



SIMPLIFIED

extended enterprise training.

Global eTraining scales to 154 countries with **Absorb LMS**

Challenge

CUSTOMER CASE STUDY



CHALLENGE

Find an LMS capable of scaling to meet the complex needs of its growing business.

SOLUTION

Absorb LMS.

RESULTS

Explosive growth over 7 years using Absorb LMS, now serving tens of thousands of client learners in 154 countries, ranging from small businesses to large multinational organizations.

Global eTraining is a leading provider of on-demand corporate training solutions for architecture, engineering, construction (AEC) and manufacturing companies around the world. The company's reputation for providing high-quality training materials left it poised for growth, but its initial choice of learning management system (LMS) was holding it back. "We were using an LMS more specific to education, and then selling our product to corporations. It just wasn't a match," said Susan Brattberg, Founder and Chief Customer Officer, Global eTraining. "We specifically went looking for an LMS that was for companies—small, medium and even larger international companies."

The company sought a solution empowering it to better serve its client base, which was comprised of both single end users and a deep—and complex—international reseller network. "We needed to have a program that allowed us to offer unique departments to our customers, so they could pull their own reporting and track the progress and competence of their employees."

Additionally, while the primary goal of selling its own courses remained, Global eTraining wanted to add customer value by providing clients with a single source of truth for training materials. It needed an LMS built to handle the challenge.

Solution

After comparing several different learning management systems, Global eTraining chose Absorb. By working closely with the Absorb team, the company built a vast network of departments and sub-departments for its customers, each of which operated like a standalone LMS.

By granting administrative access, Global eTraining gave each customer access to powerful tracking and reporting functionality, as well as a centralized location for training materials. "We're able to offer departments of Absorb to companies alongside our training," says Susan, "and that's really great if they have their own content that they want to add."

Beyond that, Global eTraining had an extensive partner network of resellers around the world, each benefiting from the implementation of Absorb LMS. Now, rather than simply providing access to Global eTraining's courses, each reseller was able to offer clients a customized learning experience, with the ability to import materials, while delivering the same valuable tracking and reporting consistently across their learning universe. "It's a pretty intricate system, and we were able to work out a model with Absorb that works, when other learning management systems didn't have that capability."

“ Absorb won because it had what we were looking for. It was the business model—which really enabled us to scale—that set it apart for us. ”

— Global eTraining

Results

Celebrating its 10th year in business, and seventh with Absorb, Global eTraining has made its mark on the international eLearning scene. It's sold over a million courses to tens of thousands of users, all provided through Absorb LMS. Living up to its name, Global eTraining has customers in 154 countries, ranging in size from small businesses with just a few learners to multinationals with thousands. With such a vast and varied customer base, Global eTraining has found Absorb customizable

multi-language capabilities and GDPR compliance particularly valuable.

This strong learning management system foundation, combined with Global eTraining's offer to import company-specific training materials, has resulted in thousands of satisfied customers centralizing their training programs with Global eTraining. "They're essentially doing industry and company training in partnership with Global eTraining, powered by Absorb."

When speaking of Global eTraining's overall experience with Absorb, Susan said, "It's excellent, and it works for our needs, which is very important. It isn't overly complicated—which is even more important for our customer base. They can just get in and use it. I would highly recommend it, for sure."

“ *Our customers are doing industry and company training in partnership with Global eTraining, powered by Absorb.* ”

— Global eTraining

About Global eTraining

Global eTraining is an award-winning provider of interactive online training solutions with over 30 years of experience in developing and delivering exceptional computer-based learning.

www.globaletraining.ca



Try Absorb LMS for yourself and see the powerful customization options available

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