



Building the Business Case for Your LMS

You need a learning management system (LMS). You've done your research, or perhaps have used an LMS before. Either way, you know it'll deliver the productivity gains, learner skills and employee engagement needed to rock the competition.

Now, all you have to do is show leadership how smart use of an LMS can yield the big gains your organization wants.

Here are some tips to help demonstrate the business value of Absorb LMS.

Prove Your Case for an LMS

Regardless of who's involved in the technology and business decision to purchase an LMS, you need to address three points:

1. Who are your stakeholders?
2. What are your stakeholder's key business challenges?
3. How does an LMS address those challenges?

Business Challenges Solved by an LMS

Stakeholders	Business Challenges	How an LMS Solves Business Challenges
CEO	<ul style="list-style-type: none"> • Lack of business agility • Slow to respond to competitive pressures • Inability to scale • Sub-optimal innovation • High training costs 	<ul style="list-style-type: none"> • Improve operational efficiency • Keep employee skills ahead of the market • Gain agility for competitive countermeasures • Scale the business, even globally • Lower training costs
Operations	<ul style="list-style-type: none"> • Inconsistency across job functions • Over-reliance on manual processes • Sub-optimal growth • Insufficient metrics to calculate ROI 	<ul style="list-style-type: none"> • Gain organizational consistency • Track ROI in aggregate and per learner • Automate manual processes • Install processes and sales techniques at scale

Stakeholders	Business Challenges	How an LMS Solves Business Challenges
Human Resources	<ul style="list-style-type: none"> • Low employee productivity • Gap in employee skills • Poor staff engagement • Low staff morale • Lack of cultural alignment 	<ul style="list-style-type: none"> • Speed onboarding • Deepen employee engagement • Offer continuous development • Deliver consistent training at scale • Gain time-saving administration • Improve the employee experience
Learning & Development	<ul style="list-style-type: none"> • Limited insight into training outcomes • Inability to improve training over time 	<ul style="list-style-type: none"> • Quantify learning effectiveness • Optimize training to meet business objectives
Compliance Officer	<ul style="list-style-type: none"> • Poor regulatory compliance • Liability exposure • Questionable data security 	<ul style="list-style-type: none"> • Ensure and prove full regulatory compliance • Gain reporting and analytics capabilities • Improve data security
IT	<ul style="list-style-type: none"> • Lack of system integration • Poor visibility into IT purchasing • Safeguard data 	<ul style="list-style-type: none"> • Elevate system integration • Achieve a “single source of truth” for data • Improve data security • Gain infrastructure efficiencies

“ **We have saved around 30%—or 12 hours a week—on administration, comparative to our last LMS provider. The move to Absorb saved us about \$13,000 a year in administrative time.** ”

- Caterpillar

Need more insights? Connect with a sales representative who will be happy to help you!

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