

MATRIX

BY CYPHER LEARNING

VS

Bridge

MATRIX vs Bridge

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MATRIX vs Bridge

Introduction

This is a detailed comparison between MATRIX and Bridge, taking into consideration the features, functionality, and cost of each platform.

MATRIX is a learning management system (LMS) for use by small and medium-sized businesses, as well as large corporations. MATRIX helps companies manage all training activities, such as creating and delivering training content, evaluating employee performance, training clients and partners, and selling online courses. MATRIX is a product of CYPHER LEARNING, a company that specializes in providing learning platforms for organizations around the world.

Bridge is a cloud-based learning solution for businesses owned by Instructure.



MATRIX vs Bridge

User interface

The MATRIX interface has a responsive design that looks sharp and automatically adjusts based on the type of device. It provides attractive tile-based dashboards for learners, instructors, and administrators, as well as a graphical course catalog, users, and resources catalog. MATRIX also offers the possibility to easily customize your learning platform to match the company's image, brand, and identity. MATRIX also has a unique "activity display" feature that indicates the level of activity within courses and groups using a pulsing indicator on their tiles together with real-time widgets that scroll through the latest activities.

The Bridge interface is also responsive, but not as visually appealing. The platform is designed to show all elements on a single page. For example, the Learning library, although it is delimited with categories, shows all the courses on a single page. The categories are just some elements that horizontally separate the courses in the different sections of the page and they only show the number of courses.

Compared to this MATRIX has a graphical course catalog organized into categories and subcategories where each category has a tile that displays an image, the description of the category, and the number of courses.



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Bridge is also missing a graphical Users and Resource catalog and there is no homepage concept included. This makes the platform harder to navigate and users don't have a full overview of their site as MATRIX users do.

MATRIX offers a Home area with graphical dashboards with relevant information for each user type such as the Enrolled, Teaching, and Admin dashboard. For example, administrators have access to the Admin dashboard which has widgets that offer an overview of the most important information about the site. They can also customize the admin dashboard by adding custom report widgets.

Bridge also has a similar page called the Insights page that contains analytics about the site. The page has many elements and users have to scroll down the page to find what they are looking for. It also lacks important configuration options and users can't add custom elements and reports.

The MATRIX navigation uses a simple, pop-out system that makes it easy to quickly access any area of the platform. For example, to add a new group, instructors can click on the "Add" shortcut under the Groups tab.



MATRIX vs Bridge

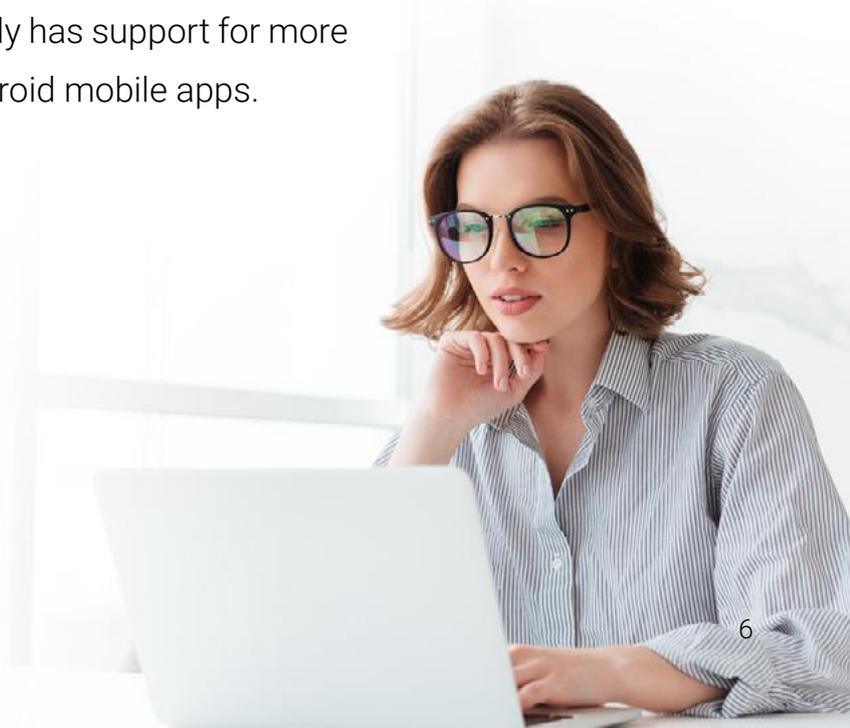
The Bridge navigation is apparently simple, but for more advanced features, users have to “dig” through the platform to find what they need. In order to navigate to different areas, you have to constantly switch between apps. In MATRIX, you can instantly see analytics for course progress, assessment results, mastery, and more, directly in the course. There are also more shortcuts than in Bridge that allow you to quickly add content.

