



THE eSSential LMS  
FOR EXTENDED ENTERPRISE

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# What is Extended Enterprise Training?

Most businesses today function as an extended enterprise consisting of employees, partners, suppliers, distributors and even customers. An extended enterprise model can have a number of benefits, such as expanding the reach of your business in the market. To achieve success and competitive advantage with an extended enterprise, training and management has not only become a priority, it is a necessity.

Training all the members of your extended enterprise may seem like a complicated and difficult task. However, with the right learning management strategy, it is possible to reduce costs, grow profits, break through productivity ceilings, and increase employee and customer satisfaction throughout your extended enterprise.



# Why Should You Train Your Customers & Partners?

## INCREASE CUSTOMER LOYALTY

Closing the sale is only the beginning. Today's customer has more choices than ever before, which means companies must focus on earning customer loyalty to maintain competitive advantage. As a result, smart companies are investing in providing an exceptional customer experience.

Training your customers and getting them up to speed with easy-to-follow training helps them find immediate value in your offerings, and makes them more likely to become loyal customers. In a survey by Training Industry, 93% of companies saw increased customer satisfaction and 88% reported increased customer retention as a result of customer training.

## IMPROVE CHANNEL PERFORMANCE

Companies today must compete not only for the attention of prospective customers, but for the attention of channel partners as well. Your channel partners are faced with information overload everyday. Providing training to your channel helps you cut through the noise.

Training your resellers and partners on your new products as they're launched accelerates your sales cycle so you see profits faster. Sales training also enables your extended sales force to be more knowledgeable about your product so they sell more successfully, and more often.

Giving employees on the front-lines access to the information they need when they need it makes supporting your products easier and more efficient. A knowledgeable support team not only saves costs, but provides a better customer experience which drives loyalty and profitability for your company.

# Using an LMS for Extended Enterprise Training

A learning management system (LMS) provides valuable tools for your organization to deliver training to all the members of your extended enterprise while meeting business objectives.

Implementing an LMS for training your extended enterprise can help you achieve the following:

- ▶ **GREATER BRAND AWARENESS** — keep your brand top of mind for your customers and partners with a branded learning portal and training materials
- ▶ **INCREASED REVENUE** — sell your training and certification programs with an integrated LMS/eCommerce solution to drive revenue generation
- ▶ **REDUCED TRAINING COSTS** — train your channel online to save costs associated with traditional, in-person training such as travel, venue and trainer fees
- ▶ **CUSTOMER LOYALTY** — add real value to your customer experience with exceptional training – conveniently accessible 24/7 – and create customers for life
- ▶ **HIGHER SALES VOLUME** — empower your external sales force with the critical knowledge they need to sell your products and close more deals
- ▶ **IMPROVED SUPPORT** — reduce time to resolve issues by educating your extended support team with all the training they need easily accessible in one central location

# Key eSSential LMS Features for Extended Enterprise Training





▶ CONFIGURABLE BRANDING

- Create a unique LMS portal for each audience (customers, partners, employees, etc.)
- Design the LMS to reflect your brand

▶ INTELLIGENT REPORTING

- Get the full picture of your training's performance across your entire enterprise
- Use a wide range of standard reports, or create your own ad hoc reports

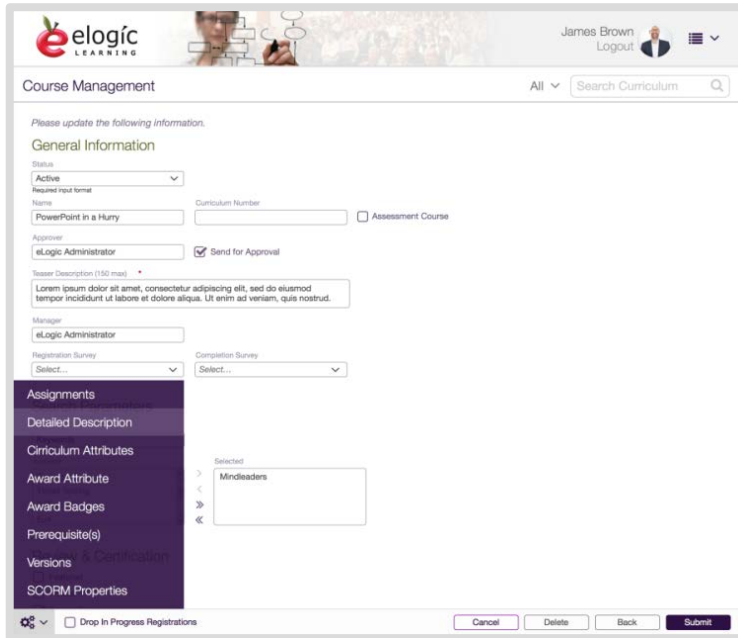
▶ EXTENDABLE SYSTEM ACCESS

- Give your clients access to their own LMS that they can manage
- Use role-based permissions to define level of access for each client site

