

# Solution Provider Profile

## LearnUpon

May 2024



Company At-a-Glance	
<b>Name of Product/Offered</b>	LearnUpon
<b>Headquarters</b>	Dublin, Ireland
<b>Year Founded</b>	2012
<b>Geographic Coverage</b>	LearnUpon is a global company with an HQ in Dublin (IE), and offices in Philadelphia (USA), Salt Lake City (USA), Sydney (AUS), and Belgrade (SRB).
<b>Industries</b>	Construction & Manufacturing, Financial Services, Healthcare, Nonprofit, Retail, Services, Software & Technology, Training companies, Associations.
<b>Website</b>	<a href="http://www.learnupon.com">www.learnupon.com</a>

## **LearnUpon LMS Overview and Value Proposition**

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LearnUpon helps businesses deliver online learning to employees, customers and partners.

By championing simple, learner-centric experiences and results-focused support, LearnUpon makes it easy for businesses to deliver learning that impacts what matters: performance, retention and growth.

### **A Centralized Solution to Manage, Deliver and Track Training**

With LearnUpon, businesses can build strategic learning initiatives all through a single solution, enabling them to:

- Streamline training administration to reduce costs and increase operational efficiencies. For example, HR teams delivering training to employees can build a course in LearnUpon and automate tasks like user enrollment so that training is rolled out quickly and easily.
- Create an engaging learning hub where learners can effortlessly access and take training via a direct login or single sign-on, so there are zero barriers to training.
- Deliver a dynamic blended learning experience where learners can access on-demand or required courses on mobile or desktop, participate in webinars and instructor-led training, and be assessed via exams and surveys.
- Scale up training delivery and eliminate the need for multiple learning solutions by enabling businesses to create multiple, distinct learning environments for each unique audience, within one solution.
- Track the impact and return on investment of training with out-of-the-box reports and integrations.

### **Drive Employee Productivity, Efficiency and Retention**

With LearnUpon, organizations can build, shape, and deliver large-scale employee training programs that drive strategic goals and business transformation, including:

- Delivering easily accessible onboarding training from day one that enables new hires to acquire the knowledge needed to be productive in their roles — fast.
- Increasing retention by delivering training that allows employees to learn and grow in their careers, thus reducing costly turnover and the loss of key

knowledge and experience.

- Driving productivity by offering employees role-based, skills and product training that aids them in performing at their best.
- Safeguarding the business against compliance violations by providing employees with mandatory training and ensuring compliance is recorded so organizations are always audit-ready.

### **Drive Customer and Partner Success with Training**

LearnUpon enables organizations to create environments via Learning Portals to train customers and partners at scale so they can achieve their business goals, including:

- Delivering easy-to-access onboarding training to new customers and partners from the get-go, reducing ramp-up time and time to value.
- Increasing retention and year-on-year growth by rolling out product training and continuous learning that helps to maximize the value these audiences are getting from the business.
- Enhancing product adoption and stickiness by providing training that enables customers to fully understand how to utilize and succeed using the product.
- Reducing support queries by providing training for commonly asked queries, thus freeing up an organization's support teams to focus on having more strategic, high- impact conversations with partners and customers.
- Building awareness and protecting the brand by offering authorized customer and partner certification programs. This enables customers to showcase their expertise using the business's product and have it as a badge of honor. For partners, businesses can ensure only those who've completed the training can sell their product and make sure they're impactful in doing so.
- Generating new revenue streams by selling courses to customers and partners via LearnUpon's out-of-the-box eCommerce storefront and Shopify integration.

