

Solution Provider Profile

Totara

February 2024



Company At-a-Glance	
Name of Product/Offered	Totara Talent Experience Platform, Totara Learn, Totara Engage, Totara Perform
Headquarters	Brighton, England
Year Founded	2010
Geographic Coverage	Global – 140 countries
Website	www.totara.com

Totara Overview and Value Proposition

Totara enables learning technology solutions that connect upskilling and performance management to clear organizational outcomes. Multinational corporations, government entities and mid-market companies choose Totara for their ongoing talent development needs, building on the company’s pioneering expertise and deep, flexible technology platform.

With over 20 million users in 140 countries, and customers ranging from Amazon and PepsiCo to Samsung and Deloitte, Totara is the solution of choice for empowering people to do their best work. It combines a comprehensive enterprise LMS, collaborative knowledge sharing and advanced performance management — Totara’s Learn-Engage-Perform suite unlocks lasting organizational success.

Forward-focused organizations use our Talent Experience Platform to add layers to their culture of success. Directed learning and certification (Totara Learn) gives a robust skills base. Collaboration in the flow of work (Totara Engage) unlocks the network effect of knowledge. And as organizations mature, advanced performance management (Totara Perform) applies people’s full potential to achieving strategic goals.

Totara Talent Experience Platform (TXP)

The Talent Experience Platform is a set of uniquely flexible tools for learning and performance management. Combined, they empower everyone in your organization to do their best work. Totara's highly adaptive architecture has enabled thousands of best-fit talent solutions across dozens of industries.

Overview of TXP Benefits:

- **Onboarding new talent:** Create streamlined, cohesive pathways that bring people up to speed.
- **Developing skills:** Build the capabilities you need to meet opportunities head-on.
- **Company-wide compliance:** Ensure mature risk management across your organization.
- **Performance management:** Align people's growth journeys with your strategic needs.
- **Culture of coaching:** Shape effective conversations and feedback at scale.
- **Extended Enterprise:** Connect your ecosystem to drive collaboration and growth.
- **Flexible Integrations:** Connect Totara with your existing tools and workflows to create truly seamless talent experiences.

Totara Learn

Totara Learn is a customizable and adaptable enterprise learning management system that gives organizations the tools and flexibility to shape the employee learning experience.

Learn your way, upskill your people and adapt to a changing market with a learning solution that scales and grows with your organization's needs.

Give your people the power to do their best work with a set of uniquely flexible and integrated tools. Combining a comprehensive enterprise LMS, collaborative knowledge sharing and advanced performance management, Totara's learn-engage-perform suite unlocks lasting organizational success.

Overview of Totara Learn Benefits

- **Cater to multiple groups or customers** from a single instance of your LMS, combining a streamlined admin experience with distinctly branded and isolated tenant environments.
- **Enjoy powerful reporting features and analytics** to stay abreast of learner performance, automate how you communicate with stakeholders and prove compliance certifications.
- **Ensure compliance** with configurable programs and pathways to improve safety and reduce business risks.
- **Use existing HR information** (such as location, position, start date) to automate learning and performance activities for each person.

- **Structure the skills and behaviors** your people must demonstrate and assign them to individuals or groups.
- **Dynamic audiences change** with your organization. You choose the rules and Totara adds and removes users automatically.
- Show the way forward by creating **learning plans**, linking learning to competencies and combining courses into programs and certifications.
- Make it easy for your people to **assess their own proficiency** in real-time.
- Use workspaces and forums **to provide space for collaboration** and group development — from action learning sets to one-to-one coaching.

Totara Engage

Totara Engage is a Learning Experience Platform (LXP) to engage, unite and upskill your workforce. It provides a personalized learning experience for your people that's designed to create engagement and build skills in the flow of work.

Create and curate resources from multiple channels into personalized playlists, share expertise with collaborative workspaces and integrate with the Microsoft Teams tools that your team is already using.

Totara Engage is an LXP with all the tools you need to create an engaged, high-performing workforce and drive organizational culture.

Overview of Totara Engage Benefits

- **Curated Content Playlists** — Break down silos, spread know-how to where it's needed and encourage collaborative learning.
- **Tailored skills acquisition** — Personalize learning and content to help your people grow in line with strategic goals.
- **Encourage engagement** — Shape a collaborative culture that recognizes, rewards and inspires contributions.
- **Choose your delivery** — Social sharing adds another dimension to your organization's learning strategy.
- **United your teams** — Build spaces for groups to quickly source, create and share knowledge in the form of articles, blogs, photos, videos, podcasts and more.
- **Energize your social learning** — Build a vibrant connected learning culture with ratings, comments and curation.
- **Robust recommendation engine** — People's interests, skills and prior learning help build a rich learning profile for personalized recommendations.
- **Collaboration** — Accelerate learning in the flow of work with the Microsoft Teams integration.

- **Accurately track engagement** — Recognize rising talent, subject matter experts and thought leaders with in-depth reports.

Totara Perform

Totara Perform is an advanced performance management tool that ensures learning drives productivity, innovation and skills growth across your organization. Get flexibility and power, connecting learning to growth.

Overview of Totara Perform benefits

- **Flexible approaches:** Enables both traditional and continuous performance management processes.
- **Better alignment:** Bring company, team and individual goals together.
- **Skills-based learning:** Competency profiles offer a personalized plan for learning and development.
- **Supportive environments:** Build a coach-mentor culture with check-ins, reviews and fast feedback.
- **Personalized skills assignments:** Assign and track the skills, knowledge and behaviors to ensure everyone is safe and effective in their role.
- **Adaptive appraisals:** Improve assessment processes or introduce new ones with ease, including 360-degree feedback.
- **Purposeful coaching:** Powerful reporting identifies skill strengths and opportunities for growth.
- **Seamless management:** Integrate with Human Capital Management (HCM) products such as payroll, recruiting and talent management.

Screenshots

Figure 1: Mobile Learning



Figure 2: Record of Learning




- Learning
- Learning Plans
 - Manage plans
 - Active Plans
 - Professional Growth Plan
 - Required Learning
 - Programs
 - Leading Leaders Program
 - Welcome & Onboarding
 - Certifications
 - First Aid Certification
 - Record of Learning
 - All Learning**
 - Active Learning
 - Completed Learning
 - Other Evidence
 - Evidence bank

Record of Learning: All Courses

-

10 records shown

▼ Search by

Course Title  contains

Show more...

