
WEBINAR

The Competitive Advantage of an Externally Focused LMS

Fri, Nov 4, 2016 10:00 AM - 11:00 AM PDT



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Training Ops



THANKS FOR JOINING US!

A few housekeeping items:

1. We are recording the webinar
2. Submit any questions in the GoToWebinar Panel Questions Section
3. Participate in the polls throughout the presentation

TODAY'S PRESENTERS



TERRY LYDON

VP Training
Operations Products
Litmos



JOHN LEH

CEO & Lead Analyst
Talented Learning

WHO IS LITMOS?



Litmos by CallidusCloud is the fastest growing learning technology company in the world, supporting more than 4,000,000 users in 130+ countries and 22 languages.



Litmos LMS



Litmos training ops



Litmos platform as a service

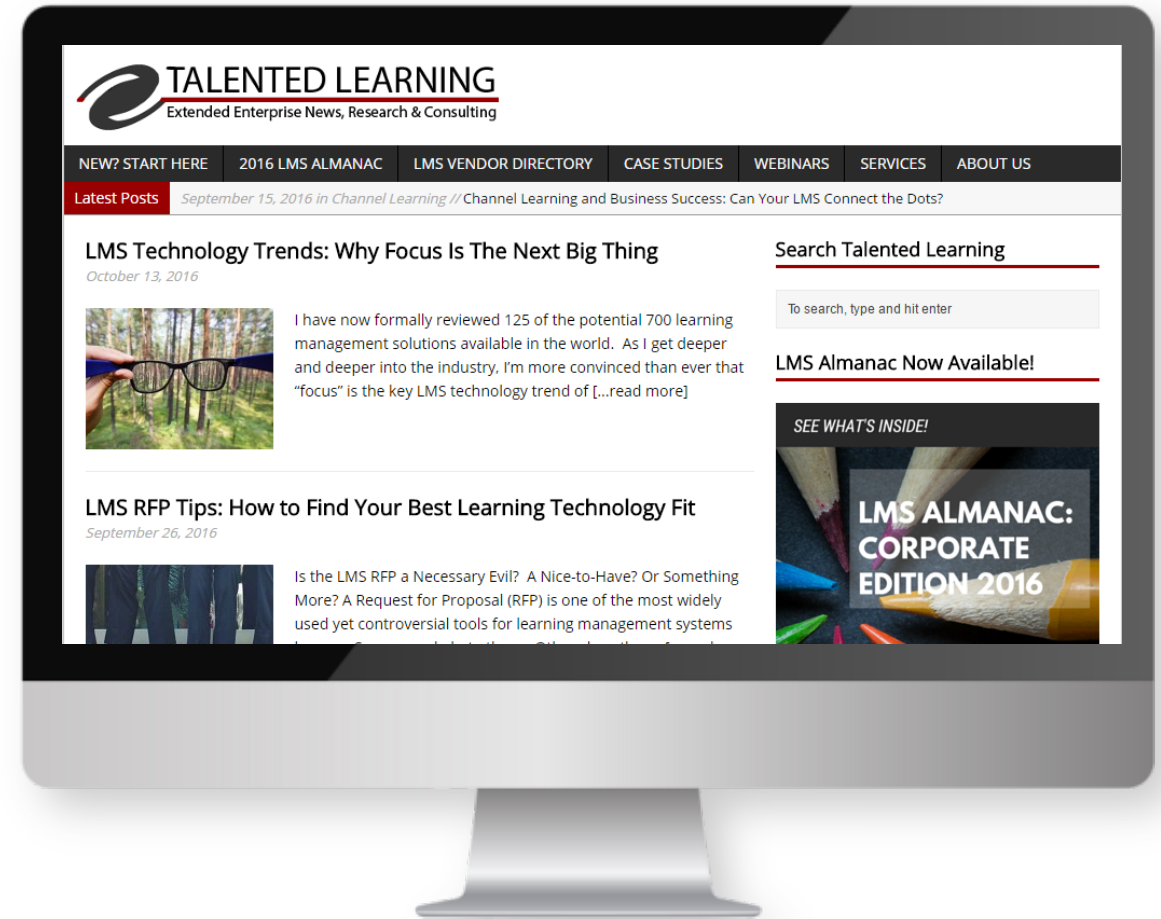


Litmos content shop



WHO IS TALENTED LEARNING?

