

Sample form, not for offline completion.

Visit <https://trainingindustry.awardsplatform.com> to enter.

Learning Management System (LMS)

Welcome to Training Industry's 2024 Learning Management System (LMS) Application!

This application is used to assist our Top 20 selection committee in identifying Learning Management System (LMS) companies for the 2024 Top 20 and Watch List.

You may return to the application to submit additional information up until the due date of **August 28, 2024**.

For more information on this award, click [here](#)!

Welcome!

Company name

Organization website

Headquarters location

Total number of employees

Total number of employees dedicated to all training solutions in your entire organization (if different from above) (optional)

Year organization established (e.g., 1990)

Year started in learning platform products/services (e.g., 2005)

Publicly traded or privately owned

Applicant first name

Applicant last name

Job title

Applicant Email

Email for RFP Contact

Phone

City

State/Province

Country

Please note that this application covers LMS's, LXP's, LCMS's, and other training platforms.

Name of learning platform product

Please provide a brief description of your organization related to its learning platform products and services.

1000
characters

Which of the following *user* features and functions are available in your learning platform?

- Gamification (e.g., leaderboards, badging, reward programs)
- Immersive learning (e.g., simulations, games, virtual worlds)
- Self-registration capabilities
- Customizable platforms
- Individualized learning plans (e.g., adaptive learning)

- Social and collaboration tools (e.g., communicate and collaborate with peers, share user-generated content, ratings, comments)
- Coaching
- Searchable content across multiple support systems
- Bookmarking
- Offline access capabilities
- ...

Please select all that apply

If you answered "Other" in the previous question, please specify. (optional)

Which of the following *administrative* features and functions are available in your learning platform?

- Custom branding (e.g., white label)
- Built-in/add-on authoring tool(s)
- Automated experience tracks (e.g., onboarding, new leaders)
- Automated report generation (preset or customizable)
- Automated transcription for audio/video content
- Individual dashboards (e.g., KPIs, performance rates, widgets)
- Team-/department-level dashboards
- Integration with third party content tools (e.g., APIs)
- Manage course resources (e.g., space, equipment, instructor schedules)
- Notify/email/message learners about courses
- ...

Please select all that apply

If you answered "Other" in the previous question, please specify. (optional)

Which of the following *reporting and analytics* features and functions are available in your learning platform?

- Assessment performance/test scores
- Compliance reporting
- Course/certificate progress report
- Individual competency/performance/patterns
- Pre-configured dashboards
- Customizable dashboards
- Learner-level content discovery metrics
- Learner-level content history/usage
- Skill analytics

Other reporting (please specify below)

Please select all that apply

If you answered "Other" in the previous question, please specify (optional)

What are the top three features and functions built into your learning platform?

1000 characters

What new features and capabilities have become available in your organization's learning platform within the past year?

1000
characters

Which of the following technologies does your organization use to support its learning platform products/services?

- Adaptive learning (i.e., personalization of learning experiences using computer-based technology)
- Augmented/virtual reality
- Cloud computing
- Company-generated knowledge management/performance support/reference tools
- Immersive learning (e.g., simulations, games, virtual worlds)
- Learning library connectors
- Machine learning/artificial intelligence (AI)
- Massive open online courses (MOOCs)
- Mobile devices
- Rapid eLearning tools (e.g., authoring tools, PowerPoint conversion tools)
- ...

Please select all that apply

If you answered "Other" in the previous question, please specify. (optional)

If applicable, please describe how your organization leverages artificial intelligence (AI) in its learning platform products and services. (optional)

1000
characters

What innovations did your organization bring to the learning platform market within the past 12 months?

1000
characters

Which best describes the level of customization your company typically builds into a client's learning platform?

