



# General RFP Proposal



## Table of contents

Introduction	4
Why choose CYPHER Learning	4
The CYPHER solution	5
Generative – Generate what you need with ease	5
Learning – Deliver the modern learning experience	6
Platform – Start from a position of strength	6
CYPHER Learning differentiators	6
Unified content development and delivery	6
Controlled generative AI	6
Personalized skills development	6
Intuitive user interface	7
Automation	7
Publish CYPHER courses to any LMS	7
Global	7
Experience and accolades	8
Customer reviews	9
Award-winning platform	10
CYPHER strategic partnerships	10
Solutions that accelerate student and organizational performance	12
Enduring benefits of our human-centric approach	12
Features that will forever change your learning process	12
AI-powered content creation	12
AI-powered voiceover	13
Classes	14
Built-in content authoring	14
Graphical dashboards	15
Graphical class catalog	15
Automation	16
Gamification	17
Adaptive learning	17
Learning goals, paths, and groups	18
Assessment	19
Gradebook	20
Mastery and competencies	20
Analytics	21
Reporting	21
Collaboration and communication tools	22
Parents	22
Customization	23



Mobile access	23
Integrations and standards	24
Detailed features list	25
Artificial Intelligence	25
User experience	25
Classes	26
Class catalog	27
Content authoring	27
Micro learning	28
Learning paths	28
Adaptive learning	28
Skills development	29
Customization	29
Automation	29
Gamification	30
Quiz system	30
Assessments and grading	31
Mastery and competency-based learning	31
Analytics and reporting	32
Organizations and teams	32
Collaboration and communication	32
E-commerce	33
Marketing features	34
Administration	34
Standards	35
Integrations	35
SIS integration	36
Open API	36
Help	37
Security	37
Storage	37
Backups	37
Technology used and performance	38
Customer service and support	38
CYPHER Care	39
Global support	40
Geographical locations	41
Accessibility	41
Timeline for implementation	43
Pricing	43
Conclusion	44



## Introduction

CYPHER Learning is leading the necessary disruption of learning platforms to unleash human potential. The company combines Learning Management System (LMS), Learning Experience Platform (LXP), and content development into one platform, streamlining efficiency for academic institutions. Using controlled generative AI, CYPHER reduces administrative tasks and accelerates time from content ideation to delivery for educators and administrators. Industry analysts say CYPHER is the "best Gen-AI content creator" and is a "supercharged technology platform that rocks skills-based learning". Millions of people worldwide experience their "just in time, just for me, just the way I want it" approach in [50+ languages](#).

This proposal provides a detailed overview of CYPHER Learning. We are happy to provide a live demo of our modern learning platform if you require additional information. If you would like to schedule a demo or have any other questions, please contact our head office at:

CYPHER Learning  
7250 Dallas Parkway, Suite 400  
Plano, TX, 75024

Demo: [www.cypherlearning.com/contact-sales/schedule-a-demo](https://www.cypherlearning.com/contact-sales/schedule-a-demo)

Phone sales: +1 972 634 3401

Email sales: [sales@cypherlearning.com](mailto:sales@cypherlearning.com)

## Why choose CYPHER Learning

We believe learning is the heart of innovation and progress. Everything we do is about empowering academic institutions and businesses to inspire, develop and celebrate their learners. We just happen to make a beautiful and modern learning platform to get them there.

## The challenge CYPHER solves

In today's accelerated landscape, the time and budget to develop and deploy high-demand courses are increasingly scarce commodities. Plus, allocating resources for seamless delivery and timely updates adds another layer of complexity. **It's costly. It's convoluted. It's complex.** Traditional LMSs force organizations to cobble together a complex and confusing technological learning ecosystem to meet learning expectations.

Even with technological advancements and jam-packed tech stacks, creating relevant and engaging courses at a fast pace remains an uphill battle for many content developers.



From all of the language and format requirements to addressing neurodiversity, creating courses just keeps getting more complex. The handoff from creation to delivery is rife with complications, each stage having its own list of prerequisites.

Also with a jam-packed tech stack, traditional learning management systems involve a convoluted series of steps—from uploading content, devising quizzes, and mapping competencies to supporting multiple languages, formats, and neurodiversity—that devour precious time.

Personalized learning is a whole other dimension to layer on.

## The CYPHER solution

CYPHER obliterates these challenges  
1 platform, 3 powers  
LMS + LXP + content development



CYPHER is more than an LMS. It unifies the two siloed and confusing worlds of content development and delivery, not only consolidating your tech stack but your workflow, too.

We simplify, streamline, and save you time and resources by offering 1 platform with 3 powers: Learning Management System (LMS) + Learning Experience Platform (LXP) + content development enabled by AI.

We fuse content development and delivery to:

- Elevate the learning experience at every juncture
- Move learning at the speed of change
- Create measurable and impactful learning with a maximum ROI
- Provide personalized learning at scale
- Reduce the financial and people resources needed for creating and delivering learning

This powerful combination is delivered via our generative learning platform.

## Generative – Generate what you need with ease

- Complete course creation: AI 360
- AI media options: visuals, voiceover
- Learner creation (coming early 2024)
- Generate courses in 50+ languages



## **Learning – Deliver the modern learning experience**

- Competency-based approach
- Personalized skills development
- Assessment and evaluation
- Human connection
- Leveled-up gamification

## **Platform – Start from a position of strength**

- Sophisticated automation
- Enterprise-class integration
- Insightful reporting and analytics
- Gorgeous interface and experience
- Sell online courses
- Manage everything
- Security and support

## **CYPHER Learning differentiators**

### **Unified content development and delivery**

The CYPHER platform offers a united solution for developing comprehensive content. You can develop courses, assessments, gamification elements, and map competencies to content. Tailoring courses to individuals is effortless with unique digital learning profiles, ensuring customized learning at scale.

### **Controlled generative AI**

Control the generative AI experience with CYPHER's simple and packaged approach.

- Control content by uploading your own videos, PDFs, slide decks, and other resources to create customized courses that use your terminology, branding, and style to truly make your courses, yours. Rest assured, all of this is private.
- Control content credibility with CYPHER AI cross check that uses multiple AI technologies that check against one another to decrease the risk of AI hallucination and false positives.

### **Personalized skills development**

CYPHER revolutionizes conventional and uniform skill training with its competency-focused strategy. CYPHER provides insight into mastery levels of each competency and offers tailored learning recommendations. With AI 360 with Copilot, courses are automatically competency mapped, allowing for personalized learning at scale.



## **Intuitive user interface**

The allure of CYPHER's interface lies in our stunning design – it's gorgeous, intuitive, and easy to use. From our graphical dashboards to adaptive learning paths, find everything you want exactly when and where you expect. Our human-centric approach focuses on clarity over complexity, so users remain in control without sacrificing on capabilities. "The best way to describe the tech is to say it anticipates the moves of the learner," said Brandon Hall Group.

## **Automation**

CYPHER is the only platform built around sophisticated automation from the ground up to heighten efficiency and scalability. Our advanced automation powers CYPHER's platform-wide gamification, the largest of its kind, with 120,000 learners participating in weekly periodic leveling challenges. Points frequently reset to encourage active participation and motivation. It's also allowed CYPHER to be the leader in deploying AI broadly throughout the platform.

## **Publish CYPHER courses to any LMS**

CYPHER is both an LTI consumer and, unlike other LMSs, an LTI provider. Meaning, you can seamlessly integrate CYPHER courses into other LMSs with no export required. Build the courses in CYPHER and get all the benefits, including features like gamification, competencies, and assessments.

## **Global**

CYPHER stands out as the sole platform offering a real-time communication universal translator, encompassing messaging and posts. The platform supports an impressive range of over 50 languages, and with AI 360, courses can be automatically created in each of these languages.



## Experience and accolades

### Industry analyst perspectives and insights

#### **Brandon Hall Group** – Michael Rochelle, Chief Strategy Officer

##### Competency-based learning

- “This is a supercharged next-generation technology platform that rocks competency and skills-based learning.”

##### Artificial intelligence

- “CYPHER Learning is disrupting the learning and development space by creating an intuitive, AI-powered platform that offers engaging content and measurable results.”
- “Moving through the platform is intuitive and fast. The best way to describe the tech is to say it anticipates the moves of the learner. And it’s super powerful.”

##### Intuitive user interface and scalability

- “CYPHER Learning is an admin’s dream. Forget the steep learning curve, this tech is as intuitive as it gets. This tech truly does save time and energy and is infinitely scalable.”

#### **CYPHER Learning is Certified as a Smartchoice® Preferred Provider by Brandon Hall Group.**

#### **The Craig Weiss Group** – Craig Weiss, Lead Analyst and CEO

##### Artificial intelligence

- “The best Gen-AI for course content builder I have seen – regardless if it is a learning system (LMS, LXP, Learning Platform, etc.), a TM/PM platform, and even an authoring tool.”
- “It is truly amazing in everything you can do, including synthetic audio.”
- “CYPHER uses multiple LLMs, which is another massive win for me, as it is an excellent route.”

