Solution Provider Profile

Valamis

February 2025

Company At-a-Glance	
Name of Product/Offered	Valamis Learning Solution
Headquarters	Joensuu, Finland
Year Founded	2003
Geographic Coverage	EMEA, APAC, AMER, and LATAM – customers on every continent except Antarctica
Website	www.valamis.com

Valamis Overview and Value Proposition

Valamis offers a comprehensive learning solution that combines the capabilities of an LXP, LMS, and LRS into a single unified platform. The solution specializes in data-driven, personalized learning experiences while providing robust analytics across all use cases. Founded in 2003, Valamis has demonstrated consistent growth and innovation in the learning technology space.

Strategic Focus and Market Presence

Valamis maintains a strong global presence across Europe, North America, and emerging markets, with established operations spanning multiple continents. The company focuses on serving organizations in manufacturing, professional services, and financial services sectors, including banking, insurance, and investment firms.

Core Platform Strengths

Data-Driven Learning Analytics

- Complete xAPI implementation throughout the solution
- Built-in Learning Record Store (LRS) available from day one
- Comprehensive reporting and analytics engine
- Ability to integrate external performance data
- Data warehouse access for advanced analytics integration

Flexible User Experience

- Modular approach allowing customization for different learning approaches
- Configurable interface that can be adapted to various organizational needs
- Support for both formal and informal learning methodologies
- Extended enterprise capabilities for global solutions
- Seamless integration with external content sources

Content Creation and Management

- Built-in Valamis Studio for creating rich digital learning content
- HTML5-based content creation tools
- Native xAPI data collection from all created content
- Support for user-generated content sharing
- Content exportability in xAPI format

Partnership Approach

Valamis distinguishes itself through a strong partnership model that includes:

- Learning strategy consultation
- User experience design expertise
- Instructional design services
- Data analytics and data science support
- Custom development and integration services

Technology and Integration

The platform offers flexible deployment options, supporting both cloud and on-premises installations. Valamis maintains strategic partnerships with leading content providers such as LinkedIn Learning, Udemy, and Harvard Business Publishing, while leveraging Microsoft technology for Azure and AI capabilities. The solution supports multiple authentication methods and provides a robust API framework for custom integrations.

Key Differentiators

Complete Learning Solution

Valamis stands out by offering a unified platform that combines comprehensive LMS compliance capabilities with engaging LXP features. This integration eliminates the need for multiple learning systems while providing the flexibility to address diverse organizational learning needs through a single solution.

Data Excellence

At the core of Valamis is a sophisticated approach to learning data. The platform collects standardized xAPI data across all learning activities, provides built-in LRS capabilities, and transforms this information into actionable insights. This enables organizations to make data-driven decisions about their learning initiatives and measure their impact effectively.

Implementation and Support

The Valamis implementation process focuses on delivering rapid value while ensuring long-term success. Through a combination of proven deployment methodologies, continuous product development, and comprehensive support services, Valamis works closely with organizations to achieve their learning objectives. The platform evolves alongside customer needs, with regular updates and enhancements driven by user feedback and industry trends.

Organizations partner with Valamis when they need a strategic learning platform that can scale across their enterprise while maintaining consistent data collection and analysis capabilities. The platform particularly excels in extended enterprise scenarios, supporting distributed learning across global operations while delivering meaningful insights to drive business impact.

Screenshots

Figure 1: Valamis Learning Solution

Figure 2: Consultancy Offerings

All screenshots provided by Valamis

Analysis by Brandon Hall Group™

Situational Analysis

Organizations today face increasing pressure to modernize their learning technology capabilities to meet evolving workforce development needs. Several key factors are driving organizations to reevaluate their learning technology strategies:

- **Data-Driven Decision Making** — Organizations need robust analytics capabilities to demonstrate learning effectiveness and make informed decisions about their learning programs.
- **Learning Experience Integration** — There is growing demand for unified platforms that can deliver both structured training and informal learning opportunities while maintaining consistent user experiences.
- **Flexible Content Delivery** — Organizations require solutions that can adapt to different learning approaches and delivery methods while scaling across global operations.
- **Extended Enterprise Requirements** — Companies need platforms that can support learning beyond internal employees, reaching partners, customers, and extended workforce effectively.
- **Strategic Learning Alignment** — There is increasing focus on aligning learning initiatives with broader organizational objectives and measuring their business impact.

