Learning Management Systems 2008

Facts, Practical Analysis, Trends and Vendor Profiles

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About This Report

This report contains a detailed review of the learning management systems (LMS) market, including a discussion of market trends, profiles of the top vendors and our proprietary Market Maps® to help buyers understand the positioning of vendors.

The goal of this report is to help corporate training and HR managers understand the LMS market, identify key vendor solutions, and plan for a successful implementation and long-term rollout.

KEY POINT

We believe our role is to help you, the buyer, understand the strengths and weaknesses of different providers, so you can quickly determine the short list of solutions that best meet your company's needs.

This report has many resources to help you find the "short list" of LMS vendors that would best meet your company's needs. It does not, however, provide a ranking or rating of vendors. We believe our role is to help you, the buyer, understand the strengths and weaknesses of different providers, so you can quickly determine the short list of solutions that best meet your company's needs. From there, we strongly urge you to follow our seven-step methodology[1] to select the right system. This report will help you understand the market and the solution providers in detail, identify your key selection criteria, and benchmark your implementation.

Once you reach the point of selecting the top two to three vendors, you can also consult our *LMS Customer Satisfaction 2007*[2] report to see how well these vendors and their products perform in real customer implementations.

In addition, this report does not review every LMS vendor in the market. Rather, we have used our insight and market research to focus on the top players in the North American market – vendors that we feel are likely to be successful over the long term.

The information included in this report comes from a variety of sources, including interviews with corporate buyers, briefings with vendors and quantitative research. Sources are footnoted where appropriate.

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1 For more information, *Selecting an LMS: What Works™? – Tips & Techniques*, Bersin & Associates / Chris Howard, May 2003. Available to research members at www.elearningresearch.com.

2 For more information, *LMS Customer Satisfaction 2007: Industry Analysis of the Customer Experience with Learning Management Systems*, Bersin & Associates / Karen O'Leonard, March 2007. Available to research members at www.elearningresearch.com or for purchase at www.bersin.com/lmssat.

We Welcome Your Feedback

On a personal note, we hope you find this report educational and valuable regardless of where you are in the LMS journey (*and it is a journey*). Learning management systems can be one of the most valuable and strategic tools in your corporate arsenal – or they can be an expensive and frustrating headache. Our goal is to make sure you see your LMS as the former and not the latter. As with all of our research, we welcome your comments and feedback at any time.

Josh Bersin, CEO
Bersin & Associates

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