#### **Talented Learning** – John Leh, CEO and Learning Systems Industry Analyst and Consultant

##### Competency-based learning

- “For anyone who’s an instructional designer, it’ll just knock your socks off to see all of the steps you used to have to do manually that you don’t have to do anymore.”

##### AI 360 with CYPHER Copilot

- “In the industry, it takes a minimum of 40 hours to create an hour’s worth of content. Here you’re getting to 80-90% in 10 minutes.”

##### Automation

- “They have one of the best automation engines in the industry.”





## Customer reviews

"With my curriculum, in Mississippi, we are required to keep up and track as our students master specific objectives and standards. With CYPHER Learning, that process is built-in. I can customize it to my liking, and I have all of that data right at my fingertips. It's amazing."

*Gigi M.*

*Computer Science Teacher at Senatobia Municipal School District*

"CYPHER Learning is the backbone of the school. It is used continuously. It gives us structure for the functioning of our learning sessions, and enough functionality to work in those sessions and on everything else. It gives us structure and unity."

*Monica Peñafiel*

*High school English Teacher at San Antonio De Padua Catholic*

"It is a very easy platform to use, especially for students and families, with a very friendly layout. It also has a series of support systems, including communication with parents, students, the ability to invoice for online Classes, and other qualities that make the system very versatile and facilitate a teacher's work."

*Renzo Forlin*

*Director General at Colegio Alpamayo*

"One of the things that we are really excited about is being able to tie the state or national standards as competencies. Then, when students complete a Class, they are awarded certain competencies or standards that we have aligned with the Class. This shows schools evidence that students are meeting standards."

*Dani Bates*

*Executive Director STEM Initiatives at 21stCentEd*

**Read more reviews on [G2](#) and [PeerSpot](#)**



## Award-winning platform

**CYPHER has over 100 awards and recognitions from industry leading organizations** including Forbes Advisor's "Best Overall LMS," and U.S. News & World Report's "Best for Skills Development." We've also received recognition for our work in academia, earning the title of "Best K-12 Remote Learning Partner" in the SIIA CODiE Awards and numerous other awards. To learn more about the recognitions and awards that CYPHER has received, see our [awards page](#).

"The intuitive user interface (UI) and multiple ways to award employees for using the CYPHER Learning platform scores major points—it's visually pleasing and keeps employees engaged. Aside from the user experience (UX) though, it's a comprehensive platform that's simple to use to create classes and track analytics of employee performance. It doesn't require advanced coding to create great-looking training modules, and it offers a mobile app to make learning easy on whichever device your employees prefer."

*Amy Nichol Smith, Forbes Contributor*



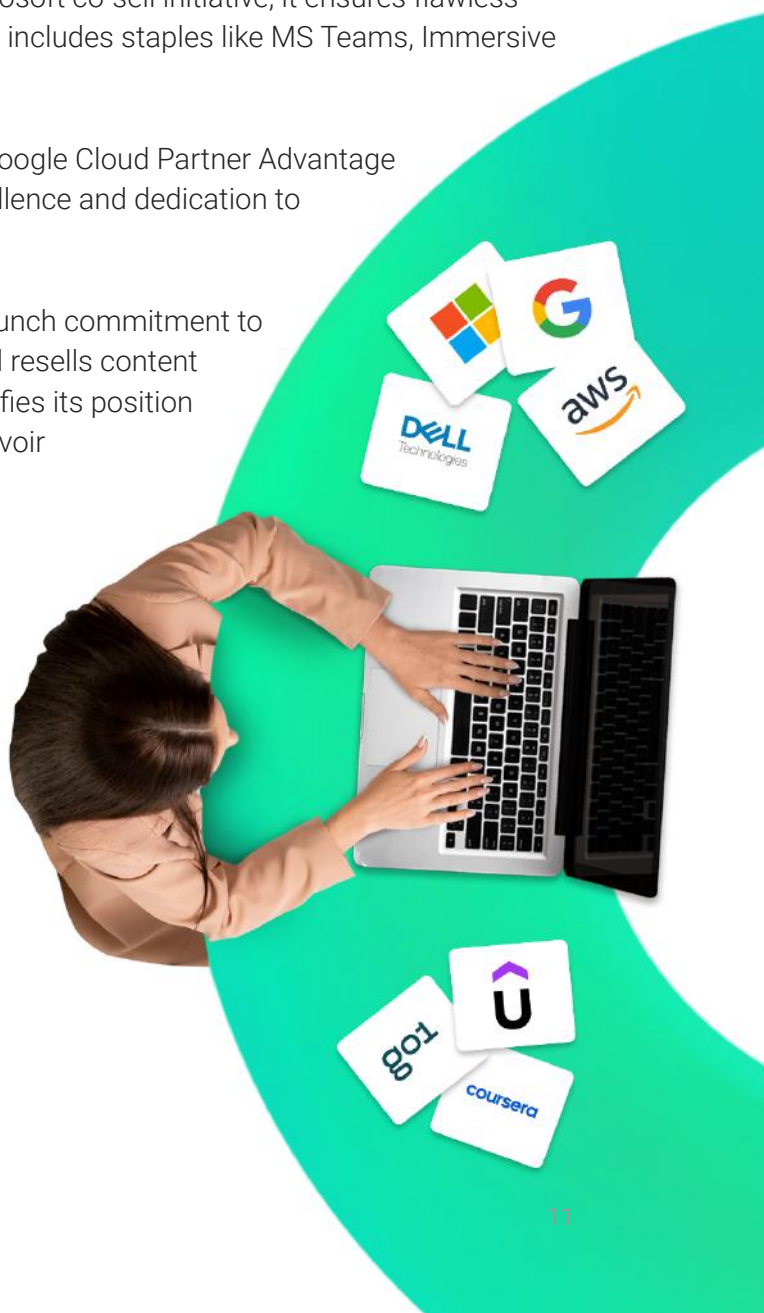
**//CODiE//**  
2022 SIIA CODiE WINNER



## CYPHER strategic partnerships

Driven by innovation and collaboration, CYPHER Learning has emerged as a formidable player in the ed-tech sector. This rise to prominence stems from its strategic collaborations with industry powerhouses. Intent on reshaping the educational canvas, CYPHER Learning crafts a network of alliances that not only boosts its proficiency but also broadens its influence.

- **AWS:** Solidifying its relationship with AWS, CYPHER Learning engages in their co-sell initiative. This collaboration showcases the trust and mutual growth objectives shared between the entities.
- **Dell:** Recognized by Dell Technologies as a global educational ally, CYPHER Learning provides comprehensive learning solutions packaged with Dell's renowned products. Catering to academic establishments, governments, and districts, the CYPHER platform is instrumental in delivering an all-encompassing and cohesive educational experience tailored for diverse learning requisites.
- **Microsoft:** CYPHER Learning stands tall within the Microsoft Partner landscape. As a Global Trainer Partner and an active member of the Microsoft co-sell initiative, it ensures flawless integration with Microsoft's diverse toolset, which includes staples like MS Teams, Immersive Reader, OneDrive, and OneNote.
- **Google:** CYPHER Learning's participation in the Google Cloud Partner Advantage program attests to its unwavering pursuit of excellence and dedication to best-in-class services.
- **Go1, Coursera, and Udemy:** Demonstrating a staunch commitment to holistic learning, CYPHER Learning integrates and resells content from Go1, Coursera, and Udemy. This move solidifies its position as a gateway that links students with a vast reservoir of knowledge.





## Solutions that accelerate student and organizational performance

Our solutions deliver dynamic, personalized, and modern learning across K-12, higher education, and trade and specialty schools.

- Competency-based learning
- Classroom learning
- Blended learning
- Continuous learning during disaster
- Student onboarding
- Teacher onboarding

## Enduring benefits of our human-centric approach

Students desire and demand modern, holistic learning to stay competitive, entertained, and ready for what's ahead. Our human-centric approach delivers benefits and outcomes that have lasting positive effects on their personalized educational path and life path.

- Increased student engagement
- Stronger culture of continuous learning
- Decrease costs
- Improve student satisfaction
- Lower administrative support requests
- Scale personalized learning

## Features that will forever change your learning process

CYPHER delivers a centralized environment for creating content, providing online teaching, evaluating student performance, covering administrative needs associated with teaching, and allowing users to collaborate and connect.

### AI-powered content creation

AI 360 with CYPHER Copilot, our AI-powered tool, accelerates the creation of gamified, multimedia classes, and assignments in minutes - laying the foundations for personalized learning at scale.