- Completely customized (>90%)
- Primarily customized (70-90%)

- Mostly customized (55-70%)
- Balance of customized and off-the-shelf (45-55%)
- Mostly off-the-shelf (30-45%)
- Primarily off-the-shelf (10-30%)
- Completely off-the-shelf

Please describe your organization's solution design services. 1000 characters

Please describe your organization's implementation services. 1000 characters

On average, how long does it take from learning platform purchase to implementation for a typical client? 1000 characters

Please describe your organization's managed services/hosting services. 1000 characters

Briefly describe your organization's integration services (e.g., with learning platforms, legacy enterprise application and data sources). 1000 characters

If applicable, briefly describe your learning platform's API availability for integration with other software (e.g., Shopify, Zoom, PayPal). 1000 characters

Please write N/A if not applicable.

Please select which content solution applies to your company's learning platform offerings::

- Allows importing or access to other's off-the-shelf content
- Has own library of off-the-shelf content included in learning platform offering
- Has own library of off-the-shelf content provided at an additional fee
- Has seamless or predeveloped integration strategies to work with large established content libraries (e.g., Skillsoft, LinkedIn Learning, Coursera, Pluralsight, etc.)
- Other solutions

Please select all that apply

If applicable, please describe your organization's content development services for courses. 1000 characters

Please write N/A if not applicable.

If applicable, please describe your organization's content generation/sourcing and content conversion services.

1000
characters

Please write N/A if not applicable.

If applicable, briefly describe how your learning platform incorporates courses from learning libraries.

1000
characters

Please write N/A if not applicable.

Please provide links/uploads to allow us to become more familiar with your learning platform.

Supporting materials upload #1 (optional)



Supporting materials upload #2 (optional)



Supporting materials URL #1 (optional)

Supporting materials URL #2 (optional)

What percentage of your organization's learning platform products were delivered to clients in each of the following geographic regions within the past 12 months? Please enter whole numbers without a percentage symbol (e.g., 85 and 15). The numbers must add up to 100.

Percentage (whole numbers, do not add %)

1	North America (U.S. and Canada only)
2	United Kingdom and Ireland
3	Mainland Europe
4	India
5	Middle East
6	Southeast Asia
7	Australia
8	Central and South America
9	Africa
10	Rest of the World

Please list all the industries that your organization provided learning platform products for within the last 12 months and estimate the percentage of all projects done in each industry: Please enter whole numbers without a percentage symbol (e.g., 85 and 15). The numbers must add up to 100.

	Industries	percentage (whole numbers, do not add %)
1	Aerospace	
2	Agriculture	
3	Automotive	
4	Banking/finance	
5	Business service/consulting	
6	Construction	
7	Education (K-graduate)	
8	Energy/utilities	
9	Government/military	
10	Health care (services related to patient care and treatments)	
11	Hospitality	
12	Insurance	
13	Legal	
14	Manufacturing	
15	Media/entertainment	
16	Medical (medical products, equipment and research)	
17	Nonprofit	
18	Oil and gas	
19	Mining	
20	Pharmaceuticals	
21	Retail	
22	Technology (computers, software, ISP, etc.)	
23	Telecommunications	
24	Training and development	
25	Transportation	
26	Other industries (please specify below)	

If you selected "other" in the previous question, please specify what industry or industries (optional) 1000 and the percentage of learning platform products provided. characters

What is the total number of your organization's active learning platform clients from the past 12 months (i.e., how many active B2B-level accounts)?

Please estimate the following information about the number of customers using your organization's learning platform:

#

1 Users (learners)

2 Administrators

Please estimate the percentage of your clients that fall within these categories:

Please enter whole numbers without a percentage symbol (e.g., 85 and 15). The numbers must add up to 100.

%

1 Small-sized companies (fewer than 500 employees)

2 Mid-market companies (about 1,000 employees)

3 Large companies (1,000+ employees)

Please list up to five of your organization's largest learning platform corporate clients and the type(s) of services provided for each. Client information is confidential and will not be shared in Training Industry publications or with any third parties.

Largest Five Clients

1 Client 1

2 Client 2

3 Client 3

4 Client 4

5 Client 5

What do you find to be your clients' biggest challenge when coming to your company for a solution?