- Extended enterprise research and consulting
- Fiercely independent
- Cover 125 LMS Providers
- Help buyers buy better
- Blogs, webinars and publications on all things learning technology
- LMS Almanac: Corporate Edition



TODAY'S AGENDA

- Key differences between employee, customer, channel learning and extended enterprise learning
- Measurable competitive advantages of each
- Real-life, illustrative case studies
- Five cutting edge areas of external LMS innovation
- Recommended next steps and resources

SURVEY #1: GETTING TO KNOW YOU

I primarily work in the following department:

1. HR
2. Training
3. IT
4. Customer Service
5. Channel Sales
6. Other in chat box

SURVEY #2: GETTING TO KNOW YOU

Which of the below best describes your organization's LMS focus:

1. We use our LMS for our employees
2. We use our LMS for external audiences (customers and partners)
3. We use our LMS for both employees and external audiences
4. We have separate LMS for internal and external
5. What is an LMS?
6. Other? Chat it to us



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SURVEY #3: GETTING TO KNOW YOU

Which of the below best describes your organization's training focus:

1. Profit Center
2. Cost Center



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INTERNAL VS. EXTERNAL AUDIENCES



INTERNAL

- Employees
- Contractors



EXTERNAL

- Partners: Dealers, franchise, resellers, retail, distributors, agents
- Customers and prospects



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WHAT IS EMPLOYEE LEARNING MANAGEMENT?

- Mandatory for learners
- Compliance and talent management
- 3rd party content and proprietary
- Centralize all content
 - ✓ Instructor-led training
 - ✓ eLearning
 - ✓ Video
 - ✓ Documents
- Integration with HRIS
- Cost Center

COMPETITIVE ADVANTAGE OF EMPLOYEE LEARNING

COSTS

- Decrease training costs
- Reduce travel
- Reduce compliance risk

BUSINESS PROCESS

- Improve and standardize content quality
- Accelerate employee onboarding



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**TALENTED
LEARNING**

EMPLOYEE CASE STUDY:



**SHIFT TO
ELEARNING**



**TECHNICIAN
TRAINING**



**RAPID WORKFORCE AND
TRAINING GROWTH**



**LOCATION BASED
TRAINING**



**AGILE TRAINING
UPDATES**



**MOBILE
TRAINING**



EASY TO USE



MODERN UI



**PRODUCTIVITY
REPORTING**



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**TALENTED
LEARNING**

WHAT IS CUSTOMER LEARNING MANAGEMENT?

- Voluntary learners
- Running a training business
- Prospect and customers
- Formal certifications, onboarding to just-in-time tutorials
- Free and premium content
- Combination of marketing and education
- Salesforce.com or CRM integration

COMPETITIVE ADVANTAGE OF CUSTOMER LEARNING

COSTS

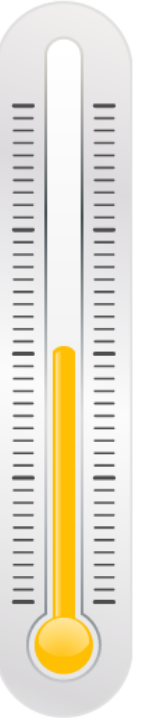
- Decrease training costs
- Reduce travel
- Reduce compliance risk
- **Decrease support calls/tickets**
- **Decrease costs to attract new customers**

BUSINESS PROCESS

- Improve and standardize content quality
- Accelerate and improve employee **customer** onboarding
- Improve customer renewals

REVENUE

- **Revenue from premium content**
- **Advertising revenue**
- **Revenue from higher renewal rate**
- **Revenue from complimentary product sales**



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**TALENTED
LEARNING**

SURVEY #4: DO YOU EXPECT YOUR BUDGET FOR EXTERNAL LEARNING TO:?

- Grow
- Stay the same
- Shrink
- Don't know

CUSTOMER LEARNING CASE STUDY:



LANGUAGES



CURRENCIES



REVENUE



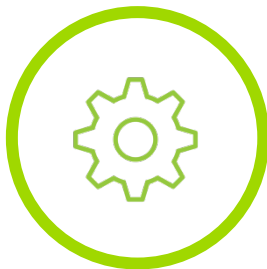
EXPENSES



**PRICING/
DISCOUNTS**



**PREPAID
AGREEMENTS**



API'S



SFDC



**RESOURCE
MANAGEMENT**



**VENDOR
MANAGEMENT**



TESTING

Questions?