The course layout on **MATRIX** is easy to use and offers quick access to the main areas of a course, such as the course news, groups, chat, and training resources. The main learning content is organized into modules and sections so users know immediately how to find a particular topic within the course. In addition, each module has its own tile that displays the level of activity, shows the description and whether it awards certificates or badges. Learners can switch between a tile and a row view and they can easily see their progress through each module.

In **Bridge**, users can also organize courses into categories but the system is less structured, meaning that the courses are harder to find and there is no way to organize learning content into modules. Instead, instructors can create slides that are similar to a Powerpoint presentation, and add questions after each slide.

MATRIX offers support for more than 40 languages, including right-to-left languages, and mobile apps for iOS and Android. Bridge only has support for more than 20 languages, and offers iOS and Android mobile apps.

In addition, MATRIX provides accessibility features for all users, such as hidden content that improves screen reader use, a ‘skip to content’ shortcut, underlined links setting, and a high contrast theme. The accessibility features included in Bridge only apply to the learner role.

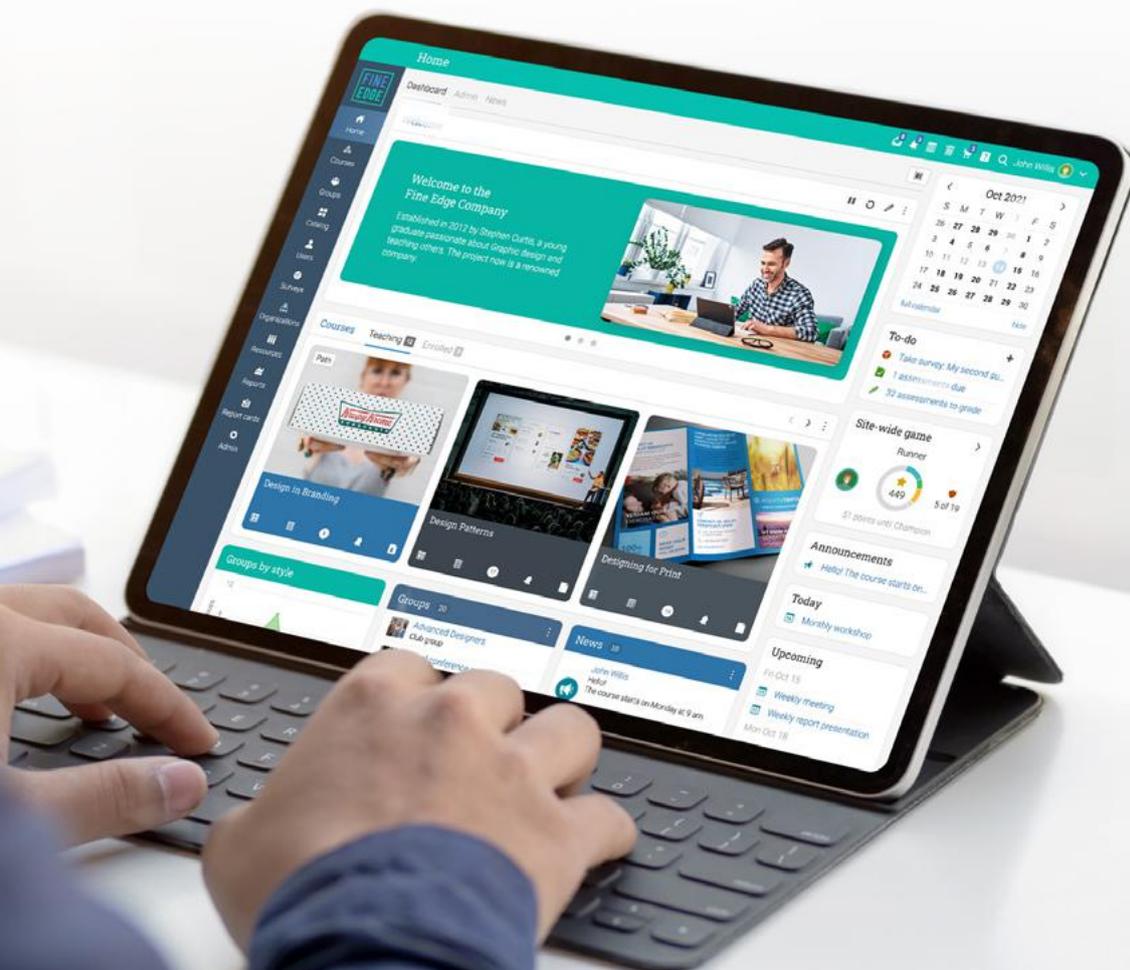


MATRIX vs Bridge

Ease of use

MATRIX is very intuitive and easy to use. In addition, it includes an online help center with videos, getting started guides, and searchable help content. MATRIX also has a rapid response support forum where staff members typically respond to questions within 15-30 minutes during business hours 24/5.

Bridge is easy to understand and use. Bridge offers support through chat, email, and a support center.



MATRIX vs Bridge

Features

MATRIX offers more features than Bridge does, including automation, gamification, and adaptive learning. In addition, MATRIX includes more complex assessment and communication tools, as well as the ability to sell online courses directly from the platform.

Creating courses

In MATRIX, companies have a diverse set of options for creating courses, whether they are instructor-led, self-paced, blended, or micro learning. Instructors can create beautiful courses without any technical knowledge. They also have an HTML editor for creating content pages, complete with the ability to record audio or video directly from their browser. The editor also allows users to create HTML text templates that can be saved in the Resource Catalog and can be reused in any content area across the site. In addition, each content page has a resources section at the end, where you can add URLs, files, or any other relevant training resources.

