Software Advice BuyerView: LMS Software Report

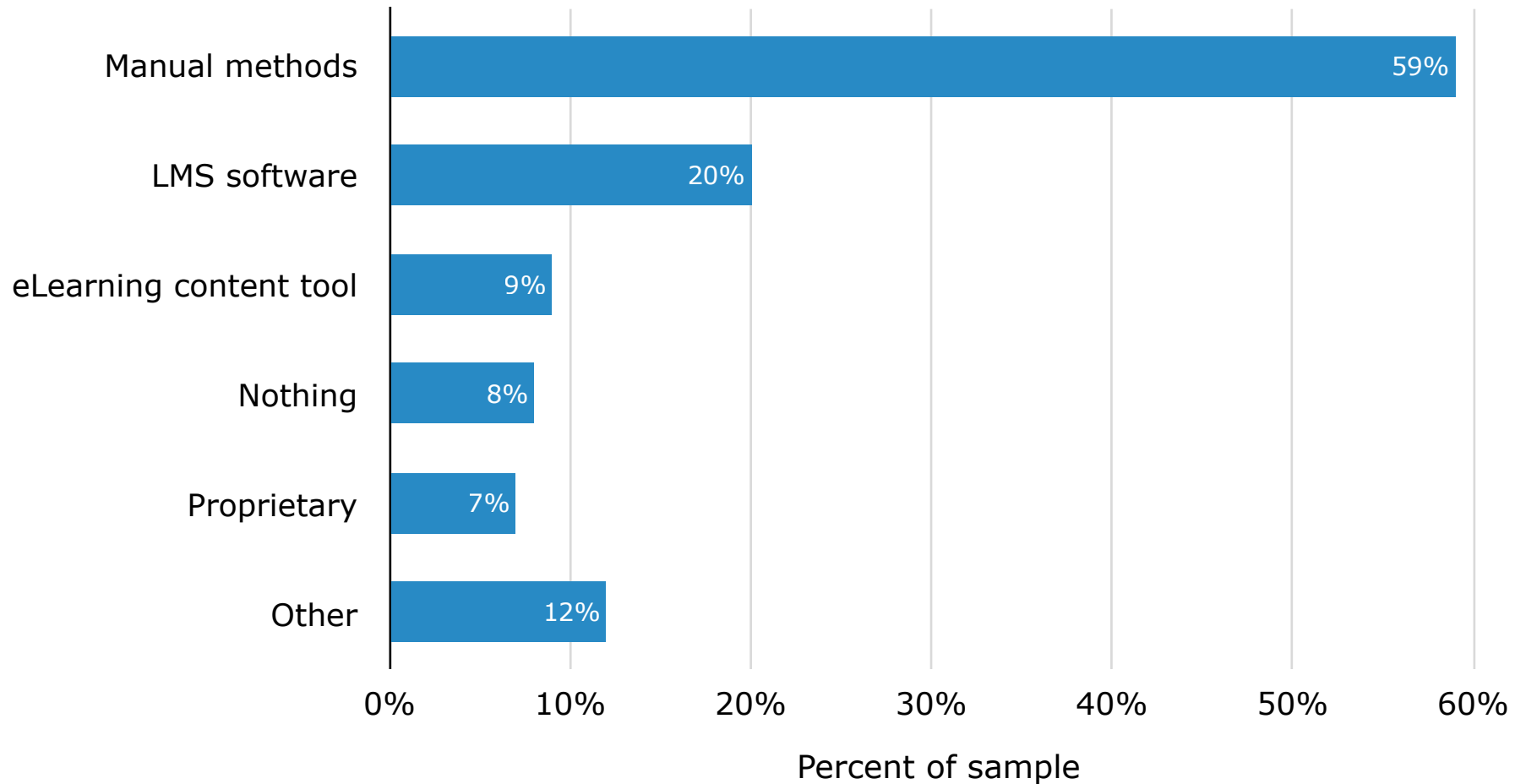Insight into today's software buyer

Software Advice™

Abstract

Every year, Software Advice talks with hundreds of buyers in search of learning management system (LMS) software. Interacting with these prospective buyers provides us with valuable insight into the LMS market and the emerging trends within it. We looked at a random selection of 200 of these interactions to discover common pain points and reasons for purchasing new software.

Some key findings:

- Fifty-nine percent of buyers currently use manual methods to create training content, administer training or track results; compared to just 20 percent who use commercial LMS software.

- Those who currently use LMS software are primarily seeking a new system to gain more functionality (31 percent), while non-LMS users want to improve efficiency (27 percent) and training organization (25 percent).