WHAT IS CHANNEL AND PARTNER LEARNING?

- Voluntary learners
- External sales and distribution
- Build, grow and optimize channel partners and their employees
- Exclusive or uncaptured partners (franchise vs. reseller)
- Integration with PRM and eCommerce

COMPETITIVE ADVANTAGE OF CHANNEL LEARNING

COSTS

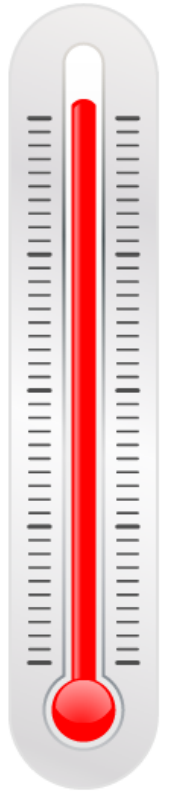
- Decrease training costs
- Reduce travel
- Reduce compliance risk
- Decrease support calls/tickets
- Decrease costs to attract new customers
- Decrease costs to support increasing volume of partners

BUSINESS PROCESS

- Improve and standardize content quality
- Accelerate and improve channel partners onboarding and certification
- Improve the fight for channel mindshare
- Accelerate global expansion
- Accelerate new product rollouts
- Improve customer experience and renewals
- Identify top performers

REVENUE

- Revenue from premium content
- Revenue from channel certifications levels
- Revenue from new customers sold by channel
- Advertising and sponsorship revenue
- Revenue from higher renewal rate
- Revenue from complimentary product sales



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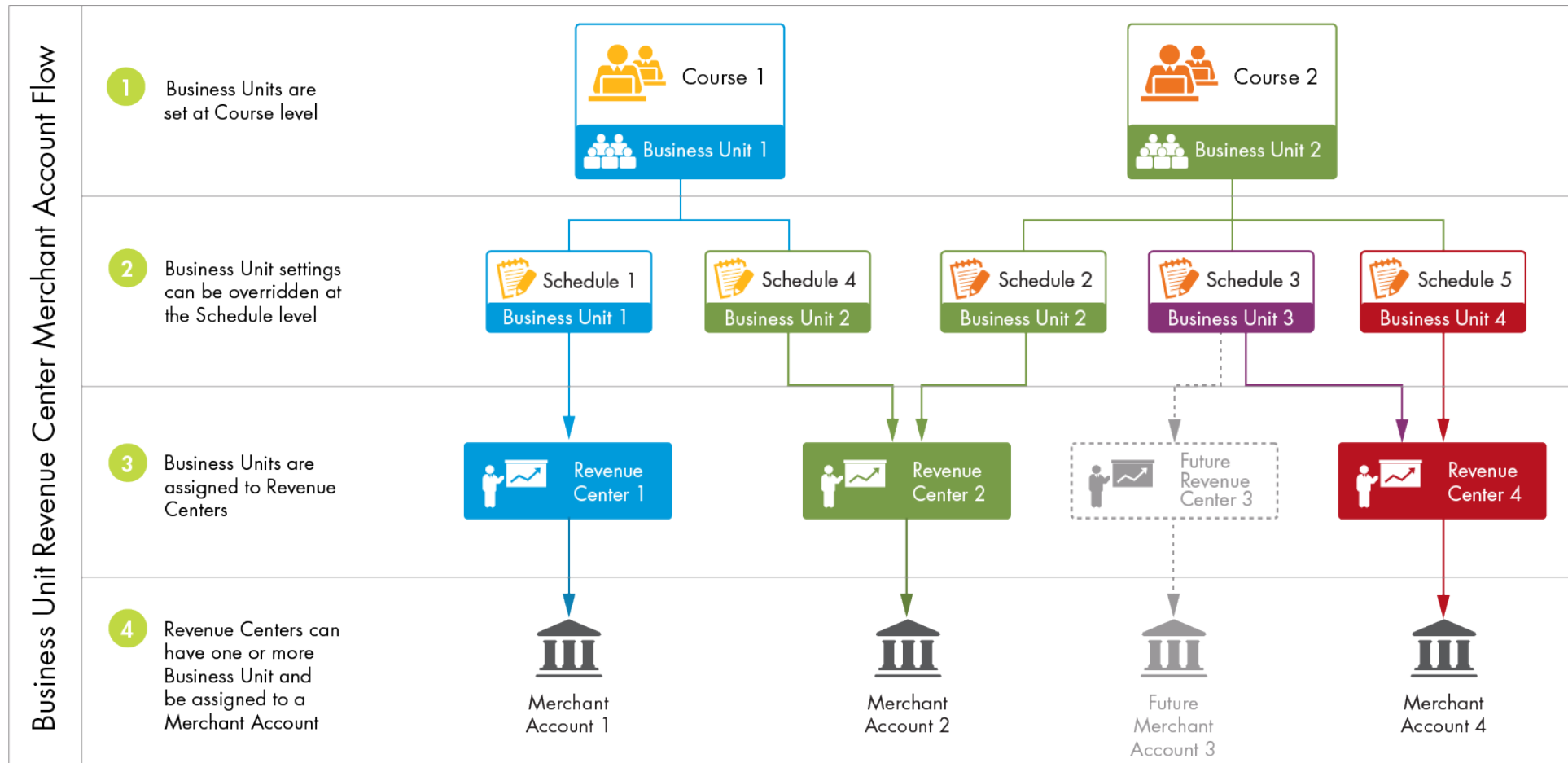