▶ DATA INTEGRATIONS

- Send data from external systems to and from the LMS to streamline workflows (HRIS, Payroll, CRM, etc.)
- Single Sign On (SSO) integrations and support





▶ FULL ELEARING SUPPORT

- Assign, deliver and track any eLearning content
- SCORM certified, AICC & xAPI (Tin Can) partner
- Upload new versions of an existing course, track historical versions, set pre-requisites, and much more

▶ LIVE/VIRTUAL EVENT MANAGEMENT

- Manage all your live training from the LMS, including ability to schedule events, book rooms/facilities & track attendance
- Allow learners to view your training calendar and sign up from the LMS
- Virtual training/webinar support with seamless WebEx integration



**CONTENT AUTHORIZING WITH CLARO**

*Create & manage eLearning all in one system*

Claro authoring software is included and fully integrated for eLearning content management within the eSSential LMS. Claro’s easy-to-use, cloud-based platform provides one-step content publishing, feedback and revision management tools, real-time asset sharing, eLearning templates, and much more.

▶ **LEARNER-CENTERED EXPERIENCE**

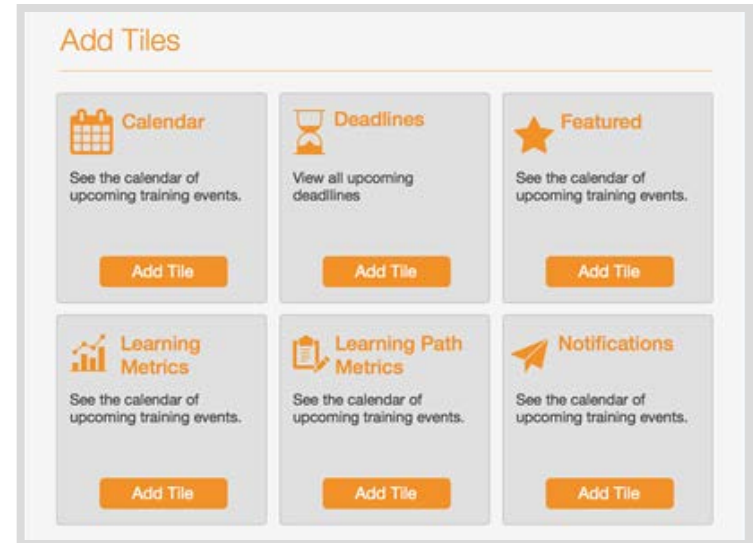
- Learners can choose the skin/theme they like best and customize their dashboard with drag-and-drop tiles
- Single Sign On (SSO) allows learners to access the LMS securely without another password to remember
- Learners can self-register for the LMS (with or without permission)

▶ **MOBILE TRAINING SUPPORT**

- Increase training engagement by enabling your busy customers & partners to complete training on-the-go
- Create & deliver training that can be accessed via any mobile device
- Claro authoring software (included with the LMS) comes with hundreds of mobile-optimized eLearning templates

▶ **GLOBALIZATION**

- Learners can pick their language
- 45+ languages supported



**TRAIN IN SALESFORCE**

*Coming soon!*



Empower your external sales team with the knowledge they need, when and where they need it. A seamless integration with Salesforce & your LMS gives your external sales team access to training right from the CRM they use everyday.

Leaderboard

James Brown  
Logout

All Search Curriculum

Learning Leaders 2015  
Start Date: 04/07/2015  
End Date: 04/29/15

Full Leaderboard			
1		Greg Shell	36.75
2		Jonni Shell	51.25
3		Dev Pandey	12.25
4		Parker Shell	8.25
5		Paul Simond	1.25
6		Carrol King	0.00
7		Harry Timmond	0.00

Top Awards		
	Learning Yoda	50
	Learning DaVinci	30
	Learning Jedi	20
	Learning Leader	10
	Guru	5
	Guru	5
	Guru	5

## ▶ SOCIAL LEARNING

- Encourage some friendly competition with contests in the LMS
- Tie contests to prizes to incentivize your learners and make training more fun
- Learners champion your brand by proudly displaying badges they earn in their profiles

## ▶ FEEDBACK - SURVEYS & REVIEWS

- Enable learners to share a training review to help promote your most popular content
- Send surveys to your learners to show you value their feedback

## ▶ COMMUNICATION - EMAILS & REMINDERS

- Market your training with branded email campaigns
- Automate email or text reminders for training due dates

