

10

QUESTIONS TO ASK YOURSELF BEFORE BUYING AN LXP



In the last decade, workplace learning has seen several changes. We saw the growth of social learning and gamified learning to drive concepts. Then we saw the growth of video-based learning and bite-sized or microlearning programs that offered larger courses in the form of smaller learning capsules and nuggets. The biggest change would be the transition to learning on the smartphone using mobile learning apps. In tandem with the growth of the 'cloud' and SaaS, organizations are looking for learning platforms that are nimble and easily accessible via smartphones. There is also a renewed focus on learner analytics and data on learner are some of the factors that are contributing to the growth of the LXP market. Roughly 12% of the \$240 Billion corporate training market is spent on tools. As organizations crave for an integrated full function learning solution or platform it is inevitable that there is going to be an explosion in the LXP market with some of the big names in learning pitching and promoting their LXP as the best tool in the market.

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In this resource, we examine ten important questions that you need to ask yourself before buying an LXP. You can also approach this as list of FAQs or resource guide on LXPs irrespective of you scouting for an LXP or not.

Ten FAQs on LXP

Q1 What is a Learning Experience Platform?

A simple definition would read - “Learning Experience Platforms are defined as an integrated consumer-grade technology solution that enable real-time learning.”

Q2 Why is there a sudden demand for LXPs?

The traditional LMS has its limitations in terms of tracking learner activities and progress. As modern workplace learning includes a mix of both formal and informal learning and learning outside the core LMS, one needs to track the learner activities taking place outside the LMS. The LXP is pitched as a solution which can track learning that happens outside the core LMS and with its focus on dedicated mobile learning apps, LXPs are turning into a go-to solution to deploy both workplace and extended enterprise learning.

Q3 What are some of the key innovations that LXPs are driving forward?

Marketplace-readiness – Giving organizations and individual domain-experts the chance to monetize their training content with in-built payment gateways and the ability to set up a learning portal with ease.

xAPI-enabled Analytics - xAPI is an eLearning standard that’s slowly replacing SCORM. xAPI-enabled learning solutions help track learning outside the core LMS and sync between offline and online learning with ease. LXPs are offering xAPI-powered learner analytics as a key differentiator.

Integration APIs -API support for easy integration with existing learning platforms and CRM tools is an important feature that LXPs should possess. SABA, SAP, and Zoho are some of the popular CRM applications used by organizations globally. An ideal LXP should offer integration capabilities with these CRM solutions and learning systems like – Totara, Moodle, SumTotal etc...

Mobile Apps – This is a major deal-breaker. No point in offering a mobile responsive website. Offer full-function mobile apps that offer a cohesive learning experience on smartphones and tablet devices. The key point being offer mobile apps for both Android and iOS.

Q4 What is the difference between an LMS and an LXP?

We have created a small infographic that will give you clarity.

Learning Management Systems	Learning Experience Platforms
<ul style="list-style-type: none"> ● Traditionally a closed system ● Built to grant power to the learning administrator ● Long-drawn process to add new training content ● Steep learning curve ● Does not make sense to use for small teams/organizations ● Traditionally designed for on-premise hosting ● Used primarily for employee training or closed learning groups 	<ul style="list-style-type: none"> ● Stresses on being an open platform ● Designed with the learner at the center ● Comparatively easier to add new content ● Intuitive design and easy to use ● Pay as per the number of your users and scale as you grow ● Deployed on the cloud to save costs ● Addresses the need of customer education

Q5 I have a perfectly fine LMS. Why should I invest in an LXP?

The decision to invest in an LXP is based on your needs and requirements. Typically, an LXP will work out to be less costly than buying a legacy LMS. You could use it either to complement your existing LMS or use the LXP for specific extended enterprise and customer education needs.

Q6 What factors should I consider when looking to buy an LXP?