SURVEY #5: WE HAVE CERTIFICATION TRAINING PROGRAM FOR NEW CHANNEL PARTNERS

- Yes
- No
- Maybe
- Other in chat box

CHANNEL & PARTNER CASE STUDY:

Healthy Housing Solutions Inc.

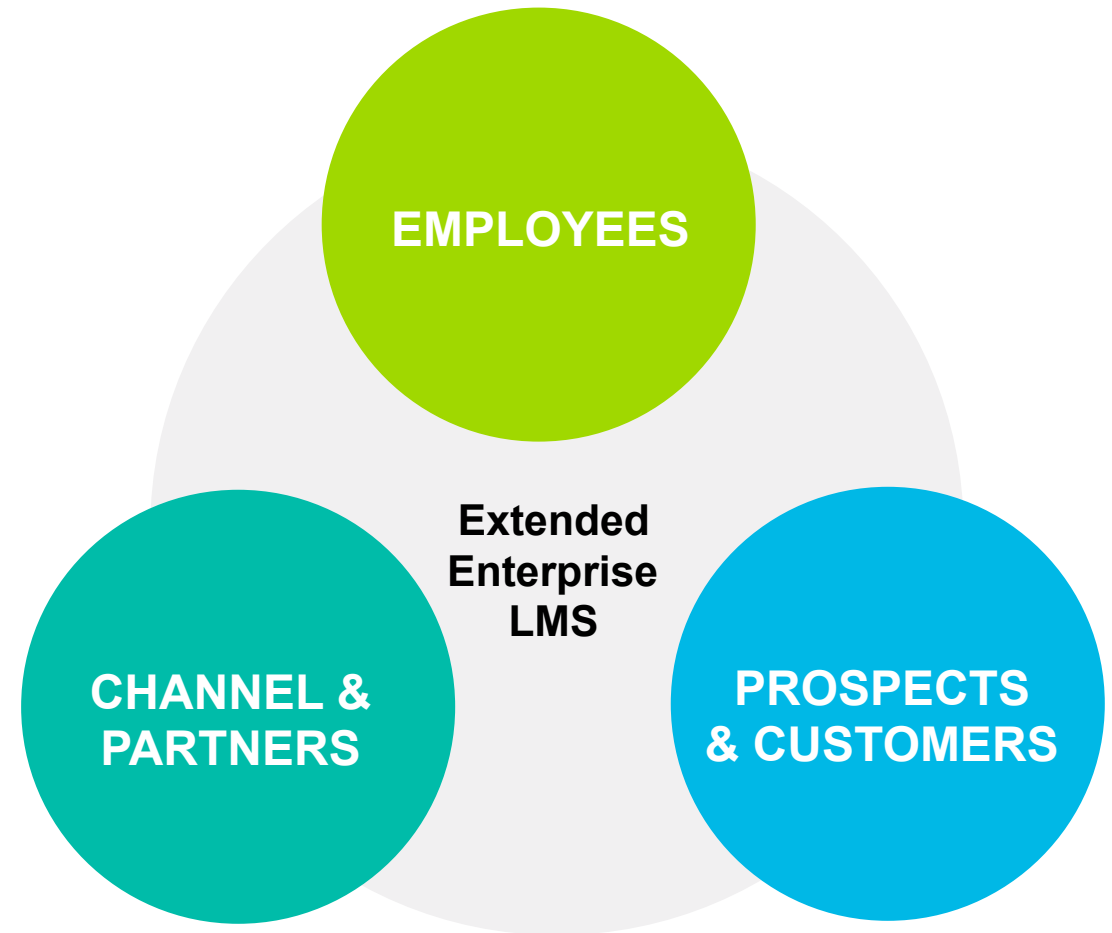


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WHAT IS AN EXTENDED ENTERPRISE LMS?

- One system with separate areas for unique audiences
- Shared and unique content
- Economies of scale
 - Technology
 - Administration
 - Sales training (internal and external)
 - Product knowledge



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COMPETITIVE ADVANTAGES OF EE LMS?

Employee

COSTS

- Decrease training costs
- Reduce travel
- Reduce compliance risk

BUSINESS PROCESS

- Improve and standardize content quality
- Accelerate employee onboarding



Customer & Prospects

COSTS

- Decrease training costs
- Reduce travel
- Reduce compliance risk
- Decrease support calls/tickets
- Decrease costs to attract new customers

BUSINESS PROCESS

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REVENUE

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- Revenue from higher renewal rate
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Channel & Partner

COSTS

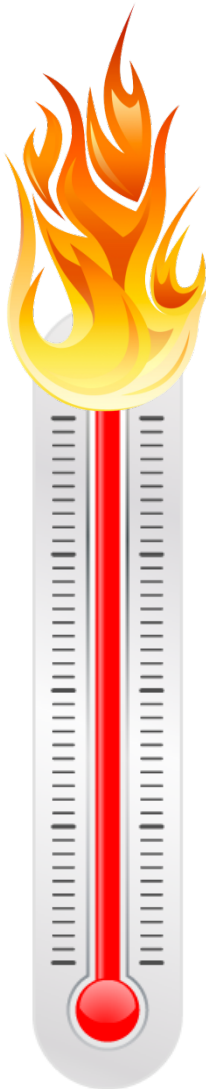
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TALENTED
LEARNING

TWO PATHS TO EXTERNAL AUDIENCES

1. HR/Training

