



INSIGHT

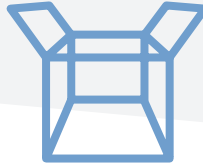


# EXTENDED ENTERPRISE – WINNING THROUGH COLLABORATIVE ADVANTAGE

*Elearning Designer,  
Halfords*

*How Totara open technology meets the  
needs of a diverse network of stakeholders  
both inside and outside the organisation*

# THINK OUTSIDE THE BOX



What it means to be an organisation is changing. It is no longer defined just as a rigid, hierarchical structure of employees. The ways in which we organise and work together are now much more fluid, intertwined and porous. The advent of the gig economy and the ease of working remotely, across borders and jurisdictions means we are becoming more loosely associated.

In 2018, it was *reported*<sup>1</sup> that of Alphabet Google's 170,000 workers, 50% were full time employees (FTEs) and the other half were temps, vendors and contractors (TVCs). Many modern organisations have grown rapidly by taking advantage of this new flexibility - Uber and Deliveroo arguably could not exist without it. Other sectors, such as fast food and retail brands have built networks of partnerships, franchises and other relationships to access new markets quickly while balancing business risks and rewards.

<sup>1</sup>[www.bloomberg.com/news/articles/2018-07-25/inside-google-s-shadow-workforce](https://www.bloomberg.com/news/articles/2018-07-25/inside-google-s-shadow-workforce)





At its heart, technology plays a powerful role in how we experience these new structures. Learning and orientating people around shared objectives, skills and behaviours is more strategically important than ever before. Indeed, learning is now a critical tool for engaging with stakeholders that sit outside the normal confines of the organisation itself. Contractors, resellers, partners and even customers themselves all need orientation to build trust, confidence and advocacy in order to achieve a successful, large-scale coordinated effort.

This guide will explore the ways your organisation can think beyond its traditional boundaries. You are no longer one entity, but an extended enterprise with many actors to consider, all of whom need to learn and perform as one.

And if you are already operating an extended enterprise learning service, and are not one of the lucky 13% of organisations that consider their extended enterprise training to be 'highly effective', then read on - you'll certainly pick up some tips on how to make some improvements.

**46% of learning is delivered to employees**



**29% to remote and distributed employees**



**26% to non-employees**



(Brandon Hall Extended Enterprise 2017)



# WHAT IS AN EXTENDED ENTERPRISE?

In business/economic terms an extended enterprise is traditionally defined as a loosely coupled, self-organising network of firms that combine their economic output to provide products and services offerings to the market. However, with the relative ease and simplification of setting up and managing commercial activity, this definition of a 'firm' can be extended further to include individual freelancers, contractors and even customers.

As organisations become increasingly porous, there is a growing recognition that training provision and engagement needs to move away from largely **mandated** programs, towards more persuasive, **voluntary** learning experiences.

John Leh<sup>2</sup>, an industry analyst and expert on extended enterprise learning uses this definition:

*“Extended enterprise refers to training content or performance support sold or delivered at no additional cost to non-employee audiences. This includes sales channel partners, retailers, distributors, franchisees, contractors and customers.”*

Leh describes several different scenarios where this can take place:

- Customer education programmes
- Channel partner learning programmes for resellers, wholesalers, partners, value-added resellers, distributors or franchisees
- Professional or trade association member learning programmes
- Continuing education or professional certification and accreditation programmes
- Federal, state or local public outreach learning programmes
- The provision of training or other instructional content to individuals or other companies (though usually not for free)

<sup>2</sup>talentedlearning.com

## THE BUSINESS BENEFITS

Defining and supporting your extended enterprise ecosystem can bring significant benefits to your organisation. These benefits include improved profitability, efficiency, quality assurance and customer advocacy. With all stakeholders operating to common standards of service provision, production and delivery and speaking with a unified brand voice, then your market presence will become demonstrably amplified.

Achieving this requires a learning and performance support solution that makes it easy for individuals to complete training to common standards, and to keep aligned and up to date with new developments in work practices, products and services offered. This could also include regulatory obligations, which may differ depending on region and jurisdiction.

