

# Learning Management Systems BuyerView Report

Insight into today's software buyer

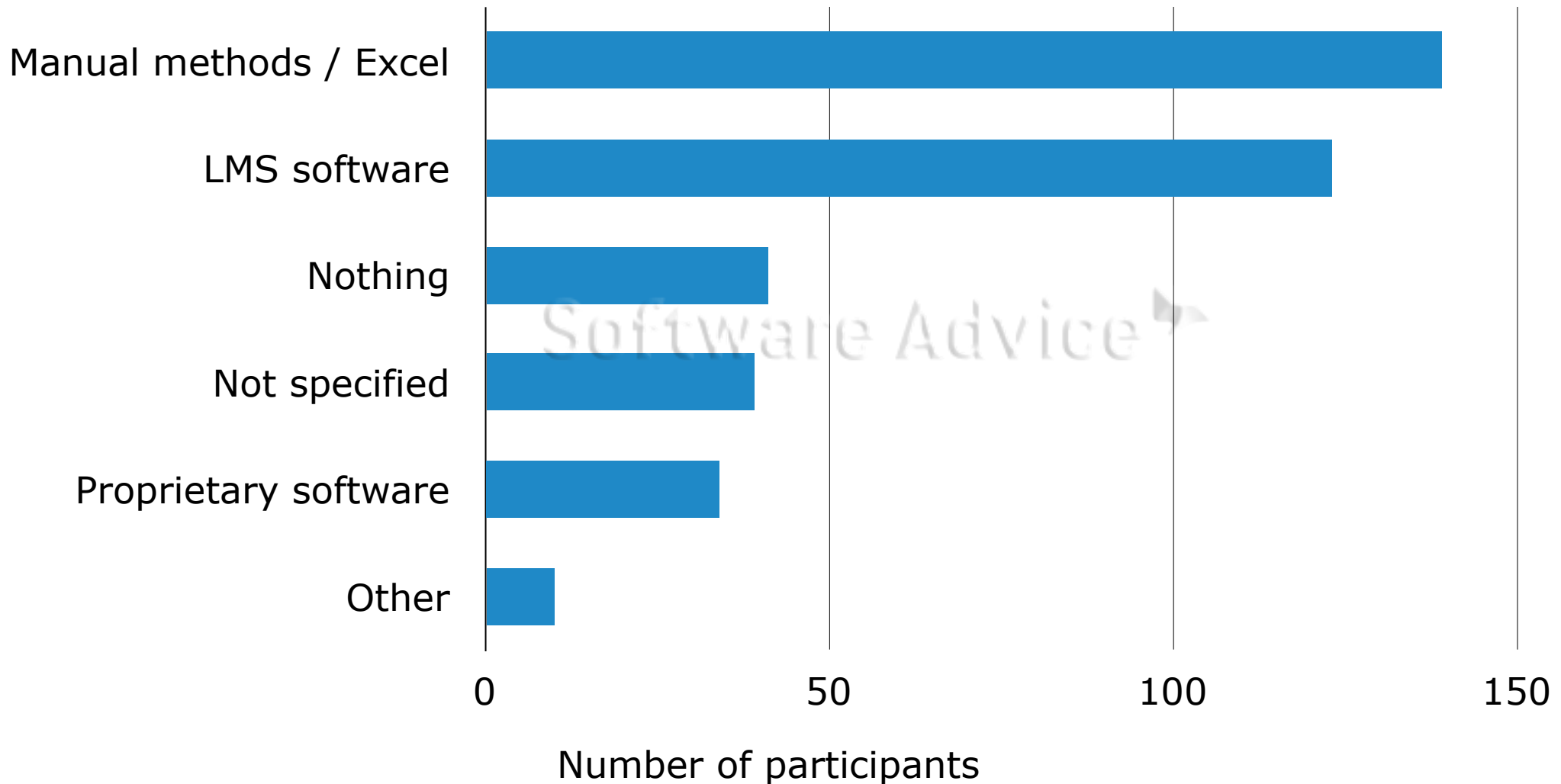
# Abstract

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Every year, Software Advice talks with hundreds of companies looking for the right learning management system (LMS) for their organization. We recently analyzed 385 of our interactions with potential LMS buyers in 2013 to identify their most common pain points and reasons for seeking to purchase new software. Key findings include:

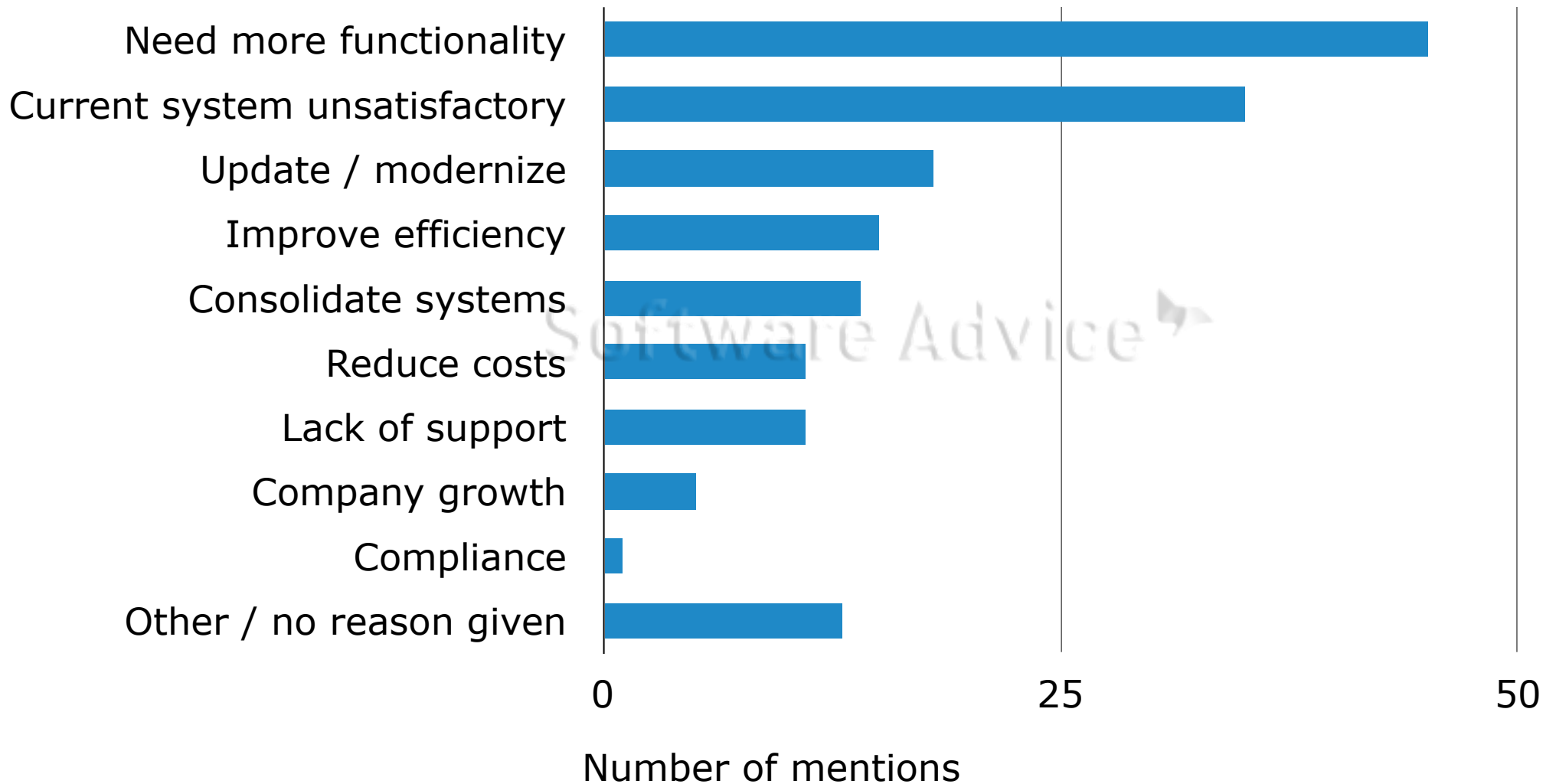
- Over one-third of all prospective buyers (36 percent) were using manual methods to train their employees when we spoke to them in 2013.
- For buyers who were already using an LMS, the most common reason for wanting to replace existing software was a need for more advanced functionality.
- Meanwhile, most buyers wanted to replace manual training methods with an LMS in order to improve efficiency.

