

Solution Provider Profile

CYPHER Learning

October 2023



Company At-a-Glance	
Name of Product/Offered	CYPHER Learning
Headquarters	Plano, TX
Year Founded	2009
Geographic Coverage	Global
Website	https://www.cypherlearning.com/

CYPHER Learning OVERVIEW AND VALUE PROPOSITION

CYPHER adeptly addresses the chronic disconnect between content development and content delivery, streamlining what has historically been a cumbersome process.

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. With all the languages, formats and 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, supporting the languages, formats and neurodiversity and devising quizzes to competency mapping—that devour precious time. Personalized learning is a whole other dimension to layer on.

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. CYPHER obliterates these challenges by offering an integrated platform that fuses content development with delivery, thereby: .

- Elevating the user experience at every juncture
- Moving learning at the speed of business
- Creating measurable and impactful learning with a maximum ROI
- Providing personalized learning at scale
- Reducing the financial and people resources needed for creating and delivering learning

Only CYPHER Learning can deliver these critical solutions across multiple markets.

1. **Unified LMS, LXP, and content development**– Users can develop course content, assessments, integrate new or existing competencies, and incorporate gamification features.
2. **Controlled Generative AI** – AI 360 with CYPHER Copilot is a simple and packaged approach to AI. Users can control content by uploading their own resources – videos, PDFs, etc. – to create customized courses that use their own terminology, branding, and style.
3. **Personalized Skills Development** – Insight into mastery of competencies and offers personalized learning recommendations. Courses can be automatically competency mapped, allowing for personalized learning at scale.
4. **Intuitive User Interface** – The interface is gorgeous, intuitive, and easy to use. “The best way to describe the tech is to say it anticipates the moves of the learner,” said Brandon Hall Group.
5. **Flexible Integration Options:** CYPHER Connect, a pre-built integration tool, offers 1,000s of enterprise-class integrations, including HRIS and CRMs. The platform supports Zapier integrations for over 5,000 apps and services to automate processes and workflows.
6. **Global** – Support 50+ languages and courses be AI generated in each of these languages.
7. **Gamification** – The largest deployment of gamification with 120,000 users participating in weekly periodic leveling challenges.
8. **Data and Analytics** – 50+ prebuilt reports and the option to create customized reports.
9. **Human Connection** – Universal Translator, Wikis, Blogs, Forums, and Chat ready to go.

10. **Platform-wide Automation** – The only platform built around automation throughout gamification, onboarding, competency, and more with over 25 types of automated actions.
11. **Easy Adoption and Scalability** – Supported by Amazon Web Services (AWS) and Microsoft Azure, security, scalability, reliability and availability in multiple geographies comes standard. CYPHER ensures ease of use with mobile apps for iOS and Android and incorporates accessibility features.

Dedicated support — CYPHER Care™

CYPHER Care offers 24/7 support and a dedicated customer success manager to help companies extract the maximum value from their technology and foster skills development.

Award-winning Platform

CYPHER is also a member of Brandon Hall Group’s Smartchoice Preferred Provider Program. In the past year, CYPHER Learning has received 100+ awards for its innovative learning technology, including Forbes Advisor’s “Best LMS,” U.S. News & World Report’s “Best for Skills Development.”

Strategic Partnerships

- **AWS:** CYPHER Learning has a strong alliance with AWS and participates in their co-sell program.
- **Dell:** Dell Technologies selected CYPHER Learning as its global education partner, offering a complete learning and teaching solution bundled with its products for academic institutions, districts, and governments.
- **Go1, Udemy, and Coursera:** Demonstrating its commitment to holistic learning, CYPHER integrates and resells Go1, Udemy, and Coursera content.
- **Google:** CYPHER Learning is in the Google Cloud Partner Advantage program.
- **Microsoft:** As a Microsoft Partner, Global Trainer Partner and member of the Microsoft co-sell program, CYPHER Learning integrates seamlessly with Microsoft’s suite of tools.