Indeed, according to *Brandon Hall*<sup>3</sup>, the top five objectives of an extended enterprise learning initiative are:

*Increased awareness  
of products/services*

**60%**

*Reduced  
training costs*

**58%**

*Improved customer  
relations*

**55%**

*Reduced training  
travel time*

**54%**

*Meeting compliance  
requirements*

**52%**

<sup>3</sup>Brandon Hall Extended Enterprise 2017



# EXTENDED ENTERPRISE LEARNING SCENARIOS

Let's have a closer look at some of the different ways an extended enterprise can be served.



## CHANNEL LEARNING PROGRAMMES

Many organisations rely on a network of third-party organisations based in regions across the world to resell, service and support their products. This requires a deep understanding of the product, the expectations around customer service and the brand experience.

Astonishingly, many don't bother, resulting in quite different customer experiences with the same product or service as you move around the world. As of 2017, 79% of *organisations*<sup>4</sup> never deliver learning to their franchisees or manufacturers, and 74% never deliver learning to suppliers. This suggests a huge missed opportunity to reduce business risks and to optimise scale and growth for your organisation. Trade engagement, as it is known, is increasingly important, both in business-to-business and business-to-consumer environments.

Of those who **do** offer some sort of learning provision, 80% use face-to-face sessions, 65% use self-service online course modules and 64% use virtual classrooms. The fact that so many retain face-to-face activities is interesting. While undoubtedly costly, there is often immense value in directly engaging with resellers and partners to strengthen relationships and share insights that may not readily be fed back using other channels. On the other hand, this may be a hangover from a failure to shift cultural expectations and trust to better use virtual tools more confidently and openly. As social media demonstrates, customers are **very** ready to share their complaints out in the open, so having similar social tools for your extended enterprise to fearlessly share concerns, but also ideas for improvement and success stories, is a great way to build a common sense of unity around your brand.

<sup>4</sup>Brandon Hall Extended Enterprise 2017



SAMSUNG

*Samsung*,<sup>5</sup> as part of their global smartphone sales operations, use an extended enterprise learning platform to provide product knowledge learning resources to retailer and operator staff. Since this was all about mobile phones, the learning resources also needed to be responsive and work well on a range of devices, including the smartphones themselves.

SHIMANO

*Shimano*<sup>6</sup> is a Japanese multinational manufacturing company that, among other things, make high-quality parts for bicycles. It's a well-loved brand, and to maintain their high-quality reputation, it's crucial that mechanics, who work in the service centres of independent retailers, have a strong knowledge of Shimano products. This includes fitting, maintenance and advice on which products best suit each customer need. Shimano now offer an extensive online certification service that provides 800 courses, available in multiple languages, to over 25,000 users. This form of trade engagement is highly efficient and removes several layers of unwieldy administration if this was to be attempted in any other way.



TRAEMAND

In the US, *Traemand*<sup>7</sup> works across 32 states to change the face of the home improvement industry, connecting IKEA and its customers with local craftspeople. To maintain a consistent and high standard of kitchen installations and other home improvement projects, they offer craftspeople access to training materials to track adherence to safety regulations.

<sup>5</sup>[www.totaralearning.com/customer-stories/samsung-boost-course-completions-181-totara-learn](http://www.totaralearning.com/customer-stories/samsung-boost-course-completions-181-totara-learn)

<sup>6</sup>[www.totaralearning.com/customer-stories/shimano-provides-flexible-product-knowledge-europe-wide-independent-retailer](http://www.totaralearning.com/customer-stories/shimano-provides-flexible-product-knowledge-europe-wide-independent-retailer)

<sup>7</sup>[www.totaralearning.com/customer-stories/traemand-transforms-its-learning-experience-home-improvement-experts-totara-learn](http://www.totaralearning.com/customer-stories/traemand-transforms-its-learning-experience-home-improvement-experts-totara-learn)





## CUSTOMER EDUCATION PROGRAMMES

Customers have unprecedented access to information and opinion. This can be useful but can also be confusing and even misleading, particularly as we enter an algorithmically driven age of fake news and product reviews<sup>8</sup>. This has radically changed the way companies find, win and hold customers loyal to their products and services. Rather than being 'sold to', customer advocacy is better built through offering useful and engaging support. For more complex products and services this requires offering quick access to learning materials that customers can use to troubleshoot and guide themselves to get the full value from their investment.

