

# Solution Provider Profile

## Training Orchestra



### Company At-a-Glance

**2001**  
Year Founded

**330**  
Number of Employees

**Website**  
[www.trainingorchestra.com](http://www.trainingorchestra.com)

|                                         |                                                                                                                                                                                      |
|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Name of Product/Services Offered</b> | Training Orchestra Training Management System (TMS)                                                                                                                                  |
| <b>Headquarters</b>                     | New York, NY                                                                                                                                                                         |
| <b>Geographic Coverage</b>              | Worldwide                                                                                                                                                                            |
| <b>Customer Examples</b>                | Enterprise, Mid-Market, Training Companies and Associations: Dell Technologies, GE Healthcare, PwC, Jumbo, Wells Fargo, BioRad, City of Charlotte, TÜV Rheinland, ACI Learning, CIPD |

# Training Orchestra

## Overview and Value Proposition

Training Orchestra pioneered the Training Management System (TMS) category and continues to shape its evolution, helping organizations automate, optimize and scale instructor-led training (ILT), virtual instructor-led training (vILT) and hybrid learning operations. Purpose-built for training operations teams, Training Orchestra transforms the complexity of live training into streamlined, efficient and scalable business processes.

For more than two decades, Training Orchestra has partnered with corporate learning organizations, training companies and professional associations worldwide to modernize how training is planned, delivered and managed. The platform complements existing LMS, LXP, CRM, HRIS and ERP systems by managing the business and logistics of live training, helping organizations replace spreadsheets, emails and manual workflows with a centralized system of record.

Today, Training Orchestra supports organizations ranging from mid-market businesses to global enterprises, training providers and associations operating across multiple countries, time zones, languages and currencies. With more than 800 customers worldwide and millions of training sessions managed through the platform, Training Orchestra helps organizations scale training operations while maintaining visibility, control and operational efficiency.

What makes Training Orchestra distinctive is its singular focus on training operations. While most learning platforms focus on learners and content, Training Orchestra is purpose-built to help organizations manage the people, resources, schedules, budgets and processes required to successfully deliver live training. Powerful enough to support complex enterprise requirements yet intuitive enough for lean teams and mid-market organizations, Training Orchestra turns operational complexity into simplicity.

## Modules & Features

## Descriptions

### Training Operations Management

Enables organizations to centrally plan, coordinate and manage instructor-led, virtual instructor-led and hybrid training operations. By replacing disconnected systems, manual processes and LMS workarounds, organizations gain greater visibility, consistency and operational control across the entire training lifecycle.

### Operational Efficiency & Automation

Automates operational tasks, workflows, communications and scheduling activities to reduce manual effort and improve productivity. Training teams spend less time managing logistics and more time focusing on strategic learning initiatives.

### Training Investment Optimization

Provides visibility into training costs, budgets, forecasts and financial performance to help organizations maximize the value of their training investment. Real-time financial insight supports better planning, accountability and business outcomes.

### Instructor & Resource Utilization

Helps organizations maximize the use of instructors, classrooms, equipment and virtual resources through improved planning and allocation. Better utilization increases training capacity while reducing operational inefficiencies and unnecessary costs.

### Scalable Training Delivery

Supports the delivery of training programs across multiple locations, business units, countries, languages, currencies and training formats. Organizations can scale training operations without increasing operational complexity.

### Data-Driven Decision Making

Provides access to real-time operational and financial insights that support better planning and decision-making. Dashboards, analytics and reporting help training leaders identify trends, monitor performance and continuously improve operations.

## Modules & Features

## Descriptions

### Enterprise Learning Ecosystem Connectivity

Connects training operations with the broader learning and business technology ecosystem, including LMS, LXP, CRM, HRIS and ERP platforms. Integrated data flows improve efficiency, data accuracy and organizational alignment.

### AI-Assisted Planning & Decision Support

Uses operational, scheduling and resource data to help training teams make faster and more informed decisions. AI-powered capabilities enhance planning, identify optimization opportunities and improve efficiency across training operations.

### Scheduling & Resource Management

Centralizes the planning and scheduling of instructor-led, virtual instructor-led and hybrid training activities. Users can manage sessions, instructors, classrooms, equipment and virtual resources from a single interface while preventing scheduling conflicts and improving resource utilization.

## Scheduling and Resource Orchestration

Training Orchestra centralizes the planning and scheduling of instructor-led, virtual instructor-led and hybrid training, giving training operations teams a single, real-time view of sessions, instructors, classrooms, equipment and virtual resources as they are assigned and rescheduled across a training calendar.