In Bridge, users can add instructor-led and self-paced courses. Instructors can create slides that are similar to content pages but have fewer options. The content editor on Bridge lacks important functionalities. For example, there are fewer choices for fonts and no option for recording audio/video for the course. To add more interactive video options, companies can purchase the Bridge Arc solution.



MATRIX vs Bridge

Evaluating performance

MATRIX offers a rich set of 15 types of assessments, including quizzes, surveys, team, Dropbox, LTI, discussions, H5P, and essays.

Bridge has less options included in the main product. Instructors can only add quizzes and surveys. For other assessment types such as team assessments, companies need to purchase the Bridge Practice product.

Tracking progress

In MATRIX, analytics allows instructors to view useful information such as the overall progress of learners and the progress of individual learners through modules, assessments, mastery, and more. The reporting options available in MATRIX allows users to get a full overview of course attendance, completion, enrollment, status, compliance, groups, learning, paths, revenue, custom reports, and more. Reporting is available for administrators and instructors.

Tracking progress in Bridge still needs some improvement, especially for reporting options. Firstly, instructors don't have the reporting function available. Secondly, some important reports are missing such as missing work reports and course attendance. If companies need advanced tools to track progress and see analytics for elements such as mastery of a skill, they have to install Bridge Perform.



MATRIX vs Bridge

Collaboration and communication

MATRIX makes it easy for learners and instructors to communicate, encouraging collaboration between users with tools such as chat, built-in messaging with bidirectional email integration, the option to add users as friends, forums, groups, and blogs.

The basic **Bridge** platform has only a few collaboration tools available such as groups and notifications. For teams, users have to purchase the Perform product and for feedback, or individual and group notifications, they have to add Bridge Practice. Even so, there is no chat, messaging, blogs or the option to add users as friends.

Personalization

The **MATRIX** automation and adaptive learning features make training and learning more flexible. It also helps administrators and instructors save time by automating certain actions, such as course enrollments, or sending automatic messages when a learner is deactivated from a course. Rules can be added in many areas of the platform such as courses, learning paths, groups, accounts, e-commerce, inactivity, compliance, and mastery. It is also easy to dynamically personalize what content and assessments learners see in courses depending on their performance through the adaptive learning feature.

MATRIX also has a complex gamification feature, in which learners gain points and badges as they advance through courses, complete site-wide tasks, and can even compete as part of a team.

Bridge does not have a automation, gamification or adaptive learning feature.