- Buyers most often request functionality to upload and store training content (61 percent), track training progress (45 percent) and conduct reporting (45 percent) in their new LMS.
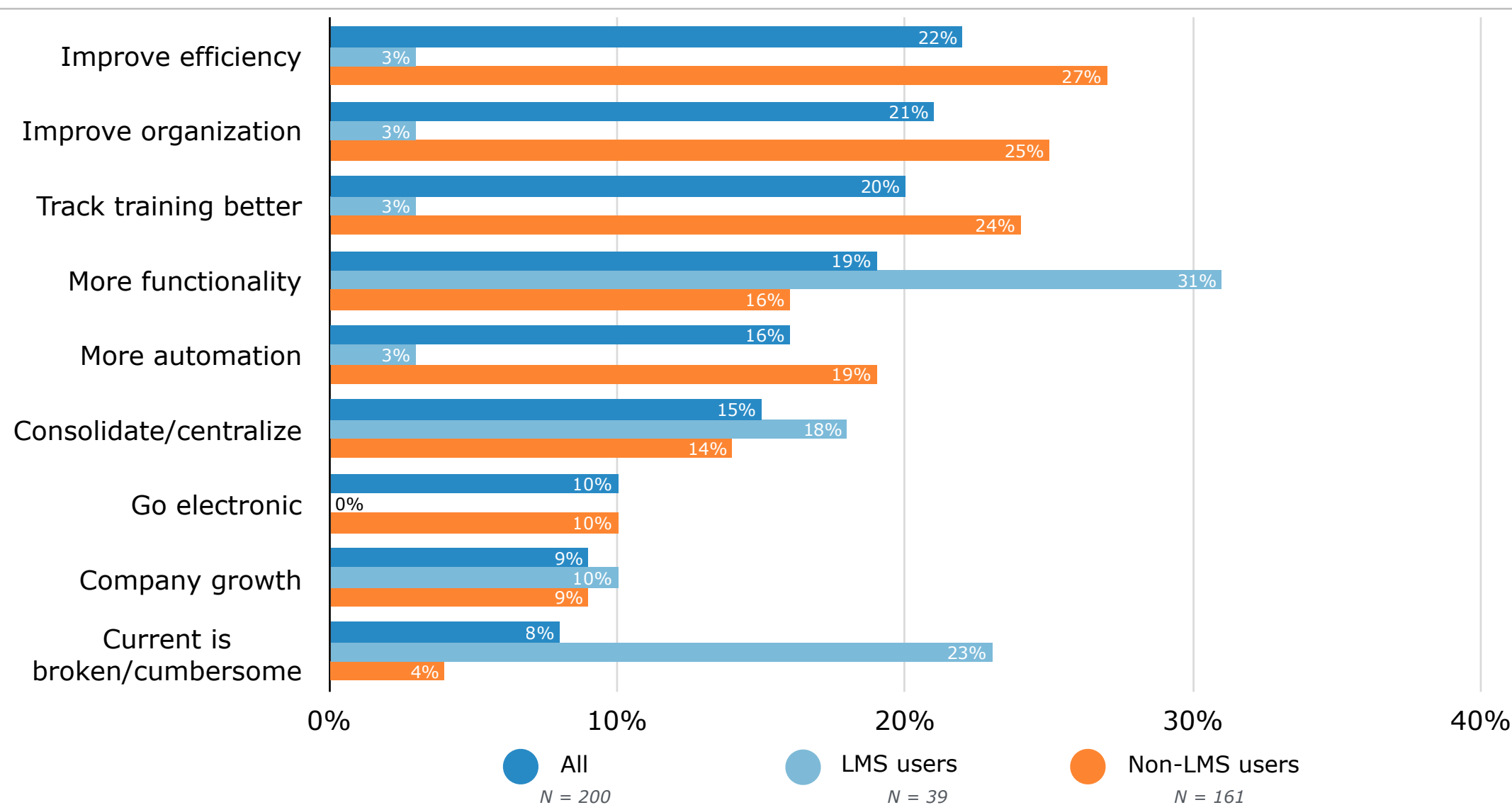
Most Still Rely on In-Person Training, General-Purpose Software

Manual methods **59%**
LMS software **20%**
eLearning content tool **9%**
Nothing **8%**
Proprietary **7%**
Other **12%**

