

2014

LMS

State of Industry

LMS Report 2014

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Global

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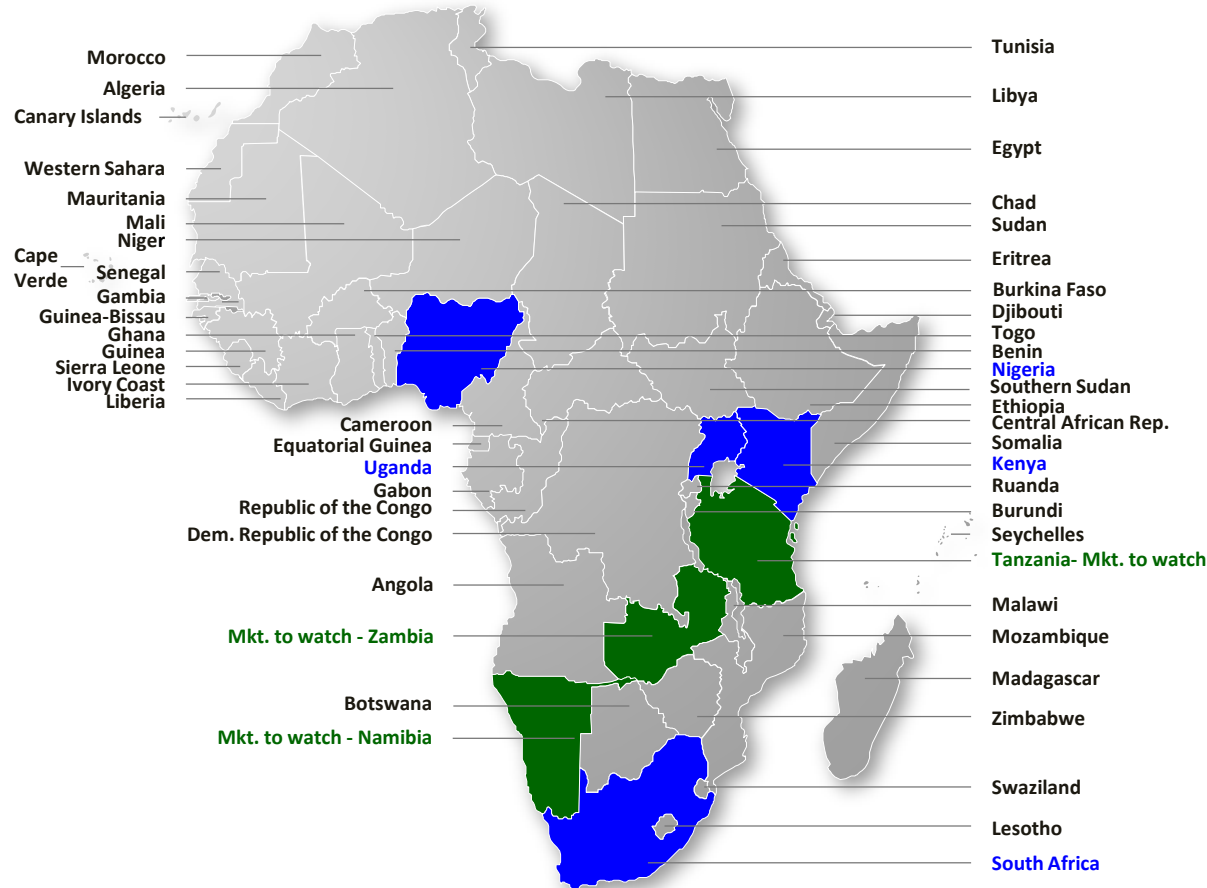
E-Learning 24/7

We Know E-Learning

Africa

E-Learning is on the rise

Main issues – Hardware, Infrastructure, Political



Key data point:
Localization of content is needed and is not being met

Africa

Top Markets for Growth

- Uganda
- Kenya
- Nigeria
- South Africa

African Continent

- Overall, committed to e-learning, driven by government then education
- Some countries more committed than others
- Social media plays a role – so social learning is must
- SaaS is doable, but on-site still leads, smartphones 1st

LMS Analysis – Five Forces

Competitive intensity

Threat of New Vendors

- E-Learning expertise and knowledge
- Know your competition – be realistic
- Global markets – select wisely
- Selecting the right vertical(s) – No more than three
- Short term goals, long term wins

Vendor Power

- Offer gamification, video and on/off synch
- Identify short term wins, long term successes
- Show your benefits over your competitors
- Customer loyalty could be stronger, it isn't
- Adapting quicker, changing to meet consumers' needs



Consumer Power

- More systems, better deals, more options
- Majority of vendors will negotiate
- Choices of systems
- Increase in vendors, higher frequency to adapt
- Targeted content at lower price (depending on specs)
- Ignore retention rates – no vendor will state less than 93%

Threat of Substitution

- Average differential between LMS vendor features 10%
- Data migration loss when changing systems is rare
- Setup fees can make a difference – consumers tired of paying high fees
- Customer support and service
- Add UVP – Unique Value Proposition

Panopto

Product Review

Panopto is clearly one of the best VLPs on the market. With a modern user interface and powerful features, Panopto meets their competitors head on. But what hurts them is the lack of skinning/branding.

Pluses

- Record live presentations and store for later usage
- Shoot video with tablets w/cam built in, smartphones and DV cams and upload into the platform
- Robust video editing capabilities

Minuses

- No skinning/branding
- Panopto name cannot be removed from VLP
- Can be a bit tricky to learn

RANKING

30

Additional Information

Sales Inquiry

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Internet

<http://bit.ly/1a6lqOp>

Video demo

<http://bit.ly/1cw45nU>

Expertus Inc.

Company Information

Headquarters: California, United States
Top 3 verticals: Information Technology, Energy,
Banking/Finance
of clients (businesses): 100+



Contact

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Expertus Inc.

Support & Training

M

How many people do you have in support? Do you have support agents that speak any other languages besides English?

More than 75 agents. Support available in English, Spanish, French, German, and Italian.

O

Where are your support agents based? Do you offer 24/7/365 support?

Agents are located in the United States, France and India, and support is offered on a 24/7/365 basis.

R

What is included in the support?

Access to online support portal, email, and phone support. Support response time depends on the package, client purchased.

E

Is training (for administrators) included at no cost? If yes, what is included?

Training for administrators is provided as part of the implementation.

State of the LMS Industry Report 2014

Price: \$899

www.elearning247.co/shop



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