At a time when learning management systems exclusively serviced internal training, LearnUpon was built to support internal and external training in equal measure. Here are some examples of how LearnUpon is helping 1,500+ customers in over 40 countries achieve their goals:

- *“LearnUpon has been transformative for Veterans United Realty, enabling us to rapidly deliver consistent coaching to 8,500+ Network Agents with the click of a button, and our Network Development Coaches to focus on building relationships.” — Colin Williams, Audience Marketing Strategist, Veterans United Realty*
- *“LearnUpon transformed our business model. It enables us to have an off-the-shelf product that changed our organization and created a more predictable, sustainable revenue source.” — John Kuder, VP of Marketing and Development at Avatar Management Services*
- *“We’ve experienced exponential growth over the last two years using LearnUpon and we’re now training more than 10,000 people a year.” — Scott Edwards, Director of Netskope Academy at Netskope*
- *“LearnUpon enables us to effectively share ACE education to over 90,000 health and fitness professionals in an easy-to-access and engaging manner. In turn, our professionals apply their learning to positively impact millions of lives across the world. The domino effect is expansive!” — Jacque Crockford, DHSc., Senior Product Manager at the American Council on Exercise*
- *“We’ve reimaged our implementation process, adding LearnUpon as a seamless and necessary part of each onboarding.” — Moriah Ujano, Member Education Manager at WebPT*
- *“We’re a lean team and LearnUpon makes our job easier so we can focus on improving our programs, achieving our KPIs, and ultimately making Sonic the best place to work and shop.” — Douglas Bryant, VP of Talent Management, Training, and Recruiting at Sonic Automotive*
- *“With LearnUpon, our training not only ensures we get consistent results for our clients, but we also see how growing a learning culture positively impacts our employee turnover, performance, and happiness.” — Jennifer Hovestadt, Senior Training Manager at Premium Retail Services*
- *“If we look at compliance, like GDPR and child safety, if we tried to do training*

*without the LMS, it would have cost us probably £100,000 in just meeting time, people hours, organizing — all the stuff that you have to do. Now that it's all online, we no longer have to spend that time and cost.” — Lisa Slack, Head of Product Development at Hillarys*

- *“Cost savings were \$200,000, actual and projected. Additionally, our support calls went down by 89%. There was a huge, huge difference in calls we would get where installers were having problems.” — Layne Northsea, Technical Training and Documentation Manager, ChargePoint*

### **LearnUpon Platform: Put the Learner First**

LearnUpon is built to put the learner first, helping customers create an easy, engaging, and enjoyable experience that makes learner goals simpler to achieve.

- **Easy to use, easy to navigate experience.** An intuitive and easy-to-use experience that enables learners to continuously engage with, and manage, their own learning journey
- **Access anything, any time, on any device.** Whenever they want, and wherever they are, learning on the go is easy — with a fully mobile responsive platform and native mobile apps.
- **Experience personalized, interactive learning.** Boost interactivity with personalized learning and features that motivate, remove barriers and ultimately drive learner engagement.

### **LearnUpon Platform: Centralize Your Learning**

- Centralize learning and streamline how training is created, managed and delivered, within a single solution.
- **The LMS to drive efficiencies.** Easy to use and quick to set up so customers can spend less time on training tasks and more on achieving strategic goals.
- **One central place for all learning.** Create unique environments in seconds to train any audience — employees, customers, partners, members — and integrate with a range of systems via API, SSO, Webhooks or out-of-the-box integrations so customers have one central hub for all your training, no matter the audience.
- **Track, measure and amplify impact.** Customers can arm their teams with the data they need to track and measure training performance and tie learning

insights back to real business results to prove return on investment.