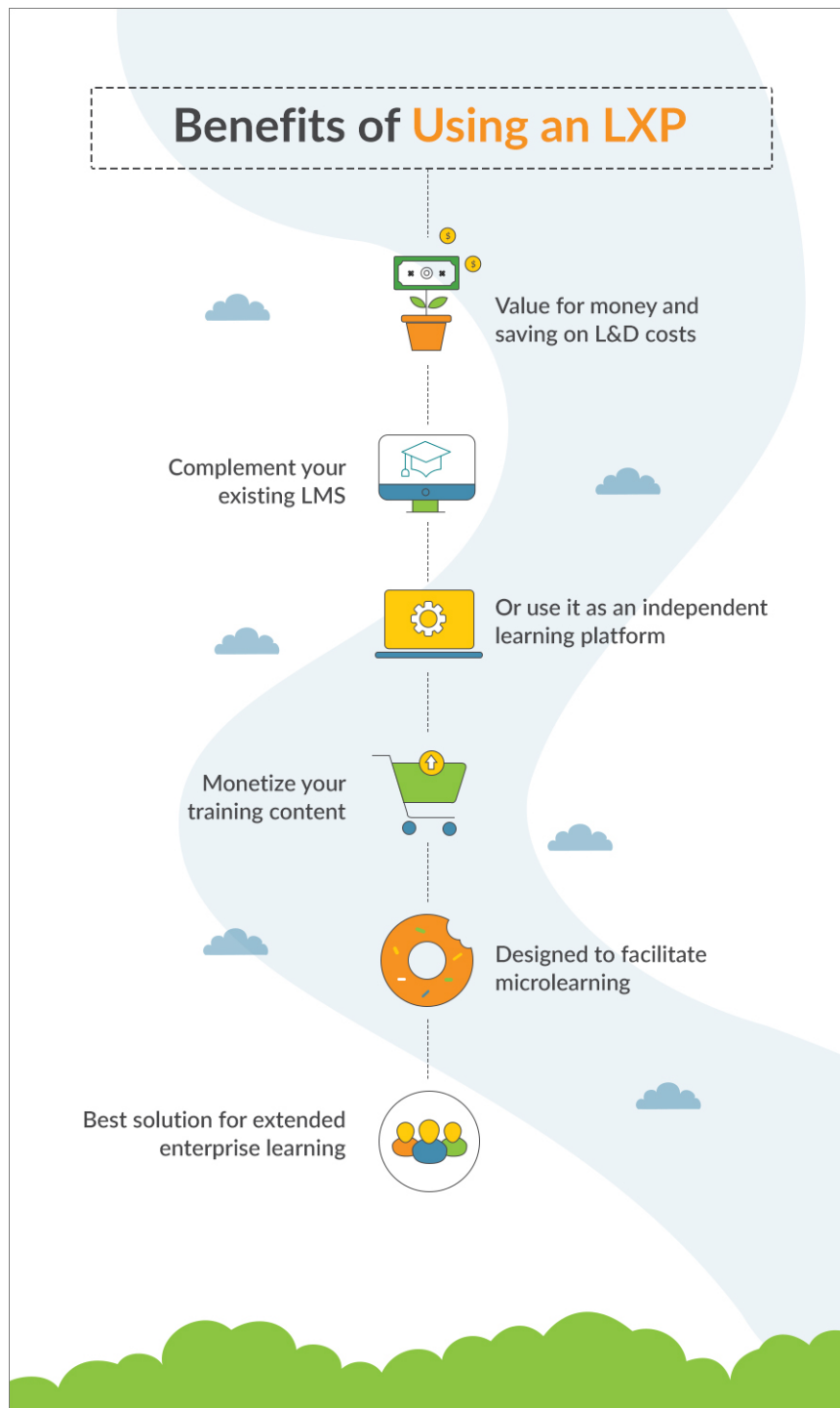
Finance teams may look at the costs first. Consider factors like – usability and design, availability of mobile apps, cloud-based hosting, dedicated support and issue-resolution, and integration with existing learning systems and CRMs.



Q7 What are the benefits of using an LXP?

We created a video to highlight the differences :

<https://youtu.be/JJpA-kM-luY>



Q8 So, will the onslaught of LXPs make the LMS redundant?

This is a difficult question to answer. To make a comparison, Amazon did not shut down brick & mortar bookstores. eBooks and Kindle and Kobo readers did not kill the physical printed book. There's room for everyone. The LXP is not going to fully replace the LMS. There are still large organizations and corporate juggernauts that need a traditional LMS for their training needs. The LXP and the LMS will co-exist.

Q9 Do you have any specific advice for those venturing to buy an LXP?

Do a thorough learning requirements analysis and determine if you really need an LXP. If you already use an LMS does investing in the LXP help you do things that your traditional LMS could not do? This is the question that you need to ask yourself. Just jumping onto a technology bandwagon because everyone else is doing the same will not help your cause. If it is the first time that you are looking to invest in a learning platform and an LXP meets your needs; then go ahead and sign the dotted line.

Q10 Is there a dedicated LXP to meet my extended enterprise learning needs?

Yes, [Origin Fractal LXP](#) from Origin Learning is designed specifically for meeting the needs of extended enterprise learning and customer education. You can [sign up for a free two-week demo](#) and explore Origin Fractal LXP.