**Use cases include:**

- Building and adjusting a master training schedule across regions and business units using drag-and-drop scheduling, with changes communicated automatically to every affected instructor and resource.
- Identifying and assigning the most qualified available instructor for a session, factoring in skills, certifications, location and current workload.
- Surfacing scheduling conflicts and resource constraints before a session is committed, rather than discovering them after the fact.
- Maximizing utilization of internal instructors and subject matter experts before defaulting to costly external trainers.

## Visibility and Instructor Engagement

Training Orchestra brings operational and financial data into a single configurable dashboard, while giving instructors and subject matter experts a dedicated portal for their assignments, materials and logistics, closing the gap between what training leaders can see and what actually happens in the field.

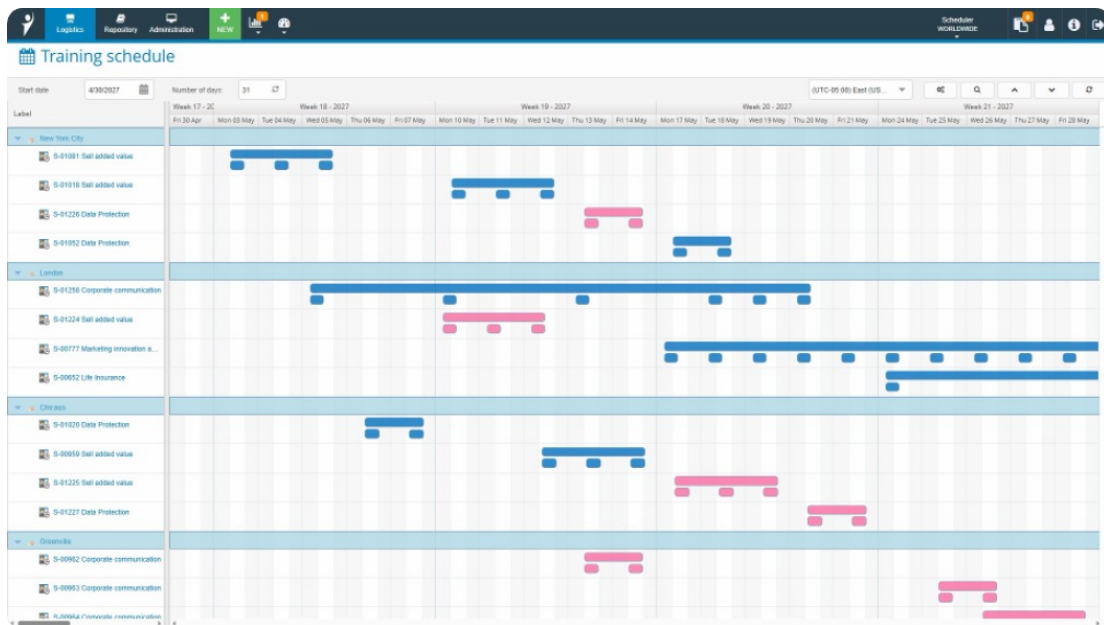
**Use cases include:**

- Tracking budgets, forecasts, registrations and session activity in real time to support predictive planning rather than after-the-fact reporting.
- Calculating true cost to deliver by capturing rework, cancellations and last-minute changes alongside planned costs.

- Giving instructors self-service access to assignments, schedules, travel arrangements and task lists, reducing the administrative burden on training operations staff.
- Centralizing instructor and training team communication so information does not remain siloed in one or two people's inboxes.

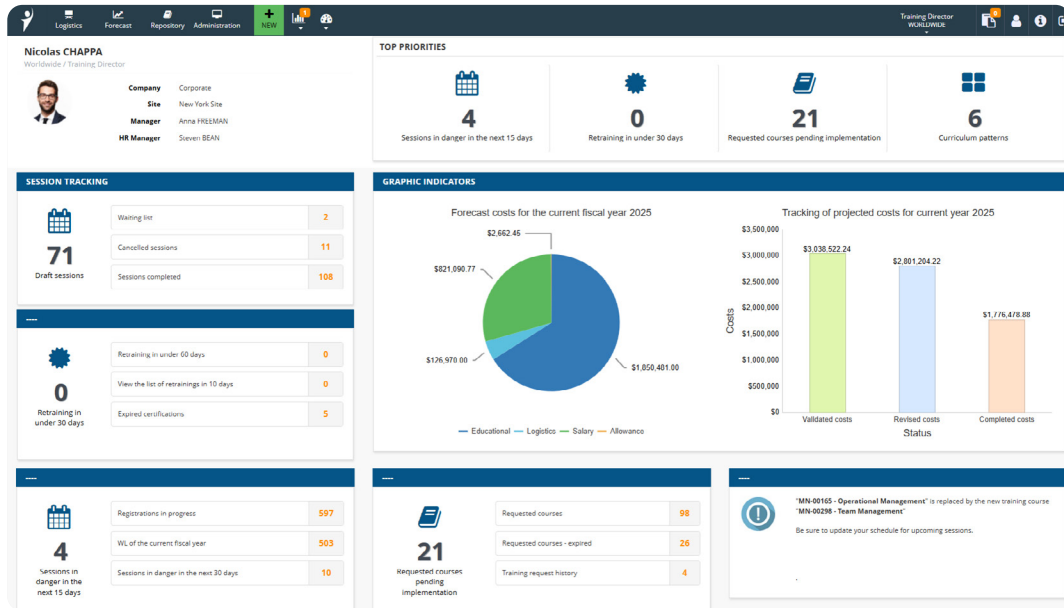
## Screenshots: **Provided by Training Orchestra**