## Features

- **AI-Powered Learning** — Transforms how businesses create, deliver and engage with learning using AI; build highly relevant exams that truly assess learners comprehension with AI-powered assessments and always have an answer to “what learning’s next” by offering learners automated, machine-powered recommendations.
- **Course Creation** — Easily create versatile learning programs — extensive and multi-part or small and bitesize — with a range of interactive content options, including webinar and instructor-led training, SCORM and xAPI files, documents, videos and on-the-job checklists. Separate content into topics called modules, where any number of modules can make up a course. Guide learners, with multiple linked courses wrapped into a learning path. Build a catalog, where learners can browse and enroll on demand. Embrace digital sign-off within the LMS by incorporating one or more eSignature modules into courses.
- **Live Learning** — Create, manage, deliver and report on all instructor-led live learning events — in-person or webinar — from one central location without having to leave the LMS.
- **Training Delivery** — Make learning programs informal and self-service, or structured and mandated. Simplify the training experience for learners and reinforce essential points with exams, assignments and knowledge checks using built-in LearnUpon features. Improve programs with learner feedback, using detailed surveys and public Course ratings and reviews.
- **User Management** — Automate user creation and enrollments, managing large numbers of learners with bulk upload and the API. Seamlessly integrate LearnUpon with a CRM or HRIS so that new users are added to the LMS, as they are added to the other systems. Organize users with specified attributes into different groups using Dynamic Rules. Show only relevant content to each group, providing learners with a tailored experience while making it easier to pull group-specific reports to monitor progress. And have the ability to delegate tasks with a user structure dedicated to the organization’s needs with user types and permissions.

- **Learner Engagement** — Gamification and leaderboard features encourage teams to hit their goals and place a spotlight on the best-performing learners. Automatically provide learners with personalized completion certificates and set automated alerts when it's time to re-certify. Apply, record and track internal and external learning credits in one cohesive experience.
- **Reporting** — Measure the impact of training with a powerful reporting suite; arm teams with the information they need using export-ready or custom reports. Save time with scheduled reports. Export and share via Excel, PDF, or automatically send them straight to inboxes. Customers can also empower managers with a snapshot of their team's progress with a Manager Dashboard to seamlessly filter through reports by groups or courses and effortlessly monitor key progress statuses. Delve into individual learner progress, visualize training advancement through intuitive graphics, and ensure everyone stays on track with timely reminders. And customers can pull together one comprehensive data story by displaying training data in other third-party systems with the LearnUpon API.
- **Integrations** — Customers can integrate the software they already use with LearnUpon, via a range of pre-built integrations or LearnUpon's robust API. Connect LearnUpon to a CRM (HubSpot or Salesforce) to automate tasks between systems and display all account and training data in one place. Seamlessly integrate LearnUpon with an HRIS (Personio or BambooHR) so that new users are added to the LMS, as they are added to the other systems. Connect LearnUpon to Degreed's LXP with the ability to curate and crowd-source videos, articles, books and podcasts, and track and develop the skills of your people. Access and leverage Go1 and LinkedIn Learning content within LearnUpon. Keep your people up-to-speed on their training by automatically sending notifications via Slack. Automate repetitive tasks between LearnUpon and other systems using Zapier. Process payments and instantly grant buyers access to LearnUpon through payment and eCommerce integrations. Build a custom integration with the LearnUpon API or use Webhooks to update apps with real-time events from LearnUpon.
- **eCommerce** — Publish courses and list live training events in a branded, eCommerce storefront, supporting multiple payment gateways.
- **Multilingual LMS** — Customers can deliver learning to a global audience, as LearnUpon is a multi-language LMS with over 20 platform languages

available out-of-the-box.

- **White-Labeling** — Customers can set custom URLs and remove any reference to LearnUpon — so their learners have no idea.
- **Portals** — Portals enable customers to configure training differently for each target audience — like having multiple LMSs controlled in one place. With LearnUpon’s portals functionality, companies can segment training for different audiences, such as customers or partners, and easily scale training from hundreds of users to tens of thousands. Customers can deliver different content to distinct audiences with ease and manage content at scale with the ability to copy, edit and share courses between portals.
- **Create with Easygenerator** — “Create with Easygenerator” from LearnUpon, empowers customers to take control of their content. This time-saving authoring tool enables collaboration with subject matter experts (SMEs) to craft custom e-learning courses that align with your business needs so you don’t have to risk outsourcing critical training to unfamiliar hands. With “EasyAI” and automated translation, generating and translating content is a breeze, and you can incorporate multimedia elements, interactive quizzes, assessments and simulations to enhance the learning experience. And, when you’re ready to go live, publishing your course to the LMS to play in LearnUpon courses is seamless via a pre-built integration.
- **LearnUpon Content Foundations** — A collection of fundamental courses that lay the groundwork for a customers’ learning strategy. Developed together with experienced instructional designers, LearnUpon’s ‘Content Foundations’ covers a range of topics – from soft skills and sales to HR, management, and safety. And it features diverse course sizes, ranging from bite-sized microlearning modules to in-depth, immersive programs so employees can access the training that best suits their learning style and needs.