Show/Hide Columns















Type	Course Title	Previous Completions	Course completion date	Progress
	Getting to know our organisation		9 Jan 2016	<input checked="" type="text" value="100%"/>
	Commitment to Customer Excellence			<input type="text" value="0%"/>
	Coaching and Mentoring			<input type="text" value="0%"/>
	First Aid Level 1			<input type="text" value="0%"/>
	Team Building			<input type="text" value="0%"/>
	Training and Development			<input type="text" value="0%"/>
	Installing Core Software		10 Oct 2018	<input checked="" type="text" value="100%"/>
	Commitment to Excellence			<input type="text" value="0%"/>

















Figure 3: Reports

totara Home Learn ▾ My Learning Collaborate ▾ Develop ▾ Reports    18 Mia Manager 

Dashboard / Reports

Reports

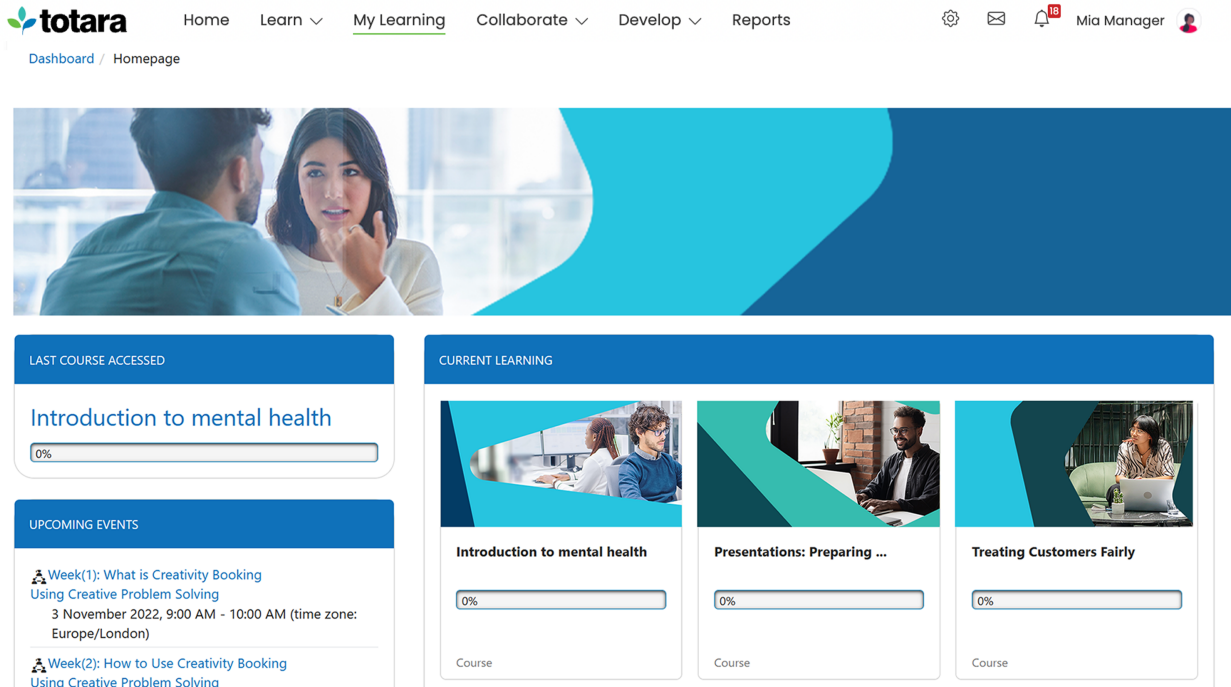
 Admin site activity overview	 Content Engagement	 Learner course completion status overview	 Learner course completion status overview	 Learner course completion status overview
 Learner course completion status overview	 Workspaces Engagement	 Your certification completion status overview	 Your course completion status overview	 Your goal status overview
 Your program completion status overview	 Your Team certification completion status overview	 Your Team course completion status overview	 Your Team Engagement	 Your Team goal status overview
 Your Team program completion status overview				

Scheduled Reports

There are no scheduled reports

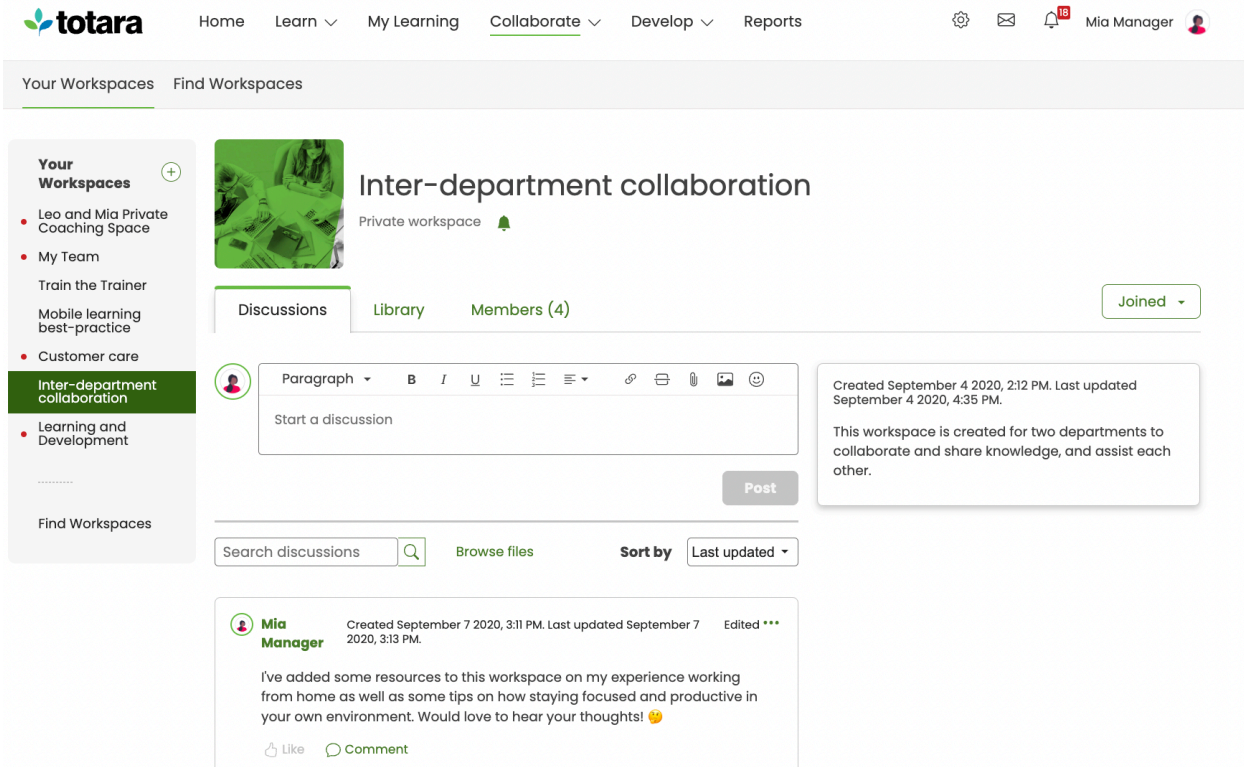
Add a new scheduled report to the list:

Figure 4: My Learning Dashboard



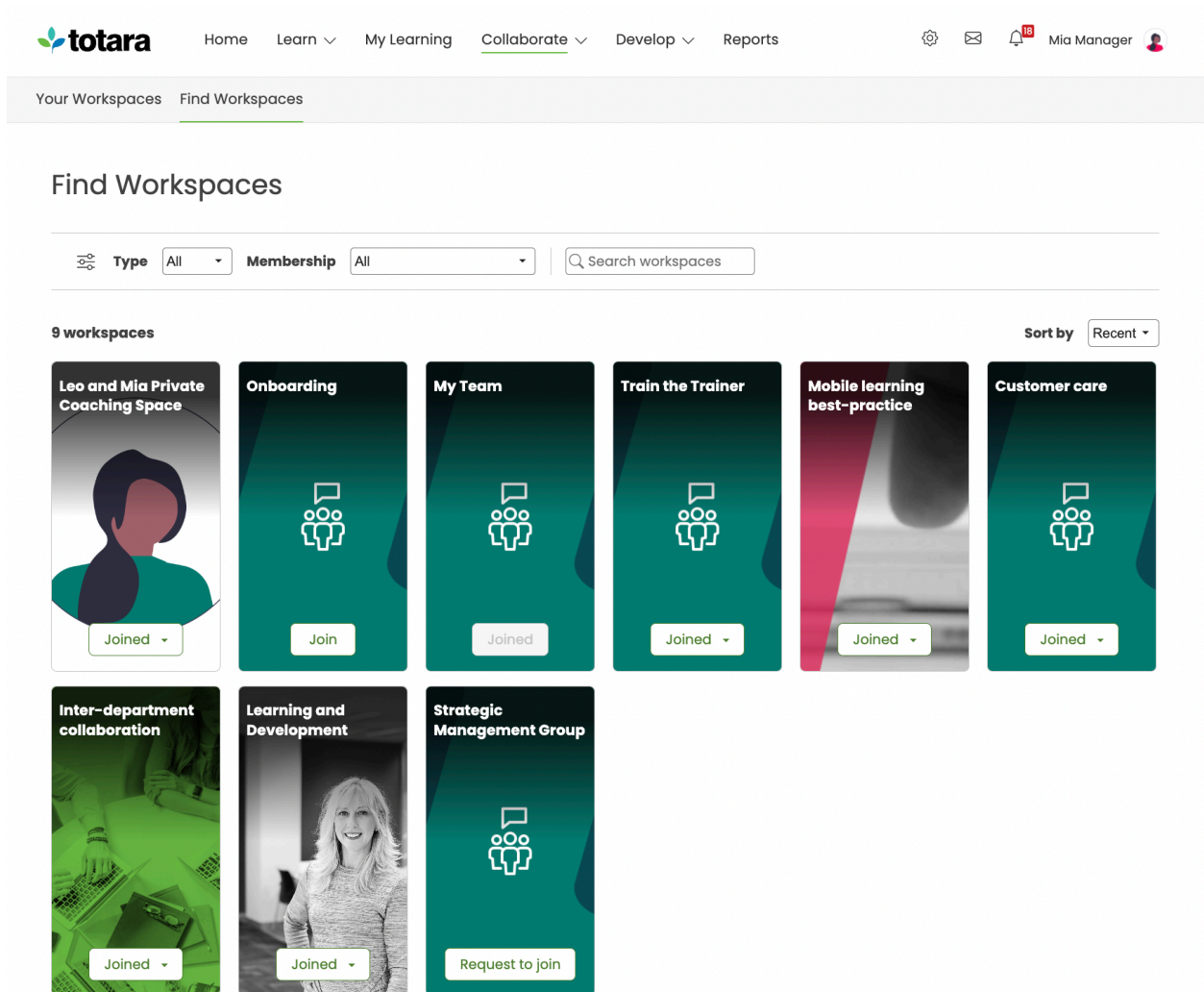
The screenshot shows the 'My Learning' dashboard in Totara. At the top, there is a navigation bar with 'totara' logo and menu items: Home, Learn, My Learning (active), Collaborate, Develop, and Reports. On the right, there are icons for settings, email, notifications (18), and a user profile for Mia Manager. Below the navigation, a breadcrumb trail shows 'Dashboard / Homepage'. The main content area features a large blue header image of two people talking. Below this, there are two main sections: 'LAST COURSE ACCESSED' and 'CURRENT LEARNING'. The 'LAST COURSE ACCESSED' section shows 'Introduction to mental health' with a 0% progress bar. Below it, 'UPCOMING EVENTS' lists two sessions: 'Week(1): What is Creativity Booking Using Creative Problem Solving' on 3 November 2022, and 'Week(2): How to Use Creativity Booking Using Creative Problem Solving'. The 'CURRENT LEARNING' section displays three course cards: 'Introduction to mental health', 'Presentations: Preparing ...', and 'Treating Customers Fairly', each with a 0% progress bar and a 'Course' label.

Figure 5: Collaborate



The screenshot shows the 'Collaborate' workspace in Totara. The navigation bar is similar to Figure 4, with 'Collaborate' active. Below the navigation, there is a header for 'Your Workspaces' and 'Find Workspaces'. On the left, a sidebar lists 'Your Workspaces' including 'Leo and Mia Private Coaching Space', 'My Team', 'Train the Trainer', 'Mobile learning best-practice', 'Customer care', 'Inter-department collaboration' (highlighted), and 'Learning and Development'. The main content area is titled 'Inter-department collaboration' and is a 'Private workspace' with 4 members. It has tabs for 'Discussions', 'Library', and 'Members (4)'. A 'Joined' button is visible. Below the tabs, there is a rich text editor with a 'Paragraph' dropdown and various formatting options. The text area contains 'Start a discussion'. A 'Post' button is at the bottom right. To the right of the editor, a text box states: 'Created September 4 2020, 2:12 PM. Last updated September 4 2020, 4:35 PM. This workspace is created for two departments to collaborate and share knowledge, and assist each other.' Below the editor, there is a search bar for discussions, a 'Browse files' button, and a 'Sort by' dropdown set to 'Last updated'. A discussion post by 'Mia Manager' is shown, created on September 7 2020, 3:11 PM. The text of the post reads: 'I've added some resources to this workspace on my experience working from home as well as some tips on how staying focused and productive in your own environment. Would love to hear your thoughts! 😊'. There are 'Like' and 'Comment' buttons below the post.