**Figure 1: Master Training Schedule — Simplifying Complex Scheduling**

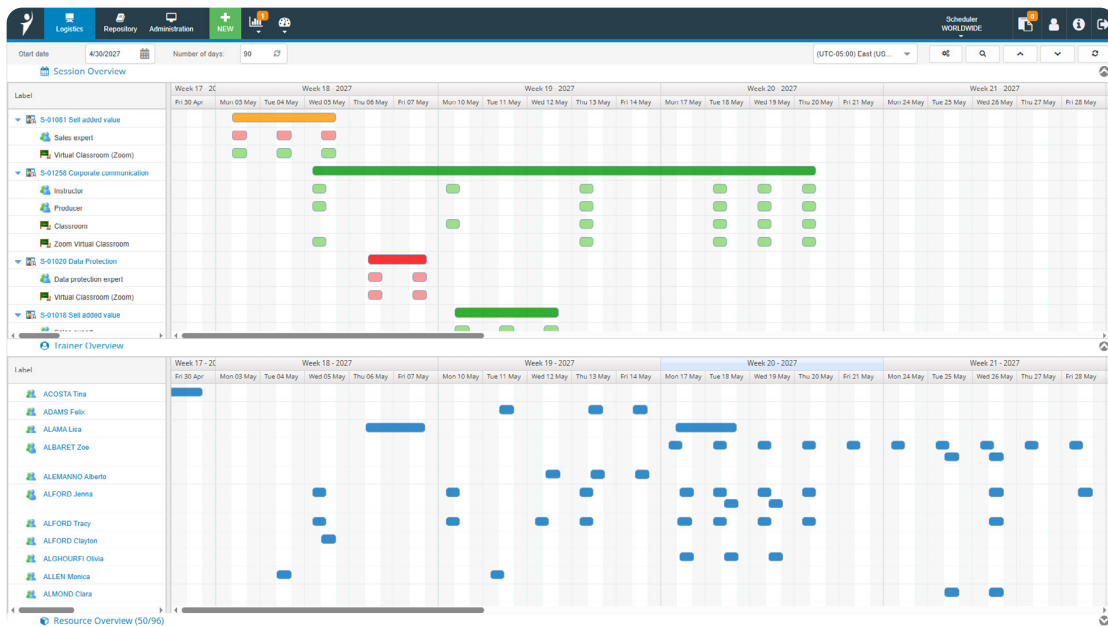


# Screenshots: Provided by Training Orchestra

**Figure 2: Resource & Instructor Allocation — Optimizing Resources with Confidence**

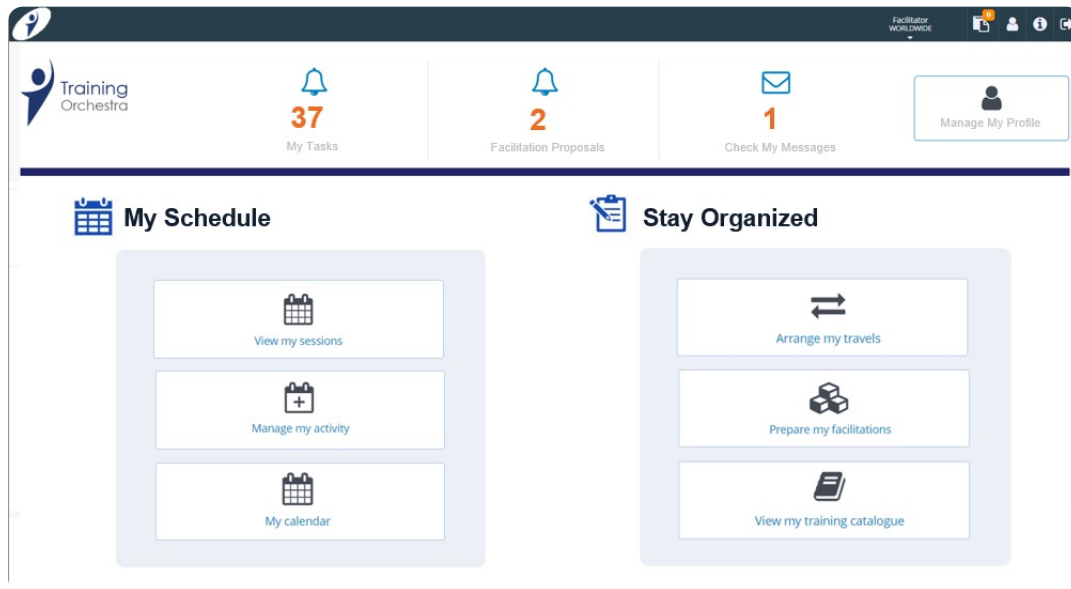


**Figure 3: Executive Dashboard & Analytics — Real-Time Visibility for Better Decisions**



## Screenshots: Provided by Training Orchestra

**Figure 4: Instructor Engagement Portal — Connecting Instructors and Training Teams**



# Analysis by Brandon Hall Group™

## Situational Analysis

### **Instructor-Led Training Remains the Backbone of Corporate Learning**

Roughly 70 percent of corporate training is still delivered through instructor-led training, and two out of three organizations plan to increase that investment rather than shift further toward self-paced e-learning. Brandon Hall Group™ research into award-winning organizations shows the same pattern from a different angle.

Even among the strongest learning organizations in the world, virtual instructor-led training sessions, LMS implementation and blended learning strategy remain among the top areas of ongoing investment. The conclusion is consistent across both data sets. Instructor-led and virtual instructor-led training are not a legacy format waiting to be phased out. They are a growing, permanent part of how organizations build capability, and the operations behind that reality deserve to be treated as a distinct discipline rather than an afterthought bolted onto the LMS.

### **The Operational Layer Is Missing from Most Learning Stacks**

Most learning technology stacks are built around the learner, meaning the content and experience layer that an LMS or LXP is designed to support. What is largely missing is the layer underneath that, the live operating system required to run instructor-led and virtual instructor-led training itself. A single ILT program can involve a dozen or more operational checkpoints spanning scheduling, instructor qualifications, physical and virtual classrooms, time zones, materials and cost, all of which have to stay synchronized as changes happen in real time.

That gap has only widened as training programs have scaled. Organizations running a single session a day and organizations running tens of thousands of sessions a year both remain exposed to the same structural problem, just at different scale.