## Current Methods of Training Employees / Clients



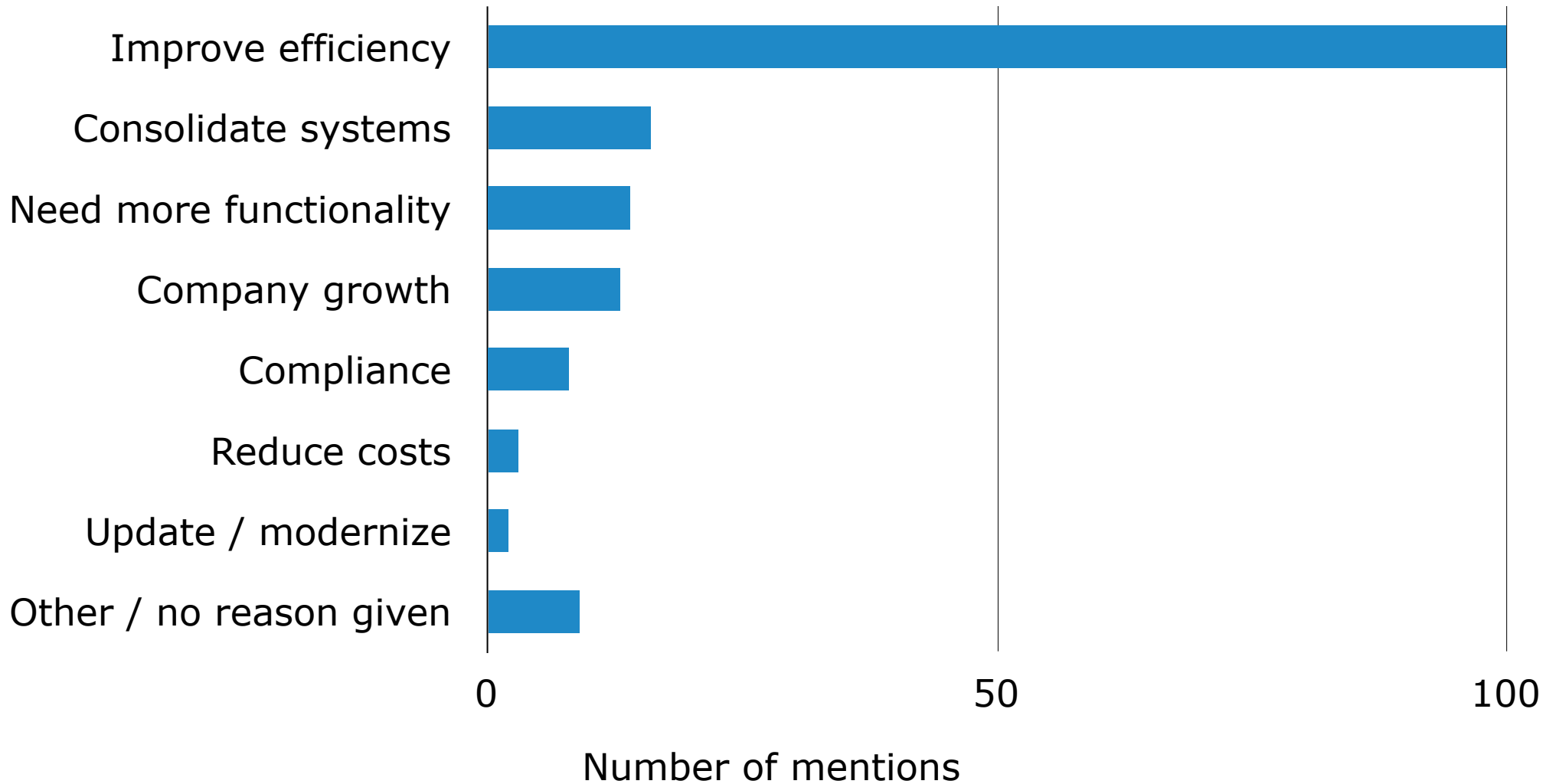
36 percent of buyers were using manual methods to train employees—conducting in-person training, and using paper (or Excel) to track course completion rates.