Figure 6: Find Workspaces



The screenshot shows the 'Find Workspaces' page in the Totara LMS. At the top, the navigation bar includes the Totara logo, 'Home', 'Learn', 'My Learning', 'Collaborate', 'Develop', and 'Reports'. The user profile 'Mia Manager' is visible in the top right. Below the navigation, there are tabs for 'Your Workspaces' and 'Find Workspaces'. The main heading is 'Find Workspaces'. Below this, there are filters for 'Type' (set to 'All') and 'Membership' (set to 'All'), along with a search bar containing 'Search workspaces'. A 'Sort by' dropdown is set to 'Recent'. The workspace list contains 9 items:

- Leo and Mia Private Coaching Space**: Status: Joined
- Onboarding**: Status: Join
- My Team**: Status: Joined
- Train the Trainer**: Status: Joined
- Mobile learning best-practice**: Status: Joined
- Customer care**: Status: Joined
- Inter-department collaboration**: Status: Joined
- Learning and Development**: Status: Joined
- Strategic Management Group**: Status: Request to join

Figure 7: Competency Profile

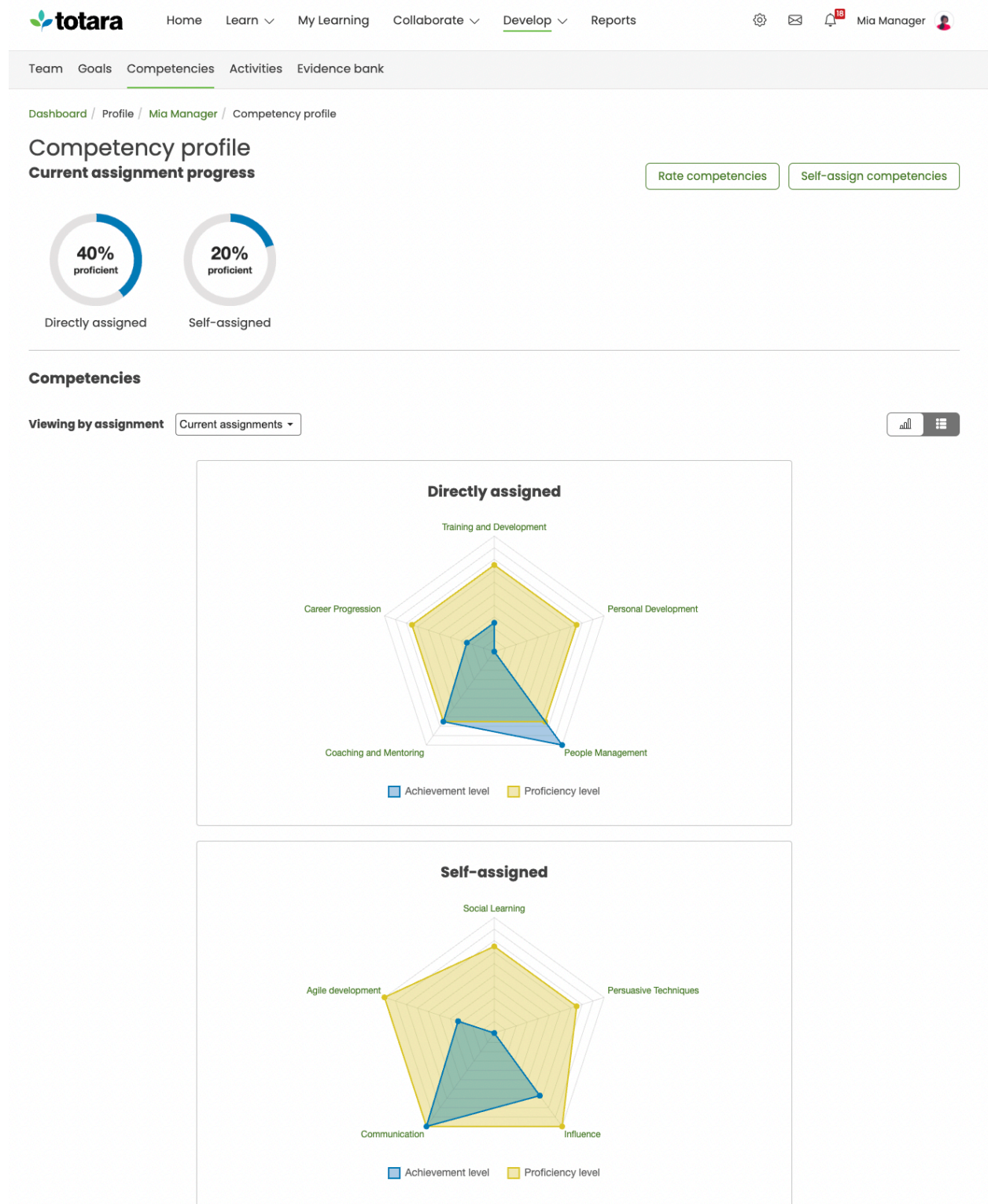
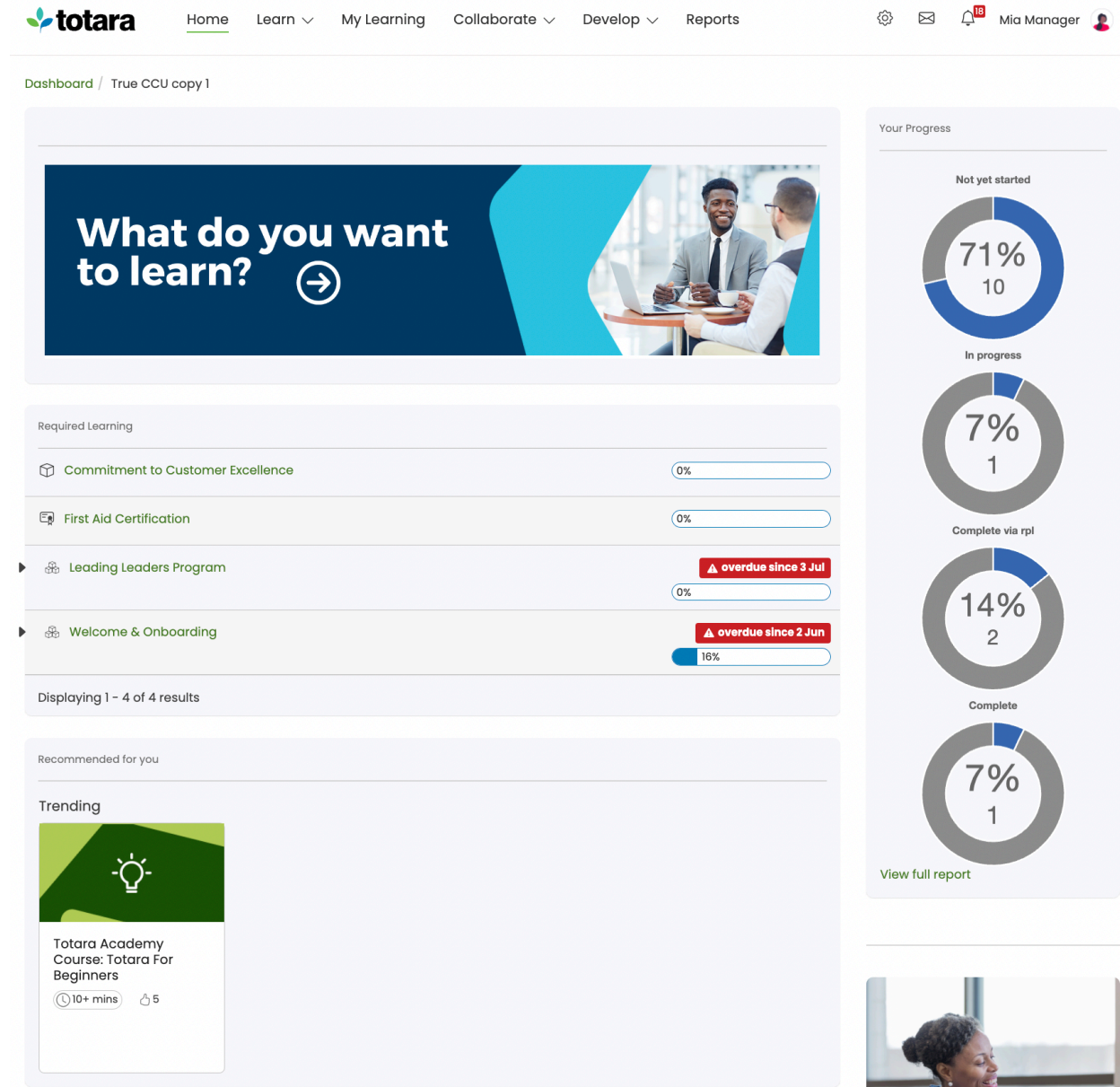