AI 360 can help build every part of a class. From class outlines to class content. From quizzes to essay questions. From rubrics to gamification. Ask AI 360 to build the whole class or just parts - it's up to the teacher. AI 360 can help you create:

- Class outline with description
- Classes from your uploaded content – PDFs, videos, and more.
- Class content
- Competency mapping and tagging

- Rubric creation
- Gamification
- 50+ languages
- Question banks
- Images with AI
- Assignments
- Group/Individual project
- Glossary
- Study guide
- Voiceover



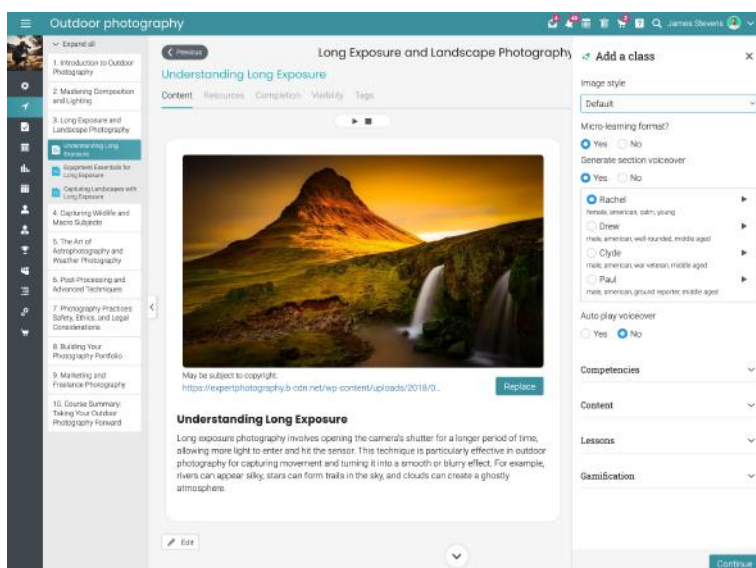
CYPHER AI 360 is a simple and packaged approach to AI. Control content by uploading your own resources – videos, PDFs, etc. – to create customized courses that use your terminology, branding, and style. Rest assured, all of this is private.

Specify writing style (academic, casual, humorous, etc.), automatically tag content by outcome and purpose, specify your audience (child, adult, etc.), specify AI-generated image style (photographic, digital art, analog film, etc.) and create your entire class in your native language (50+ languages are supported on our platform).

AI 360 with CYPHER Copilot takes care of 80% of the work required to design and curate classes, competencies and assignments, meaning teachers and administrators can focus their attention on the final 20%. The final 20% needs: human intelligence, validation of content and direction of the overall learning experience.

## AI-powered voiceover

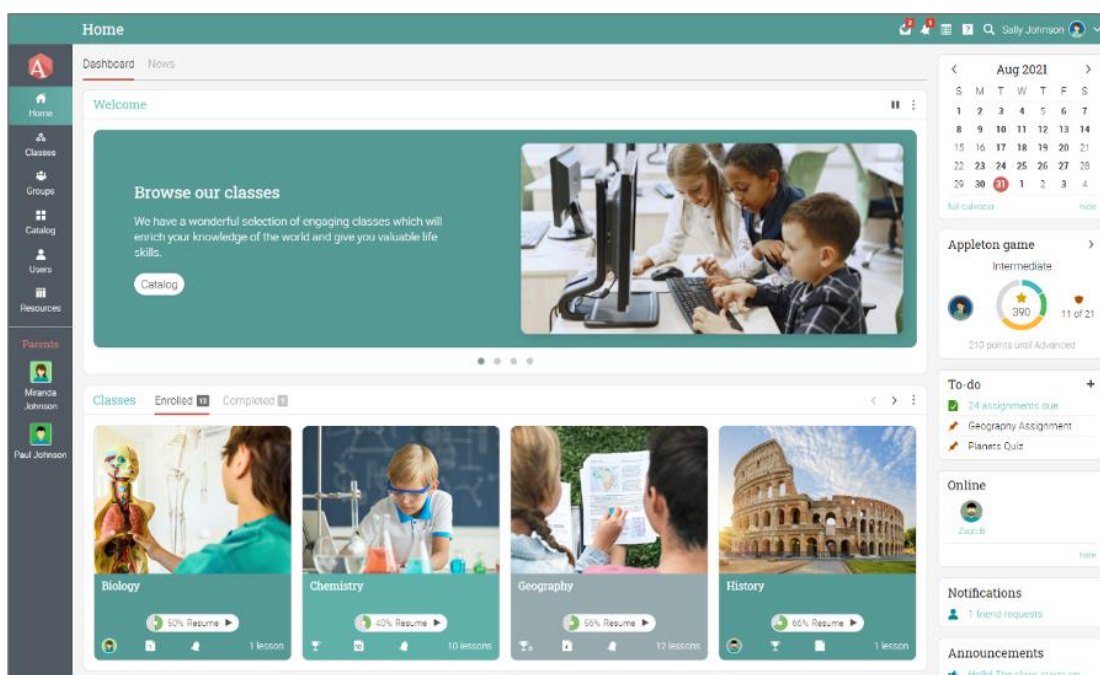
Transform static lessons into engaging, multisensory experiences with CYPHER AI 360's cutting-edge voice synthesis capabilities. Explore 35+ voices or upload your own. Easily adjust reading speeds, and effortlessly navigate through lesson content. Combining visual and auditory learning enhances comprehension and listening to lessons can boost interest and engagement.





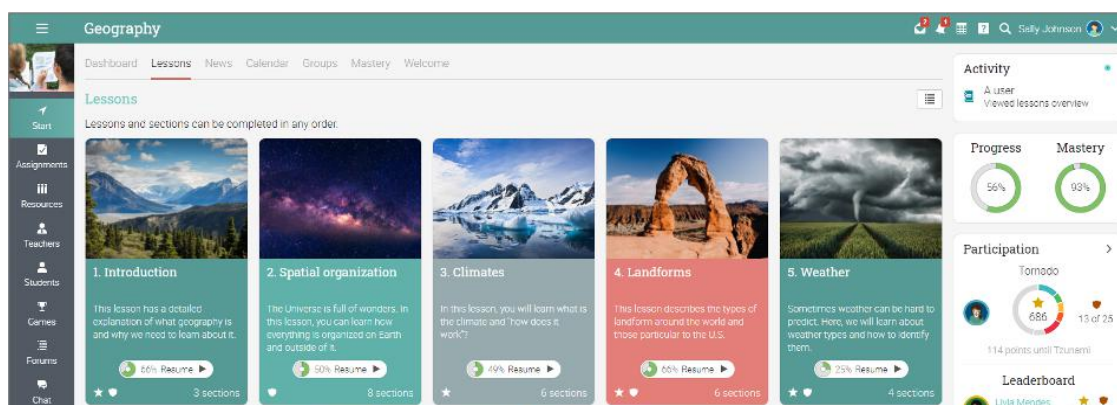
## Classes

Teachers can select the type of class that best suits their teaching style, whether it's blended, self-paced or teacher-led. Each class has useful features based on its style making it easy to create and deliver educational content. They can also create micro classes that are designed to be consumed in small pieces by students. For educators who teach multiple sections of the same class, save time by using our unique class sync feature to push changes from the master copy of a class to the others. Classes can be created based on templates that can be reused and stored in the Resources library.



## Built-in content authoring

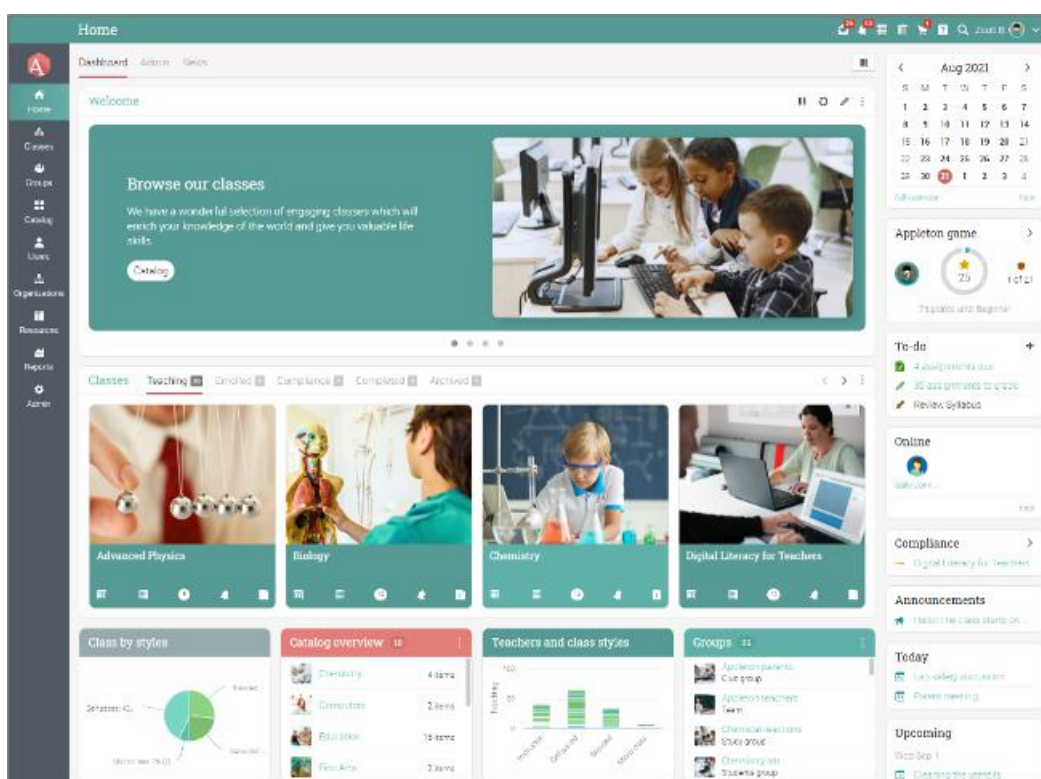
Create engaging classes fast and without any technical knowledge using our built-in content authoring tool. Embed any kind of content and media including audio, video, Office documents, Google Docs, and OneDrive files.