Leadership and Company Evolution

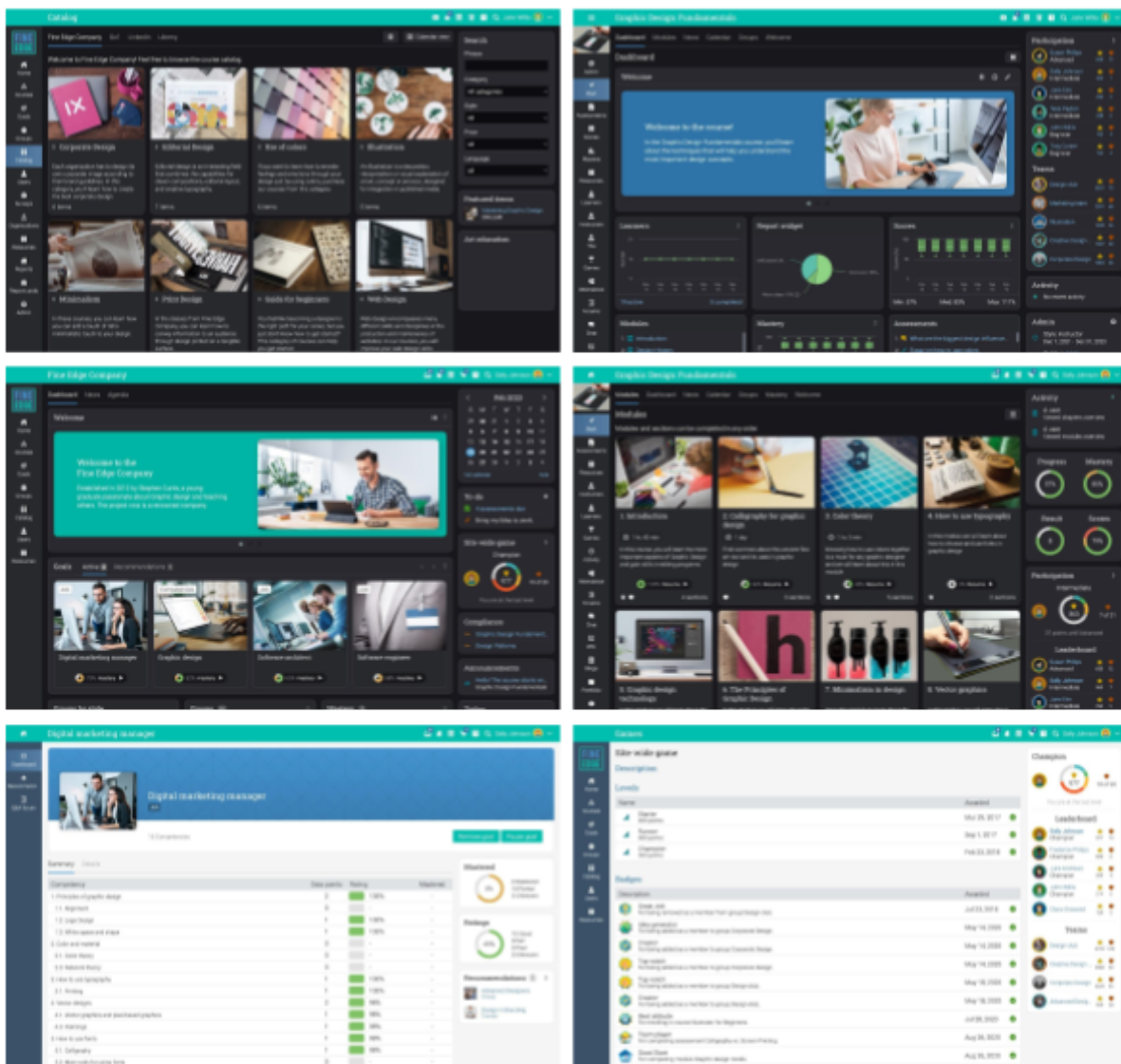
Graham Glass, CEO of CYPHER Learning, is an edtech visionary making modern learning platforms more accessible and effective for businesses and educational institutions worldwide. Graham and CYPHER Learning use revolutionary AI-powered systems to deliver personalized, elevated training and learning experiences that prioritize individual needs while creating unprecedented value. As artificial intelligence emerges as a potent transformative factor, Graham is leading the discussion in the public square about balancing AI capabilities with human priorities and control. He shares his expertise via major media outlets and in thought

