

Solution Provider Profile

Training Orchestra

October 2019

Company Background



With more than \$6B in training budgets managed per year, Training Orchestra is the leader in Training Resource Management Systems (TRMS). Training Orchestra’s mission is to help training organizations reduce the costs of Instructor-Led Training (ILT) and manage training as a business.

| Company At-a-Glance | |
|-------------------------------|---|
| Name of Product | Training Orchestra Training Resource Management System |
| US Headquarters | New York, NY |
| Year Founded | 2001 |
| Number of Employees | 111 |
| Market Focus | Instructor-Led Training (ILT) Management |
| Key Industry Verticals | All industries where ILT is key for example, Banking, Insurance, Technology, Transportation, and Energy; as well as Commercial Training, Membership Organizations and Extended Enterprise |
| Top Key Clients | 600 clients worldwide, including Nikon, PwC, GM Financial, New York Life, General Electric, Siemens, Capgemini, Cox Communications, AngloAmerican, KPMG, Danone |
| Total Users | 6 Million |
| Website | www.trainingorchestra.com |

Business Overview

Most companies have the best LMSs but are managing Instructor-Led Training with Excel spreadsheets and Outlook. With an average of 70% of training budgets invested in ILT and strong financial pressure, the need to optimize operating costs is real.

Training Orchestra provides a Training Resource Management System designed to do just that—to reduce the costs of ILT. By increasing resource use, optimizing session scheduling, controlling costs in real-time to manage training as a business, and by making the most of time and resources, companies can re-invest significant savings into new learning initiatives and innovations.

Product Overview

With over 18 years of experience working with top organizations worldwide, Training Orchestra has developed a Training Resource Management System (TRMS)—a complete ERP/back-office—to manage all aspects of ILT operations. The system is designed to reduce the operating costs of training by optimizing ILT resource use, session scheduling and cost tracking via collaborative and intuitive graphical agendas for these business situations:

- **L&D / Corporate Training Departments** with enterprise level budget planning and monitoring – to help save up to 25% of training investment.
- **Extended Enterprise / Commercial Training Companies** with streamlined order to invoice sales process and real-time margin computation – to optimize cash flow and increase profitability.
- **Associations / Membership Organizations** with consolidated logistics and financial operations – allowing for better member service and improved financial performance.

Training Orchestra Training Resource Management System focuses on optimization of these critical ILT activities, depending on the business situation being addressed:



- **Training Resources:** Optimizing session scheduling and resource use such as classrooms, instructors, equipment and more.
- **Training Budgets:** Optimizing training investment with detailed cost tracking to ensure proactive financial visibility over all training activities.
- **Task Management:** Reducing the complexity of managing ILT by optimizing and organizing task tracking with visual checklists and tools.
- **Managing Training as a Business:** Optimizing end-to-end operations for any external audience including partners and clients, and streamlining the order to invoice sales cycle with real-time margin computation for increased profitability.
- **Managing Training as a Project:** Easing team collaboration to avoid siloes and automate training operations to increase productivity.
- **Training Regulation:** Optimizing the management of training regulation including countries that are highly regulated such as South Africa, Canada, France and Spain.
- **Data Visualization and Analytics:** Helping companies make good decisions with a fully customizable dashboard including KPIs, forecasting, planning and reporting capabilities.

As an expansion of the training ecosystem, Training Orchestra is highly complementary to the Learning Management System (LMS). As a learner-facing system focused mainly on eLearning, the LMS is not necessarily equipped to handle the requirements of Instructor-Led Training, especially in managing all of the necessary resources. That's where Training Orchestra steps in. Its easy, out-of-the-box/prepackaged integration with the LMS is proven and robust, with numerous API's to streamline communication between the two systems. Positioned at the foundation of the learning tech stack—which includes the LXP, LMS and TRMS—Training Orchestra also offers quick integration with other HR systems such as the CRM, HRIS and ERP.

Training Orchestra TRMS is highly-scalable and easily deployable for large Training Organizations with 1,000,000+ trainees, but also flexible enough for small- to medium-sized organizations with as little as 250 trainees. Large or small, Training Orchestra is easy to use and fast to deploy—organizations can be up and running in as little as one week.

Industry leading practices and processes incorporated in the Training Orchestra software bring significant operational benefits, including facilitating ISO 29990 certification for training organizations desiring to pursue the standard.

Analyst Insights

Business Overview

Training Orchestra has been operating for 17 years, with clients globally including North America and in over 20 other countries. Over the last several years, the company has made a significant investment in the U.S. market and Canada to grow the business in this region. As organizations continue to use instructor-led training (ILT) to a great degree, they need more sophisticated tools than spreadsheets to keep track of the resources and financials associated with this type of training.