## Challenges to the Business

### Manual Coordination Cannot Scale With Complexity

Organizations managing live training at any meaningful scale routinely juggle five or more disconnected systems, spreadsheets, email, calendars, chat tools and LMS workarounds, to coordinate instructors, resources and schedules. Much of the operational knowledge that keeps this running lives in the heads of one or two people rather than in a shared system. Training managers commonly acknowledge that if a single person were unavailable, the entire program would stall, which is a fragile way to run a function that many organizations depend on to keep the business trained and compliant.

Closing that gap requires centralizing scheduling, instructor qualifications and resource assignments in a single system, so operational knowledge is no longer trapped in any one person's head.

### Hidden Costs Live Outside the Systems Leaders Can See

On paper, the LMS shows budgets, scheduled sessions, instructor assignments and completions, and everything looks fine. The most expensive data lives outside that view entirely, in the cost of rework, no-shows, last-minute cancellations and instructor under- or overutilization.

Organizations that consolidate cancellation, rework and utilization data across regions for the first time often uncover significant avoidable cost with no change in training behavior at all, simply by making existing data visible. Findings of that scale can be enough to cover the cost of a learning platform for the entire organization for a year, which puts the size of the operational blind spot in concrete terms.

### **The LMS Was Never Built to Run Live Training Operations**

LMS and LXP platforms are genuinely strong at what they were built for, managing learners, content, enrollment and completion for e-learning delivery. Instructor-led and virtual instructor-led training are a different kind of problem entirely, a live operational system involving instructors, schedules, rooms, equipment, cost, multiple time zones and constant last-minute change. When organizations try to run that live operation on a system designed for something else, the operational layer simply does not exist, and teams compensate with spreadsheets, email, phone calls and, most often, sustained manual effort well beyond a standard work week.