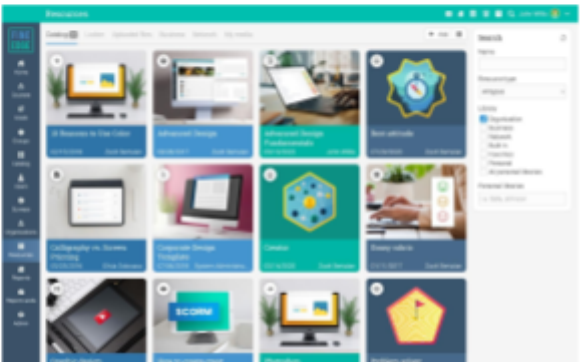
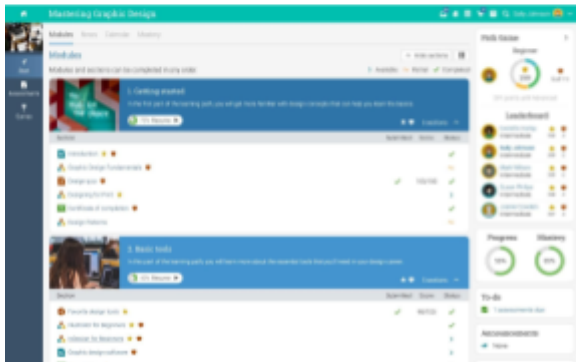
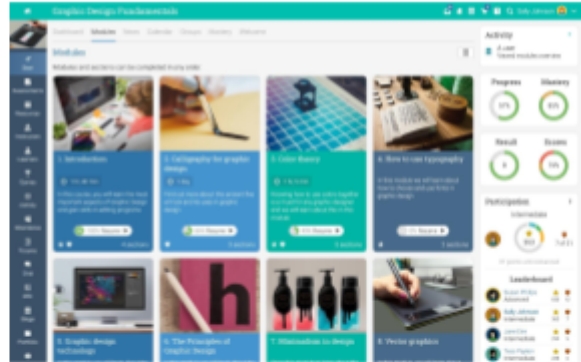
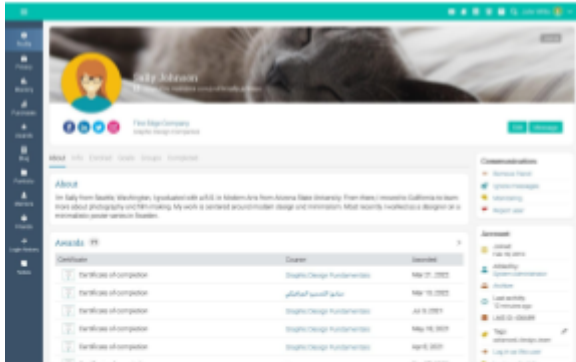
leadership forums worldwide. Originally a teacher himself, Graham's founded multiple successful firms in the edtech space and wrote multiple books – all with the mission of advancing modern learning.

The Future at CYPHER Learning

Our mission is to power learning experiences that connect people to their purpose and potential. Our vision is to ignite lifelong passions through personalized, engaging, and limitless learning experiences for all.

SCREENSHOTS





All screenshots provided by CYPHER Learning

Analysis by Brandon Hall Group

Situational Analysis

The Learning technology platform market continues to undergo rapid transformation with the emergence of new technologies and capabilities, the competitive rise and fall of vendor offerings, mergers and acquisitions, and the ongoing drive by most providers to expand their offerings to reach more of the market. Learning organizations find learning technology purchasing decisions very complicated.