1000 characters

Please provide your organization's past year (2023), current year projected (2024) and projected (2025 & 2026) revenues (in U.S. dollars) for the following:

Please provide responses as whole numbers (e.g., 1,000,000 for \$1 million). Revenue information is CONFIDENTIAL and will not be shared in Training Industry publications or with any third parties

\$

1 Learning platform revenue in 2023

2 Learning platform revenue in 2024 (projected)

3 Learning platform revenue in 2025 (projected)

4 Learning platform revenue in 2026 (projected)

5 Total revenue in 2023

6 Total revenue in 2024 (projected)

7 Total revenue in 2025 (projected)

8 Total revenue in 2026 (projected)

If applicable, please describe any reasons for changes in revenue (e.g., merger or acquisition, loss of a major contract, COVID-19, investment).

(optional) 1000 characters

What percentage of your revenue comes from the following types of client organizations?

Please provide responses as whole numbers (e.g., 1,000,000 for \$1 million).

Percentages (use whole numbers, do not add %)

1	L&D or training department
2	Sales and marketing departments
3	IT departments
4	Product training
5	External channels / representatives / distributors / agents / customer education
6	Other areas (please specify below)

If you answered "other" in the previous question, please specify. (optional)

1000 characters

If necessary, please elaborate on how you charge clients for your learning platform products and services.

(optional) 1000 characters

If you price your learning platform by pay-per-active users (price is charged for users who logged into learning platform during billing cycle), what is the rate per user per month for (e.g., \$800 for 1,000 active users per month).

Rate per user/month

1	<100 users
2	100-500 users
3	500-1,000 users
4	1,000-5,000 users
5	5,000-10,000 users
6	10,001+ users

If applicable, how does your organization define *active user*? (optional)

1000 characters

If you price your learning platform by pay-per-user (fixed price for certain number of registered users), what is the rate per user per month for (e.g., \$59 per user per month).

Rate per user/month

1	<100 users
2	100-500 users
3	500-1,000 users
4	1,000-5,000 users
5	5,000-10,000 users
6	10,001+ users

If none of the above apply to your pricing structure, please describe your pricing. (optional) 1000 characters

If applicable, what is your learning platform onboarding/setup fee?

Please write N/A if not applicable.

Are there any other fees charged for the use of your learning platform? (Please indicate the nature of the fee and the amount you charge.) 1000 characters

Please write N/A if not applicable.

Please list up to five industry awards or recognition that your company has received within the past year, specifically for its contribution to the learning platform marketplace, and the year award was received. Please list awards that were not distributed by Training Industry (i.e., do not list past Top 20 awards).

Awards or Recognitions

1	Award/recognition 1
2	Award/recognition 2
3	Award/recognition 3
4	Award/recognition 4
5	Award/recognition 5

What business investments is your organization planning to make within the next 12 months? 1000 characters

What geographic regions and/or industries is your organization trying to expand its programs/services to in the next 12 months? 1000 characters

What percentage of your thought leadership and/or research that support marketing efforts of your organization's learning platform comes from the following areas?

Please enter whole numbers without a percentage symbol (e.g., 85 and 15). The numbers must add up to 100.

1	Research/white papers
2	Articles or blogs
3	Books/e-books
4	Industry conferences
5	Webinars/livestream
6	Videos
7	Infographics
8	Podcasts
9	Do not provide any of our own thought leadership or research

What makes your organization's marketing strategy different from other companies? 1000 characters

If selected as one of our award winners, your logo will appear on our website and other media. Please upload a high-quality copy of your company logo (.jpg, .png, .svg, at least 300x200px):



If selected for the Top 20 List, a profile of your organization may be included in our annual market reports. Please describe your organization's capabilities and main marketing messages. Alternately, you may provide one or more URLs to where such information can be found on your company's website. This description is subject to editing by Training Industry, Inc. for clarity and conciseness. 1000 characters