## Graphical dashboards

Our platform offers visually appealing tile-based Home dashboards tailored for students, teachers, and administrators. These dashboards grant users swift access to information pertinent to their respective roles. Designed with simplicity in mind, these dashboards deliver insightful data to teachers, empowering them to steer student progress and evaluate performance effectively.

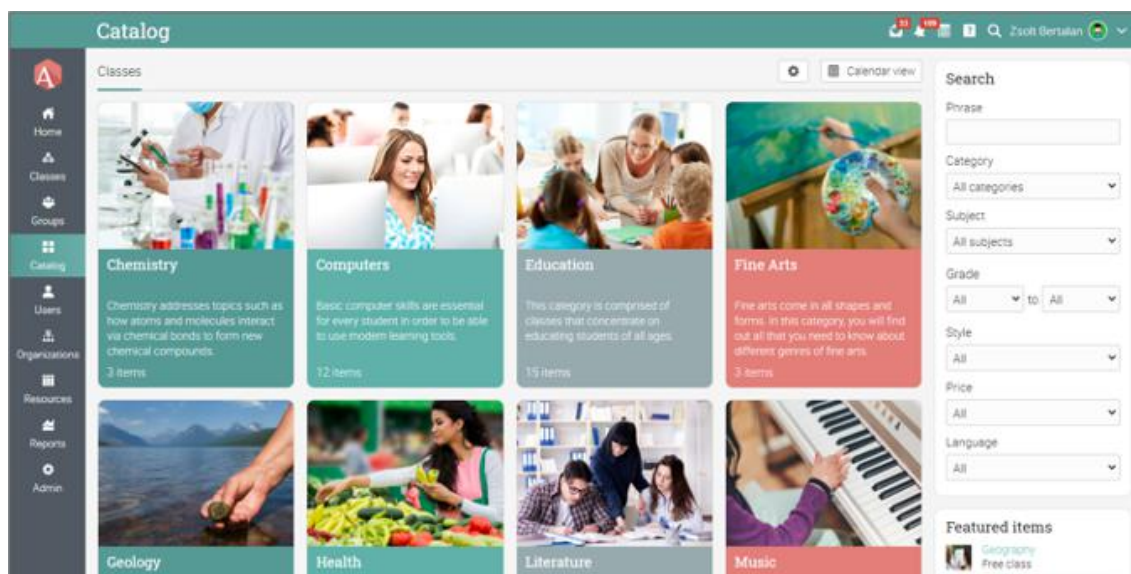
The value of these dashboards lies in their user-centric design and the actionable insights they provide. By offering an organized, easy-to-navigate interface, students, teachers, and administrators can quickly find the information they need. For teachers, these dashboards act as valuable compasses, highlighting crucial indicators that aid in shaping effective learning strategies. This streamlined access to essential data saves time and enhances decision-making, contributing to a more informed and efficient learning ecosystem.



## Graphical class catalog

Present classes in an easy-to-use, visually appealing catalog that helps students stay organized and skim personalized information. If e-commerce is enabled, you can also sell classes directly from the catalog.

Make it simple for students to find and understand classes while also offering the option to purchase them directly, boosting convenience and potentially increasing revenue.







## Automation

The CYPHER platform offers automation in numerous areas. Utilizing the capabilities of AI-driven tools, it handles the repetitive and monotonous tasks that facilitate skill enhancement, gamification, competency assignment, curriculum construction, induction, proficiency attainment, and other functions. Even in the absence of AI technology, we furnish over 25 automated functions that provide teachers and administrators with the invaluable resource of time. Time that can be devoted to teaching, channeling creativity, resolving issues, and engaging with students. For those aiming to optimize their time utilization, our AI-powered tools are at your disposal, enabling you to generate a comprehensive class complete with competencies, gamification, evaluations, and more—in just minutes.

### Completion actions

Add actions here that should be performed when the lesson is completed.

Action	Added	Edit	Remove
★ Award 50 points for game Appleton game (popup)	Jul 5, 2019		
🏆 Award badge <b>Perfect attendance</b> for game Appleton game (popup)	Jul 5, 2019		
🔓 Unlock lesson Spatial organization	Jul 5, 2019		

 Add



## Gamification

Elevate student engagement through CYPHER's advanced gamification, encompassing awards, competition, and motivational elements. Employ leaderboards, periodic leveling, and game elements within classes and learning paths. Enable accumulation of individual, group, and site-wide points contingent upon participation, scores, and more. Bolstered by the world's most expansive gamification implementation, CYPHER caters to over 120,000 users. Seamlessly integrate gamification using our AI-driven tools, which automatically embed this feature. Infuse learning with enjoyment and rivalry via gamification, crafting games that allow students to amass points and badges upon accomplishing tasks throughout class activities. Customizable game levels, leaderboard tracking of student's advancement, and personalized badge creation are at your disposal. Utilize this functionality to fashion class materials, learning journeys, comprehensive site-wide competitions, and collaborative team-based games.

**Geography**

**Participation**

Levels

Levels	Points	Edit	Remove
Drizzle	200		
Rain	300		
Storm	400		
Tornado	500		
Tsunami	800		

**Drizzle level actions**

The following actions are performed when this level is achieved

Action	Added	Edit	Remove
Send the canned message "achieve level"	Jul 14, 2018		
Award badge Climate Guru for game Participation	Oct 19, 2018		

**Leaderboard**

Student	Points	Rank
Livia Mendes Tzunani	1196	13
Anni Jones Tzunani	1080	19
Ben Brinko Tzunani	810	6
Kate Johnson Tzunani	790	2
Thomas Goss Tzunani	765	4
Sally Johnson Tornado	655	13
Tanner Willis Tzunani	655	15
Adrian Lim Tzunani	670	4
David Gorman Tzunani	665	7
Alan Pagan Tzunani	640	4

**Teams**

## Adaptive learning

Leverage automation to dynamically personalize a class based on the previous actions of a student, enabling you to create adaptive learning modules, assignments, and learning paths. For example, if a student demonstrates existing mastery of a competency in an early quiz, you could automatically hide basic lessons and show more advanced ones instead. Additionally, the system can offer proactive recommendations, suggesting relevant materials and activities based on the student's progress and interests, further enhancing their learning experience.

**Completion actions**

Add actions here that should be performed when the lesson is completed.

Action	Added	Edit	Remove
Award badge Participation for game Participation	Aug 9, 2016		
Unlock lesson Landforms	Aug 9, 2016		
Hide lesson Hydrosphere	Jun 25, 2018		

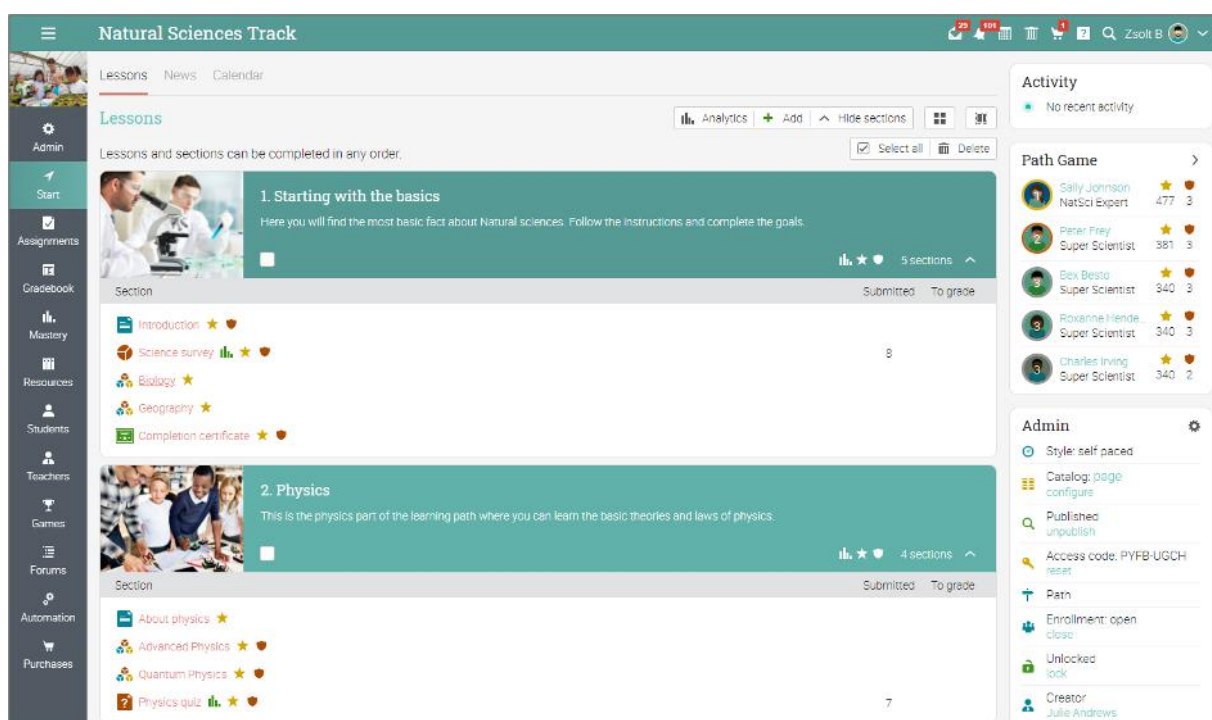
**+ Add**

## Learning goals, paths, and groups

CYPHER's adaptive learning, enables educators to evaluate students' knowledge, skills, and preferences, resulting in customized learning paths. However, what truly sets CYPHER apart is our innovative approach called Learning Goals. Here, students take charge of their learning, driven by the desire to excel or acquire specific skills and knowledge. Learning Goals adopts a competency-based strategy, contrasting with adaptive learning's singular assignment approach. Starting with a digital profile and layering on learning goals, students embark on learning paths shaped by **multiple** assignments, ensuring mastery is thoroughly gauged. Upon mastery attainment, redundant content is excluded, preventing monotony by focusing on areas needing improvement.

