

How publishers can grow, scale, and gain competitive advantage with CYPHER Learning

The decades-long challenge for publishers

High content demand. Incompatible systems. Never enough resources.

The time and budget to develop, update, and deploy high-demand courses are increasingly scarce for publishers. **It's costly. It's convoluted. It's complex.**



Even with jam-packed tech stacks, creating engaging content at a rapid pace remains an uphill battle for many publishers. The handoff from creation to delivery is rife with complications, too. Traditional LMSs involve a convoluted series of steps – from uploading content, devising quizzes, and mapping competencies to supporting multiple languages, formats and neurodiversity – that devour precious time. Personalized learning is a whole other dimension to layer on. Unruly tech stacks and time-consuming workflows hinder modern learning.

Plus, as publishers, your customers often use a diverse array of learning platforms. For courses and training to be compatible with different LMSs, you have to import and export courses as SCORM packages, which takes immense time and effort. To make matters worse, everytime you update a course, you have to re-export and redistribute it to customers.

The CYPHER platform is unique because it uses the LTI standard to allow direct embedding of CYPHER courses in other platforms. Unlike other platforms, CYPHER is both an LTI provider and consumer, eliminating the need to import and export courses as SCORM packages and allowing publishers to instantly update customers' courses. This makes it easy for publishers to centralize, distribute, and scale their content.

Forbes CNN CBS

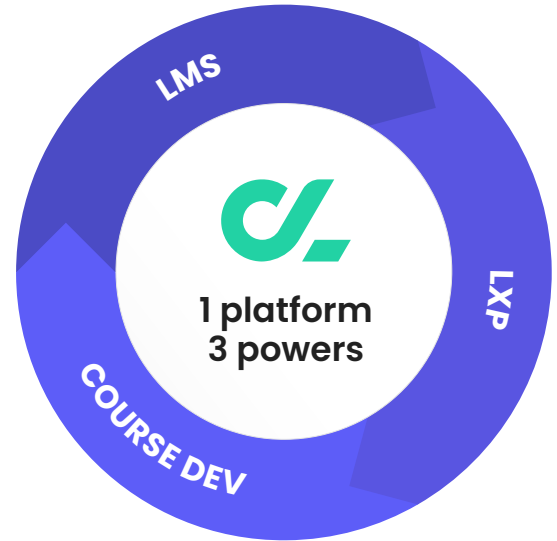
AS SEEN ON



AWARD-WINNING PLATFORM



CYPHER obliterates publishing challenges

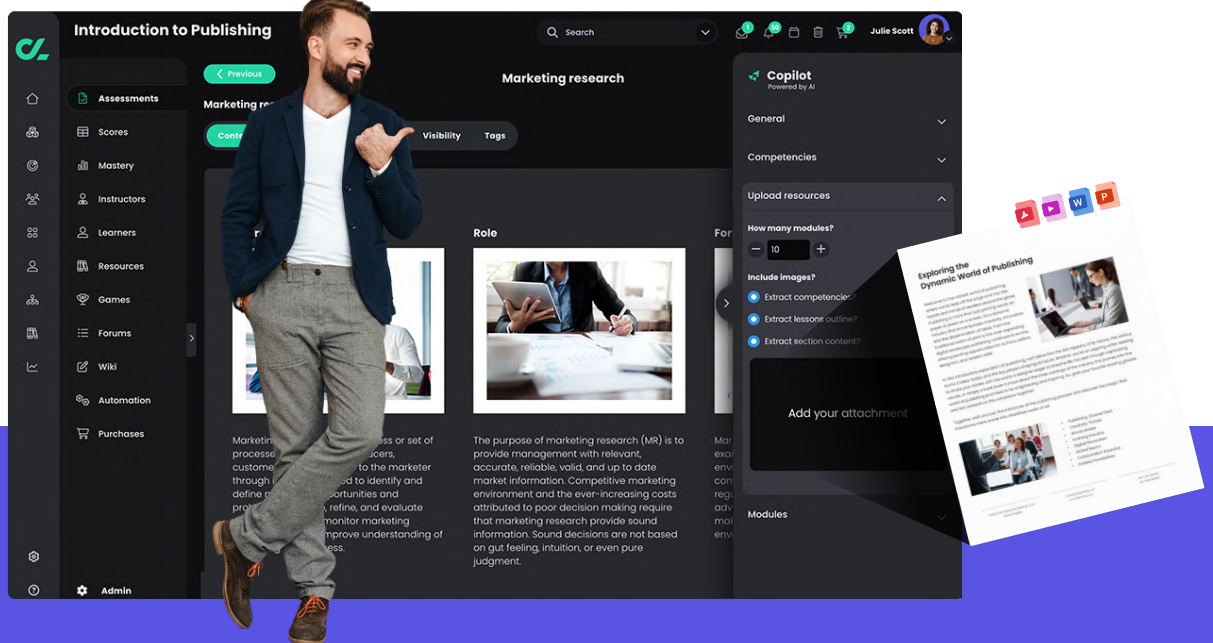


CYPHER goes beyond LMS by unifying the siloed and confusing worlds of course development and delivery.