AirBnB, for example, offers toolkits for hosts<sup>9</sup> that guide those offering their property for rent on the platform in the best ways to manage their listings, how to welcome guests, and how to navigate issues such as bias and discrimination. AirBnB have been successful in creating a community around their hosts and end users that transcends the normal buyer-seller dynamic.

Wella, the haircare and styling product company, is another international organisation that offers a comprehensive education programme<sup>10</sup> for stylists and individuals to achieve the best possible results.

Manufacturers of complex products can also offer learning to help train employees within their customer organisations in their safe and optimal use. JLG Industries<sup>11</sup> is a designer and manufacturer of lift and access equipment.

Their JLG University provides training on service, safety and parts to operators and service technicians providing them with the skills they need to properly operate and service lift equipment. By providing a range of certifications, JLG can track completion and adherence to all required safety standards, and ensure customers receive the full value of their investment in JLG products.

Going forward, all organisations in all sectors will benefit from offering guidance, support and education to their customers.

<sup>8</sup> [edition.cnn.com/2019/04/16/tech/amazon-tech-fake-reviews-trnd/index.html](https://edition.cnn.com/2019/04/16/tech/amazon-tech-fake-reviews-trnd/index.html)

<sup>9</sup> [www.airbnb-toolkits.com/my\\_toolkits](https://www.airbnb-toolkits.com/my_toolkits)

<sup>10</sup> [education.wella.com/index.php](https://education.wella.com/index.php)

<sup>11</sup> [www.totaralearning.com/customer-stories/jlgs-extended-enterprise-solutions-provides-comprehensive-training-options](https://www.totaralearning.com/customer-stories/jlgs-extended-enterprise-solutions-provides-comprehensive-training-options)



At Totara, we practice what we preach through our Totara-powered customer education service, the *Totara Community*<sup>12</sup>. This is a free and open community that connects thousands of learning professionals around the world who have a shared interest in the Totara learning platform as well as developing good practice in all aspects of learning and development, particularly the application of learning technology. It also provides tailored services to the Totara Partner network and as such is also a channel learning programme that can accredit and certify the expertise of staff, with the aim of sustaining a higher level and consistency of service across the board.

<sup>12</sup> totara.community

<sup>13</sup> beconnected.esafety.gov.au



## **PUBLIC OUTREACH LEARNING PROGRAMMES**

Central government and local authorities are recognising the power of offering online education and training to provide support to vulnerable groups, enforce adherence to regulation and explain policy. As we now all turn to the internet first for all forms of information, there is a growing risk for the public to be misled by fake news, or become confused in the general profusion of noise and competing voices. Governments can use outreach programmes to provide official, trusted sources of guidance.

For example, in Australia, *Be Connected*<sup>13</sup> is a government initiative committed to increasing the confidence, skills and online safety of older Australians. Be Connected aims to empower everyone to use the internet and everyday technology to thrive in our increasingly digital world. The ability to offer both





open access as well as progress tracking and achievements to a wide audience uses learning activities as a simple way to engage and build confidence amongst a community that may find technology daunting, particularly as many public and private services are moving towards exclusively digital forms of communication, removing more costly (and comparatively time-consuming) offline options.

**The Australian Sports Anti-Doping Authority<sup>14</sup>** (ASADA) is a government statutory authority that aims to protect the integrity of Australian sport through the elimination of doping. There are continual efforts globally to educate athletes and avoid inadvertent violation of often complex regulations. Offering engaging learning courses that appeal to the competitive nature of the audience is a great way to raise awareness of a topic often regarded as dry and uninteresting.

## PROFESSIONAL/TRADE ASSOCIATIONS AND CPD PROGRAMMES

Many associations and professional bodies offer their members access to continuous professional development and certification programmes that recognise skills, knowledge and practical experience. Indeed, these learning services often sit at the heart of the perceived value of membership and also the revenue streams these organisations rely on to sustain themselves.

