



Building a case to use CYPHER for business

Many companies use a learning management system (LMS) to manage their training activities. CYPHER Learning® has a modern learning platform for learning and development (L&D) professionals like HR leaders, trainers, admins, and managers in businesses

that need training, up-skilling, employee performance, on-boarding, trainer productivity, compliance, and more.

Continue reading to learn how to build a successful case study that outlines the benefits of using CYPHER.

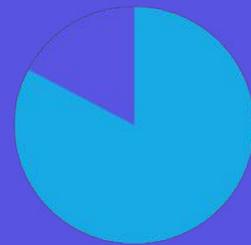
1. Do your research

The first step is to gather as much information as possible about the company's training needs and goals. Meet everyone that is involved and start asking questions. The company management can share their vision and expectations. The IT department can give insights on all technical aspects involved. The trainers have their specific needs and challenges, while the trainees expect targeted support to reach their learning goals. Establish who will use the system, whether it's employees, clients, partners, or all of them.

2. Establish how CYPHER will help your company

Using an LMS, you can power any training program. CYPHER offers a centralized environment for creating learning content, delivering online and remote training, tracking learner progress, covering administrative needs associated with training, selling online courses, and encouraging users to collaborate.

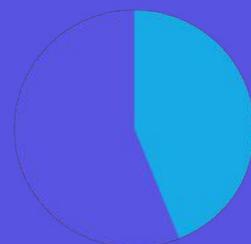
The global LMS market is expected to grow to **\$40.95 billion by 2029** (Fortune Business Insights 2022)



Approximately **83% of organizations use an LMS** (ATD 2019)



79% of L&D pros expect to spend more on online learning (LinkedIn Learning 2021)



44% of companies are not satisfied with their current LMS (Brandon Hall Group)

3. Identify immediate savings

Depending on the company, an LMS can be considered a substantial investment, so be prepared with data on the immediate savings that CYPHER will bring. Implementing CYPHER allows companies to secure tangible savings in areas such as:

- ✓ **Reduced costs with training staff** - by using a single system for all training activities, the amount of training required for employees and trainers is minimized;
- ✓ **Reduced travel and training costs** - most training sessions can be moved online, thus eliminating costs associated with flights, hotels, meals, and renting of training rooms;
- ✓ **Reduced personnel costs** - training materials are prepared faster, which means fewer overtime hours, lower instructors fees, and lower storage costs;
- ✓ **Reduced record-keeping costs** - learner data and training materials can be stored and accessed in CYPHER's LMS. This decreases costs with paper, stationery, and storage;
- ✓ **Reduced hardware costs** - by using a cloud-based LMS rather than an internally installed system or a system developed by the company;
- ✓ **Reduced costs with software licenses** - CYPHER incorporates multiple licensed systems, but you only have to pay for one subscription;
- ✓ **Reduced communication costs** - information sharing between different departments, the entire company, branches, or clients can be securely done within CYPHER.



4. Do the numbers

Calculate the exact savings that your company can make within the first year of using CYPHER. Savings might be different from company to company, but here is a worksheet to help you out:

Type of expense	Without LMS	With LMS
Training staff costs	MU	MU
Travel and training facilities	MU	MU
Personal costs	MU	MU
Record-keeping costs	MU	MU
Hardware costs	MU	MU
Software licenses	MU	MU
Communication costs	MU	MU
TOTAL	Total costs without LMS	Total costs with LMS

*MU= Monetary Unit

Total costs for the first year = LMS subscription + Total costs with LMS

Total savings in the first year = Total costs without LMS - Total costs for the first year

Return on Investment = (Total savings/LMS subscription) x 100

5. Long-term benefits

To make a strong case, you must include the long-term benefits of using CYPHER, such as:

- ✓ Higher engagement and retention rate
- ✓ Improved workflow and higher levels of productivity
- ✓ Central hub for all training activities
- ✓ Increased revenue through selling online courses
- ✓ More funds to spend on activities such as team buildings or conferences
- ✓ Security of all company data
- ✓ Increased employee motivation and better development path
- ✓ Easier performance evaluation by setting goals
- ✓ Self-directed employees and learning at the point of need

Conclusion

All stakeholders need to understand how CYPHER can improve their daily activities, such as building, managing, and delivering training, and what it means to implement

the system. By focusing on outlining the most important benefits and savings CYPHER can bring, you'll build a great case study for using it.

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