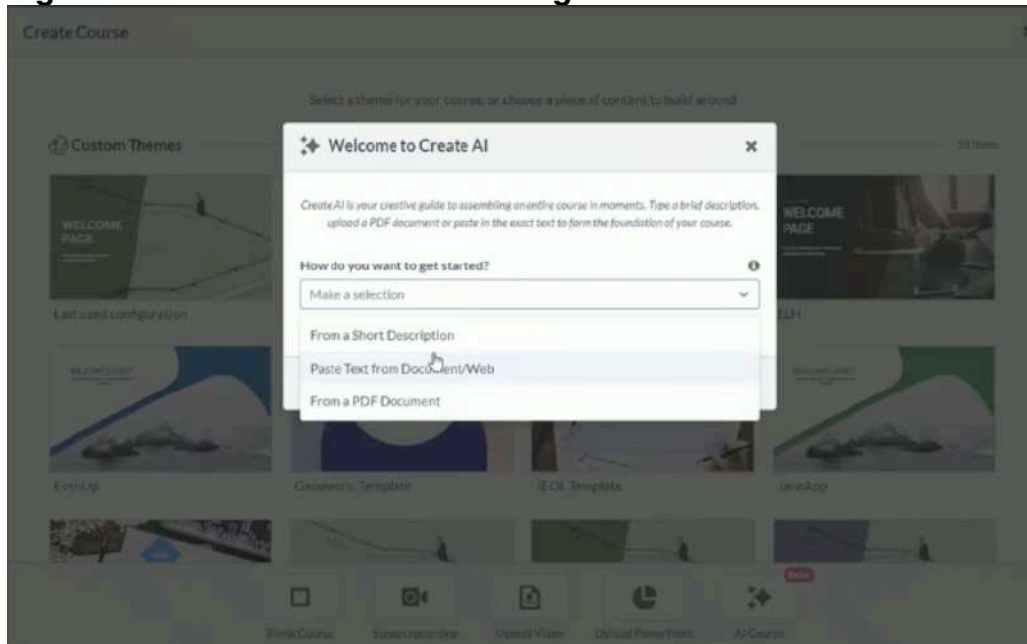


Figure 5: Create AI Course Authoring



All screenshots provided by Absorb LMS

Analysis by Brandon Hall Group™

Situational Analysis

The Learning Management System (LMS) market has been evolving rapidly, driven by the increasing demand for remote and hybrid learning solutions, the need for personalized and engaging learning experiences and the integration of advanced technologies such as artificial intelligence (AI) and machine learning (ML). Organizations across various industries are seeking LMS solutions that can effectively manage and deliver training programs, track learner progress, and align with their specific learning objectives. The pressure to integrate the LMS across multiple platforms and modalities is increasing.

Challenges to the Business

One of the key complexities facing the LMS market is the integration of skill taxonomies, which are structured frameworks that define and categorize skills, competencies and knowledge domains. As work continues to evolve, being able to define job roles in terms of skills beyond tasks becomes more critical. Effective skill taxonomy integration within an LMS can help organizations map their learning content and resources to specific skill requirements, enabling targeted skill development and facilitating efficient talent management processes.

However, implementing a comprehensive skill taxonomy can be challenging due to the complexity of aligning it with organizational roles, job functions and learning objectives. Additionally, maintaining and updating the skill taxonomy as job requirements evolve can be a resource-intensive process.

Implications for the Business

The integration of skill taxonomies within an LMS has significant implications for organizations. By aligning learning content with skill requirements, LMS solutions can provide personalized learning paths tailored to individual learners' needs and career goals, enhancing the overall learning experience and increasing engagement. With a well-defined skill taxonomy, organizations can also streamline the process of curating and developing learning content that directly addresses specific skill requirements, ensuring relevance and maximizing the impact of training programs.

Perhaps most powerful is the opportunity to incorporate skill taxonomies to help identify gaps between existing and desired skills, allowing for targeted training and development efforts to bridge those gaps effectively. This view allows your organization to know where they are likely to struggle to deliver results based on gaps in skill availability or mastery at any given time and to pursue plans to close those gaps.