Product Details

First and foremost, Training Orchestra is not an LMS. It is a Training Resource Management System, designed to help organizations manage the logistics and financials around instructor-led training. The product complements the LMS, giving administrators powerful resource management tools. It is essentially an enterprise resource planning system dedicated to instructor-led training. It helps organizations with:

- **Scheduling**
- **Managing resources**
- **Cost tracking**
- **Reporting**
- **Managing tasks**
- **Forecasting/planning**

The financial aspects, like cost tracking and forecasting, are key. Organizations that deliver a lot of ILT – and generate revenue from it – need to manage everything above, as well as logistics, resource utilization, profitability, and operational efficiency.



Where an LMS focuses on the learner, Training Orchestra focuses on the course that is scheduled, face-to-face, or virtual. This unique session-centric approach provides the basis to implement strong business management principles for training operations.

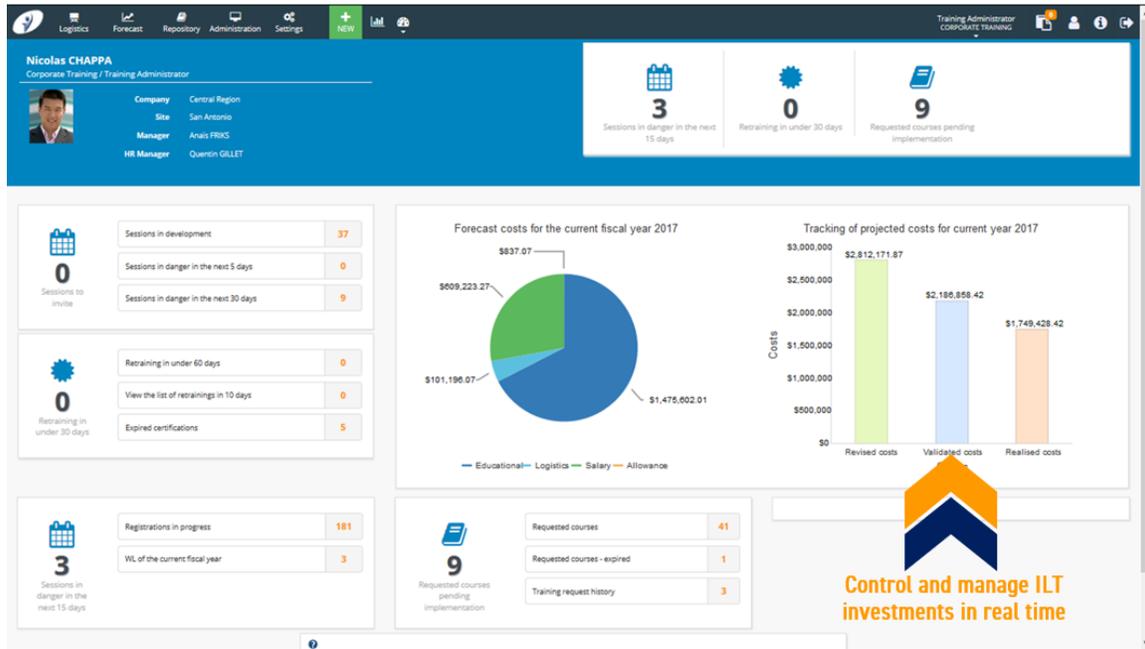
The driving features are:

- Optimizing and automating session scheduling, resource use, logistics management, and planning through drag-and-drop graphical views
- Tracking session costs with automatic cost retrieval and distribution for the resources being used
- Proactive enterprise-wide budget optimization with multi-currency capabilities and session occupancy monitoring.
- Real-time management of training business for external audiences such as partners and clients, from order to invoice including profitability computation
- Centralizing communications with B2B client and Instructor Portals

Training orchestra has expanded its functionality by building out its dashboard feature set. A highly configurable dashboard can provide full view and access to areas such as budgets, courses pending implementation and schedules for upcoming training.