For teachers, a comprehensive dashboard gauges mastery levels for individuals or groups. Collaborative learning takes center stage as students with similar learning goals are grouped together. This finely tuned approach delivers precise insights into competency mastery, enabling educators to showcase progress and validate personalized skills development. Teachers benefit from CYPHER's learning paths, competency assignments, and automatic competency-content mapping. Over 3,000 preloaded competencies expedite the process, allowing seamless competency-content mapping, assignment, and reporting in mere minutes.

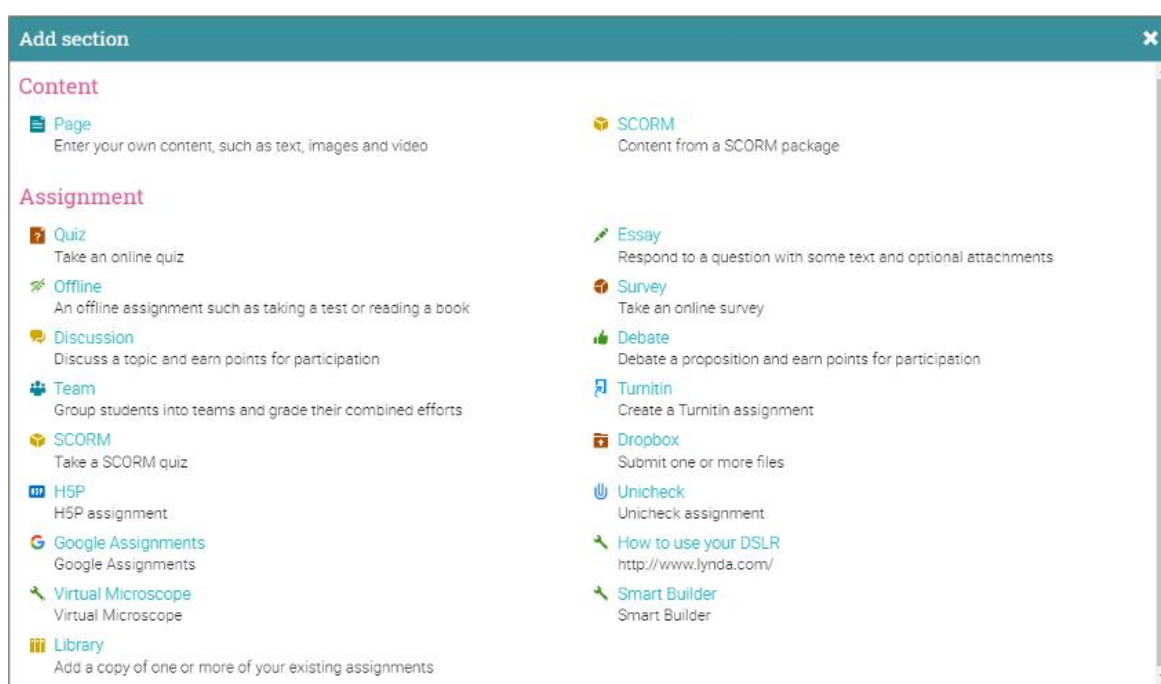
Student engagement is driven by their pursuit of well-defined goals. Elevate student motivation by enrolling them in tailored learning paths, fostering a sense of purpose, and acknowledging their achievements through rewards. By integrating learning goals into the equation, individualized learning experiences gain momentum, while the inclusion of learning groups amplifies this effect by facilitating connections among students with similar objectives. This synergy between personalized learning paths and shared learning goals cultivates both individual growth and meaningful human connections, enriching the learning journey as a whole.



## Assessment

Choose from a diverse array of **16 assignment types**, encompassing quizzes, essays, debates, team projects, Dropbox assignments, discussions, surveys, H5P assignments, and more. Notably, our platform seamlessly integrates with Turnitin and Unicheck, offering robust plagiarism detection capabilities. Simplify the process of performance evaluation with our intuitive scoring and customization tools.

This comprehensive suite of assignment options is indispensable for teachers and administrators aiming to ensure precise and well-rounded evaluations of students' skills and knowledge. By providing a wide spectrum of assignment choices, educators can tailor evaluations to align with their teaching programs' distinct learning outcomes and objectives. Moreover, our **AI-powered tool** adds a layer of convenience, embedding quizzes and essays seamlessly into the learning experience. **Integrated plagiarism detection** tools fortify the assignment process, guarding against dishonest practices and ensuring integrity. The scoring and personalization tools streamline the assignment procedure, furnishing insights that guide teaching enhancements and individual skill development. Ultimately, this feature fosters an efficient learning ecosystem, equipping students with the essential skills and knowledge to succeed in the classroom and beyond..



## Gradebook

Grading is simplified using our reliable gradebook. See a centralized view of all grades and quickly add results and make changes. The gradebook includes pop-up analytics, where you can see the progress of your students through the assignments. Use rubrics to grade assignments and you can also export grades.

[illegible]

## Mastery and competencies

Leverage the CYPHER platform to scale competency-based learning and closely track skill development. Ensure seamless integration of class content with specific skills. Design tailored competencies, conveniently stored within the Resources library. CYPHER harmonizes content and assignments with competencies, enabling comprehensive progress tracking and skill mastery assignment. This comprehensive method enhances understanding by analyzing how well skills are addressed, ultimately fostering skill mastery.

We understand that competency mapping can be very time-consuming. CYPHER offers an AI-powered alternative. With a repository of over 3,000 competencies (constantly expanding), we streamline the process. You can conveniently view student mastery progress in a single view, providing a unified perspective on the learning journey.

[illegible]

## Analytics

Instantly access student progress analytics to identify areas needing extra support. Visualize insights through graphics for modules, assignments, mastery, completion, and more.

This tool is crucial for educators and administrators who want to enhance teaching outcomes. Rapid insights into student progress allow targeted support. Graphic visualizations provide a quick overview, guiding effective interventions. This data-driven approach allows educators to track student progress, participation and engagement, leading to improved skill development and effective lesson planning.



## Reporting

Attain critical insights through the generation of reports covering module progress, competency coverage, outstanding tasks, student engagement, class status, completion rates, and more. Utilize custom reports to focus on specific data categories, including users, classes, paths, and organizations. Enhance visibility by incorporating report widgets that display custom charts directly on the dashboard.

Make informed decisions. By accessing pertinent data through these reports, you can evaluate the effectiveness of your teaching programs and identify areas for improvement. Customizable reports allow a tailored analysis, supporting targeted interventions and refined strategies. The inclusion of report widgets ensures real-time visibility of key metrics, facilitating quick decision-making and proactive adjustments. Ultimately, this feature enables educators to optimize their teaching initiatives, align them with learning objectives, and drive better outcomes.