Skill taxonomies can further facilitate more accurate talent mapping, succession planning and career development initiatives by providing a structured framework for

assessing and tracking employee skills and competencies. By integrating that into the LMS, you have a powerful mechanism for growing the capabilities of your people.

Questions to be Answered by the Business

1. How can we effectively implement and maintain a comprehensive skill taxonomy within our LMS, ensuring alignment with evolving job roles and business objectives?
2. What are the best practices for leveraging skill taxonomies to create personalized learning paths and enhance the overall learner experience?
3. How can LMS vendors and organizations collaborate to establish skill taxonomies that can be easily integrated and leveraged in our LMS?
4. What role can emerging technologies, such as AI and ML, play in automating the process of mapping learning content to skill taxonomies and recommending personalized learning paths?

Absorb as the Answer

Absorb has continued to innovate with purpose of providing customers with the strongest possible set of tools to drive results through learning. In addition to their core LMS capabilities, their robust content offerings and their particular expertise with extended enterprise use cases — Absorb has once again leveled up their utility. This year, they have launched Absorb Skills. The solution aims to help learners close skills gaps through self-assessments and recommended courses.

Absorb is in a solid position in the market, having shown continual growth over the past year and expanding their customer base. They are a provider who prioritizes building strong partnerships with customers, a trait Brandon Hall Group™ research continues to show is valued by learning organizations around the world. Their commitment to strong partnership shows in their CSAT scores (94%) and logo growth (45%). It is their smart focus on delivering a solution that is AI-powered and end-to-end capable that leads to winning partnerships.

Enter the latest solution, Absorb Skills. The Absorb Skills platform was born out of a desire and drive to solve the upskilling problem for their customers. Responding to the emergence of the need to upskill employees being expressed by companies of all sizes and customers alike, Absorb began working earnestly to build a solution that works for employees first. Beyond that, it creates a mechanism for managers to support the growth and development of their team members. It also provides a set of tools to HR, learning and talent teams to leverage skills taxonomy and language across the employee lifecycle.

Absorb Skills uses AI at its core to power personalized learning paths for employees. The goal is to close skills gaps through self-assessments and recommended courses from Amplify Max, Absorb's most robust content offering. The skills platform offers structure to make skills development easier for both learners and administrators. It is

important to note that the toolset in Absorb Skills is currently only available for use in conjunction with the Amplify Max product.

Absorb Skills uses AI to map job roles to competencies and courses. Learners can self-assess their skills for their current or targeted roles. The platform then recommends courses to include in a personalized learning plan. Job roles and skills and competencies are all pre-built and pre-defined in the system. Administrators can identify the job roles that should be visible to the organization and can even rename job roles to match titles that are in use in the organization. The ability to add custom roles or customize skills/competency definitions is not yet available but is on the roadmap.

Reporting and analytics with the Absorb Skills platform provide meaningful insights across the population in terms of assessment results, relative skill mastery (based on assessment data) and skills-based activity (which skills are learners engaging with and how are they progressing). This kind of intelligence can be invaluable to helping an organization prioritize strategic talent growth. Being able to contextualize that data with available goals and performance results provides an even more holistic view of the workforce.

It is crucial that organizations considering adding Absorb Skills to their technology ecosystem be prepared for the work necessary to ensure its success. There must be an understanding and agreement of how the skills taxonomy applies to the organization's job roles and a willingness to employ the standard language across company platforms and processes. The concept of employee empowerment in pursuing their own development is critical, but there is likely a broader cultural change that will be required, particularly if the company is more compliance than development-focused when it comes to learning.

Overall, Absorb's AI-powered skills solution is a powerful tool to help learners and organizations close skills gaps through self-directed career development and upskilling opportunities. Every organization looking to move to a skills-based learning and talent management strategy should evaluate this option for enabling that transition successfully.

- Matt Pittman, Principal Analyst, Brandon Hall Group™

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About Brandon Hall Group™

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