▶ CONTINUING EDUCATION CREDIT TRACKING, REPORTING & MANAGEMENT

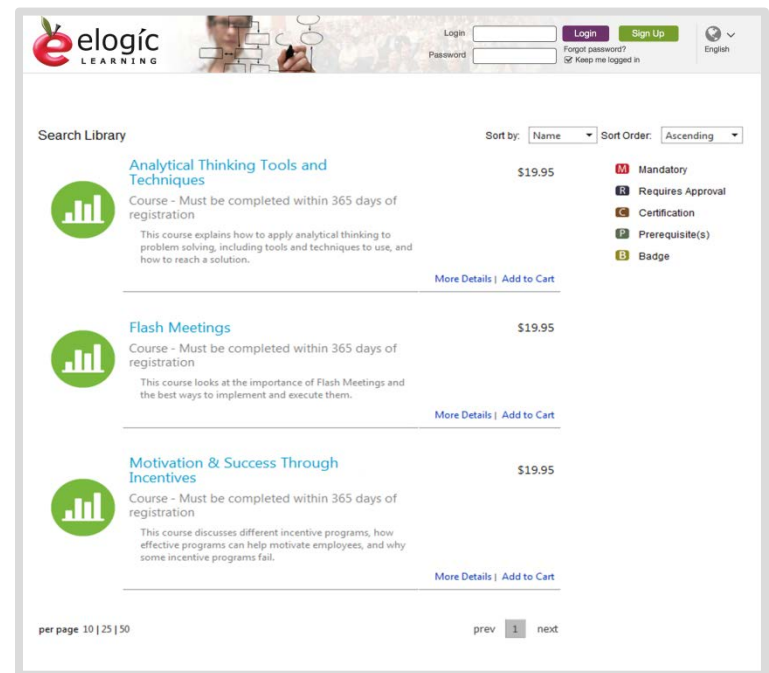
- Complex multi-level CEU (Continuing Education Unit) tracking and management functionality
- Change course credit amount, type, etc., depending on the continuing education requirement it will fulfill and where it will be reported

▶ CERTIFICATION ENGINE

- Product-certify your channel
- Design your own certificate templates
- Auto-generate certificates when training is completed

▶ COMPLETE ECOMMERCE SOLUTION

- Generate revenue by selling your training and certification programs
- Encourage additional purchases with Amazon-like recommendations based on buyer shopping history



# Award-Winning Extended Enterprise Solutions

eLogic Learning is a market leader in delivering Extended Enterprise and eCommerce enabled LMS solutions.

The eSSential LMS possesses a rich set of features that enable clients to increase customer loyalty, reduce training costs and generate revenue. Over half of our clients rely on eSSential to deliver and sell training to their customers and partners. Companies such as Stericycle, Belimo, Massage Envy Spa, Healthcare Business Insight (HBI), Bert Rogers Schools and Corridor use the eSSential LMS extended enterprise platform.

## AWARDS/RECOGNITION

**Talented Learning** – Best All-Purpose LMS, Top 3 Continuing Ed LMS, Top 10 Channel LMS, Top 10 Customer LMS, Top 10 Compliance LMS (2015)

**E-Learning 24/7** – Top 3 LMS, Top 2 Extended Enterprise LMS, & Top 5 NextGen LMS (2015); Top 5 LMS (2014); Top 10 LMS (2012 & 2013)

**Elearning! Magazine** – Best of Elearning! Cloud LMS (2015)

**Capterra** – Top 20 LMS Software (2014 & 2015)

**Bloomin' Brands** – Purveyor of the Year (2009 & 2010)

**Sage Software** – Innovations Vendor of the Year (2008 & 2009)

**Mindleaders** – Pillar Award (2008 & 2010)

**ASTD** – Best of Show (2006)



# About eLogic Learning

eLogic Learning is an award-winning industry leader in learning management systems, custom course content and learning strategy development. Founded in 2001, eLogic provides personalized solutions to each of its client partners to help their learning and development efforts succeed.

## ▶ Why We're Different

Our commitment to fully understanding your business and objectives is what truly sets us apart. We provide high-touch implementation and support services that ensure the eSSential LMS exceeds your expectations now and in the future. Our agile development process guarantees clients consistent functionality enhancements at no additional cost.

## ▶ We Give Back

We are committed to devoting our time, resources and efforts to benefit the world around us. That's why with each new client or sale, we celebrate our success by having our employees select a charity where we donate a portion of the proceeds. It's our way of saying thanks and giving back.



### OUR MISSION

"Enriching lives and advancing companies through training and development."

### OUR PROMISE

"Quality. Integrity. Continuous Improvement. Responsiveness."

## Learn more

- ▶ [Request a live LMS demo](#) with a product specialist
- ▶ [Visit our website](#) for more information
- ▶ Contact **813-901-8600** or [info@elogiclearning.com](mailto:info@elogiclearning.com)