Figure 8: What Do You Want to Learn?

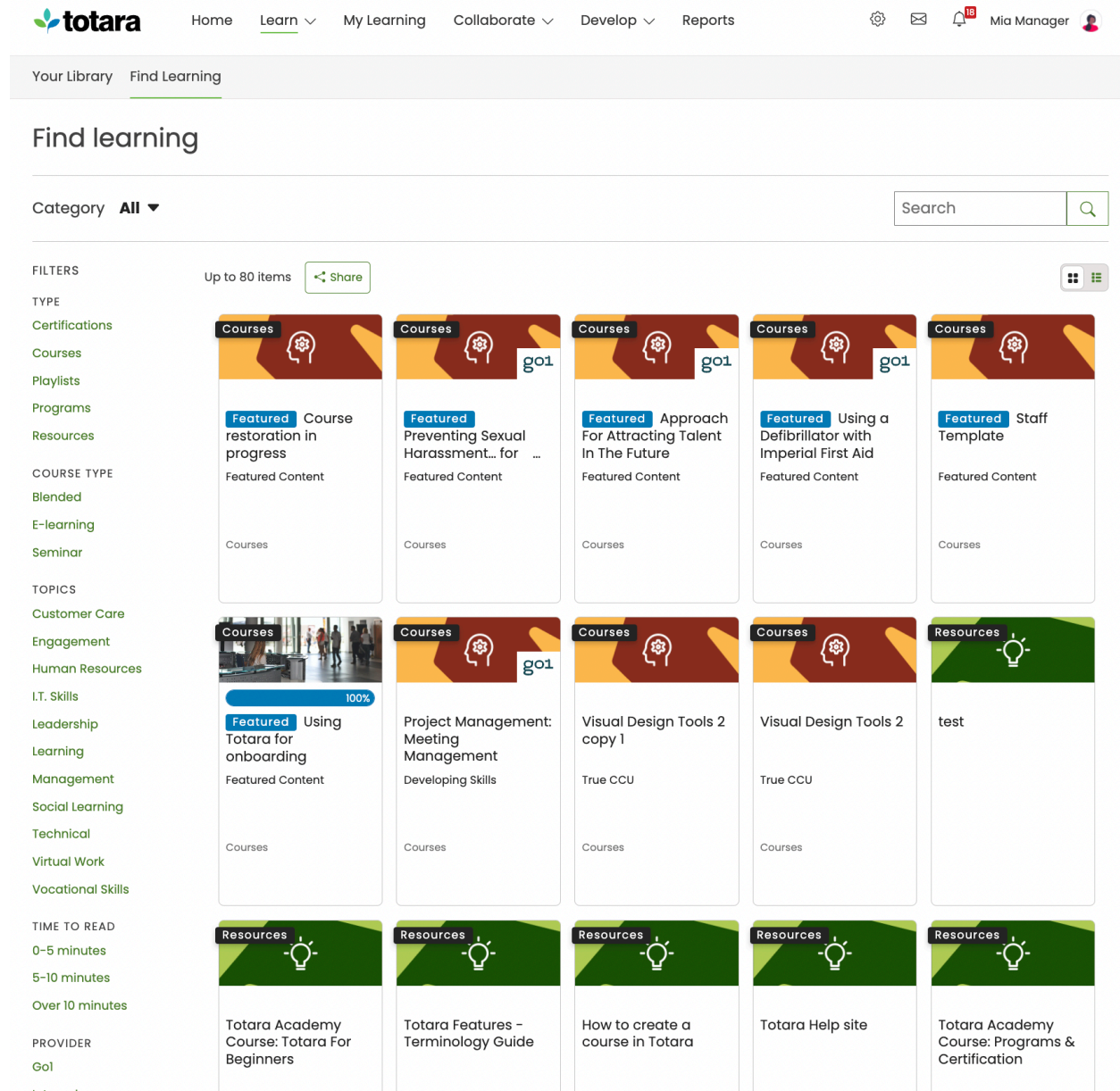


The screenshot displays the Totara LMS dashboard for a user named Mia Manager. The main header features the Totara logo and navigation links: Home, Learn, My Learning, Collaborate, Develop, and Reports. The user's name and profile icon are visible in the top right corner.

The dashboard content is organized into several sections:

- Hero Section:** A large banner with the text "What do you want to learn?" and a right-pointing arrow icon, set against a background image of two business professionals in a meeting.
- Required Learning:** A list of four learning items with progress bars:
 - Commitment to Customer Excellence: 0%
 - First Aid Certification: 0%
 - Leading Leaders Program: 0% (overdue since 3 Jul)
 - Welcome & Onboarding: 16% (overdue since 2 Jun)
- Recommended for you:** A section titled "Trending" featuring a course card for "Totara Academy Course: Totara For Beginners". The card includes a lightbulb icon, a duration of "10+ mins", and a share icon with the number "5".
- Your Progress:** A vertical sidebar on the right showing four donut charts:
 - Not yet started: 71% (10 items)
 - In progress: 7% (1 item)
 - Complete via rpl: 14% (2 items)
 - Complete: 7% (1 item)
 A "View full report" link is located at the bottom of this section.