Challenges to the Business

The very nature of how learning takes place in the workplace has shifted dramatically and that evolution shows no sign of slowing down. The emergence of new technologies and modalities has opened endless possibilities for learning and development professionals. Integral to that is the relentless push to personalize and individualize the learner experience while quickly upskilling and reskilling the workforce. Where once you had an LMS and a single-user desktop authoring tool, you now need a learning technology ecosystem that could easily rival the most robust and complex business infrastructures.

Implications for the Business

Learning teams must now be able to maintain their expertise in workplace learning as well as become technology architects and specialists. They must also be skilled customer success professionals and be able to bring together the needs and wants of various stakeholder groups to offer solutions that drive success for the individual employee and the business. They must be able to clearly articulate what they need from their provider and translate that into a seamless and easy learner experience to deliver improved performance across the enterprise.

Questions to be Answered by the Business

- Do we have well-defined use cases for a solution?
- Do we know what capabilities or requirements we need?
- How can we provide the quality of learner experience we want by adding a solution?
- Are we able to provide users in multiple roles (learner, administrator, instructor, manager) the tools they need with a solution?
- Can we tell the story using the data we are generating in the solution?
- Are we able to keep up with the pace of change in our business?

CYPHER Learning as the Answer

An absolute necessity in a next-gen learning platform is the ability to support the end-to-end process of upskilling and reskilling in a masterful way. What this means is the platform must be able to identify skills, skills proficiency requirements and create a personalized learning experience to attract employees and motivate them to learn. To accomplish this task, learning must be delivered in a “just in time, just for me, just the way I want it” approach.

Employee development is a highly dynamic process; therefore, technology needs to be dynamic. Delivering a fully immersive learning experience is the number-one job for technology. Technology is the only way to scale this level of commitment to every learner. This is a daunting and arguably impossible requirement for traditional learning technology. For CYPHER Learning, this is squarely in their wheelhouse.

CYPHER Learning is not your typical “way inside the box” parochial learning tech. This is a supercharged next-generation technology platform that rocks competency and skills-based learning. CYPHER Learning delivers unparalleled accuracy and precision in learning. There is no ambiguity as to whether an employee has mastered their learning when they’re leveraging CYPHER Learning’s platform. When you are in the tech, you can feel the learning taking place. There is no possible way not to learn because the technology inspires learners. This is a very cool tool.

Every turn of the tech is exciting. Moving through the platform is intuitive and fast. There is no hunting and pecking, searching aimlessly or stymied progress for the learner. The technology behaves the way humans think and act. The best way to describe the tech is to say it anticipates the moves of the learner. And it’s super powerful. Like a Ferrari, the tech effortlessly combines beauty with the beast to deliver an elegant and stylish learning environment. This is what modern learning is supposed to be. If you are going to retain the next-gens of your workforce, this tech is a must.

As for the admins using this platform, well, get ready for a brand-new experience. No more clunky back-end operations or feeling like you are fumbling around trying to do the most basic tasks. CYPHER Learning is an admin’s dream. You see it and you do it — it’s that simple. Forgot the steep learning curve, this tech is as intuitive as it gets. You can hit the ground running on delivering learning — this tech truly does save time and energy and is infinitely scalable.

To summarize, I can’t agree more with this quote, “users discover what great looks like when they use CYPHER. The CYPHER platform boasts an intuitive and visually appealing design, simplifying the learning experience.”

- Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst, Brandon Hall Group

About Brandon Hall Group

With more than 10,000 clients globally and 30 years of delivering world-class research and advisory services, Brandon Hall Group™ is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives



and practitioners responsible for growth and business results.

ORGANIZATIONAL EXCELLENCE

CERTIFICATION PROGRAM recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.

SMARTCHOICE® PREFERRED PROVIDER PROGRAM

uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's twenty-eight-plus years' experience in evaluating and selecting the best solution providers for leading organizations around the world.