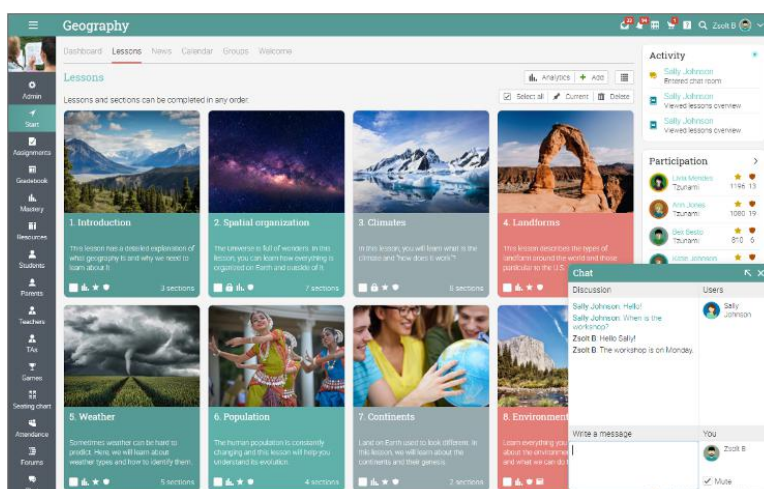




## Collaboration and communication tools

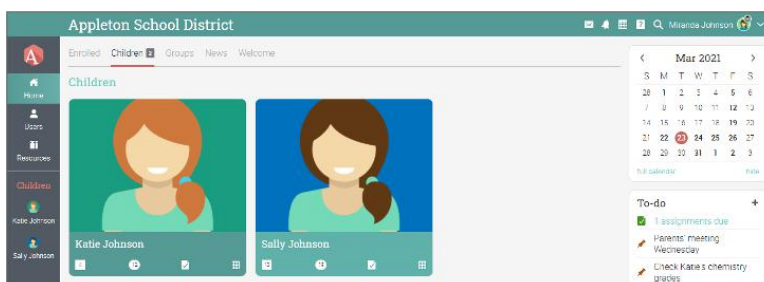
Our unique platform features a Universal Translator, enabling real-time communication in over 50 languages. Establish connections with individuals who share your learning objectives through wikis, forums, chat, scrolling real-time widgets, and the Green Dot activity indicator. We simplify the process of fostering human connections for both students and teachers, providing tools like groups, chats, wikis, forums, and web conferencing. Additionally, users can connect as friends and utilize our messaging system, receiving and responding to messages via email, further facilitating seamless interaction.

The significance of this lies in fostering meaningful human connections within the learning environment. The Universal Translator broadens the scope of interaction, transcending language barriers and facilitating global collaboration. Features like wikis, forums, and chats enable students to engage, discuss, and share insights, enhancing the sense of community and collective learning. The convenience of email-based communication ensures continuous engagement, even outside the platform. This emphasis on human connection promotes a supportive and collaborative atmosphere, enhancing learning outcomes and enriching the overall educational experience.



## Parents

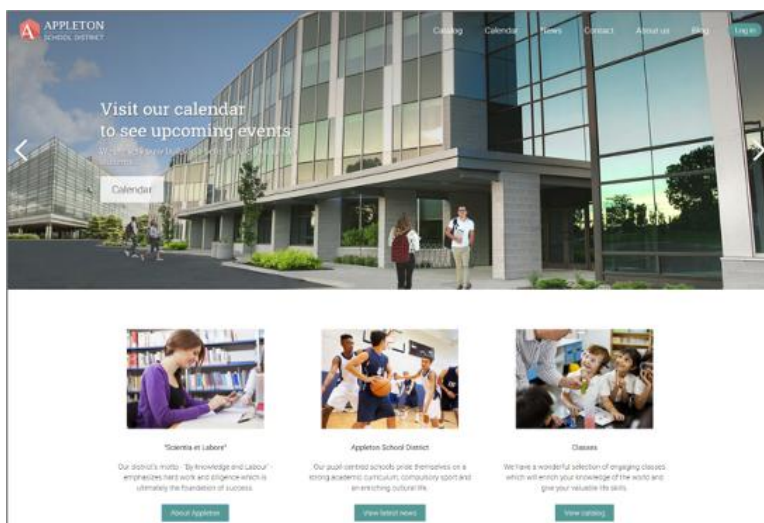
Parents can use CYPHER to communicate with school staff and access their childrens' grades and track their progress. Parents have their own dashboard with tiles, which shows various statistics, such as classes and groups that the children are enrolled in, and links to their profile, grades, and calendar.



## Customization

Tailor CYPHER to reflect your school's unique identity by incorporating a personalized logo, color scheme, portal design, and other branding elements. The Organizations feature allows for enhanced personalization by configuring distinct visitor portals.. These customized portals boast individual URLs, catalogs, logos, tailored pages, and more.

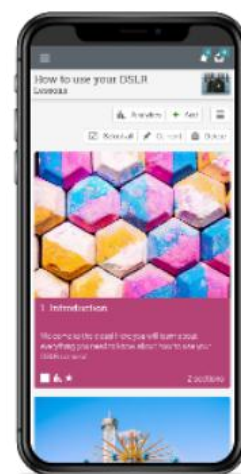
This customization capability is crucial for schools to align their learning materials with their school colors and logos.. It ensures that students and partners experience a consistent and recognizable visual identity throughout their interactions with the platform. By offering schools the ability to create unique visitor portals, the platform becomes a versatile tool that not only delivers tailored content but also reinforces each school's distinct identity. This personalization not only enhances user engagement but also strengthens relationships, contributing to a more memorable and impactful learning experience.



## Mobile access

Our platform boasts full responsiveness, ensuring it delivers a seamless and appealing experience across various mobile devices. Additionally, we offer dedicated mobile apps for both iOS and Android, enabling users to enjoy the functionality of CYPHER while on the move and even offline. The offline mode grants users access to content they've previously viewed online, even when not connected.

This feature is immensely important as it aligns with the modern learning landscape, where students frequently access content through mobile devices. By providing responsive design and mobile apps, we ensure that students can engage with CYPHER's offerings conveniently, regardless of their location or connectivity. The offline mode further enhances accessibility, enabling uninterrupted learning experiences, even in areas with limited internet access. This adaptability and accessibility contribute to enhanced engagement, making learning more flexible and accommodating for users' diverse needs and preferences.



## Integrations and standards

Integrate your preferred learning tools effortlessly with the CYPHER platform. Unlock access to thousands of applications and services that seamlessly merge with our ecosystem. Connect seamlessly with third-party apps and tools to enhance your learning experience.

The significance of this integration capability lies in its power to streamline processes and optimize learning workflows. CYPHER offers diverse integration options tailored to your unique needs:



**Built-in Integrations:** CYPHER seamlessly connects with essential systems like Google Drive, Google Workspace, MS Teams, Microsoft 365, OneDrive, GoToMeeting, PayPal, Authorize.net, Stripe, Go1, Kaltura, and xAPI. You can also integrate with popular class catalogs including Coursera, Go1, edX, LinkedIn Learning, and Udemy through the App Center, rendering them in the Class Catalog. EdTech standards like LTI and SCORM are also included, ensuring a standardized learning environment.

**Zapier Integrations:** With support for Zapier integrations, CYPHER empowers you to automate processes, link apps, and streamline workflows. This saves time, automates tasks, and boosts productivity across 5,000+ apps and services, all without the need for developer assistance or IT intervention.

**API 2.0 Integration:** CYPHER's API 2.0 enables seamless data access, system connections, and automated actions like user enrollment. This empowers you to export data, build custom integrations, and connect with third-party apps. The modularity of API 2.0 ensures compatibility and interoperability, reducing development costs while enhancing quality and reliability.

**Connect by CYPHER:** Simplifying workflow integration, Connect is a pre-built integration tool that seamlessly ties our learning platform with thousands of enterprise applications, including HRIS and CRMs. From simple tasks to complex workflows, you can swiftly create Connect workflow integrations through a user-friendly graphical interface. This enables smooth data flow between applications, aligning with your business scenarios without requiring IT support.

**Standards:** CYPHER adheres to leading industry standards such as LTI, CCF, SMTP, LDAP, SCORM, H5P, QTI, and more. This ensures compatibility with a wide range of tools, promoting consistency and seamless interaction.

**How LTI works:** LTI, or Learning Tools Interoperability, is a standard developed by the 1EdTech Consortium. It allows different courseware and learning tools from various providers to be used within a learning platform. This technical standard, not a product, facilitates the integration of learning tools within an organization's learning environment.





With CYPHER, classes made on our platform can be shared with any Learning Management System (LMS) using the LTI standard. Unlike most LMSs, CYPHER serves as both an LTI consumer (embedding LTI tools) and an LTI provider. This means that classes created on CYPHER can be easily shared with other LMS providers that use LTI, streamlining content distribution and scaling.