## LearnUpon's People: Drive Results Through Partnership

LearnUpon believes the results of customers' learning programs matter most. That's why they offer a customer experience unlike any other.

LearnUpon is a true partner to customers, not just a vendor. LearnUpon's goal is to build a long-term partnership with customers by providing an expert team, alongside a great platform to drive business outcomes.

- Building a **Results Strategy** together with each customer. This is a shared blueprint for success that will show the connections between training programs and business impact.
- **Implementation** — Each customer is assigned a designated Implementation Consultant. They will discover goals, outline timelines and support build, promotion and launch to help customers achieve implementation success.
- **Customer Success** — Focusing on what customers want to achieve, and importantly, helping them achieve it, a designated Customer Success Manager (or Team depending on plan) will help find the right features and services in LearnUpon's portfolio to drive real, meaningful outcomes through customers' learning programs.
- **Support** — LearnUpon's global Technical Support Reps are real people, available 24x7x365 to help with any technical queries.
- **Self-Service Resources** — LearnUpon has a wealth of self-service resources available including:
  - A robust Knowledge Base
  - LearnUpon Customer University
  - Developer documentation
  - LearnUpon Customer Community (Engage)
- And more ways are being developed for customers to meet and share ideas about how to move learning forward through live community events.

## Screenshots

Figure 1: Build Out Bespoke Relevant Training Courses In-House with the Native Course Builder

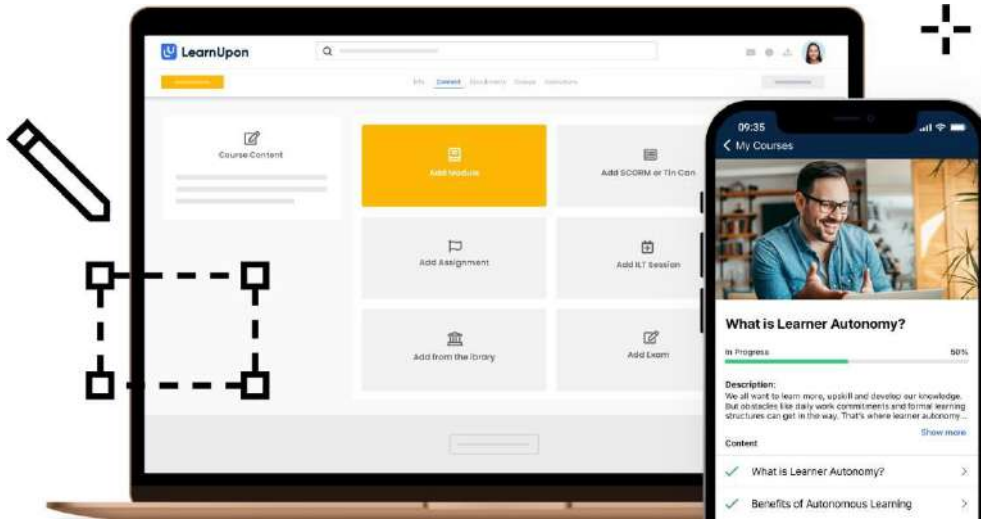


Figure 2: Automatically Enroll Learners in Training Using Built-In Functions and Workflows

