

MATRIX

by CYPHER LEARNING

WHAT IS AN LMS

What is an LMS?

An LMS (learning management system) is the engine that **powers** any online training program. It offers a **centralized environment** for creating content, delivering online trainings, evaluating learners' performance, increasing revenue through selling courses, and allowing users to **collaborate**.

Who uses it?

The end-users of an LMS are learners, instructors, administrators, and managers. The decision makers include company management and leadership, stakeholders, HR, advisement, instructional technology, or IT.

Why use an LMS?

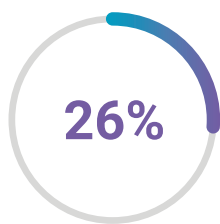
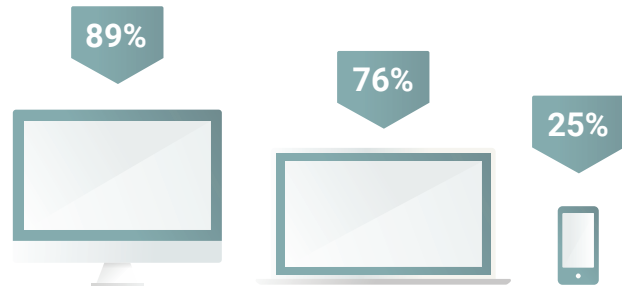
An LMS can help **boost learner engagement**, productivity, cut costs, and increase company revenue. An LMS provides automation that replaces rigorous and expensive manual work, **saves time**, and enables you to **easily** organize your content, data, and learner audiences.



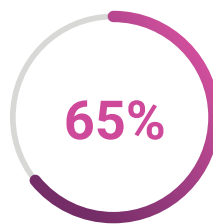
Industry trends



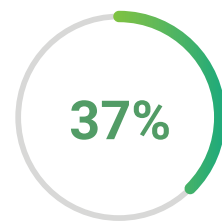
Users **accessing** LMSs



of organizations are **dissatisfied** with their current LMS



of users perceive that using an LMS leads to **higher course completion rates**



of users perceive that using an LMS leads to **higher retention rates**

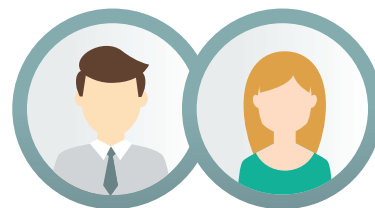
The main areas users believe their **current LMS is lacking** in are:



**VIDEO
CONFERENCING**



**MOBILE
LEARNING**



**SOCIAL
LEARNING**

Industry trends

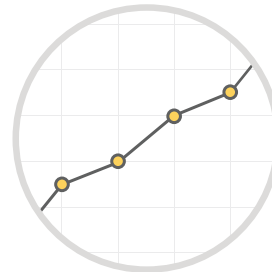
Reasons for switching to another LMS also include



LACK OF OR
INADEQUATE
SUPPORT
PROVIDERS

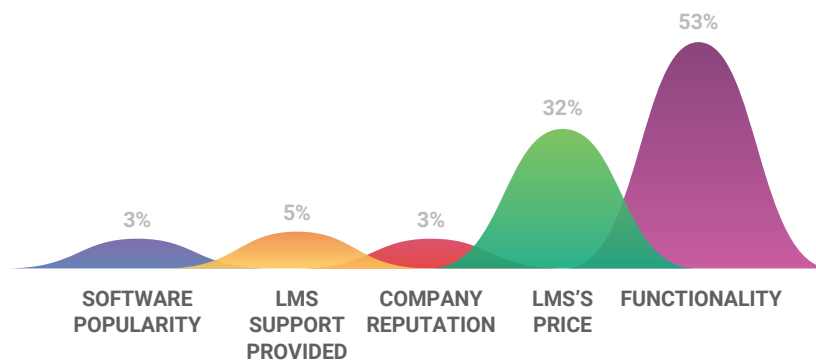


LMS IS TOO
DIFFICULT
TO USE



CHANGING NEEDS DUE TO RAPID
ORGANIZATIONAL GROWTH
THAT THE CURRENT LMS COULD
NO LONGER SUPPORT

The **primary criterion** used to decide upon the best LMS to buy is



Organizations **spend** an average of

\$ **7 0 , 6 0 0** (\$5,885 per month)

on their LMS annually

www.matrixlms.com

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