Figure 9: Find Learning



totara Home Learn My Learning Collaborate Develop Reports ⚙️ ✉️ 🔔 Mia Manager 👤

Your Library Find Learning

Find learning

Category **All** 🔍

FILTERS Up to 80 items ↔️ Share 🗪 ☰

TYPE

- Certifications
- Courses
- Playlists
- Programs
- Resources

COURSE TYPE

- Blended
- E-learning
- Seminar

TOPICS

- Customer Care
- Engagement
- Human Resources
- I.T. Skills
- Leadership
- Learning
- Management
- Social Learning
- Technical
- Virtual Work
- Vocational Skills

TIME TO READ

- 0-5 minutes
- 5-10 minutes
- Over 10 minutes

PROVIDER

- Go1

Learning Items:

- Courses** (Featured): Course restoration in progress (Featured Content)
- Courses** (Featured): Preventing Sexual Harassment... for ... (Featured Content)
- Courses** (Featured): Approach For Attracting Talent In The Future (Featured Content)
- Courses** (Featured): Using a Defibrillator with Imperial First Aid (Featured Content)
- Courses** (Featured): Staff Template (Featured Content)
- Courses** (Featured): Using Totara for onboarding (100% progress, Featured Content)
- Courses** (go1): Project Management: Meeting Management (Developing Skills)
- Courses**: Visual Design Tools 2 copy 1 (True CCU)
- Courses**: Visual Design Tools 2 (True CCU)
- Resources**: test
- Resources**: Totara Academy Course: Totara For Beginners
- Resources**: Totara Features - Terminology Guide
- Resources**: How to create a course in Totara
- Resources**: Totara Help site
- Resources**: Totara Academy Course: Programs & Certification

