

MATRIX

by CYPHER LEARNING



Building a case study to use MATRIX for your business

In today's world most companies need a learning management system to manage their training activities. MATRIX is a powerful e-learning solution that can help companies improve employee performance, cut costs, and even increase profit.

Here's how to construct a successful case study that outlines the benefits of using MATRIX.

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1. Do your research

The first step is to gather as much knowledge as possible about the company's needs and goals. Meet everyone that will be affected and start asking questions. Meet the company management and ask about their visions and expectations. Meet the IT folks and ask about all technical aspects involved. Meet the trainers and learners and find out their needs. Establish who will use the system, whether it's employees, clients, partners or all of them.

2. Establish the purpose of MATRIX in your company

A learning management system is the engine that powers any training program. MATRIX offers a centralized environment for creating content, delivering online trainings, evaluating learners' performance, covering administrative needs associated with trainings, increasing revenue through selling courses, and allowing users to collaborate.

- ✓ Organizations spent an average of **\$70,600** on their LMS annually
- ✓ **87%** of institutions use a web-based LMS
- ✓ **26%** of institutions are dissatisfied with their current LMS
- ✓ **37%** of LMS users perceive that LMSs increase employee productivity



3. Identify immediate savings

Depending on the company, a learning management system could be considered a substantial initial investment, so be prepared with data on the immediate savings that MATRIX will bring. Implementing MATRIX allows businesses to secure tangible savings in areas such as:

- ✓ Reduced costs with training staff - by using only one system for company activities, the amount of training required for employees and trainers is minimized;
- ✓ Reduced costs with travel and training facilities - a lot of trainings sessions can be moved completely online, thus eliminating costs with flights, hotels, meals, and renting of training rooms;
- ✓ Reduced personal costs - training material is prepared faster, which leads to less hours of overtime and lower instructor fees, salaries, and costs to create and store materials;
- ✓ Reduced record-keeping costs - electronic versions of learner data and training material can be stored and accessed in MATRIX. 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;



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- ✓ Reduced costs with software licenses - a company uses in average 10 software licenses for different programs. MATRIX can incorporate multiple systems and you only have to pay for one subscription;
- ✓ Reduced communication costs - information sharing between different departments, the entire company, branches, or clients organizations can be securely done using MATRIX.

4. Do the numbers

Calculate the exact savings that your company can make within the first year of using MATRIX. Savings might be different from company to company, but here is an 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 without LMS

*MU= Monetary Unit

The cost of a MATRIX LMS subscription per year can be found **here**

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

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5. Long-term benefits

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

- ✓ Higher engagement and retention rate
- ✓ Improved work flow and higher levels of productivity
- ✓ Central hub for all training activities
- ✓ Increased revenue through selling online courses
- ✓ More funds to spend on other activities such as conferences and teambuildings
- ✓ Security of all company data
- ✓ Increased employee motivation by taking over their career development path
- ✓ Easier performance evaluation of employees by setting goals in MATRIX
- ✓ Employees are more self-directed by learning at the point of need

Conclusions

Remember it's important for all stakeholders to understand how MATRIX can help improve their tasks and what it means to implement and manage it. Focus on outlining the most important benefits and savings MATRIX can bring.

www.matrixlms.com

