

Solution Provider Profile

Learning Pool

September 2024



Company At-a-Glance	
Name of Product/Offered	Learning Pool Platform
Headquarters	Derry, Northern Ireland
Year Founded	2006
Geographic Coverage	Europe and North America
Industries	
Website	https://learningpool.com/learning-platform/

LEARNING POOL OVERVIEW AND VALUE PROPOSITION

Learning Pool is changing how global businesses solve today's biggest employee performance challenges with data-driven learning technologies. We deliver smarter workplace learning experiences by applying intelligence on who a learner is, what they know, and what they need to do. Our enterprise portfolio can be deployed separately or in combination for a seamless, end-to-end experience. Products include:

- **A learning platform:** a smart, simple, and social learning experience platform that excels at delivering self-directed learning such as upskilling, leadership training, and other learner-centric training.
- **Adaptive compliance courses:** courses that minimize both risk and time by using behavioral insights to adjust, in real-time, instruction to meet the needs of individual learners. Fully aligned to DOJ standards, these adaptive compliance courses come with intuitive, actionable analytics as well as the ability to edit and theme content to specification.
- **A skills builder:** a skills management solution that makes it simple to create and maintain individual skills profiles for an entire workforce. The system identifies the skills gaps so that personalized, purposeful learning can be assigned. It presents opportunities for internal mobility and builds more agile teams. And through a continuous stream of real-time market intelligence, the skills builder displays the emerging skills trends teams will need for the business to compete in the future.
- **OnScreen:** A digital adoption platform that allows users to quickly create, embed, and edit step-by-step guidance overlaid directly onto any web-based software application.
- **A learning record store (LRS):** Right sized for an organization's needs and supported by expert services, LRS offers the infrastructure for implementing enterprise data architecture at scale.
- **Library content.** Library content is organized as follows:
 - Library content
 - Libraries
 - Collections (the level at which Learning Pool sells library content):
 - Lessons

Learning Pool also offers award-winning custom content development services.

What makes Learning Pool different from alternatives?

1. We deliver better employee performance because we're better at using data to optimize the learning experience.
2. We save organizations more time and money because our enterprise portfolio has the breadth to make us the only learning technology provider needed.

Learning Pool's comprehensive solutions easily integrate with the most common enterprise technology stacks. An expert team offers 24/7 customer support, including end-user support. And a commitment to data driven outcomes ensures that L&D, HR and Compliance teams can move beyond discussing learning as a cost center to harnessing its unique ability to produce a highly skilled workforce, new competitive advantages and an organization prepared for whatever the future might bring. Wherever you find ambitious companies investing in their people, you'll find Learning Pool.

Our Signature Solution: The Learning Platform

Our signature product is our comprehensive learning platform, which optimizes learning at scale. Intelligence on who a learner is, what they know, and what they need to learn are applied in real-time, producing more effective training and a team that's ready to take on any employee performance challenge. And as an all-in-one solution, our learning platform offers a 360° view of the performance-readiness of a team as well as the agility to pivot when change is needed. Be it for onboarding, upskilling, compliance, extended enterprise, or the whole business, our learning platform develops an effective and agile workforce.

The difference that underpins Learning Pool's platform is the use of application of data intelligence. Data intelligence refers to data that has been analyzed and processed by artificial intelligence, machine learning, analytics, and more to make informed decisions. Organizations and individuals alike can use this intelligence to deploy smart automations that save time, reduce error and increase precision, and to access actionable insights that allow for better decision-making, strategic analysis and targeted learner support. For example:

- Using real-time market data, the learning platform helps employees develop a purposeful skills profile that helps them focus their development efforts.

- The learning platform personalizes learning through a wide range of formal and non-formal learning experiences, and clever automation that can adapt the learning content itself.
- And as the user progresses towards their personal goals, the learning platform can feedback clear and actionable data on who is performance-ready and where the gaps lie in your business.