Figure 10: Pathway Course Format

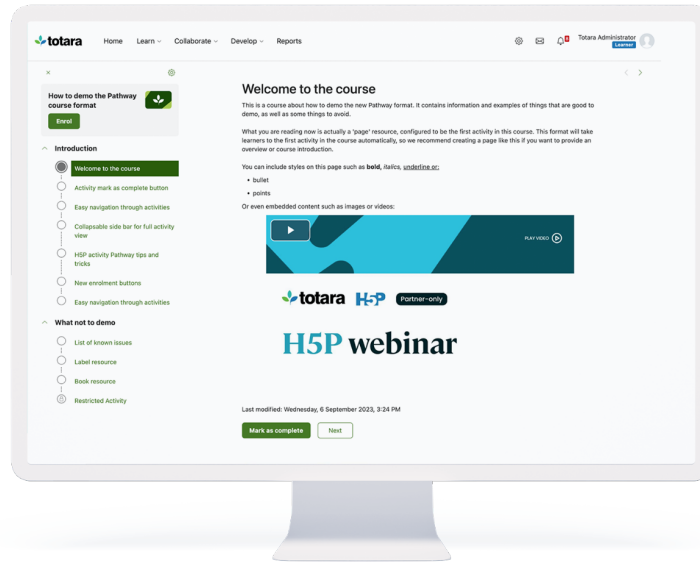


Figure 11: Edit Program

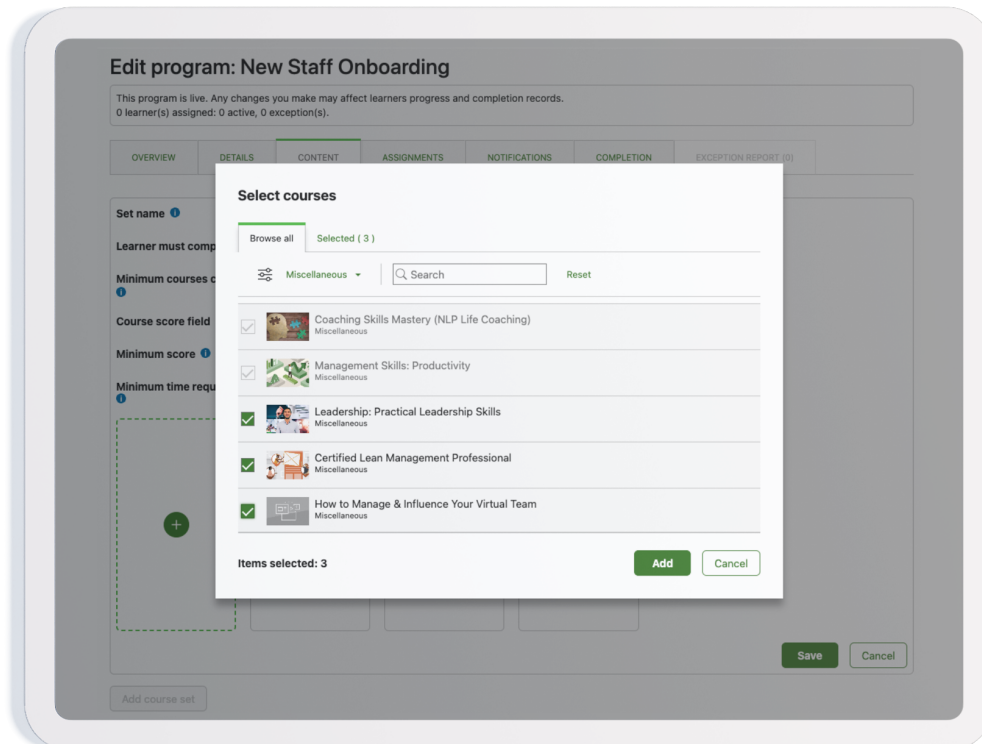


Figure 12: Performance Overview on Tablet



Figure 13: Quarterly Review on Tablet

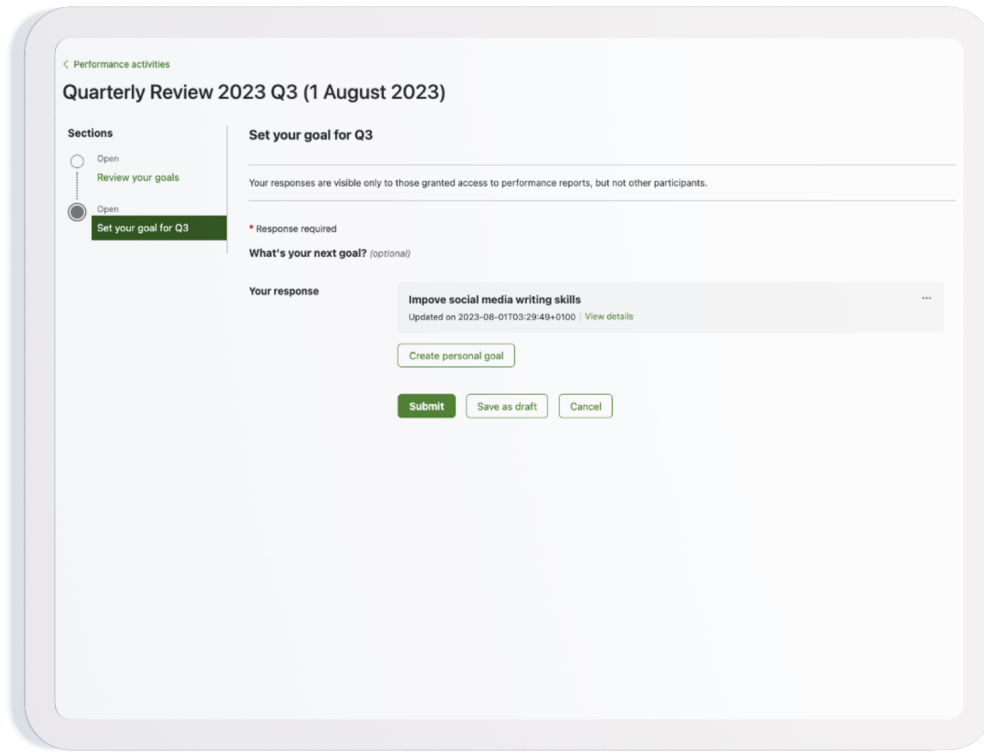
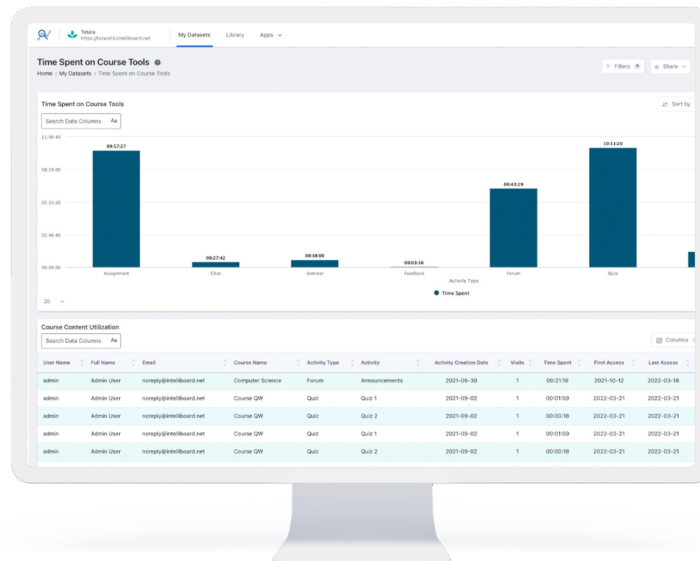


Figure 14: Time Spent on Course Tools



All screenshots provided by Totara

Analysis by Brandon Hall Group™

Situational Analysis

The LMS market has been growing rapidly in recent years and is expected to continue expanding in the future. The COVID-19 pandemic has further accelerated the adoption of online learning, leading to increased demand for LMS solutions.

Several key trends are shaping the LMS market. Firstly, there's a shift toward cloud-based LMS platforms, which offer scalability, flexibility and ease of access. Additionally, mobile learning is gaining popularity, with learners expecting to access content on their smartphones and tablets.

Integration capabilities are also crucial, as organizations seek to connect their LMS with other systems such as HR software, content management systems and video conferencing tools. Furthermore, there's a growing emphasis on personalized learning experiences, adaptive learning and data analytics to track learner progress and improve outcomes.

The LMS market is highly competitive, with numerous vendors offering a wide range of features and pricing models. Some well-known LMS providers include Moodle, Blackboard, Canvas and Cornerstone OnDemand. Open-source solutions like Moodle and Canvas have gained popularity due to their flexibility and cost-effectiveness.

Overall, the LMS market is dynamic and evolving, driven by the increasing demand for online learning solutions.

Challenges to the Business

Companies face several challenges when deciding on which Learning Management System (LMS) to purchase. Some of the common challenges include:

- **Identifying specific needs:** Companies must clearly define their learning objectives, requirements and the target audience. Understanding the organization's unique needs is crucial to selecting an LMS that aligns with its goals.
- **Scalability and flexibility:** Companies need to consider the scalability of the LMS to accommodate their current and future needs. They should assess whether the LMS can handle a growing number of users, courses and content. Flexibility is also important to ensure that the LMS can adapt to changing business requirements.
- **User experience and interface:** The usability and user experience of the LMS are critical factors. It should be intuitive, easy to navigate and visually appealing. Companies should consider the needs and technical proficiency of their learners to ensure the LMS is user-friendly.

- **Integration capabilities:** Integration with existing systems such as HR software, content management systems or video conferencing tools is essential for seamless data exchange and workflow. Companies should evaluate the LMS' compatibility and integration capabilities with their existing infrastructure.
- **Cost considerations:** Pricing models for LMS solutions can vary significantly. Companies need to assess the total cost of ownership, including licensing fees, implementation costs, maintenance and ongoing support. They should also consider the potential return on investment and the value the LMS brings to their organization.
- **Support and training:** Adequate support and training are crucial for successful implementation and adoption of the LMS. Companies should evaluate the vendor's support services, training resources and documentation to ensure they can provide the necessary assistance.
- **Security and data privacy:** Companies must prioritize the security of their data and ensure that the LMS complies with relevant data protection regulations. They should assess the LMS' security features, data encryption, access control and data backup processes.

By carefully considering these challenges, companies can make an informed decision and select an LMS that best meets their requirements and supports their learning objectives.

Implications for the Business

If the challenges in selecting an appropriate Learning Management System (LMS) aren't adequately addressed, businesses may face several implications:

- **Inefficient learning processes:** Without a suitable LMS, businesses may struggle to deliver effective and efficient learning experiences. This can result in a lack of engagement, low learner satisfaction and reduced knowledge retention. Inefficient learning processes can hinder employee development and impact overall business performance.
- **Wasted resources:** Investing in an LMS that doesn't meet the organization's needs can lead to wasted resources. This includes not only the financial investment but also the time and effort spent on implementation, training and content development. Inefficient systems may require additional resources to fix or replace, further increasing costs.
- **Limited scalability:** If the chosen LMS lacks scalability, businesses may face challenges when trying to accommodate a growing number of users, courses or content. This can hinder the organization's ability to expand its learning initiatives and adapt to changing business needs.