## Implications for the Business

### MARKET OPPORTUNITY



Organizations running large volumes of instructor-led and virtual instructor-led training, particularly those managing hundreds or thousands of sessions a year across multiple business units, are prime candidates for a dedicated training operations layer. The size of the hidden cost grows directly with scale and complexity, which means the return on closing this gap grows right along with it.

### THE CHALLENGE



Without visibility into true cost to deliver, organizations cannot distinguish necessary training investment from avoidable waste. That risk compounds as more business units, geographies and audiences get layered onto the same manual foundation and every additional layer of complexity adds to the operational drag leaders never fully see.

### COMPETITIVE FRAMING



The accurate benchmark for evaluating this category is not competing LMS or LXP solution providers. Most organizations evaluating a training operations layer are not choosing between competing platforms, they are choosing between continuing to run training operations through spreadsheets, email and LMS workarounds or finally adding the operational layer those tools were never designed to provide.

### IMPLICATIONS FOR BUYERS



Organizations that cannot answer basic questions about cost to deliver, instructor utilization and true training capacity are making resourcing decisions on incomplete information. Every quarter spent patching the current process rather than resolving it compounds the cost and the risk, since the underlying complexity does not shrink on its own.

## **Growth Without A Training Operations Layer Adds Enterprise Liability**

Organizations that move scheduling and resource coordination out of manual processes and into a dedicated system can meaningfully increase training activity and revenue using the same team, without adding headcount. Without that layer, organizations effectively cap their own growth, since delivery teams already routinely work well past a standard week just to keep current volume running. Adding headcount to manage scheduling treats a structural problem as a staffing problem and it does not resolve the underlying liability.

## **AI Cannot Compensate For Missing Structure**

AI orchestration of scheduling, resource allocation and forecasting is only possible once execution data lives in a structured system rather than spreadsheets and inboxes. Organizations hoping that AI features inside their LMS will eventually solve this are working from the wrong layer, since AI can only crunch the data it can see, and in most organizations the data that matters most, true cost to deliver, instructor utilization, cancellation patterns, is not visible anywhere yet.

## **Questions to be Answered by the Business**

**1.**

Can our current learning stack plan and manage changes across complex instructor-led and virtual instructor-led programs without conflicts, or are we still resolving scheduling conflicts through email and phone calls?

- 2.** Do we have real-time visibility into instructor and resource availability, or is critical scheduling knowledge concentrated in one or two people?
- 3.** Can we track true cost to deliver, including rework, cancellations and last-minute changes, or are our budget and utilization numbers based only on what the LMS happens to show?
- 4.** Are we able to report on utilization, demand and execution, or only on LMS completions?
- 5.** How much revenue or growth capacity are we leaving on the table by adding headcount to manage scheduling rather than fixing the operational layer underneath it?

## Training Orchestra as the Answer

### 1 **A Purpose-Built Operational Layer, Not a Replacement for the LMS**

Training Orchestra's training management system sits underneath the LMS or LXP rather than competing with it. The LMS remains the system of record for learners and learning, while Training Orchestra runs the live operation, scheduling, instructors, rooms, equipment, cost and the constant change that instructor-led and virtual instructor-led training require. That distinction matters because it means organizations do not have to replace existing learning technology investments to close the operational gap underneath them.

### 2 **Visibility That Turns Hidden Cost Into Recoverable Budget**

By consolidating cancellation, rework and utilization data in a single system, Training Orchestra gives organizations the same kind of visibility that allowed a large airline to uncover more than a million dollars in avoidable cost across its regions. That cost was already being spent. Training Orchestra simply makes it visible in time to manage it, rather than after the fact.

### 3 **AI Orchestration Built on Structured Data, Not Guesswork**

Because Training Orchestra already centralizes scheduling, instructor qualifications and resource data, AI orchestration becomes a low-risk extension of an existing operational layer rather than a new governance question. Concrete use cases already in production include automatically scheduling sessions around instructor availability and qualifications, and connecting to HRIS data so training capacity planning accounts for hiring and workforce changes as they happen.

## 4 **Growth Without Adding Headcount**

KPMG Academy increased its training activity and revenue by 40 percent using the same team it had before, simply by removing the manual scheduling bottlenecks that were capping its capacity. That is the kind of outcome that makes the business case for a training operations layer concrete rather than theoretical.

## 5 **Purpose-Built for Scale and Global Complexity**

With more than 800 clients across more than two decades and more than \$8 billion in training investment managed through the platform annually, Training Orchestra is built to scale across languages, time zones and currencies. The platform serves a wide range of audiences beyond internal employee training, including client education, partner training and membership associations, for organizations including Dell Technologies, GE Healthcare, PwC, Wells Fargo and TÜV Rheinland.

### **Brandon Hall Group Contributors**

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