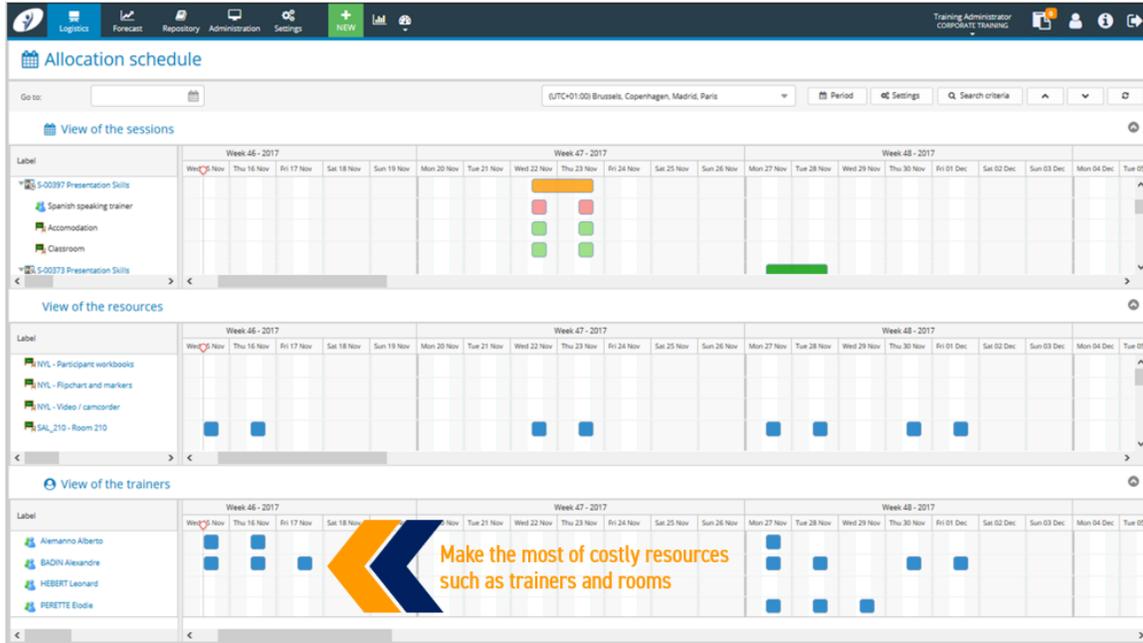
The platform also offers a week by week course schedule to assist organizations with matching resource requirements with implementing courses. Organizations can quickly match up instructors' availability with course schedules using an easy to use drag and drop feature. And, for managing costly strategic resources, the Instructor Portal allows organizations to better engage with and easily find instructors based on their skill set and subject expertise.