We simplify, streamline, and save you time and resources by offering 1 unified platform with 3 powers: Learning Management System (LMS) + Learning Experience Platform (LXP) + course development enabled by AI.

We fuse content development and delivery to:

- Elevate the learning experience at every juncture
- Move learning at the speed of change
- Create measurable and impactful learning with a maximum ROI
- Provide personalized learning at scale
- Reduce the financial and people resources needed for creating and delivering learning

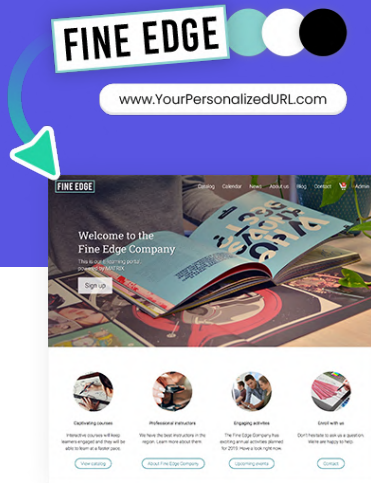


Upload resources like video, PDFs, and other content to create customized courses with your branding and terminology!



Why CYPHER is a great solution for publishers

CYPHER makes it easy for publishers to create, distribute, update and market courses; track learning and selling metrics; and communicate with their customers – all on one platform. CYPHER stands out as a solution for publishers because its built to move at the speed of change, combining all of the essential components needed to effectively scale your publishing business.



Separate organization portals

CYPHER makes it easy to deliver specific course content to your customers.

By creating separate portals for each organization, you ensure that every client gets a fully personalized, professional, and highly secure environment.



Direct embedding of courses in diverse LMS platforms

CYPHER makes it simple to distribute content to your customers – regardless of what LMS they use. With other systems, the hassle of having to import and export courses could deter buyers or limit you to buyers who utilize your same platform. CYPHER eliminates barriers and enables you to effectively scale.



Robust analytics

Thanks to graphical analytics, it is possible to track how many learners sign up for a course and identify problem areas. You can learn more about course enrollment, completion, how many learners there are in an organization, and which of your courses are performing well in terms of sales.



How publishers use CYPHER



From improving customer satisfaction with interactive learning to marketing courses online, publishers are delivering more value and differentiating themselves with the CYPHER platform. With CYPHER, it's easy to turn static lessons into engaging learning experiences, create separate branded portals for different customers, and organize learning in one place.

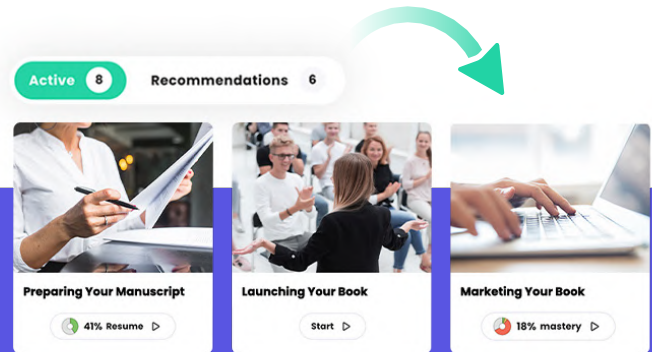
Here are a few ways publishers can use CYPHER to increase publishing efficiency:

- Employee training and onboarding
- Author and editorial team training
- Sales enablement training
- Digital transformation (textbooks to interactive and personalized learning)
- Compliance