The **Royal Yachting Association<sup>15</sup>** (RYA) is the national body for all forms of boating, and provides a wide range of training courses and professional qualifications, some of which are legal requirements. With a large volume of training centres to support (one course alone has up to 18,000 learners across the centres with 30,000 learners in total across all courses), offering online

learning provision is critical to maintaining consistency of standards and recognising competence and achievement.

The **Institute of Practitioners in Advertising<sup>16</sup>** (IPA) is widely recognised as the world's most influential professional body for advertising and marketing communications, and it offers a range of courses and qualifications, which are the global standard for learning and development in the advertising industry.

<sup>14</sup>[www.totaralearning.com/customer-stories/australian-sports-anti-doping-authority-award-winning-lms-issues-50000-open-badges](http://www.totaralearning.com/customer-stories/australian-sports-anti-doping-authority-award-winning-lms-issues-50000-open-badges)

<sup>15</sup>[www.totaralearning.com/customer-stories/royal-yachting-association-national-training-and-certification-platform-serves-230](http://www.totaralearning.com/customer-stories/royal-yachting-association-national-training-and-certification-platform-serves-230)

<sup>16</sup>[www.totaralearning.com/customer-stories/institute-practitioners-advertising-saves-ps100000-year-totara-learn](http://www.totaralearning.com/customer-stories/institute-practitioners-advertising-saves-ps100000-year-totara-learn)

The IPA's Foundation Certificate in Advertising has had over 14,000 people in over 87 countries pass the qualification, demonstrating its international reach. Other qualifications are also available, each with unique branding and high-quality visual design (the audience is savvy advertisers working in creative agencies) to provide confidence and engagement in the quality of the learning experience offered.

Recognition of achievement is important for all extended enterprise learning solutions, but it is particularly important to associations and continuous professional development. Digital badges are a great way to reward learners for completion of activities, courses and collaboration with others across the member community. Indeed, if these are open badges (as available through the Totara platform), then individuals can take these to other online platforms as a portable record.



## WHAT ARE OPEN BADGES?

*Open badges*<sup>17</sup> are verifiable, digital awards, issued to individuals for learning or displaying skills or knowledge, or successfully undertaking a specific task or activity. Badges can also be issued for belonging to a certain group or sharing a common interest. They are also commonly known as digital credentials and are destined to play a more mainstream role in recognising the skills and accomplishments of individuals both in education and the workplace. You can learn more about open badges in this *Academy course*<sup>18</sup> in the Totara Community.

<sup>17</sup> [www.totaralearning.com/blog/introduction-open-badges](http://www.totaralearning.com/blog/introduction-open-badges)

<sup>18</sup> [totara.community/course/view.php?id=252](http://totara.community/course/view.php?id=252)



## SELLING LEARNING ONLINE

In all the earlier scenarios, extended enterprise solutions can be free or paid for by the learner depending on the organisation's objectives. Recent research indicated that 40% of organisations charge extended learning parties for content, half of whom charge by course/content module. Interestingly, 30% of the organisations charging for access to their extended enterprise learning find that this covers over 50% of their annual learning technology/LMS costs, therefore providing a subsidy for internal audience provision.

For external use, 43% of organisations use an ecommerce tool to charge for learning content. This particularly important when this is the primary objective and the audience is diverse and open.

***Vital Learning***<sup>19</sup> offers a series of online leadership training programmes that are promoted and sold through a partner network. The learning platform manages the learning experience and integrates tightly with an e-commerce solution for payment and administration. The business is the sale and consumption of learning materials and so the experience they offer online must be friction-free, engaging and intuitive. Reducing support costs has had a very positive impact on the organisation.

In the UK, the ***British Dental Association***<sup>20</sup> serves over 12,000 BDA dentist members and offers a mix of free and paid for learning content. In this case, Paypal is the chosen payment gateway which made it easy for dental practices to administer payments at the point of training need. Associations like these very often offer a mix of free and paid for content as this provides an important additional revenue stream that helps to sustain the other representative work they do on behalf of their members.