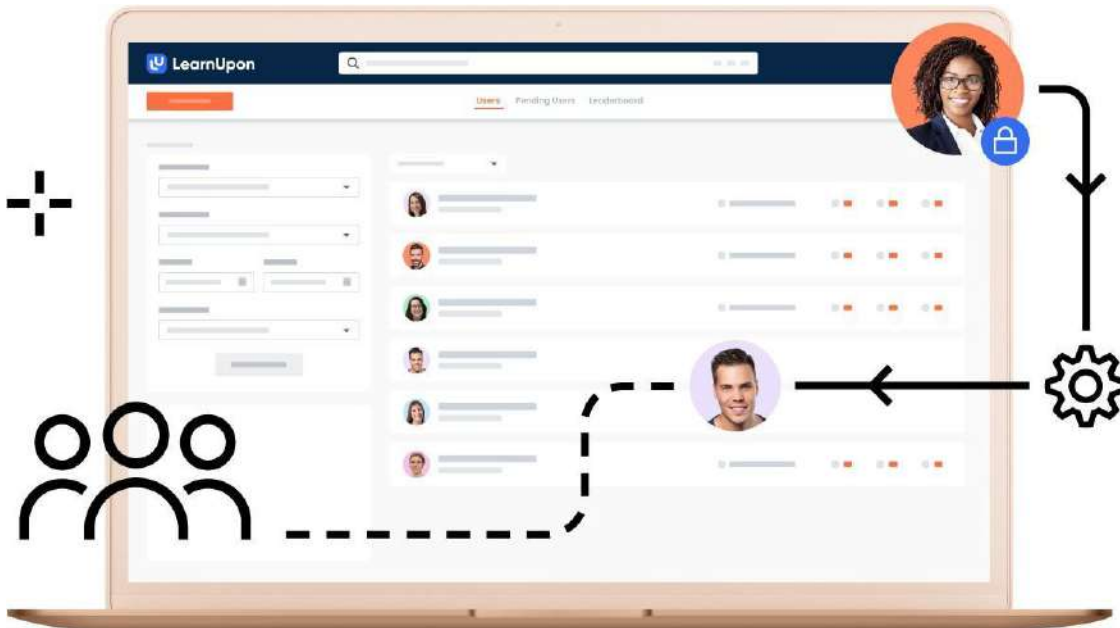


Figure 3: Measure Impact with Out-of-the-Box and Custom Reports

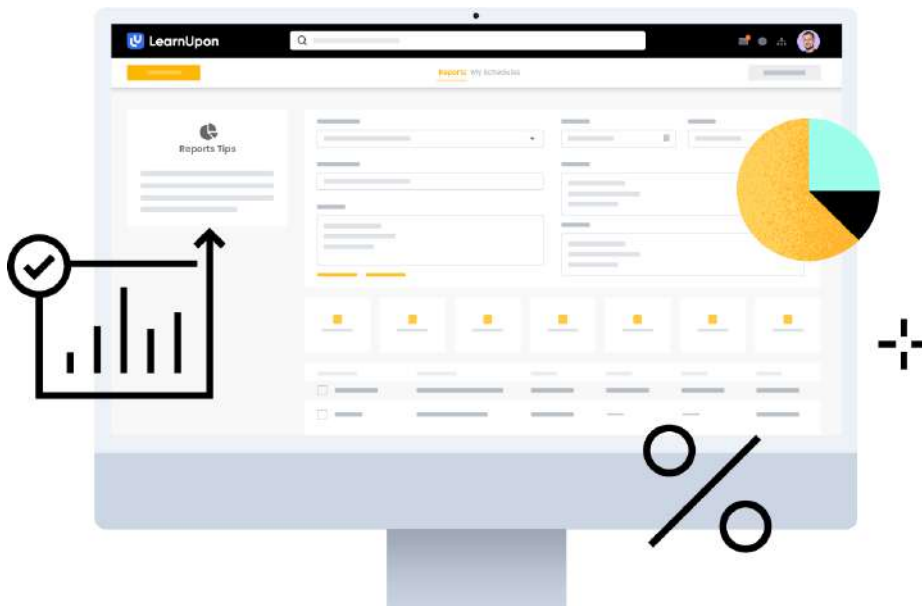