Our learning platform creates a 360° view of an organization’s performance readiness across all functional areas of your business — the skills they have today, the training they need to complete and how they measure up for the jobs of tomorrow. **Imagine:**

- Instead of assuming someone’s capability from their current job, you could use a platform powered by intelligent data to get a deep understanding of the skills each person has and what the complete skills map of your organization looks like. You could use that knowledge to close some of the skills gaps that exist in your organization using the people you already employ — getting them into new roles and filling some of your open opportunities.
- Instead of making everyone work through the same course content, you could use an intelligent data approach to adapt the content itself to the level of the user. By helping people to reach mastery in areas where they struggle, you can improve proficiency whilst dramatically reducing the time it takes to complete a learning experience.
- And, instead of reporting on the number of course completions you’ve had as a guide to how much people are learning, you could use intelligent data to understand what proportion of people are applying lessons in practice. You could measure the difference learning makes to performance.

Using a data-driven approach, you could transform learning practice and meet all of your learning needs, including compliance and other mandatory training, not with “one-size-fits-all” but “one-size-fits-one” approach.

Learning Pool Platform: All-In-One Capabilities

Our learning platform is an enterprise learning solution for the modern workplace, used by global organizations across dozens of industries to serve their entire business. Its unrivaled capabilities make it the only learning solution you need. The platform blends the operational efficiency of an LMS with the learning experiences of an LXP, all while seamlessly integrating with all components of a true end-to-end learning

ecosystem. And our commitment to continuous innovation rooted in practical application keeps customers at the leading edge of workplace L&D.

Learning Management

Learning Pool's platform enables L&D teams to provide a variety of learning delivery mechanisms and surface the right learner that learners "must do", "should do" and "could do." Blending single object learning experiences, multi-level course learning experiences (branching, linear and nonlinear) and playlists, the platform facilitates a variety of learning pathways, from microlearning performance support through the full longitudinal structured

qualifications. Learning pathways can be automatically adapted to each individual learner's

needs, progress, and performance. "Nudge" communications and spaced practice can be easily implemented and managed automatically to drive engagement, improve efficacy, expedite

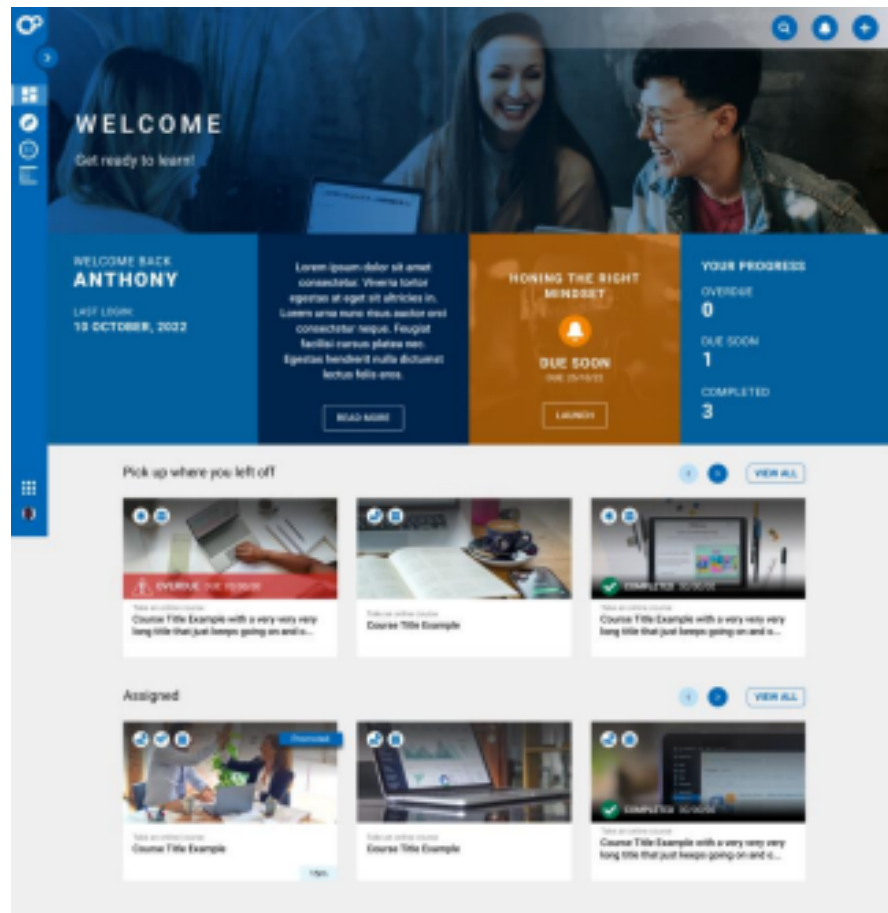
completions and reduce administrative burden on learning facilitators.