## Reasons for Replacing Current LMS



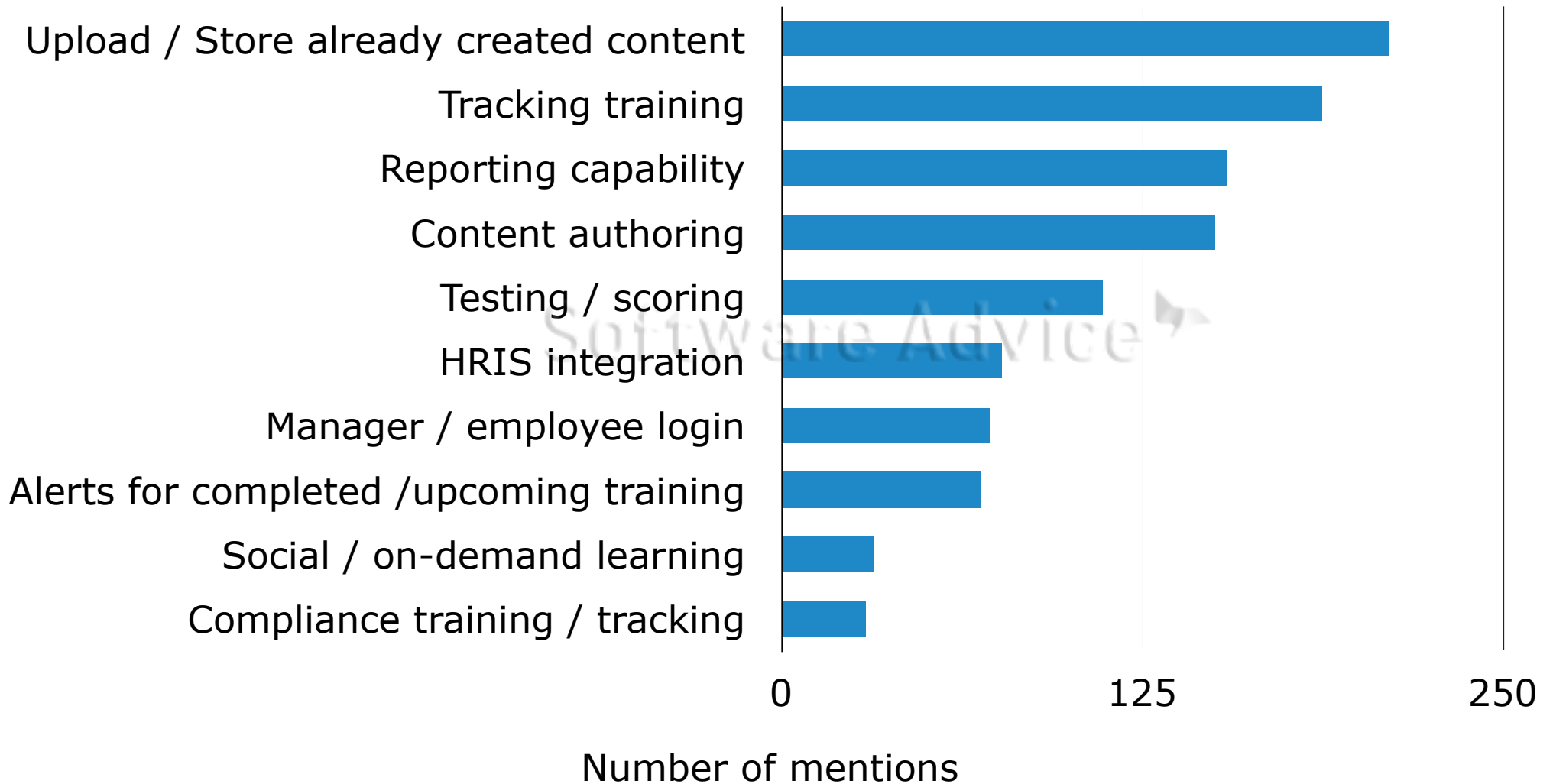
Current LMS users most often cited a need for more functionality. The next most common reason to seek a new system: dissatisfaction with existing software.