<sup>19</sup> [www.totaralearning.com/customer-stories/vital-learning-enjoys-90-reduction-support-requests-streamlined-totara-learn](http://www.totaralearning.com/customer-stories/vital-learning-enjoys-90-reduction-support-requests-streamlined-totara-learn)

<sup>20</sup> [www.totaralearning.com/customer-stories/british-dental-association-transforms-its-lms-dental-professionals-strong-revenue](http://www.totaralearning.com/customer-stories/british-dental-association-transforms-its-lms-dental-professionals-strong-revenue)

# FEATURES THAT SUPPORT THE EXTENDED ENTERPRISE

When looking for a learning platform to support an extended enterprise implementation, you should be mindful of particular features that will be beneficial, if not essential, to the success of your initiative.

In recent *research*<sup>21</sup>, three key areas of functionality were highly desirable:

## **Reporting and analytics (87%)**

It's crucial to have an easy way to build and share data on user progress and completion. Having the flexibility to customise reporting as you identify new needs is invaluable. Additionally, being able to deep-dive into patterns of use may reveal ways to improve the overall learning experience for your audience(s).

## **Mobile capabilities (72%)**

As your audience is outside of your organisation you have no control over the devices they may use to access your learning service. Indeed that's probably true of all internal employees too given the preference for using your own devices in the workplace. Either way, it's critical that learners can access the service from their smartphone. As long as the platform is designed to be fully responsive, together with the content that flows through it, then this will meet the majority of situations where connectivity is available. In those situations where connectivity cannot be guaranteed a native mobile app may be preferred together with the ability to consume learning content offline and track back progress when connectivity becomes available again.

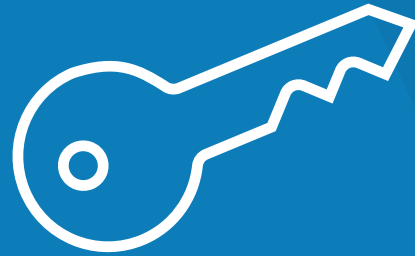
## **Testing/assessment (68%)**

For extended enterprise scenarios it is more than likely that certification and evidence of understanding and skills/knowledge acquisition will be a foundation of the learning service offer. So having the ability to quickly and easily build and deploy assessments, that are engaging to complete, will help drive usage and most importantly, encourage the application of the new skills/behaviours you wish to see.



<sup>21</sup> Brandon Hall Extended Enterprise 2017





There are other features that you should add to your requirements specification:

### **Audience automation and control**

Being able to segment your user base so you can offer a localised experience will help drive adoption. Having dynamic control of audience membership can automate and tailor the learning experience for each learner while removing manual administrative overhead. In some cases there may be a need for deeper segmentation in the form of multi-tenancy where full separation of data, administration and branding is required.

### **Access restrictions**

This allows different content to be made available to different learners within the same course. This means you can better manage multilingual course content, take into account different job roles and group/team needs.

### **Rewards and recognition**

Digital credentials are growing in currency so offering the ability to acquire certifications and badges that recognise new skills and accomplishments is a critical success factor for most extended enterprise scenarios. Most importantly, the ability to have portable credentials/badges will offer more value to the learner.

### **Flexible branding/theming**

You will not want to compromise the visual treatment of your brand, so you will need deep control over the look and feel of the solution. This is also important to your audience as this will give them confidence in the quality and professionalism of the learning service they are being offered. This is even more important if you are engaging directly with your customers. Your marketing team will be understandably demanding, so it's important your learning platform gives you full flexibility to go to market consistently and in line with all your other external communications.



*John Leh  
Talented Learning*

# **WHAT THE FUTURE HOLDS**

As we recognised at the outset, the workplace and how organisations are structured is changing radically. The sizes, shapes and formality of the way we work together is more diverse than ever. You are already an extended enterprise whether you realise it or not, and you have stakeholders that you need to engage with more effectively, beyond your immediate employee base.

John Leh has some thoughts to share<sup>22</sup> on how the already rapidly growing use of extended enterprise learning systems will evolve in the future:

<sup>22</sup> <https://talentedlearning.com/>





Business leaders have long considered employee development and compliance training essential to success. But the most innovative companies also recognise the power of learning programmes that reach across the entire enterprise value chain – to customers, suppliers, channel partners and other external constituents. Now, extended enterprise initiatives are rapidly gaining momentum, as organisations seek new sources of competitive advantage in today's challenging marketplace. Why? Because extended enterprise learning creates measurable business value.