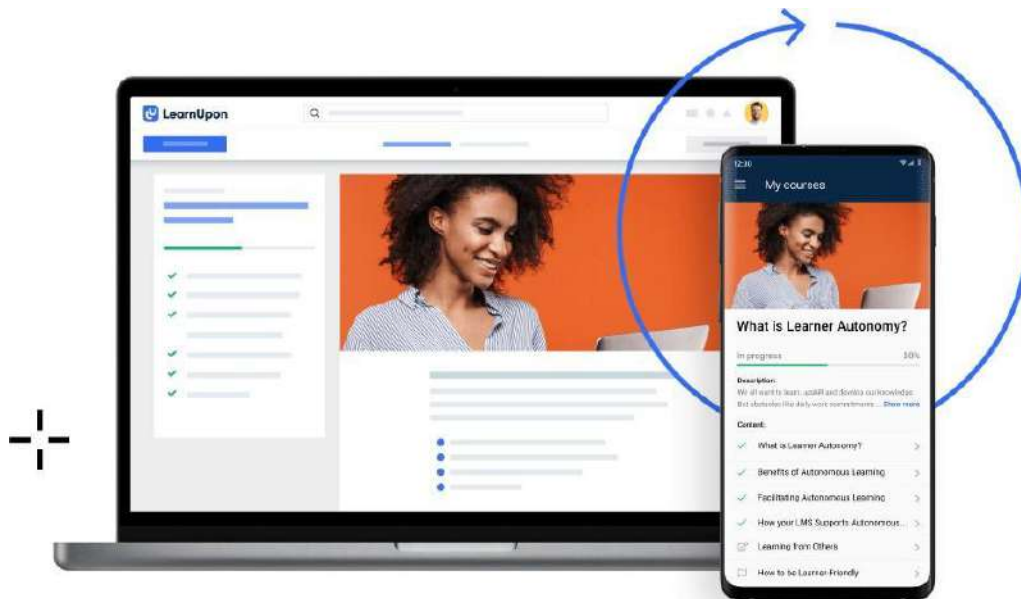


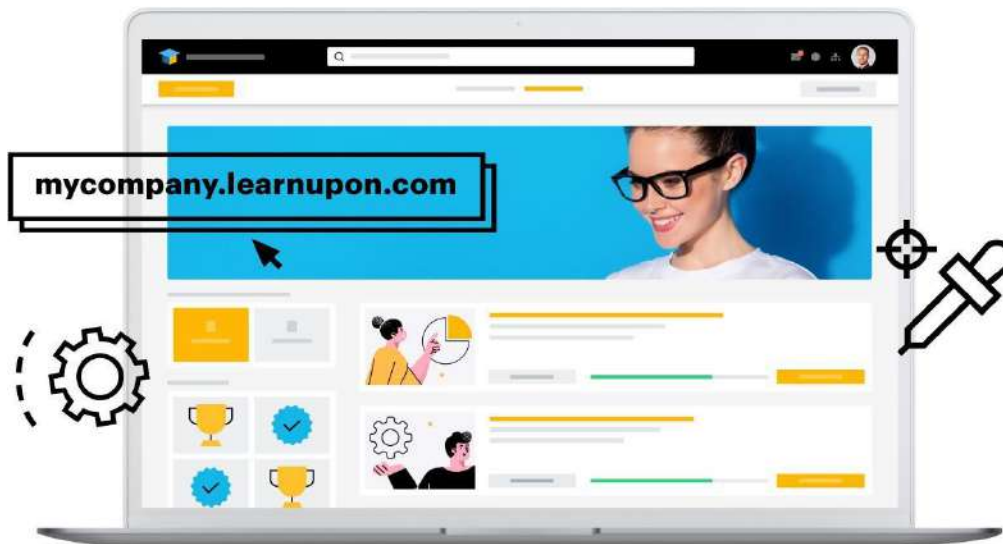
Figure 4: Deliver an Intuitive, Easy-To-Use and Engaging Experience Across Every Device