## Reasons for Replacing Manual Methods



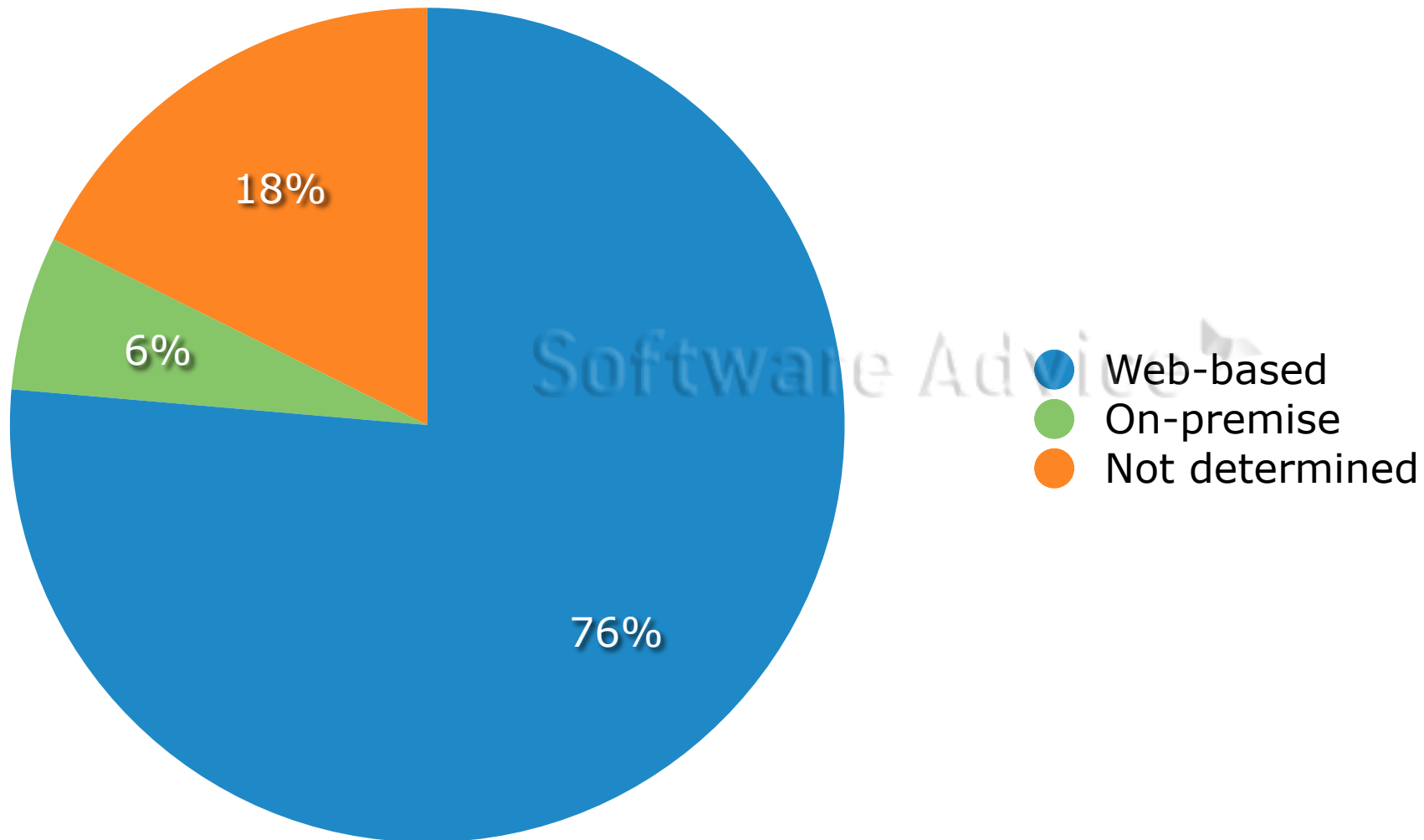
By far the most common reason first-time LMS buyers gave for replacing manual methods was to improve efficiency.

## Features Most Commonly Requested



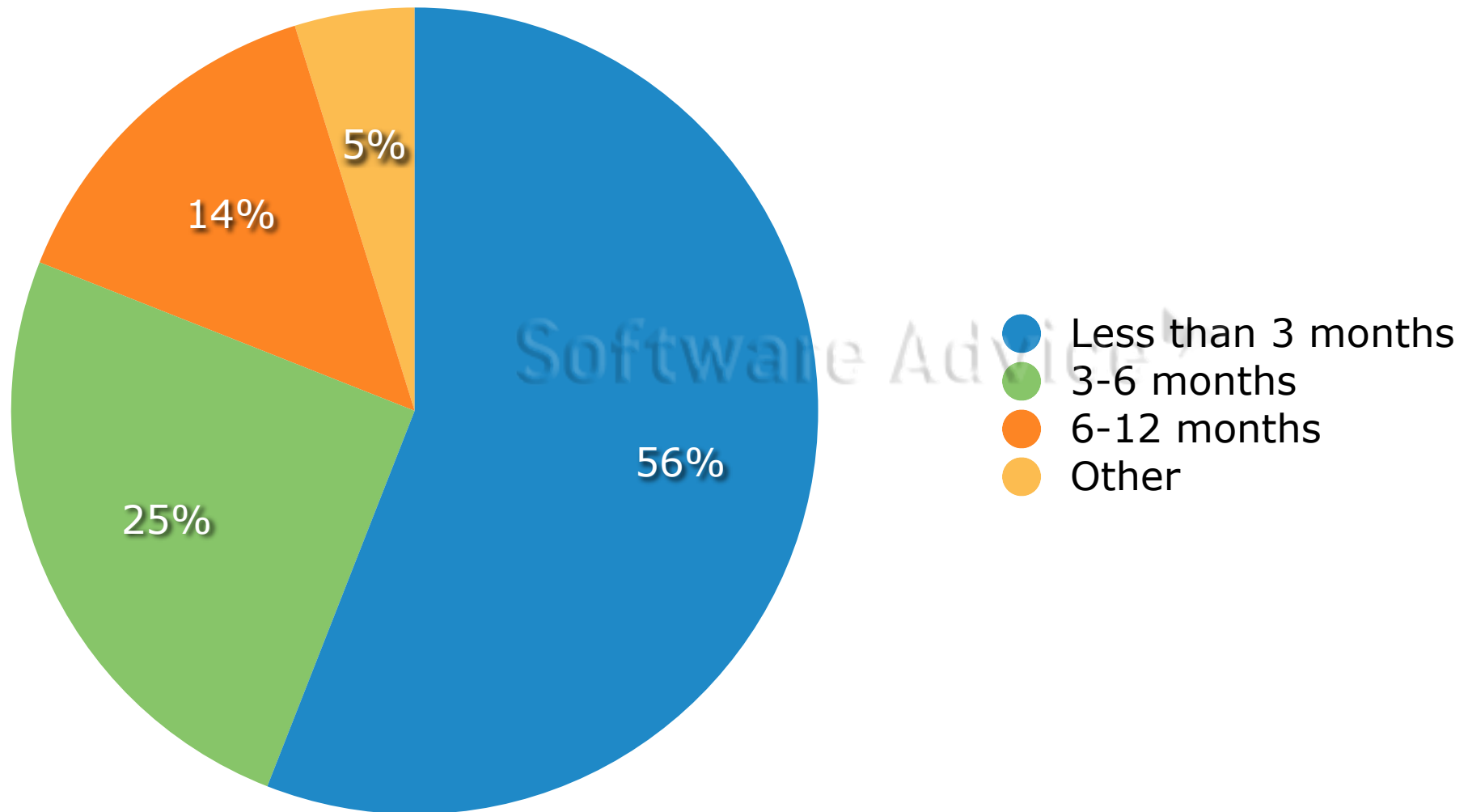
Most buyers were looking for a system to upload and store already created training content. Next on the wish list: the ability to automatically track training progress.