CYPHER features that enable publishers to deliver powerful courses

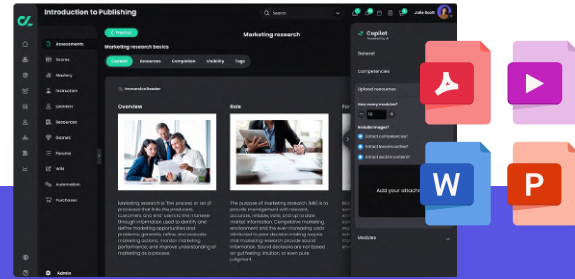
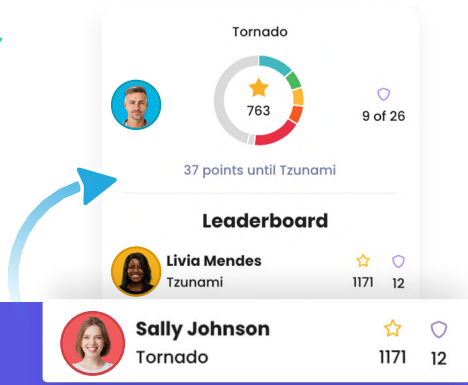
Publishers need a learning platform that is easy to customize, matches their needs, and provides a smooth user experience.

CYPHER makes it easy to enable and disable features to fit your needs and accommodate your expectations. Plus, its highly scalable model will grow with your business.



Learning paths

Lay the groundwork for continuous learning with **customized learning journeys** that consider individual learning goals, preferences, and different learning paces. CYPHER makes it easy to set learning goals that are courses or certificates and string them together in a logical flow for your learners. They can contain courses, micro courses, or any other types of materials.



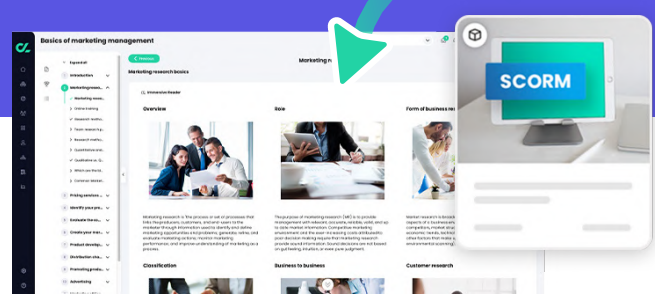
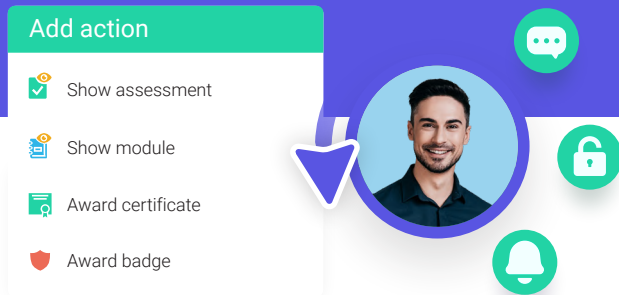
Gamification

Publishers can use the gamification feature available in CYPHER to make their content more engaging and improve the overall user experience. CYPHER has the **largest deployment** of gamification with **120,000 learners** participating in weekly periodic leveling challenges. With periodic leveling, **points frequently reset** to encourage active participation and motivation. Plus, AI 360 provides **automatic creation** of awards, badges, and **periodic leveling** to enhance engagement. Deliver more value to customers and stand out.

Controlled generative AI

CYPHER AI 360 is a simple and packaged approach to AI. Control content by **uploading your own resources** – videos, PDFs, etc. – to create **customized courses** that use your **terminology, branding, and style**. Rest assured, all of this is **private**.

Create a course in minutes with options like AI voiceover, instructional style, course type, and more! With CYPHER, you can create more courses, faster, to increase revenue and margins.

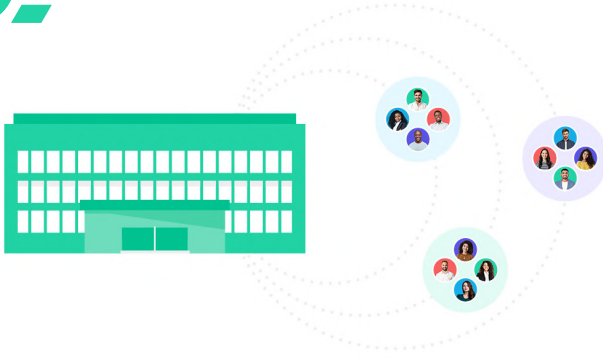


Automation

Use automation to make learning more **flexible and personalized**. With this feature, you **save time on manual tasks** while improving the quality of your work. You also ensure that learners get a personalized learning program that is consistent with their preferences, goals, or job titles. Set up automation rules in courses and let learners go on individual learning journeys.