**Figure 5: Encourage Teams to Hit Their Goals and Place a Spotlight on the Best Performing Learners with Gamification and Leaderboards**



**Figure 6: Configure Training Differently for Each Target Audience or Training Type with LearnUpon's Portals**



All screenshots provided by LearnUpon

## **Analysis by Brandon Hall Group™**

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### **Situational Analysis**

The Learning Management System market has evolved rapidly over the past few years, driven by technological advancements, changing learning needs and the shift toward integrated learning platforms. The growing emphasis on upskilling, reskilling and generative artificial intelligence has exerted enormous pressure on providers in the space. Among the most important features beyond core LMS capabilities are things like adaptive learning, analytics, mobile accessibility and integration with other tools and systems.

### **Challenges to the Business**

One of the primary challenges facing the LMS market is the need for customization and scalability. Organizations have diverse needs based on their size, learning objectives and the demographics of their learners. Therefore, an LMS must be adaptable and scalable to meet these varied requirements. Additionally, user engagement and the effectiveness of learning content are ongoing challenges. As the market becomes more saturated, LMS providers must find innovative ways to differentiate their offerings and deliver value to their users.

### **Implications for the Business**

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### **Questions to Consider**

1. What capabilities does the LMS have for delivering personalized, adaptive learning experiences at scale?
2. How well does the LMS integrate with other systems and allow embedding into existing workflows?
3. What artificial intelligence/generative AI capabilities does the LMS offer?
4. How well does the system support content authoring tool integrations?
5. What reporting/dashboards exist for managers to monitor team learning progress?

## LearnUpon as the Answer

LearnUpon is widely regarded as an industry leader in the learning management system (LMS) space. Their comprehensive learning platform offers a robust and feature-rich LMS that caters to the diverse needs of businesses and organizations across various industries. One of the standout features of LearnUpon is its intuitive and user-friendly interface. Both administrators and learners can navigate the platform with ease, ensuring a seamless learning experience. The clean and modern design enhances engagement and productivity.

LearnUpon provides comprehensive reporting and analytics capabilities, allowing organizations to track learner progress, course performance and overall training effectiveness. These insights enable data-driven decision-making and continuous improvement of training programs. LearnUpon's platform is highly scalable, capable of supporting organizations of all sizes, from small businesses to large enterprises. Its flexible architecture allows for customization and integration with other systems, ensuring seamless integration with existing workflows and processes. In fact, most of their customers are supporting more than one audience including the extended enterprise. They are finding opportunities to consolidate multiple legacy LMS systems onto LearnUpon.

LearnUpon is known for its exceptional customer support, offering prompt and knowledgeable assistance to its clients. This commitment to customer satisfaction ensures that organizations can effectively utilize the platform and maximize their investment. LearnUpon actively invests in research and development, consistently introducing new features and updates to their platform. This commitment to innovation ensures that their clients have access to the latest technologies and industry best practices, enabling them to stay ahead of the curve.

Most recently, they have stepped up their game by introducing new AI-powered features including a Reflection Coach for learners to engage with after courses. The Reflection Coach will prompt learners to identify key learnings and take-aways from modules helping to reinforce the learning. They have also integrated content authoring through a partnership with EasyGenerator and are enhancing functionality for managers to view team learning progress.

By offering a comprehensive, user-friendly, and scalable learning platform, coupled with robust analytics, excellent customer support, and a commitment to innovation, LearnUpon has established itself as a top choice for organizations seeking to implement effective and efficient training programs.

*- Matt Pittman, Principal Analyst, Brandon Hall Group™*

### **Contribution Team:**

Michael Rochelle, Mike Cooke, Rachel Cooke, Claude Werder, Pat Fitzgerald

## About Brandon Hall Group™

With more than 10,000 clients globally and more than 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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