MATRIX vs Bridge

Selling courses

MATRIX offers integrated e-commerce functionality and allows users to sell courses, learning paths, bundles, subscriptions, and digital media. MATRIX also provides a wide range of options for marketing learning content, such as course reviews, Mailchimp integration, and SEO features.

Bridge does not have a built-in e-commerce feature, meaning that companies cannot sell their courses without paying for an external solution such as Shopify and going through a more complicated integration process.

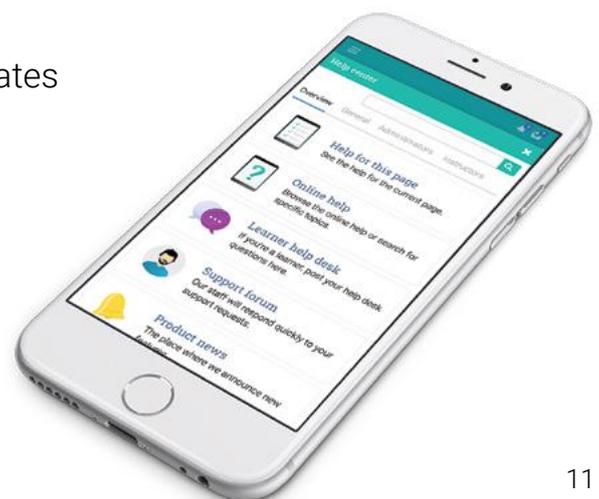
Here is a list of the features included with MATRIX that are not supported by Bridge:

User interface

- Customizable visitor portal
- Activity display
- Graphical users and resources catalog
- Custom CSS
- Automatic language translation of messages and forum posts
- Support for more than 40 languages

Content

- Subscription plans
- Blended learning
- Learning Paths
- Digital media
- Automation
- Gamification
- Adaptive learning
- Course ratings and reviews
- Drip content
- Prerequisite certificates
- Offline mode



MATRIX vs Bridge

Assessment and analytics

- Rich set of 15 assessment types such as essay and discussion assessments
- Various reporting options such as assessment usage, missing work, and revenue
- Custom report widgets
- Rubrics

E-commerce

- Affiliates
- Flexible coupon codes
- Built-in e-commerce integration
- Bulk discounts

Collaboration

- Built-in messaging system with email integration
- Social networking
- Public profiles
- Activity feeds
- Blogs
- Wikis
- Chat



MATRIX vs Bridge

Integrations

- Integration with 1,500+ apps via Zapier
- Google Workspace
- OneDrive
- Turnitin
- Unicheck
- Equella integration
- QTI and CCF standards
- Mailchimp
- Panopto
- CometChat
- MS Immersive Reader
- MS OneNote
- H5P
- Go1
- Udemy

Web conferencing tools

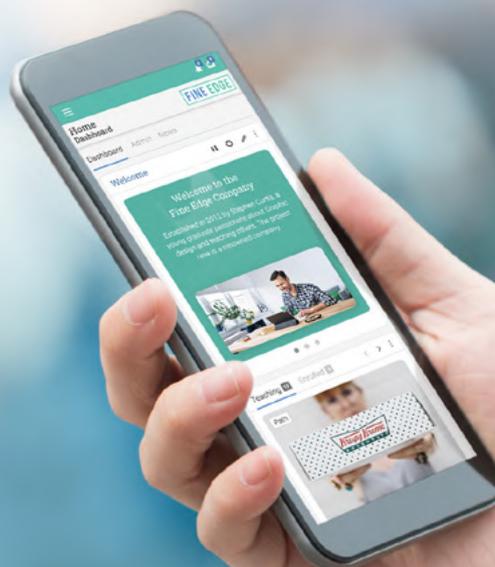
- GoToMeeting
- GoToTraining
- Zoom
- Webex
- MS Teams
- Google Meet
- Kaltura

Payment gateways

- PayPal
- PayPal Payment Pro
- PayUbiz
- PayU Latam
- Authorize.net
- Stripe
- PagSeguro
- Flywire

Other

- Resell under your own brand
- Archiving learners
- Trash can for restoring deleted items
- Learner help desk