## Detailed features list

Artificial Intelligence
Class creation
Turn uploaded content into classes
Class tone options
Class level options
Competency tagging and mapping
Assessment creation
Question bank creation
Rubric creation
Gamification
Outlines, descriptions
Class content and lessons
Image creation
Group project
Study guides
Glossaries
Voiceover

User experience
Graphical dashboards
Beautiful, modern, easy-to-use interface
Fully responsive design works on all devices
Drag and drop dashboard widgets



Native mobile apps for iOS and Android
Offline mode for native apps
Graphical profile pages
Public profiles
Avatars and profile pictures
Accessibility features (WCAG 2.1 AA)
Support for 50+ languages
Animated activity indicators and widgets
Dark mode
Home dashboard welcome widget
Support for zero-widget layouts
Customizable profile background

## Classes

Self-paced classes
Teacher-led and blended classes
Third party content via the class catalog (Coursera, edX, Go1, LinkedIn Learning, Udemy)
Drag and drop class dashboard widgets
Class dashboard welcome widget
Class dashboard
Splash pages
Class templates
Class content synchronization
Table of contents
Class syllabus
Time limits for classes
Drip content
Waitlists
Required video completion



Certificates of completion
Class prerequisites
SCORM
HP5
Ratings and reviews
Class archival
Seating charts
Compliance features
Option to reorder classes in the Home / Teaching and Home / Enrolled areas
Personalized sections
Class auto-play
Bulk lock / unlock of classes
Optional completion requirements for lessons

## Class catalog

Graphical tile and text views
Display classes, paths, bundles, subscriptions, and digital media
Integrated e-commerce
Support for nested categories and cross-listings
Alphabetical ordering or customize using drag and drop
Catalog search
Options for featured classes, category links, and custom content
Define items that will show in the class catalog using visibility filters
Calendar view of classes

## Content authoring

Modern HTML editor
Image editor
Equation editor



Save / reuse / share HTML fragments directly from the editor
Spell check
Embed PDF, PPT, and other common formats into a web viewer
Record audio from browser
Record video from browser
Video transcoding
Mini-html editor for phones
Slower / higher video playback speed
Closed captions for videos
Virus scanner for all uploads

## Micro learning

Micro classes
Streamlined format for bite-sized learning

## Learning paths

Create classes where you can add as goals other classes and certificates
Create paths that combine class and certificate goals with other kinds of sections such as content pages and assignments
Define the order that the items must be completed
Track progress towards the goal
Certificates of completion
Integrated with automation system
Path templates
Path archival
Personalize path goals
Sell learning paths through the class catalog

## Adaptive learning

Personalize classes dynamically
Hide / show lessons based on assignment scores and mastery



Seamlessly integrated with the automation system

## Skills development

Add competencies as learning goals

Add jobs as learning goals

Allow students to add their own learning goals

Automated actions when completing goals

Recommendations engine

Q&A forum

Goals widget on the dashboard

Goals section on the user profile page

Goal overview dashboard

## Customization

Custom logo

Custom color scheme

Custom terminology

Customisable portal

Visual portal editor

Customizable welcome widgets for home and class dashboard

Use your own URL

Branded mobile apps

Custom CSS

Use your own email server

Customizable body and heading fonts

Simple portal editor

## Automation

Integrated rules engine with point and click interface

Set rules at the class, group, path, and site level



Execute one or more actions when a rule is triggered

Rich set of rule actions to choose from

Rule browser

Tagging automation

Automated messages to AWS message queues

## Gamification

Badges gallery and badge builder

Custom game levels

Use automation to award points and badges

Customizable leaderboard

Class, path, and site-wide games

Group players into teams

Path games

## Quiz system

Modern user interface including drag and drop

8 types of question, including true / false, multiple choice and fill-in-the-blanks

Hotspot question type

Freeform questions that may be manually scored by teachers

Timed quizzes

Question banks

Multiple question banks per quiz

Multiple criteria for how questions should be selected from each bank

Select questions based on tags

Select questions based on competencies

Option to randomize question order

Option to provide scoring and feedback as you go, or all at once at the end

Option to review quiz responses before submitting

Option whether students see the correct answers at the end



Option to select latest score or best score

Analytics on quiz results

Import / export question banks using the QTI standard

Quiz autocomplete on retake

## Assessments and grading

Gradebook

Quiz, essay, survey, attendance, offline, and Dropbox assignments

Rubrics

Point grading scales

Portfolios

Debates, discussions, and team assignments

Grading scales per school, class, and assignment

Personalized assignments

Printable attendance forms

Export attendance data

Embedding and annotation of student submissions

Proctored assignments

Plagiarism detection via integration with Turnitin or Unicheck

SCORM assignments

Custom LTI assignments

H5P assignments

Peer reviewed assignments

Extended Grading Scales

## Mastery and competency-based learning

Create or upload competencies

Associate competencies with a class

Tag lessons and assignments with competencies

Track and view student competency



Integrated with automation system
-----------------------------------

Coverage analysis
-------------------

Associate competencies with rubrics
-------------------------------------

Associate competencies with individual quiz questions
-------------------------------------------------------

## Analytics and reporting

Completion progress
---------------------

Basic analytics
-----------------

Time tracking
---------------

Advanced analytics
--------------------

Canned reports
----------------

Ad-hoc reporting
------------------

Integrate dashboard widgets with ad-hoc reports
-------------------------------------------------

Reports history
-----------------

Saved and scheduled reports
-----------------------------

Student activity timelines
----------------------------

Compliance management
-----------------------

## Organizations and teams

Organizations
---------------

Per-organization portals
--------------------------

Teams
-------

## Collaboration and communication

Graphical resources catalog
-----------------------------

Groups
--------

Social networking
-------------------

Community groups
------------------

Activity feeds
----------------

Collaboration tools (chat, wikis, forums, blogs)
--------------------------------------------------





Built-in messaging system with email integration, CC, BCC, and forwarding
Calendaring
Display of online users
Use with your favorite web conferencing product
Calendar integration with Web conferencing
Automatic translation of communications
Group catalog filters
Scheduled forum postings
Custom pop-up notifications
Add to-do items using automation

## E-commerce

Shopping cart
Abandoned shopping cart recovery
Sell classes
Sell learning paths
Bundles
Subscriptions (requires Stripe gateway)
Digital media
Coupons
Bulk purchases
PayPal basic and professional payment gateways
Stripe payment gateway
Authorize.net payment gateway
Flywire payment gateway
PagSeguro payment gateway
PayUbiz payment gateway
PayU Latam payment gateway
YooMoney payment gateway
Mercado Pago payment gateway



Telr payment gateway
Conekta payment gateway
PCI compliant
VAT support
Integrated with automation system
Option to lock payment gateway settings
Per-organization currencies

## Marketing features

SEO features
Social media integration
Affiliate programs
Mailchimp integration

## Administration

App center
Super admin, administrator, teacher, student, parent, and mentor account types
Trash can
Bulk import / export
User popups
Session timeouts
Prevent simultaneous logins
Policy documents (including terms and conditions, cookie policies)
Communications monitoring
Login history
Custom account fields
Teaching assistant and monitor account types
More bulk import / export options
Inactivity management
Network / Campus support



Microsoft 365, SAML, Auth0, and custom single sign-on

Resell under your own brand

## Standards

QTI import / export

Common cartridge import / export

SCORM

H5P

iCal

LTI

LDAP

xAPI

SMTP / POP3

## Integrations

Google Workspace SSO

Google Drive

Google Assignments

Google Fonts

OneDrive and OneDrive for Business

Amazon Alexa

MS Immersive Reader

OneNote LTI Integration

Turnitin

Unicheck

Safe Exam Browser

Microsoft 365, SAML, Auth0, and custom single sign-on

MS Teams web conferencing

Google Meet web conferencing

Webex web conferencing



GoToMeeting web conferencing
GoToTraining web conferencing
GoToWebinar web conferencing
Zoom web conferencing
Go1
Udemy
edX
Coursera
LinkedIn Learning
H5P
Webhooks
1,500+ popular apps via Zapier
Equella
CometChat
MathJax
Kaltura
Panopto
Mailchimp
Public LTI tools library

## SIS integration

Sync with most popular SIS via our partnerships with Clever and Kimono
Special API for direct high volume SIS sync
Admin area for browsing SIS contents and history of SIS syncs
Schedule automated SIS sync

## Open API

Create any number of individually customizable API keys
Admin user interface for managing API keys
Enable / disable API keys



Set expiration dates for API keys

Limit API key access to a specific set of IP addresses

Specify the set of methods that can be invoked for each API key

Open source clients

## Help

Community support

Guides and how-to videos

Rapid-response technical support

Student help desk

Auto translated online help

## Security

All web pages and videos served over HTTPS

Encrypted personal passwords

Encrypted URLs to prevent unauthorized sharing

2 factor authentication

## Storage

Unlimited storage

Max individual file size (2 GB)

Unlimited archiving of students

Message retention (2 years)

Notification retention (1 month)

Feed retention (6 months)

Chat retention (6 months)

AWS Content Delivery Network

## Backups

Automated on-site and off-site data backups



Export account and assignment scores as CSV for backups

Export classes as Common Cartridge for backups

## Technology used and performance

Our LMS is a 100% cloud-hosted solution that uses the Amazon cloud and Microsoft Azure for its infrastructure. Every part of our architecture is designed for fault-tolerance and resilience, and is built using Ruby on Rails, the most popular software framework for building modern applications.

Every software and hardware component has copies in more than one Amazon data center, with automatic failover in case one of the Amazon data centers has a problem. We perform automatic daily backups for disaster recovery, and these backups are stored in multiple locations for extra redundancy. We are happy to share more details of our systems architecture if you are interested.

We use the popular NewRelic monitoring system, as well as the AWS console and a 24/7 system administrator to keep our site running well.

We provide a dedicated [system status page](#) where you can check the real-time status of our platform. This page is regularly updated to provide you with the latest information on system performance, incidents, and any ongoing maintenance activities. In the past 12 months, our average uptime has been 99.999%.

We release new features several times a week, and we use Phusion Passenger to provide live rolling releases so that new features can be released without any site glitches. We always post notices of each new feature to our support forum. We release a public roadmap every quarter that details all the features that are scheduled for that quarter.

We have a public suggestions box where our customers regularly suggest new features for future roadmaps.