2. Non HR

- Channel partnerships, sales organization
 - Customer service
 - Business units
- If external learning is not driven by HR, almost always will end in multiple LMSs in an organization!

SURVEY #6: WHAT FEATURES ARE NEEDED FOR EXTENDED ENTERPRISE

- Consumer based interface
- Social learning
- Domains
- eCommerce
- Globalization
- CRM Integration

TRAINING OPERATIONS – THE FUTURE

- Business of training
- Revenue and expense management
- Resource management
- Complexity in pricing, discounting and localization
- CRM Integration
- Taxation
- eCommerce Integration
- Forecasting
- Fulfillment

TRAINING OPERATIONS CASE STUDY

“Fortune 50 Company”



LANGUAGES



CURRENCIES



REVENUE



EXPENSES



**PRICING/
DISCOUNTS**



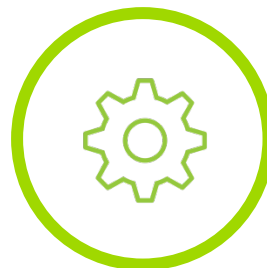
**PREPAID
AGREEMENTS**



**BUSINESS UNITS &
REVENUE CENTERS**



ACCOUNTS



**RESOURCE
MANAGEMENT**



**VENDOR
MANAGEMENT**



TESTING



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**TALENTED
LEARNING**

CONCLUSION

- LMS is more than just employee learning
- Partners and customers require training
- Expand from cost to profit center
- External learning is a measurable
- If you don't train your customers and partners somebody else will
- Start small and grow through success

NEXT STEPS & RESOURCES

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Questions?