Figure 1: Training Administrator Dashboard



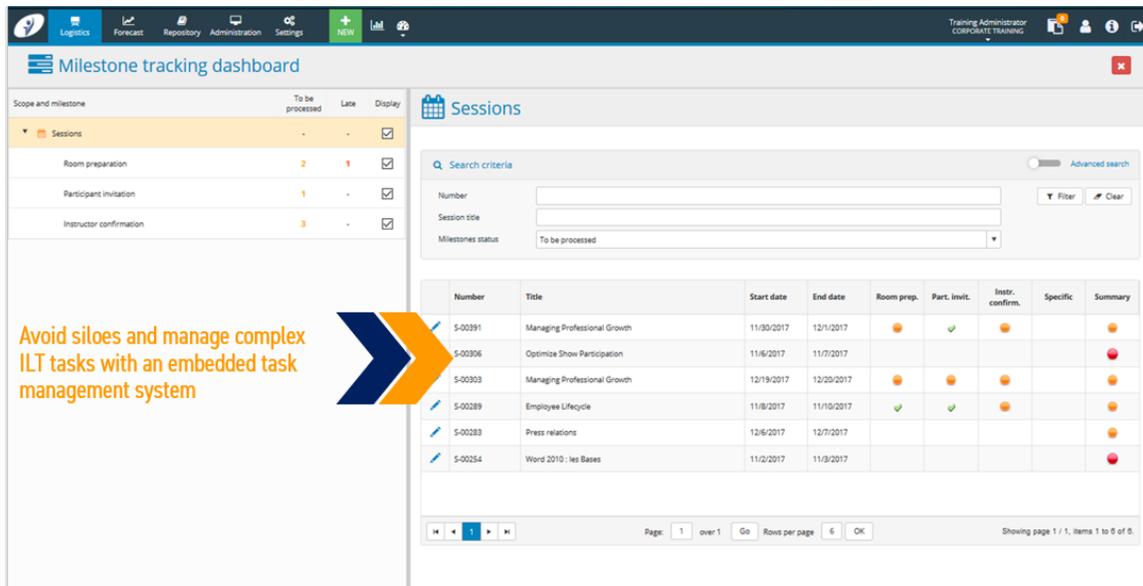
Source: Training Orchestra

Figure 2: Resource Allocation Schedule



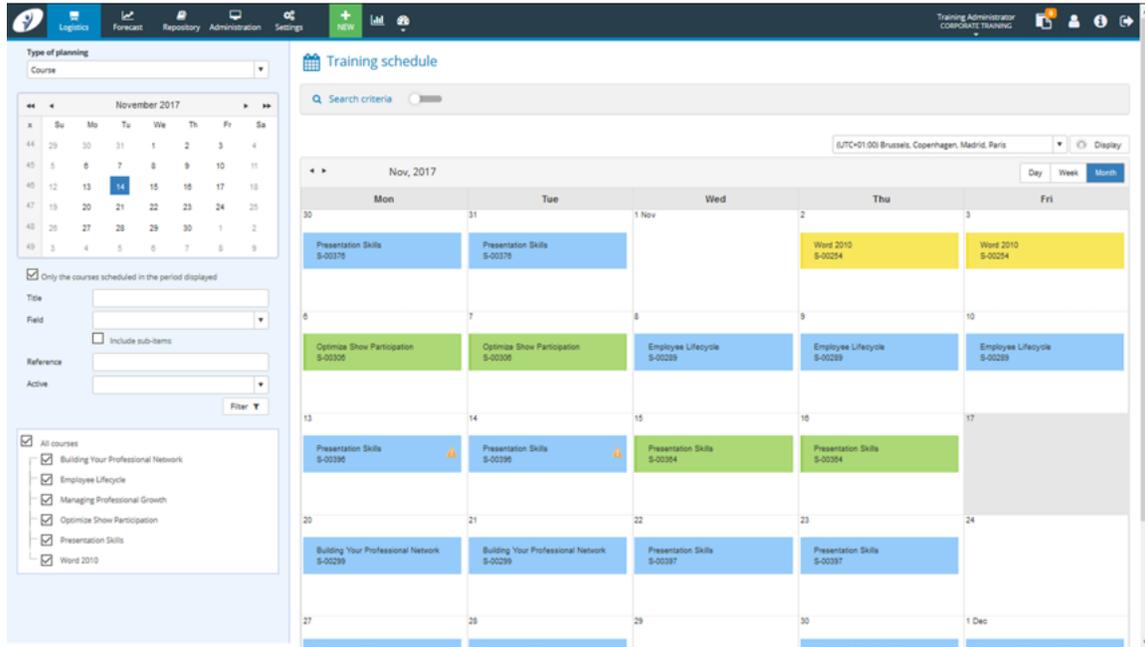
Source: Training Orchestra

Figure 3: Milestone Tracking Dashboard



Source: Training Orchestra

Figure 4: Session Scheduling



Source: Training Orchestra

Roadmap

Approximately 70% of training delivered is instructor-led, either face-to-face or virtual. Training Orchestra is committed to optimizing those activities for all stakeholders of the training industry. To continue to do so, Training Orchestra designs and implements new features based on assessing business trends and through recommendations of client focus groups. New features currently under development include more automated resource scheduling tools, an instructor portal to ease collaboration with instructors, adding new languages on top of the existing twenty, packaging additional out-of-the-box interfaces with major LMSs, B2B client and instructor portals, and new training regulations.



Pricing Models

Training Orchestra provides SaaS licensing models customers. Pricing is based on the number of sessions/training events managed. Professional services are provided for implementation to adapt the software to reflect the structure and needs of the organization.

The Analysts' Perspective

Training Orchestra is a well-developed platform for managing Instructor-Led Training for companies that need to reduce the costs of ILT and want to make the most of their strategic resources.

Training Orchestra continues to focus on helping organizations reduce operating costs associated with managing training. Key areas of focus are assisting organizations with optimizing scheduling and resource use, training investments, managing local training regulation in a global setting and creating a mindset for managing training as a business. Training Orchestra is strategically positioning itself as the third foundational technology needed by a learning organization along with the learning management system and learner experience platform.

Training Orchestra has four major areas of business: working with large global clients to manage training at scale and make the most of their strategic resources (instructors, facilitators, etc.), supporting the training business when organizations are working in an extended enterprise environment for learning (e.g., learning outside the four walls of the business including remote employees, clients, VARs, distributors, wholesales, channel partners, etc.), assisting small to medium size businesses achieve maximum efficiency at their training management maturity level, and expanding the level of support to existing clients that are branching out in their training management programs.

Training Orchestra has also significantly increased their partnering universe, adding several major HCM providers. The increase of the partnering universe provides Training Orchestra the ability to work with companies in a variety of settings beyond traditionally supporting LMS centric training management needs.



Solution Provider Profile Training Orchestra



Training Orchestra offers service packages to meet the specific needs of a wide range of organizations, beginning with an affordable QuickStart package that can be deployed in a week, even for large organizations. And, for companies who want to make the most of all features and capabilities of the highly configurable system, Training Orchestra offers a personalized Workshop package to help guide the implementation and fine tune the fit.

Training Orchestra is flexible, giving organizations the choice to benefit from standard off-the-shelf or simple customizable drag and drop functionalities such as the ability to build tailored reports from a wide variety of parameters, dashboards, profiles, documents and tasks.

Training Orchestra continues to advance its feature set and platform functionality to tackle the most complex training management scenarios for organizations of any size or industry and while delivering a significant cost savings. Training Orchestra is the industry leader in standalone training management software.

-Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst



About Brandon Hall Group

Brandon Hall Group is an HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth.

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