Learning can be added to

groups manually and

dynamically via API, CSV and the administration UI, allowing enrollments and recommendations to be managed at scale, yet personal to each learner. Dynamic group membership can be controlled by an infinite number of user profile fields (including hierarchical frameworks), as well as learning completions and enrolments.

L&D teams can fully control access to every individual learning experience, ensuring sensitive materials are only viewed by the right learners, and that learning content is relevant to every viewer. The breadth, depth and flexibility of learning management



functionality with the platform enable personalized, self-guided learning while facilitating compliance and statutory based learning at scale.

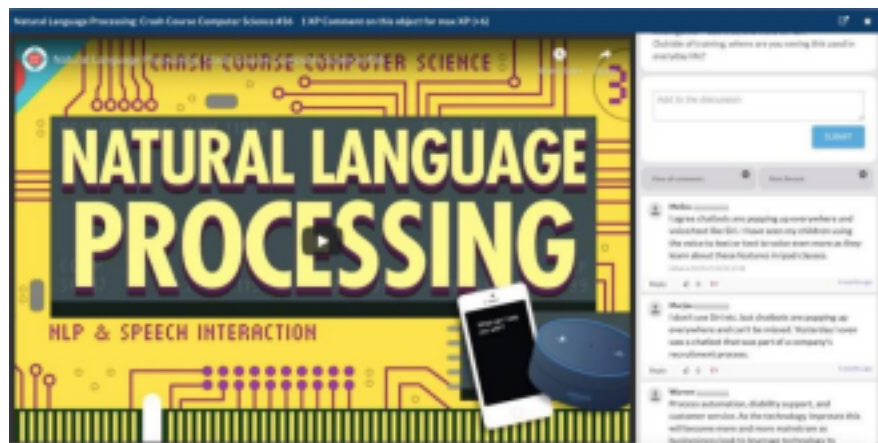
Masterclasses and Collaborative Learning

As the world moves increasingly to online learning, there is a need to transfer more long-form, difficult learning experiences from traditionally “face-to-face” workshops into the online realm. The Learning Pool Platform is redefining how organizations can make this happen, using a combination of its platform, tools and content. Learning Pool calls this capability its “Masterclasses.”

At the heart of what makes the Masterclass approach successful is the platform’s use of social and collaborative learning as a core principle. World-leading gamified, social course functionality provides an effective, engaging user experience that supports well-established learning research and best practices.

Using social comments and user-generated content, the platform creates a community of

inquiry around every organization’s learning content within both synchronous and asynchronous learning environments. By gamifying user contributions and providing



discussion starter questions, the platform triggers discussions and motivates learners to create a commentary on their thought processes and connections with a theory, idea or activity.

By capturing various types of user-generated content directly within the platform (video, audio, links, uploaded documents, direct text inputs), the platform aids learners in submitting their own learning content for peer review. Learners are actively involved in the learning experience, rather than being passive observers, and the community works together to discuss and evaluate ideas and submissions from every member. Customers have used collaborative learning in a variety of use cases:

- Sales-presentation training
- Self-guided research tasks and submission of findings to the learning community
- Onboarding introductions

- Examples of undertaking a physical task
- Long-form expression of opinion, theory and expertise

Learners can comment on each other's submissions, applauding examples of best practices and challenging theories and misconceptions.

For peace of mind, the learning platform provides learning facilitators with full moderation control over user-generated content and comments, but this is very rarely used across millions of comments and submissions.