- **Integration issues:** Without proper integration capabilities, businesses may struggle to connect the LMS with other systems, such as HR software or content management systems. This can result in manual data entry, duplication of efforts and inefficient workflows. Lack of integration can also hinder data analysis and reporting, making it difficult to track learner progress and measure the effectiveness of training programs.
- **Poor user experience:** If the LMS has a poor user interface or lacks user-friendly features, learners may find it difficult to navigate, access content or engage with the platform. This can lead to frustration, decreased motivation and reduced participation in learning activities. A poor user experience can undermine the effectiveness of training programs and hinder employee development.
- **Security risks:** Choosing an LMS with inadequate security measures can expose the organization to data breaches, unauthorized access or loss of sensitive information. This can have severe consequences, including reputational damage, legal liabilities and loss of customer trust. Data privacy regulations must be considered to ensure compliance and protect sensitive learner data.

Addressing these challenges is crucial to ensure that the chosen LMS aligns with the organization's goals, supports efficient learning processes and provides a positive user experience. By doing so, businesses can maximize the return on their investment in learning and development initiatives.

Questions to be Answered by the Business

When considering the purchase of a Learning Management System (LMS), companies should ask themselves the following five questions:

1. **What are our specific learning objectives and requirements?** Clearly defining the organization's learning goals, target audience and desired outcomes is essential to selecting an LMS that aligns with these objectives.
2. **How scalable and flexible does the LMS need to be?** Assessing the scalability of the LMS is crucial to ensure it can accommodate the organization's current and future needs. Consider factors such as the number of users, courses and content that the LMS should support.
3. **What integration capabilities do we require?** Determine whether the LMS needs to integrate with existing systems such as HR software, content management systems or video conferencing tools. This will help streamline workflows and data exchange.

4. **What's our budget and total cost of ownership?** Consider the financial aspects of the LMS, including licensing fees, implementation costs, ongoing maintenance and support. Assess the potential return on investment and the value the LMS brings to the organization.
5. **How important is user experience and interface?** Evaluate the usability and user experience of the LMS. Consider the needs and technical proficiency of the learners to ensure the LMS is user-friendly and intuitive. A positive user experience can enhance engagement and learning outcomes.

By asking these questions, companies can gain clarity on their specific needs, evaluate the suitability of different LMS options and make an informed decision that best meets their requirements.

Totara as the Answer

Totara has positioned itself as the Talent Experience Platform. With the three products contained in their ecosystem, it's an accurate description. The Totara environment offers several key advantages that address the critical questions organizations must address when evaluating their core learning ecosystem.

The 2023 study by Brandon Hall Group™, *LMS Marketplace: The Voice of the Customer*, reveals that companies want their LMS provider to be a business partner first. A valued business partner is going to invest time and energy into understanding what your goals are, and what's driving your learning strategy, and will stay focused on enabling your success in those areas. Totara is highly committed through their approach to onboarding and support to positioning their clients for success. In addition to a highly collaborative three to six-month onboarding cycle, Totara helps ensure your success through three primary channels.

Totara Academy is their live and asynchronous learning platform for customers, offering more than 50 hours of training in all aspects of administration, configuration and utilization of the system. The Totara community is the 24/7/365 online support platform that allows users to search for answers to their questions and to receive help from other customers as well as directly from Totara personnel. Totara Help is the online repository of all product documentation. These three channels create a robust support environment to help ensure your success.

Totara Learning offers a comprehensive value proposition that sets it apart from other learning management systems (LMS). With Totara, users can expect a range of features and benefits that enhance the learning experience and provide greater control and customization options.

One of the key advantages of Totara is its highly configurable dashboard. Users have the flexibility to tailor the dashboard to their specific needs, ensuring that the most relevant

information is readily accessible. This level of customization extends to the onboarding process as well, where users can collaborate with designers to create a personalized look and feel for their learning platform.

Totara is also capable of supporting blended learning, seamlessly integrating live events and reminders into the learning experience. This feature ensures that learners stay engaged and informed about upcoming events. Additionally, Totara's report builder allows users to display data in a way that suits their needs and reports can be scheduled for stakeholders, providing valuable insights into learning progress and outcomes.

The recommendation engine in Totara is another valuable component, as it links learners to relevant resources and content based on their preferences and learning history. Learners can further personalize their experience through the "My Resources/My Library" feature, giving them control over their learning journey.

Totara's catalog is fully configurable, allowing organizations to tailor it to their specific needs. Furthermore, Totara offers integration with paid content marketplaces such as Go One, Open Sesame and LinkedIn Learning, enabling seamless tracking and access to a wide range of external learning resources.

The "My Learning" feature in Totara provides learners with a comprehensive view of their progress and transcripts. It can also accommodate third-party data, allowing learners to follow their progress and engage with learning paths. Collaboration and engagement are facilitated through private, invite-only or public workspaces, which can be used for team collaboration or one-on-one interactions. Workspaces are related based on keywords, ensuring relevant content is easily accessible.

Totara's performance management capabilities are also noteworthy. Appraisals can include 360-degree feedback, competencies, goals and more. Actionable data can be adjusted without programming, providing a seamless performance management experience.

Administrators benefit from role-based admin access, which can be configured and customized to suit organizational needs. Totara accommodates multi-tenancy, allowing individual configurability and a look and feel for different users. Tenants can be fully isolated or participants in other tenants, providing flexibility for organizations with complex structures. One critical difference with Totara is the functionality of the Manager profile, which allows managers to access the system using the same profile, eliminating the need for switching access except to log in in an Administrator role.

Totara's report builder is a powerful tool that enables the creation of embedded and user ad-hoc reports. Users can build reports from scratch, incorporating fields and filters as needed. The platform also supports single sign-on (SSO) capability, allowing seamless integration with other systems and bringing in any necessary data down to the single-field level. Notifications can be

managed centrally, with platform-level settings that can be overridden as needed. Language preferences can also be set, facilitating globalization and localization efforts.

In terms of advantages and differentiators, Totara offers white-label capability, allowing organizations to fully customize the platform's branding and appearance. It also seamlessly integrates social collaboration and performance management, creating a holistic learning experience. Totara is mobile-friendly, ensuring learners can access content on the go. The platform's personal learning system and manager-as-learner approach further enhance the user experience.

For organizations familiar with other LMS solutions, Totara offers a clearly different experience. It provides greater control over the learning experience, including the look, feel and overall customization. Totara is a solid option for companies evaluating LMS solutions to consider.

- Matt Pittman, Principal Analyst, Brandon Hall Group™

Contribution Team:

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About Brandon Hall Group™

With more than 10,000 clients globally and 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.

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