Challenges to the Business

Organizations face significant complexities in selecting and implementing learning technology solutions that meet their diverse needs. Traditional learning platforms often struggle to provide unified experiences, data collection and analytics, scalable solutions, seamless integration. The rapid evolution of learning technology and increasing demands for personalization add further complexity to platform selection and implementation decisions.

Implications for the Business

The inability to effectively address these challenges has significant implications:

- Organizations struggle to demonstrate the ROI of their learning initiatives due to inadequate data collection and analysis capabilities.
- Learner engagement suffers when platforms cannot deliver personalized, relevant experiences.
- Training effectiveness is compromised when systems cannot adapt to different

learning approaches and needs.

- Global operations face inconsistent learning experiences and data collection
- Organizations maintain multiple systems to meet different learning requirements, increasing costs and complexity

Questions to be Answered by the Business

- How can we unify our learning technology ecosystem while maintaining flexibility for different use cases?
- What capabilities are needed to make learning data actionable and demonstrate business impact?
- How can we ensure our learning platform can scale globally while maintaining consistent experiences?
- What integration capabilities are essential for connecting learning with broader business systems?
- How can we balance compliance requirements with engaging learning experiences?

Valamis as the Answer

Valamis addresses those challenges through a comprehensive approach that combines several key strengths:

Unified Platform Approach

Valamis provides a single platform that combines LMS, LXP, and LRS capabilities, eliminating the need for multiple systems while supporting diverse learning needs. This unified approach enables organizations to deliver consistent experiences across different learning use cases, from compliance training to informal learning.

Data-Centric Architecture

The platform's foundation in data collection and analytics enables organizations to make informed decisions about their learning programs. Built-in xAPI implementation and LRS capabilities ensure comprehensive data collection, while sophisticated analytics tools help transform this data into actionable insights.

Flexible Configuration

The platform's modular design allows organizations to adapt the platform to different learning approaches and organizational needs. The ability to customize user experiences and learning paths ensures the platform can support various learning strategies while maintaining consistency.

Enterprise Scale

The platform's architecture supports global deployments with extended enterprise capabilities, enabling organizations to deliver learning across complex organizational structures. Strong integration capabilities ensure the platform can connect with existing business systems and content sources.

Strategic Partnership

Valamis distinguishes itself through a partnership approach that goes beyond technology provision. By offering expertise in learning strategy, user experience design, and data analytics, Valamis helps organizations maximize the value of their learning technology investment.

Recent developments demonstrate Valamis's commitment to innovation, particularly in areas of data analytics and artificial intelligence. The platform's ability to combine comprehensive learning capabilities with sophisticated data analysis positions it well to address the evolving needs of modern learning organizations.

The combination of these capabilities makes Valamis particularly suitable for organizations seeking to transform their learning technology ecosystem into a strategic asset that can drive business impact while supporting diverse learning needs.

Contribution Team:

Roberta Gogos, Claude Werder, Michael Rochelle, Mike Cooke, Rachel Cooke, Alan Mellish, Matt Pittman, 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.

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 organizational needs assessments for transformation, technology selection and strategy.

Excellence Awards
Three annual programs recognize the best organizations that have successfully deployed programs to achieve measurable results.

ENTERPRISE EXCELLENCE CERTIFICATION PROGRAM

Recognizes the best HCM programs that transform their organization and achieves breakthrough results. This designation is a step above the HCM Excellence Awards® which focuses on one program within a company. Enterprise Excellence is a hybrid of award winners who are also members.

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 thirty-plus years of experience in evaluating and selecting the best solution providers for leading organizations around the world.

AGENCY! BY BRANDON HALL GROUP™

Provides comprehensive marketing solutions for human capital management solution providers. We offer strategic services to establish a strong foundation for your marketing efforts.