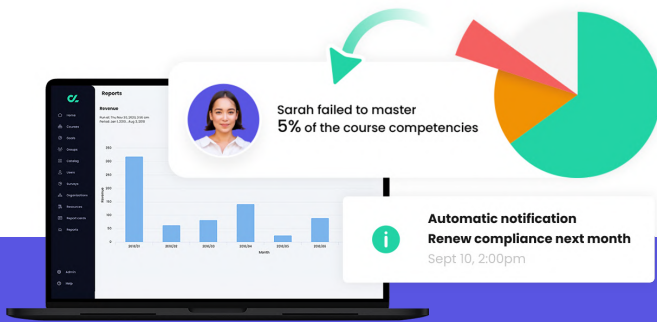
SCORM

Publishers need to choose an LMS that is SCORM-compliant. This means you'll be able to **import/export your learning materials** from one system to another easily, making sure your materials are more accessible, adaptable, and reusable. Since these materials are based on industry standards, you don't need to worry about converting them or losing precious information.



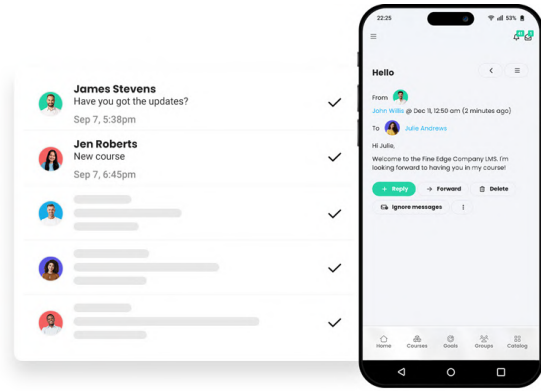
Organizations

CYPHER makes it easy to deliver specific and personalized course content to each of your customers. Even though you're managing **multiple portals** from a single location, each client gets access to a **fully customized portal** that is secure, looks professional, and displays all the information they are interested in.



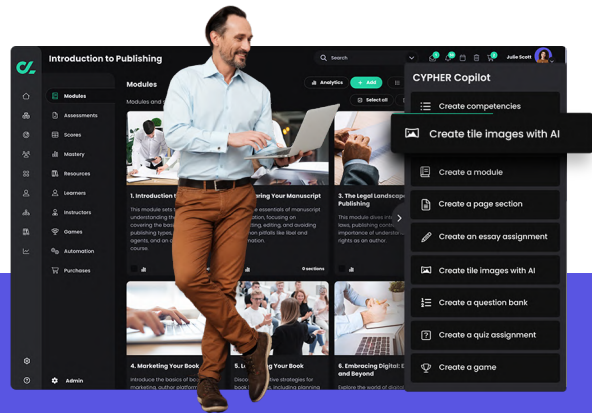
Reporting

CYPHER's robust reporting capabilities feature **over 50 pre-built reports** for learners, trainers, and managers. Report widgets ensure **real-time visibility** of key metrics like module progress, learner engagement, course status, and more. You can save your favorite reports and schedule them to be generated automatically so you can make better business decisions and see which courses need updating.



Collaboration tools

Whether you need to communicate with your clients or get in touch with one of your trainers, you can **create specific groups** or use the **embedded chat function**. This ensures safe and convenient communication between all users on the platform. You can use your phone to check your messages and provide answers on the go.



Streamlined workflow and tech stack

With robust authoring tools and platform-wide automation, you can easily develop courses, assessments, gamification elements, and **map competencies** to content – all on one platform. Decrease time to delivery and increase margins by using CYPHER to deliver content.



A

文

Arabic

Bahasa

Mandarin

Spanish

Portuguese

50+ languages

Global

CYPHER stands out as the **sole platform offering** a real-time cross-language communication tool (**Universal Translator**) for increased inclusive collaboration and community. The platform supports **over 50 languages**, and with AI 360, courses can be automatically created in each of these languages. Expand your publishing company's reach and make material available to more consumers with CYPHER.

LTI – publish courses in any LMS

The CYPHER platform is unique because it uses the LTI standard to allow **direct embedding** of CYPHER courses in other platforms. Unlike other platforms, CYPHER is both an LTI provider and consumer, **eliminating the need to import and export courses** and allowing publishers to instantly update customers' courses. This makes it easy for publishers to centralize, distribute, and scale their content.

Mobile learning

Taking courses online is not complete without the ability to access materials from your phone. Users are able to **access resources on the go** and retake courses as many times as they like, no matter where they are. Since learning materials are available remotely, clients are more likely to take these courses and even check out other resources.

E-commerce

CYPHER provides all the e-commerce tools publishers need to market their courses, such as **bundles, subscriptions, coupons, and more**. We also integrate with the most popular payment gateways including PayPal, Stripe, and Authorize.net. Streamline the purchase process to encourage customers to buy more courses.

www.cypherlearning.com