## Customer service and support

With [CYPHER Care](#) (details below), we offer 24/7 full support and support for critical issues over the weekend. We provide support primarily via forums and email, which we have found to be the most efficient means for both our customers and our support staff.

Our site includes a built-in student help desk feature that allows you to respond to internal requests from your students, as well as the ability to override the help button so that help requests are forwarded to an external help desk if required.

We also have a Help Center that includes searchable help topics for each account type, how-to videos, getting started guides, a product news forum, a suggestions forum, and a link to our roadmap.



## CYPHER Care

### LMS Administrators:

Services	CYPHER Care
API version 2.0	Yes
Dedicated Customer Success Manager (CSM)	Yes
Support request per month	15
Client assigned admin users to access support / CSM	5
Initial response (Goal*)	1 hour
Support request resolution (Goal*)	24 hours
User teaching	Up to 10 hours within 6 mos
Support request reports	Upon request
Dedicated support representative	Add-on
Portal design and configuration	Add-on

\* The number of hours indicated is the optimized goal of response time

### Support / Services:

Services	CYPHER Care
Guided implementation	Yes
Content transformation / Content creation	Add-on

### Other professional services:

Services	CYPHER Care
Data migration	Add-on
Customer Advisory Board	Eligible
Workshops	Unlimited access
Support portal branding	Add-on
Webinars / Classes	Various
Referral Program Fee / closed new accounts	Reward program



Custom integration maintenance	20% discount
Unlimited community support	Yes
Unlimited access to CYPHER Learning Community	Yes
Unlimited access to CYPHER Learning LMS Admin Community	Yes
Custom CYPHER Connectors and recipes	Add-on

#### **Additional services\*:**

Services
Incident reports
Sandbox environment
Custom development
Consultancy hours
Additional support incident

\* Not part of CYPHER Care

## **Global support**

### **On-going support for LMS administrators and teachers**

CYPHER Learning offers 24/7 full support. Our support is mainly provided through forums and email to LMS Administrators, teachers, and other users from different institutions. This approach has proven to be the most effective for our customers and support staff. Forums provide an efficient way to answer questions and resolve issues by allowing easy sharing of links, screenshots, videos, and other detailed information. This is preferred over phone support, which can be time-consuming and less effective. On average, we respond to support requests within 15-20 minutes. We can also provide email, phone, and web conference support when a customer specifically requests it.

As part of the CYPHER Care program, a dedicated Customer Success Manager (CSM) will be assigned to assist you with all your queries, follow up with any issues or concerns, and advocate for your organization. Additionally, CYPHER Solution Architects assist in overcoming learning challenges, both simple and complex, by identifying opportunities for improvement.

### **On-going support available to students and all users**

The Help Center is available to all the platform users, including other institutions' users. Students, teachers, and LMS Administrators will have access to the Help Center, which includes searchable help





topics for each account type, Getting Started Guides, how-to videos, a product news forum, a suggestions forum, and a link to our roadmap.

It is important to note that the platform supports an automated password reset functionality for students to be able to reset their password if they've lost it or forgotten it. Our platform offers a built-in Help Desk feature that allows you to assist your students with any questions they may have. If you wish, you can also choose to redirect the Help Desk link to an external tool like Zendesk for added convenience.

### **Multi-tiered support**

If you want to enable your own support within your staff, we can deploy a multi-tiered support framework that allows you to escalate any tickets to CYPHER Support with a click. Metrics and automation would be enabled to facilitate a streamlined multi-tiered support framework.

## **Geographical locations**

The platform is deployed in over 23 countries. We support 50+ languages.

## **Accessibility**

At CYPHER, we are deeply committed to ensuring equal access to educational opportunities for all students. We firmly believe that every individual should have the opportunity to learn and showcase their abilities, even if they require specific accommodations. With this in mind, the CYPHER platform has been specifically designed to provide comprehensive support for users with disabilities or impairments, aligning with the WCAG 2.1 Level AA requirements and with global initiatives like the [WCCC Web Accessibility](#) Initiative.

CYPHER is dedicated to continuously enhancing our platform's accessibility, ensuring an inclusive and equitable learning environment for every user.

To this end, we have implemented an array of accessibility features that cater to diverse learning needs:

### **Accessibility themes**

- Recognizing the importance of visual adaptability, we offer users the option to choose an "accessibility" theme alongside the default setting. This customization is accessible through user profile settings.
- An administrator can enable the accessibility theme for the users by configuring it to the Admin Portal and enabling the "Allow users to select separate accessibility theme via their profile settings" option. Users can choose to use the accessibility theme via their profile settings.
- CYPHER provides an underlined links setting which, when activated, makes links easily discernible for those with vision impairments.



### **AI-powered voiceover**

AI 360's voiceover capabilities can transform micro courses into multisensory experiences to enhance engagement and inclusivity. Voiceover aids users with visual impairments, dyslexia, ADHD, and other disabilities.

### **Other accessibility features**

- CYPHER provides skip-to-content shortcuts, making keyboard-only navigation easier.
- CYPHER provides hidden screen reader text, making navigation using a screen reader easier.
- The CYPHER platform connects with MS Immersive Reader, enabling anyone with reading disabilities, such as dyslexia, to make their reading easier.
- The HTML editor includes an Alt text field, empowering content creators to furnish descriptive captions for embedded images. This feature enhances the learning experience for visually impaired users.
- Calendar accessibility: The calendar feature offers an Agenda View, presenting events in a streamlined list format. This design simplifies navigation for users who benefit from straightforward, concise content presentation.

### **Search functionality**

Easily helps students to find specific classes, and materials based on keywords, title, delivery format, and other tagged identifiers.

### **Light and dark mode**

Users can easily toggle between light and dark screen backgrounds for optimal visual comfort.



## Timeline for implementation

The timeline for implementing the project will vary based on several factors such as the organization's requirements and needs, the amount of content to be migrated, the availability of the customer's team members, and go-live and soft-launch dates. The project's scope of work will determine the timeline, but generally, it takes around 6 to 8 weeks to complete.

During the implementation process, the following communications can be expected:

Meeting	Purpose	Duration	CYPHER Learning's Attendees
Kick Off Meeting	Initial meeting to introduce the implementation team, introductions from your project team members, and discuss the implementation process.	1-hour meeting	Implementation Team: Edtech Specialist, CSM, S.A.
Discovery and Analysis	Meetings to gather requirements and understanding of the existing system structure	1-hour meetings (as required)	Implementation Team: Edtech Specialist, CSM, S.A.
Project Proposal Presentation	Meeting to present the implementation project proposal	30-minute meeting	Implementation Team
teaching Needs Analysis	Teaching requirements analysis	1-hour meeting	Edtech Specialist
teaching Proper	Teaching sessions catered to your different users (Admins, Managers, etc.)	2-hour meetings (up to 8 sessions)	Edtech Specialist
Pre-go-live	Meeting to address questions and concerns prior to the customer's go-live meeting	1-hour meeting (2 or more calls depending on need)	CSM
Post-go live	Meeting to address questions and concerns after the customer's go-live meeting	1-hour meetings (monthly for three months)	CSM

## Pricing

To find out more about our pricing plans, please chat to our sales team.



## Conclusion

Our CYPHER Learning platform isn't just another LMS solution; it's the embodiment of our dedication to our partners, like United Educator. We recognize that our success is intertwined with yours, which is why every facet of our platform is crafted with an intimate understanding of your needs. Every member of the CYPHER team is fueled by a collective aim: to harness their unparalleled expertise and ignite human potential through education.

We've observed the limitations of conventional learning systems and challenged ourselves to redefine those boundaries. With CYPHER, you're not just getting an LMS; you're accessing the future of learning: AI-Driven Insights: AI 360 with CYPHER Copilot, which brings to the table some of the most refined AI capabilities in the industry, making learning intelligent and proactive.

- **Unparalleled gamification:** We're proud to lead the world's most expansive gamification initiative, engaging over 120,000 users.
- **Tailored skill development:** Our system prioritizes personalized growth, using a competency-based approach that's not just innovative but also scalable.
- **Social learning revolutionized:** We've woven an all-encompassing social learning fabric that includes features like messaging, chat rooms, blogs, forums, and much more, fostering a rich, community-driven learning experience.
- **Intuitive interface:** At CYPHER, we believe that powerful technology doesn't have to compromise on aesthetics. Our platform is as visually appealing as it is functional.
- **True global reach:** We've integrated a universal translator for real-time communication, making interactions smooth across 50+ languages. Plus, our AI 360 feature allows class creation in all these languages, ensuring no one is left behind.
- **Beyond basic automation:** We've transcended the rudimentary automation of traditional LMSs, introducing platform-wide, intuitive automation.
- **Expansive integration capabilities:** Collaboration is at our core, and we ensure that by offering myriad ways to seamlessly integrate with over a thousand external applications and systems.

Your goals become our mission. Let's redefine the future of education together, harnessing the true power of technology to uplift and transform.

**For more details about CYPHER Learning, please visit:**

[www.cypherlearning.com](https://www.cypherlearning.com)