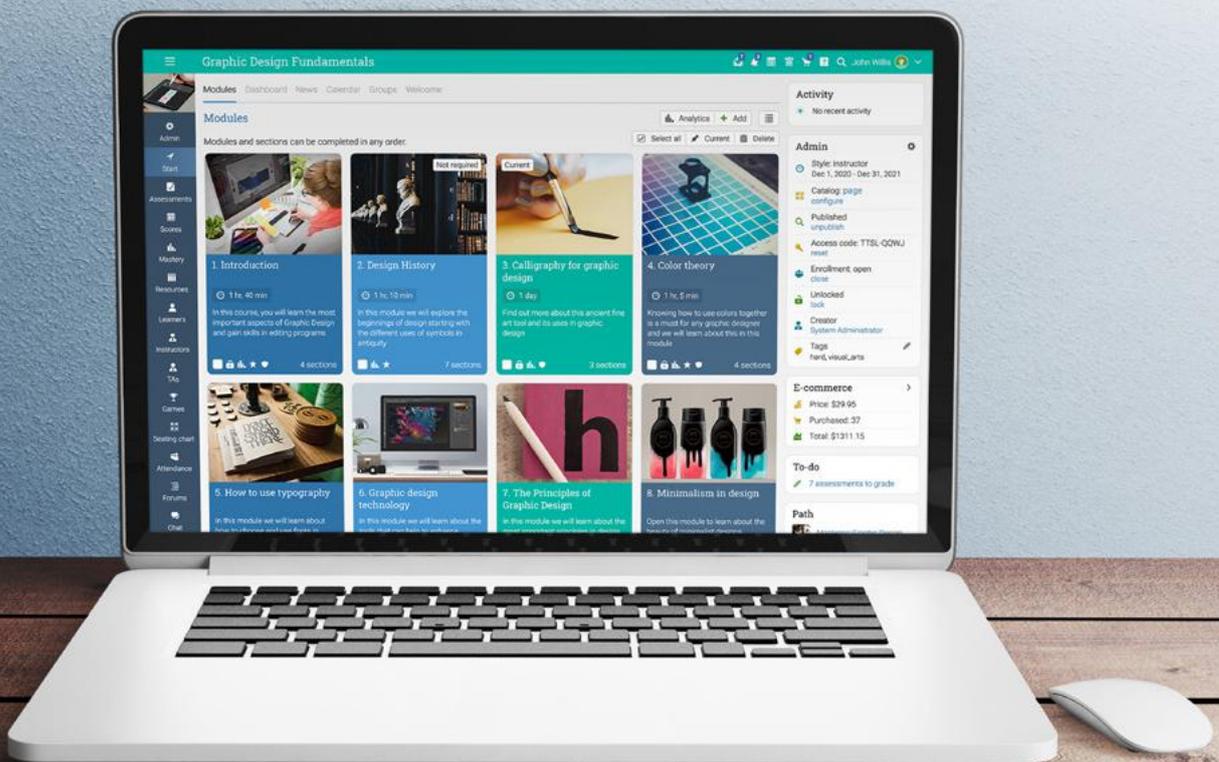


MATRIX vs Bridge

Cost

MATRIX LMS plans range from \$549/month for 100 active learners (monthly billing), to \$4,699/month for 3,500 active learners (monthly billing). There is a discount for yearly billing. There are no setup fees, cancellation fees, storage fees, bandwidth fees, support fees, or other hidden costs. MATRIX offers advanced features, such as full e-commerce functionality in each of the pricing plans.

Bridge is around \$9,000 for 500 users (yearly billing), with a one-time implementation fee starting from \$5,000 up to \$25,000, and a yearly support fee starting at \$1,700 for 500 users. To access more advanced skill tracking, assessment and micro learning, companies have to also purchase the Arc, Perform, and Practice products.



MATRIX vs Bridge

Summary

This was a comparison of the most important feature differences between MATRIX and Bridge.

MATRIX is more attractive, easier to use, and has a bigger feature set than Bridge. MATRIX is an LMS for managing all e-learning activities such as delivering training, tracking employee performance, and selling online courses. The platform is a more intuitive and comprehensive solution than Bridge, offering more value for a larger set of features.

If you require additional information on MATRIX, please contact us at sales@cypherlearning.com.

www.cypherlearning.com



This comparison was written in May 2021 based on publicly available documentation on both vendors' sites. It was prepared as a guide and is not intended to be exhaustive. The comparison information does not constitute any contractual representation, warranty or obligation on our part. Liability for errors, omissions or consequential loss is expressly disclaimed. If you find any information in this comparison guide to be inaccurate, please contact us and we will correct the information.