## LMS Deployment Preferences



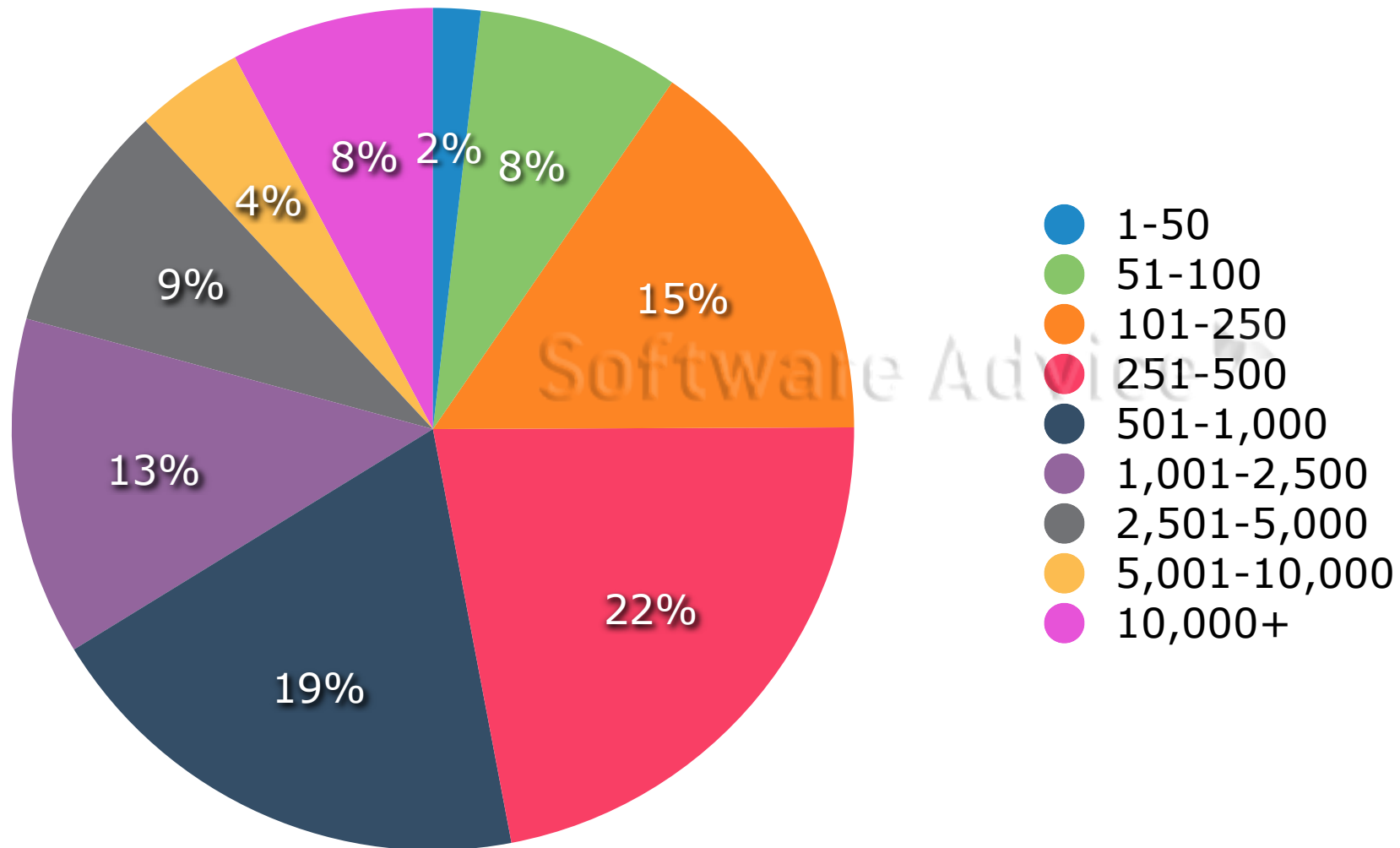
The majority of the buyers expressed a preference for Web-based software. Only 6 percent stated they would prefer an on-premise system.

