Solution Provider Profile
Scitent
June 2017

Company Background

| Company At-a-Glance | PROPEL Extended Enterprise LMS  
| PROPEL Extended Enterprise Distribution Technology & Services (with LMS or separate) |
| Headquarters | Charlottesville, VA |
| Year Founded | 1996 |
| Number of Employees | 35 |
| Revenue | Private |
| Market Focus | Non-profits and associations |
| Key Industry Verticals | Medical/Healthcare/Sciences  
| Associations/Nonprofits |
| Geographic Coverage | Global |
| Top Customers | American Heart Association  
| American Association for the Advancement of Science  
| American Society of Civil Engineers |
| Total Users (Cloud) | 15 |
| Pricing range per user | No upfront costs; Revenue share for majority |
| Solution Name | PROPEL |
| Year the product originally launched | 2015 |
Highlights and Unique Features

Scitent’s PROPEL is focused on extended enterprise with multiple features, including:

- Multi-tenant – vanity URLs
- Set-up channels and organizations that can purchase, access and distribute courses through one-click ordering, invoice or on consumption
- Business analytics to see individual and group/organization sales by product
- Track and manage learners
- Advanced eCommerce
- Sophisticated B2B – Set-up distributors, resellers that can sell to other distributors

The PROPEL solution offers sales, marketing, program management, call center, and financial services and reporting -- all within the same platform

Analyst Insights Q&A by Brandon Hall Group

Business Overview

- Experienced company that built American Heart Association eLearning from the ground up, and through that learned how to set-up, manage and grow eLearning businesses. To-date, AHA serves 3 million learners.
- Offers a technology and service set for extended enterprise, understanding that technology alone cannot grow an eLearning business or increase sales.

Product Details

PROPEL LMS includes:

- Robust eCommerce – manage products, use coupons, manage pricing, etc.
- Create and manage courses and products (online courses, documents, DVDs, Webinars)
- Individual and group enrollments
- Set-up and manage CEU, CME, MOC, etc.
- Course evaluations, surveys
- Standard and ad hoc reports
- Report dashboards
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- Detailed reporting on sales
- Create and edit eLearning portal design and content pages
- Upload and build mobile-ready courses with ability to organize by lesson, topic, and category
- Create and manage course tests/quizzes with support for audio/video and variability on quiz type
- Blended learning

PROPEL distribution and technology can integrate into any LMS. Business services included at no cost: sales, marketing, call center, project management and financial services & reporting.

Roadmap
- Integration with Salesforce and Act-On
- Virtual learning
- Portals for partners/distributors to access marketing materials
- Apps to review course sales data

Pricing Models
- Revenue share – Scitent absorbs upfront LMS costs (other than SSO), and includes distribution technology and all business services (sales, marketing, call center, project management and financial services & reporting).
- Lower revenue share if sales, marketing services, and effort on front-end web design are limited.

The Analyst’s Perspective
There are few providers with the experience and expertise specific to the association/non-profit healthcare space as Scitent. While other vendors have just recently rolled out extended enterprise offerings, it has been Scitent’s business model for 20 years. The ability to deliver learning to multiple dispersed groups with the compliance, certification, and credential implications of healthcare is no small feat.

The key to the PROPEL solution is the distribution technology. Clients can use PROPEL to deliver learning through multiple channels, whether that is a customer network, an external partner’s LMS, the client’s own LMS, or even direct to internal learners. Scitent
enables this type of distribution, and provides service to build and support these channels. While other platforms may enable a company to sell and deliver learning to external parties, Scitent covers the process end to end, with premium content, marketing strategy and materials, direct sales, and channel building. Scitent’s SmartLink offering allows the system to integrate seamlessly with an existing LMS, providing a current solution with PROPEL’s distribution functionality.

The first element is the Online Key Manager (OKM). When courses are purchased, “keys” are delivered that provide access to the courses. The keys can be distributed to learners as the client sees fit. Administrators use the keys to report on how the keys are being distributed through their different partner channels. PROPEL also provides the various partners to get analytics and live dashboards around the use of the distributed courses.

Figure 1: PROPEL Course Catalog

Source: Scitent 2017
Overall, there are not many solutions as purpose-built for extended enterprise than PROPEL. Even though Scitent does the bulk of its work with health and science organizations, that is mostly due to its history and library of content. The solution and services are applicable across almost any type of extended enterprise model, whether it is associations, franchises, customers, etc. The services provided bring the concept of extended enterprise to the next level, making Scitent an end-to-end solution for companies looking to reach these audiences and/or generate revenue with learning.

-David Wentworth, Principal Learning Analyst, Brandon Hall Group
About Brandon Hall Group

Brandon Hall Group is a 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 and business results.

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