The eLogic Learning APPROACH TO PARTNERSHIP
INTRODUCTION

With over 1,000 Learning Management System (LMS) providers to choose from, making a decision about where to spend your company’s training dollars can be quite the challenge. You want an LMS that gives you not only the features and functionality you need to effectively administer, track and report on training activities, but one that also provides constant innovation and dependable support. Essentially, what you’re looking for is an LMS who will also act as a learning and business partner.

Since our inception in 2001, eLogic Learning has been providing a stellar learning management system to hundreds of businesses in order to help them meet and exceed their training goals.

However, we’re not the type of vendor who gets you all set up and then doesn’t come back around until renewal time. No, we take an active partnership approach to your training success. It’s why our motto is ‘The LMS you want, the partner you deserve,’ because we really do believe that you deserve a partner, not just another service provider.

It’s also why we created The eLogic Learning Approach to Partnership. It’s our vow to give you (our partner) the best possible learning experience. You can count on us to:

- Provide you with the best Quality work
- Make sure you never doubt our Integrity
- Remain in a state of Continuous Improvement
- Never slack in our Responsiveness
- Be your Partner in Success

The following pages will give you greater insight into what each of these values entails, what we mean when we say partner and partnership approach, and why eLogic Learning is such a prominent name in the market.
VALUE #1: QUALITY

Our Definition: we do not release subpar work or present ourselves poorly

To us, our commitment to quality starts with hiring the best people. We look for individuals who are fun, friendly, and aim to provide not only their best work but enjoy making our LMS the best it can be. And, when you combine a hardworking staff with our dedication to never releasing subpar work, you get an LMS that averages between 10-15 bugs at any one time while other LMS providers (may or may not) grudgingly admit to having a few hundred. It’s also one of the many reasons why our robust learning management system is consistently ranked among the top LMSs in the world. Accolades include: Best All-Purpose Extended Enterprise LMS by Talented Learning (2016) and #1 LMS by The Craig Weiss Group (2017).

“eLogic’s flexibility and customer service, as well as their content capabilities, made them the right choice for the innovations we were planning for our training. eLogic worked with us, found out what our needs were, and put together a comprehensive package.

Josh Padget
Director Education & Training
Brady Services
VALUE #2: INTEGRITY

**Our Definition:** we believe in following through on our commitments and telling the whole truth

When we make commitments we stick to them- no ifs, ands or buts. If we tell you we’re going to email you later in the day, you’ll have an email in your inbox later in the day. If we say we’ll deliver your training environment on the 12th, it’ll be ready on or before the 12th. And, if we say an LMS update is on the roadmap then you better believe we’re working hard to get that enhancement built as soon as possible. This is true from your first interaction with us on the sales side of things, continues through to the services team and onwards to our support staff.

We’ll also be upfront and let you know if we don’t think we’re a good fit for your particular business’s needs. For example, if you’re looking for a hands-off LMS provider or one that will handle everything, then we’re probably not who you’re looking for. As your partner, we know it takes a team effort to achieve success so we work closely and collaboratively to ensure the LMS meets your needs.
VALUE #3: CONTINUOUS IMPROVEMENT

**Our Definition:** we don’t know what the word complacent means and challenge ourselves to constantly improve our product as well as the lives of our clients, employees and community

You see, we know new trends and technologies are constantly emerging in the industry, so we make it a point to continuously improve the LMS by using our Agile development process to deliver new product enhancements every 3-4 weeks. These releases are not only based on industry trends and technology but many are built based on client feedback. In fact, enhancement bundles have been released with updates derived *solely* from client feedback. Our knowledgeable team discusses any and all enhancement ideas before creating a technology roadmap (essentially, an enhancement release schedule) based on a number of different factors. Our clients appreciate this dedication to improving the system while simultaneously meeting their specific business needs.

"I really appreciate that the eLogic development team is constantly adding new functionality. We’re getting more than our buck’s worth because the system keeps improving over time. Other LMS providers make you upgrade where eLogic just makes the improvements available.

**Julian Ortiz**
Learning and Development Administrator
Presbyterian Medical Services"
VALUE #3: CONTINUOUS IMPROVEMENT (CONT.)