## Buyers' Timeframe for LMS Purchase



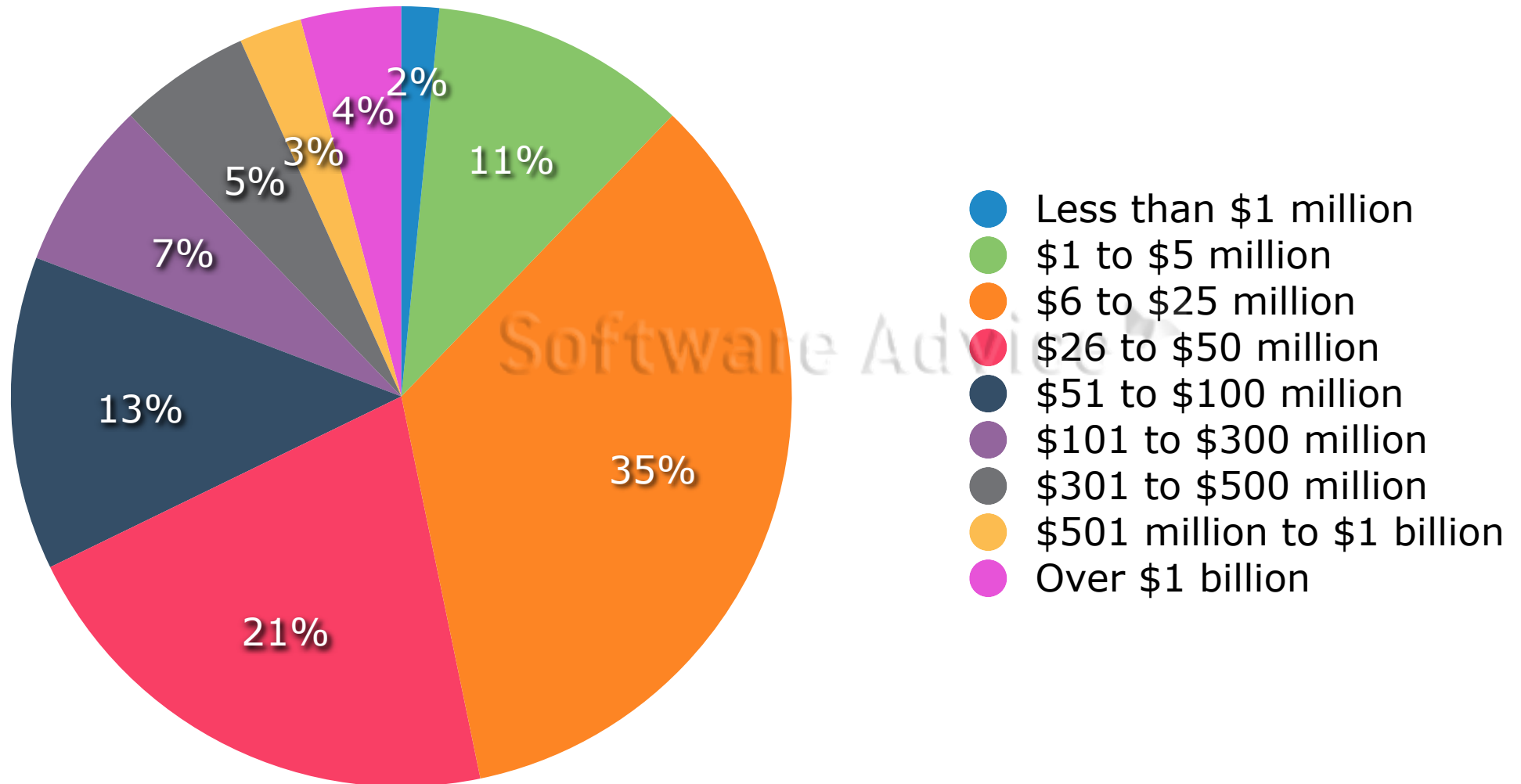
Most buyers start research when they've decided to implement an LMS in the near future. Over half our sample wanted a new system in 3 months or less.