By combining social discussions, authored content, curated content, user-generated content tasks and live webinar sessions within the platform, L&D teams can provide "learning as an event" with a blend of synchronous and asynchronous activities. Using Learning Tools Interoperability connections with webinar platforms such as Zoom, the platform provides simple session management for facilitators and a seamless user experience for vILT (virtual instructor-led training).

Learning Discovery

Supporting just-in-time learning through deep searching and delivering performance support in the workflow via a chatbot, the platform searches PDF documents and content using natural language processing and surfaces direct links, enabling learners to easily access the content they need, when they need it most. The platform indexes new content instantly, ensuring knowledge is no longer hidden from view and can be easily discovered by all users.

Platform administrators can also choose to surface new learning experiences on every learner's dashboard, alongside highly targeted, personalized recommendations that support assigned and mandatory learning. This provides a self-guided discovery of learning content that learners "could" do, alongside content they "must" do. The platform's advanced recommendation engine combines usage and ratings data from other users, with administrator suggestions and newness to constantly improve the recommendation algorithms and adapt to changing patterns and behaviors among learners.

Utilizing more than 40 learning experience activity types, learners can filter Deep Search results to suit their learning styles and preferences. The platform can act as the front door to all learning activity types within an organization, from "traditional" eLearning content, such as courses, videos, infographics, documents and audio files, to more active and involved activity types such as becoming a coach, writing user guides, speaking at an event, gaining a professional accreditation and finding a mentor.

Key Capabilities

- **Skills Builder:** Identify the skills you have today and prepare for the skills you need tomorrow with a dynamic, AI-powered Skills Builder. (See Figure 1.)
- **Authoring:** Gain complete control over the creation, editing, and branding of beautiful course content that is flexible to the needs of the modern workforce. (See Figure 2.)
- **Automation:** Get the right message to the right people at the right time with automated communication workflows based on your chosen criteria. (See Figure 3.)
- **Analytics:** Find inspiration in your learning data through an innovative combination of actionable intelligent data visualizations and predictive AI.
- **Data Management:** Take control of your learning data with a dedicated instance of the world's most installed Learning Record Store (LRS).
- **Administration:** Save time and effort with simple, intuitive administration that gives you flexibility over the amount of autonomy that's appropriate for your learners.
- **Content:** Choose from a range of editable, adaptive, and custom content options built to seamlessly integrate with the platform for a turnkey learning solution. (See Figure 5.)

Integrations: Connect learning with your organization's wider tech stack through flexible, enterprise-scale integration options.