And, while we continuously strive to improve our LMS, we also make it part of our mission to continuously improve the lives of our employees, our clients and the community as a whole. Staff enjoy a “Just Because” holiday every year, office events like the trash-talk inducing Office Olympics, and birthday celebrations every month. After all, you should love where you work, right?

It’s also not unusual (and in fact we make it a point) to nominate our clients for the great training and development work they do. Our LMS is one small piece of a larger effort and we think you should be recognized for it!

In the community, we help charities of all sizes through donations via our Bell Ringing program as well as volunteer our time at events such as the Metropolitan Ministries’ Holiday Tent. Our execs sit on boards for local charity groups like Champions for Children, and one of our own employees even helped found a non-profit for children with disabilities called Buddy Cruise.
VALUE #4: RESPONSIVENESS

Our Definition: we think “treat others the way you want to be treated” includes the way you communicate with them, which is quickly, efficiently and personably.

Regardless of whether you’re dealing with office personnel, a sales rep, a services rep, a customer support rep, or an exec, we will respond to you with urgency. Our goal is always to resolve your request immediately. Our top-notch support team will personally reach out and acknowledge support tickets within 30 minutes and most are solved within the same business day or within a week in extreme cases. Our CEO even provides his personal cell phone number to clients and readily takes any call and listens to all feedback.

If you have an idea for a new enhancement, send it our way! They don’t just go in one ear and out the other. Our executive and development teams meet daily so we’ll discuss your idea(s) and let you know if/when we can get it on the technology roadmap. In fact, during a six-month period we released four major enhancements that were built based on the suggestions made by just one client and in the following quarter, we released 30 client-requested enhancements. So, rest assured that we listen and act on your ideas.
PARTNERS IN SUCCESS

eLogic also puts a strong emphasis on its partnership approach. We believe clients shouldn’t be treated as just an income source or numbers on a spreadsheet but as partners who can trust us to keep their best interests in mind and help them succeed.

Now, we’ve noticed a lot of other vendors throwing around the words “partner” and “partnership” lately too, but that really isn’t enough, is it? For us, it goes beyond just words. We’re here to make sure we deliver on our promise to help you increase productivity, mitigate risk and generate revenue and/or see a return on your investment. We do this a number of different ways:

- Via our high-touch implementation approach that pairs you with a services team member who actually listens to what you want and helps your training vision become a reality
- Through our decades of combined experience and best practices
- Through a dedicated and responsive support team that is a guiding hand when you need it or walks you step-by-step through a problem all the way to its solution when a guiding hand won’t suffice
- In doing our due diligence and putting all prospective clients though a “best fit” vetting process. This is to make sure we’re not only a good fit for your needs but that your business will also benefit from what we provide
- Providing you with the tools and resources to ensure you made the right LMS decision and not a costly mistake
- ...and so many more
PARTNERS IN SUCCESS

This partnership approach is truly one of the biggest differentiators between eLogic and our competitors. Add in a team of knowledgeable and caring professionals, growing market visibility and buzz, and you’ve got the makings of a thriving company that is leaving its mark on the LMS industry.

A company that has been financially profitable year over year since its inception. A company that has stayed true to its mission, values and promise to its client partners. A company that embodies a partnership approach not only inside of the office but outside of it, as well through a variety of charitable donations and events. And a company that truly believes “everything matters, everyone matters...every time.”
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

**Brandon Hall** – Silver Award Best Advance in Learning Management Technology for Compliance Training (2017)

**Talented Learning** – Best All-Purpose Extended Enterprise LMS, Top 3 Continuing Ed LMS, Top 3 Compliance LMS (2017); Best All-Purpose Extended Enterprise LMS, Top 2 Continuing Ed LMS, Top 3 Compliance LMS (2016); Top 3 Continuing Ed LMS, Top 10 Channel LMS, Top 10 Customer LMS, Top 10 Compliance LMS (2015)

**E-Learning 24/7** – #1 LMS (2017 & 2018); Top 3 LMS (2016); Top 3 LMS, Top 2 Extended Enterprise LMS, & Top 5 NextGen LMS (2015); Top 5 LMS (2014)

**CODiE** – Best Corporate / Enterprise Learning Solution Finalist (2017)


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

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