For example, consider customer education. Specialised customer learning platforms are a red-hot segment of the learning systems market, and its growth outlook remains stratospheric. That's because software-as-a-service (SaaS) companies have proven the business case. Specifically, by investing in systems that accelerate customer onboarding and success with their products, SaaS companies are reducing churn rates while dramatically improving other performance metrics like customer retention, satisfaction and lifetime value (CTV/LTV). Those metrics translate directly into topline and bottom-line impact.



*What's next for the future of extended enterprise learning solutions? Here are three key trends to watch:*<sup>23</sup>

1

## PERSONALISATION

Delivering the right learning to the right person sounds simple. But external learners won't voluntarily engage with content unless it's hyper-relevant, timely, accessible and easy to consume. This is where extended enterprise systems are making tremendous progress. Many use algorithms that analyse numerous personal and contextual factors, so they can offer compelling learning experiences in the moment of need. Going forward, artificial intelligence and machine learning will play an expanded role in content personalisation.

2

## INTEGRATION

Historically, only large companies with hefty IT budgets could afford to develop pathways for data exchange between systems. But now, standardised application programming interfaces (APIs) make it affordable to automate data sharing and workflows across multiple systems. This means that even small and medium-sized businesses can easily build custom learning ecosystems based on 'best of breed' applications – LMS, CRM, PRM, SSO, marketing automation, ecommerce and much more.

3

## ANALYTICS

With so much data available from so many new sources, extended enterprise learning leaders face a fresh challenge – how to focus on the most useful data so they can make better business decisions. Fortunately, promising new data visualisation tools are emerging to help organisations more easily track and understand learning metrics in combination with sales, customer support and other operational data. This makes it possible to measure value with greater precision and confidence. In the future, look for learning systems to incorporate other sophisticated analytics capabilities, including tools for predictive and prescriptive analysis.

*John Leh*  
*Talented Learning*



<sup>23</sup> <https://talentedlearning.com/>



# LEARNING FROM OTHERS

*Getting the best out of your learning technology investments is challenging. With open dialogue and collaboration we can make the experience far more effective and successful for all parties. One way is to learn from your peers.*

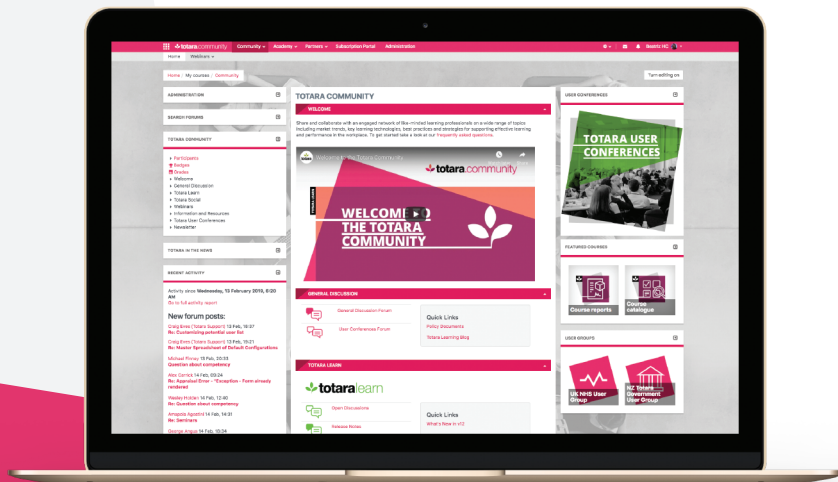


The *Totara Community*<sup>24</sup> has a membership of thousands of learning professionals involved in buying and using learning technologies that include platforms, authoring tools, content and other learning related products and services. It's open for all and could help shape how you build and sustain your extended enterprise learning service.

To learn more about how Totara Learn is supporting organisations with open technology solutions there is an extensive database of *customer stories*<sup>25</sup> from all sectors freely available for you to review.

<sup>24</sup> [totara.community](https://totara.community)

<sup>25</sup> [www.totaralearning.com/customer-stories](https://www.totaralearning.com/customer-stories)



*Want to discover how Totara supports  
extended enterprise training?*

*Get started with a no-obligation  
demo today.*

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