## Demographics: Buyer Size by Number of Employees



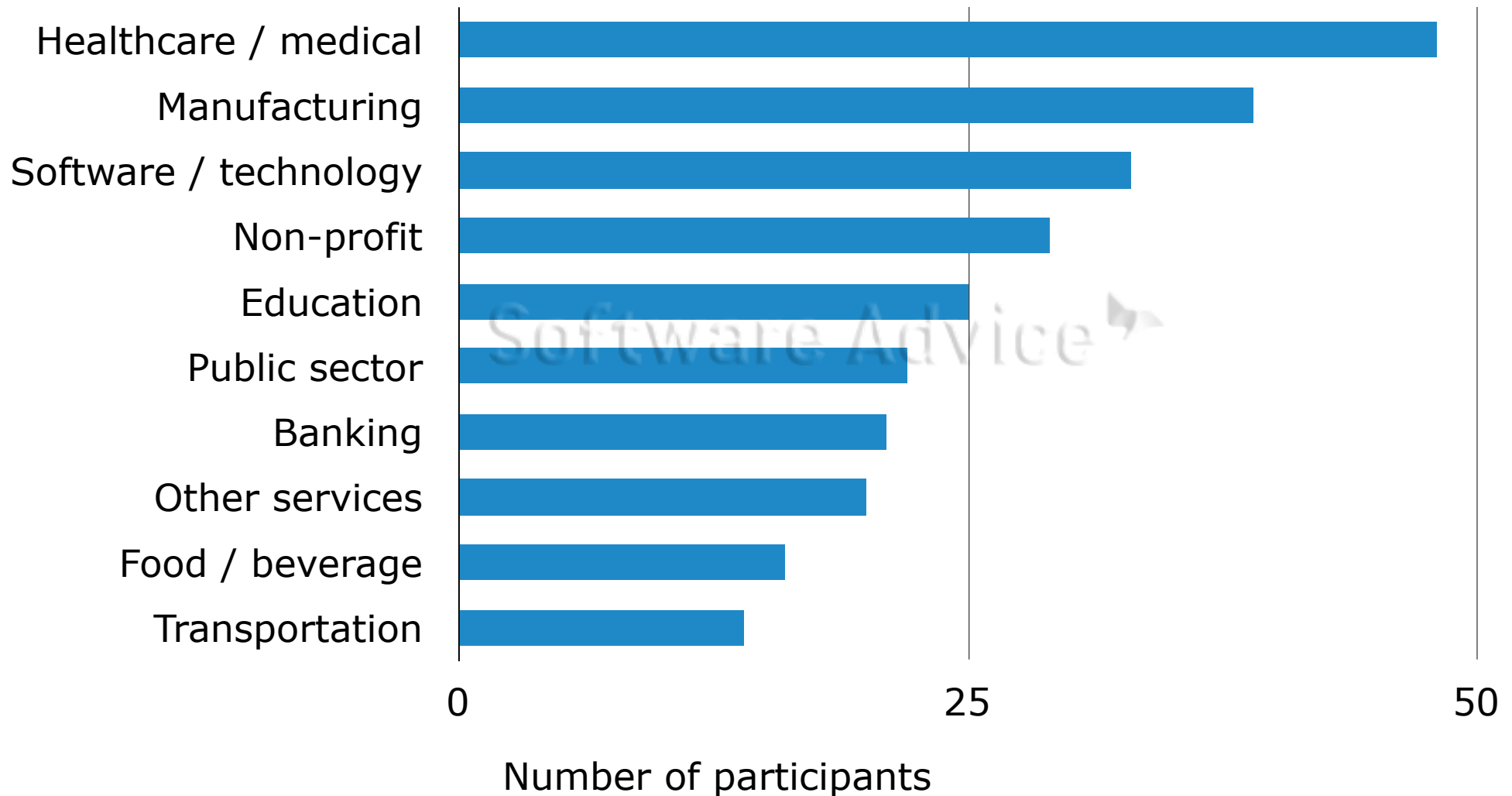
Our sample set comprised a wide range of business sizes. The largest segments of buyers were companies that fell within the range of 101-1,000 employees.

## Demographics: Buyer Size by Annual Revenue



Over a third of businesses generated between \$6 million to \$25 million per year. This finding is somewhat surprising, as these are relatively small businesses.

## Demographics: Buyers by Industry



The top ten industries where LMS buyers operated were highly regulated. In fact, healthcare and manufacturing companies constituted 22 percent of our data set.

# Learn more about LMS Software

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