SCREENSHOTS

Figure 1: Skills Builder



Figure 2: Authoring

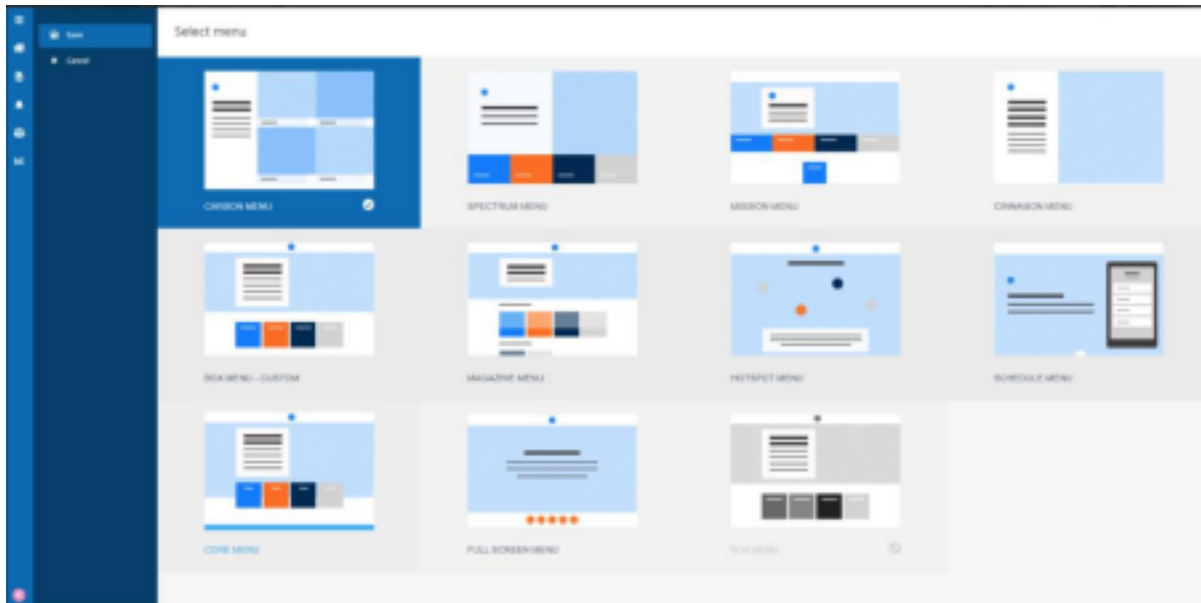


Figure 3: Automation

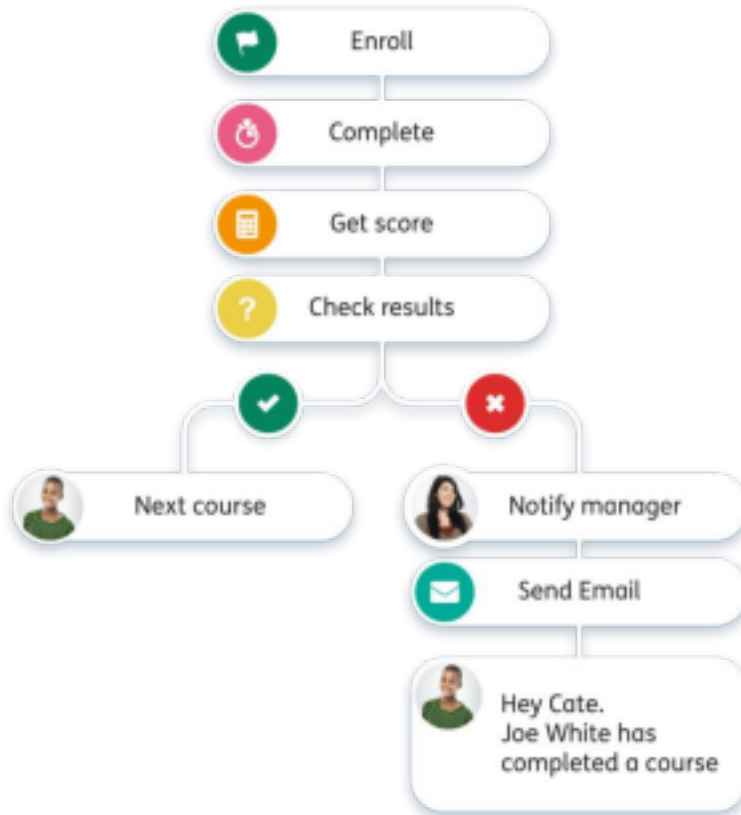
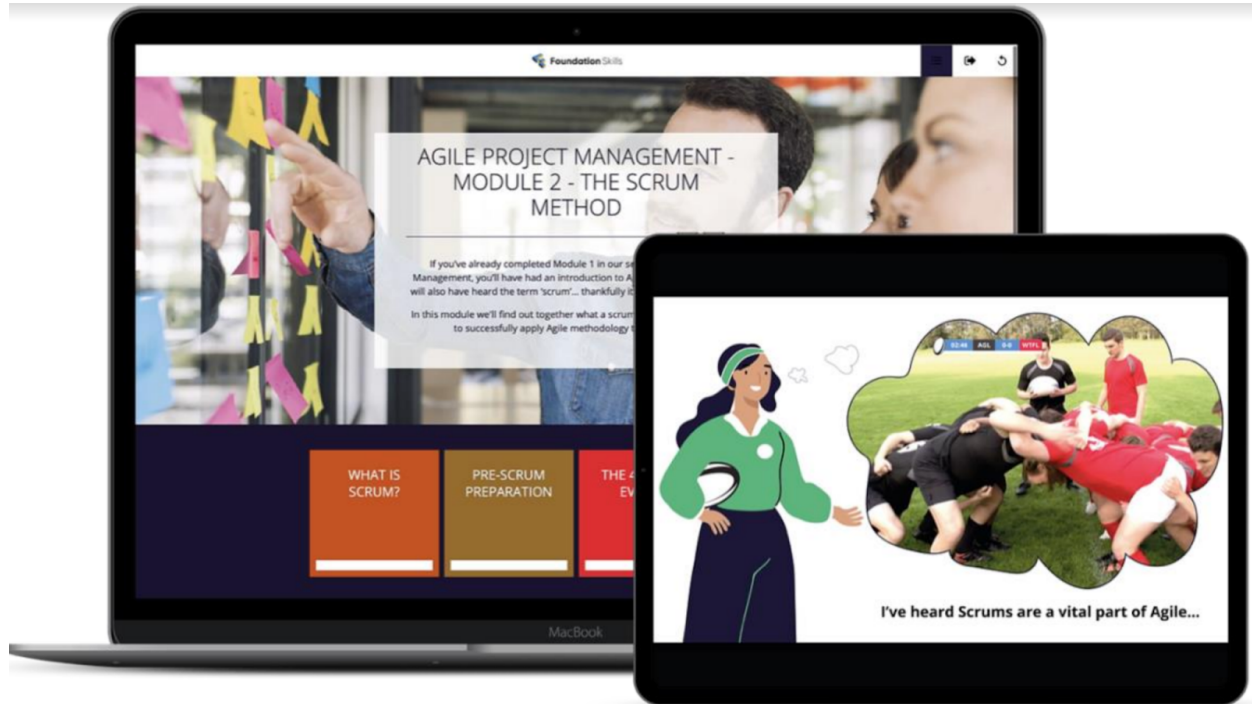


