Case Study
CYPHER Learning

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✅ Review by a Real User

🛡️ Verified by PeerSpot

What is our primary use case?

We develop 3D design software for engineers. Our product portfolio is a complex ecosystem and, therefore, we support our software sales with training services to enable our customers to get the most out of our products. CYPHER Learning is the heart of our global online training platform.

How has it helped my organization?

Before implementing CYPHER Learning, our training activity followed the traditional setup with classroom-based training. With an online training platform, we can reach our end-users directly and with CYPHER Learning we can track both learner and trainer activities. This helps a lot in staff resource planning and in scheduling content development and release. With the help of CYPHER Learning, we can make data-driven decisions, while previously we did not have this level of insight. At the same time, the platform is still capable of supporting traditional classroom-based training activities, so switching to an online platform was a significant change as it opened up a lot of new opportunities.

It has also helped to reduce our costs. Previously, we had to invest in training facilities, equip the rooms with computers, and hire and train the instructors. Now, our training landscape is more diverse: self-paced training is available everywhere, including in countries where we do not have local representatives. We can reach them easily at a very low cost. In certain markets, where the learners are scattered throughout a huge territory, it is more economical to deliver online training. We don't have to invest in classrooms and equipment.

Certainly, we had to set up a studio where we can record training sessions with good-quality cameras, microphones, and studio lights. That required some investment. But it is just a single studio compared to dozens of fully equipped classrooms around the world.

In our business, the lack of knowledge on the customer side can be a barrier to sales. If you don't know how to use the software, you simply won't buy it. With online training, the entry barrier of training is really low: you don't have to travel to a training facility or to a different city. You can just sit in front of your own computer and access all the training materials. Using CYPHER Learning made it possible to eliminate the knowledge barrier.

What is most valuable?

It is really important that our end-users can choose the way they learn, online or offline, self-paced or trainer-led. Whatever format the learners prefer, they will get instant feedback about their progress and performance. We did research when we kickstarted online training back in 2020 and found that with gamification we can inspire people to progress and learn more. Learners can collect points, earn badges, and get certified. In the online world, people prefer to learn in small chunks, and if you give a small award for each chunk as a kind of instant and positive feedback, it drives learners to continue learning. Overall, it helps us to have more active learners and generate a healthy

buzz around our site.

CYPHER Learning enables us to configure various automation rules and then the system automatically reacts to certain end-user actions. Having a lot of active learners on the front end means a lot of administrative tasks on the back end. But with rules we can automate most of these repetitive processes, so we try to automate as many things as possible.

On the back end, the most important feature is the built-in reporting, which makes it possible to track all of the user activities: what kind of courses the learners enroll in, how they are progressing, and when they complete a course. We have full insight, and we can analyze the captured data, see the trends, and predict the future to a certain extent. Also, with the API connections, we built an ecosystem around CYPHER Learning that automates financial reporting and a custom log-in solution.

There is also an exchange format called SCORM and you can migrate training materials made on other platforms with the help of that data exchange format. This feature can be very important for those companies that already use a learning management system and want to switch to CYPHER Learning.

What needs improvement?

We manage a huge number of registered users and also offer a large number of courses on our platform, and our courses are offered via a large number of organizations. It's a very complex

setup, but CYPHER LEARNING did an excellent job of fixing the initial speed issues we had.

We are also considering how we can improve the user experience. There are some customization options in CYPHER Learning that we haven't utilized yet, but with the help of these we want to make our site more attractive to paying customers.

Finally, we are very excited about the improved and flexible access that is already in CYPHER LEARNING's development pipeline.

For how long have I used the solution?

We have been using it since March 2020.

What do I think about the stability of the solution?

If I remember correctly, they warrant a 99.999 percent uptime, which is exceptional. We have never faced any major breakdowns or issues since we started using CYPHER Learning.

What do I think about the scalability of the solution?

Scalability has a lot of aspects. One of them is pricing, and CYPHER LEARNING offers scalable pricing plans for small, medium, and large institutes and businesses as well. Technically speaking, in CYPHER Learning you can set up

multiple organizations within your platform and you can also link multiple platforms into a network and use common resources.

We have a global training business and multiple teams are using CYPHER Learning around the world. Our learners come from nearly 200 countries, covering every continent. We have established multiple organizations that provide courses in many languages, while the user interface of CYPHER Learning is translated into more than 50 languages.

How are customer service and support?

Cypher Learning's technical support is excellent. We are very satisfied with the experienced response rate and speed. They have a support forum where we can ask questions or raise concerns and, in most cases, they answer within minutes.

How would you rate customer service and support?

Positive

Which solution did I use previously and why did I switch?

We used Moodle for specific purposes, but we managed only a couple of courses on that platform. Moodle is free and may be a great

solution for non-profit education institutes, but it completely lacks e-commerce features and, according to our standards, it is not scalable. After implementing CYPHER Learning, we migrated the courses and phased out Moodle.

How was the initial setup?

We launched the site during the outbreak of the pandemic and the release was a relatively smooth process. We did not face any major difficulties. Although we wanted to integrate the platform with other company systems right at the beginning, which proved to be a more complex task and required some planning and in-house development, we managed to go live within six weeks: two to three staff members were involved in setting up the platform, while a bigger number was working on producing the digital version of our existing training materials.

What was our ROI?

If I look at the big picture—overall company sales, not just training—which is more important for us, we definitely have seen return on our investment and the result is the same if we look at training as a standalone business.

What's my experience with pricing, setup cost, and licensing?

Overall, the pricing of CYPHER Learning is okay.

There are cheaper solutions that offer way fewer features and there are more expensive and more capable solutions, but they might be overkill for many companies that are not big enough. It's about balance. CYPHER Learning is in the middle; not very expensive, not very cheap.

You can start out small, at a relatively cheap price. Within two years, we have grown significantly. They are really flexible regarding the pricing and they can manage companies of all sizes with their pricing and policies. There are different price levels for X number of users and Y number of users and they offer a lot of options. That was an important factor.

Which other solutions did I evaluate?

We evaluated Adobe Captivate. It's a capable tool but it comes with a hefty price tag, which is not a surprise if you consider that it was made primarily for large global companies. The entry barrier is very high for that solution. We also evaluated some other products, but most of those were either tailored to certain business types or developed mainly for internal training and lacked scalability and flexibility.

What other advice do I have?

Start small and grow as you go. Build a scalable solution. You can set up multiple organizations within your platform, and you can link multiple

CYPHER Learning instances together into a network as you grow your business. The good news is that CYPHER Learning fully supports this approach with its gradual pricing.

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