Figure 4: Analytics



Figure 5: Content



Analysis by Brandon Hall Group

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 towards 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

The impact of these challenges on the LMS market is multifaceted. First, there is an increased focus on developing more intuitive and user-friendly platforms that can engage learners and facilitate better learning outcomes. Second, the demand for data analytics and reporting features has grown, as organizations seek to measure the effectiveness of their learning programs accurately. Finally, the need for customization and integration capabilities has led to the emergence of more flexible and modular LMS solutions. This evolution is driving competition among LMS providers, pushing them towards continuous innovation.

Questions to be Answered by the Business

- How can LMS providers continue to innovate and differentiate their products in a rapidly evolving and increasingly competitive market?
- What strategies can they employ to address the diverse and changing needs of global learners and organizations effectively?

Learning Pool as the Answer

Learning Pool has positioned itself as a comprehensive solution provider in the learning technology market. With a focus on data-driven learning technologies and a broad portfolio of products, Learning Pool offers unique capabilities that address the challenges faced by modern organizations in employee performance and development.

Learning Pool's comprehensive suite of products, focus on data intelligence, and continuous innovation in AI and automation position it as a strong answer to the challenges faced by organizations in the current learning and development landscape. By offering a single, integrated solution that can handle everything from skills management to compliance training and extended enterprise learning, Learning Pool provides a unique value proposition in the market.

Of particular note is how the company is expanding its ability to empower customers to leverage all that Generative AI and automation can bring to the learning space. Their upcoming AI Coaching release has the potential to be a true game changer for companies looking to expand real-time development and feedback across their worker populations.

The ability of system administrators to craft customized automated workflows within the platform that are seamlessly integrated and organization specific offers a pathway to even greater reach for learning teams. Their Gen AI capabilities support a level of complexity that will allow customers to support complex organizational structures and populations without having to leave the learning platform.

The addition of LearningPool OnScreen, their digital adoption tool, has really solidified their place as a true full-service solution.

The company's commitment to leveraging AI and data analytics to personalize learning experiences and provide actionable insights aligns well with the growing demand for more effective, engaging, and measurable learning solutions. As organizations continue to grapple with the need for upskilling, reskilling, and adapting to rapidly changing business environments, Learning Pool's innovative approach and broad capabilities make it a compelling answer to these challenges.

- Matt Pittman, Principal Analyst, Brandon Hall Group

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