0% 10% 20% 30% 40% 50% 60%
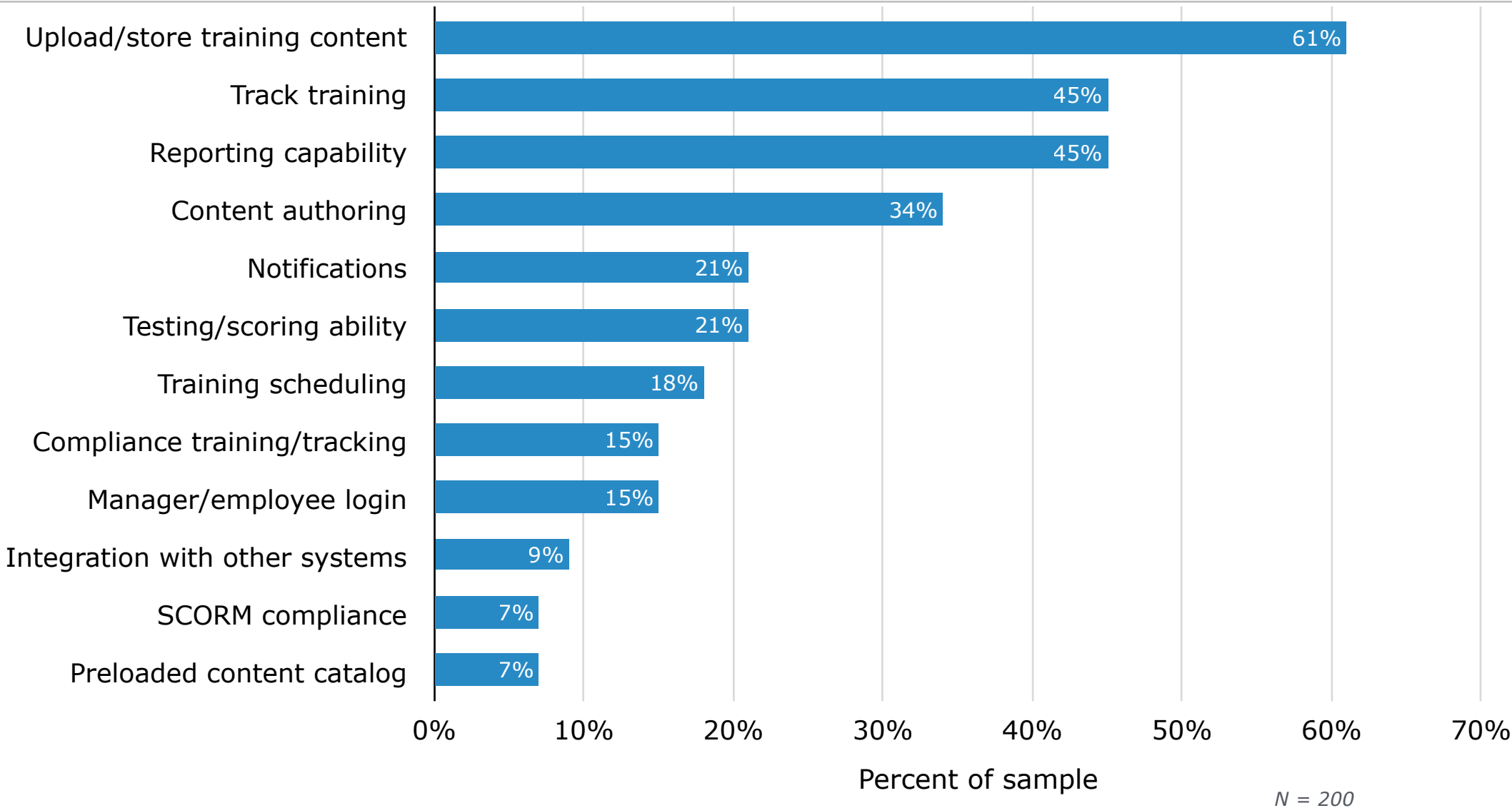
Percent of sample

N = 200

Most buyers currently rely on manual methods. Some do in-person classroom trainings while others use disparate general-purpose systems to manage everything.

Repeat Buyers Seek More Functionality, New Buyers Seek Efficiency

	All	LMS users	Non-LMS users
Improve efficiency	22%	3%	27%
Improve organization	21%	3%	25%
Track training better	20%	3%	24%
More functionality	19%	31%	16%
More automation	16%	3%	19%
Consolidate/centralize	15%	18%	14%
Go electronic	10%	0%	10%
Company growth	9%	10%	9%
Current is broken/cumbersome	8%	23%	4%

All
N = 200
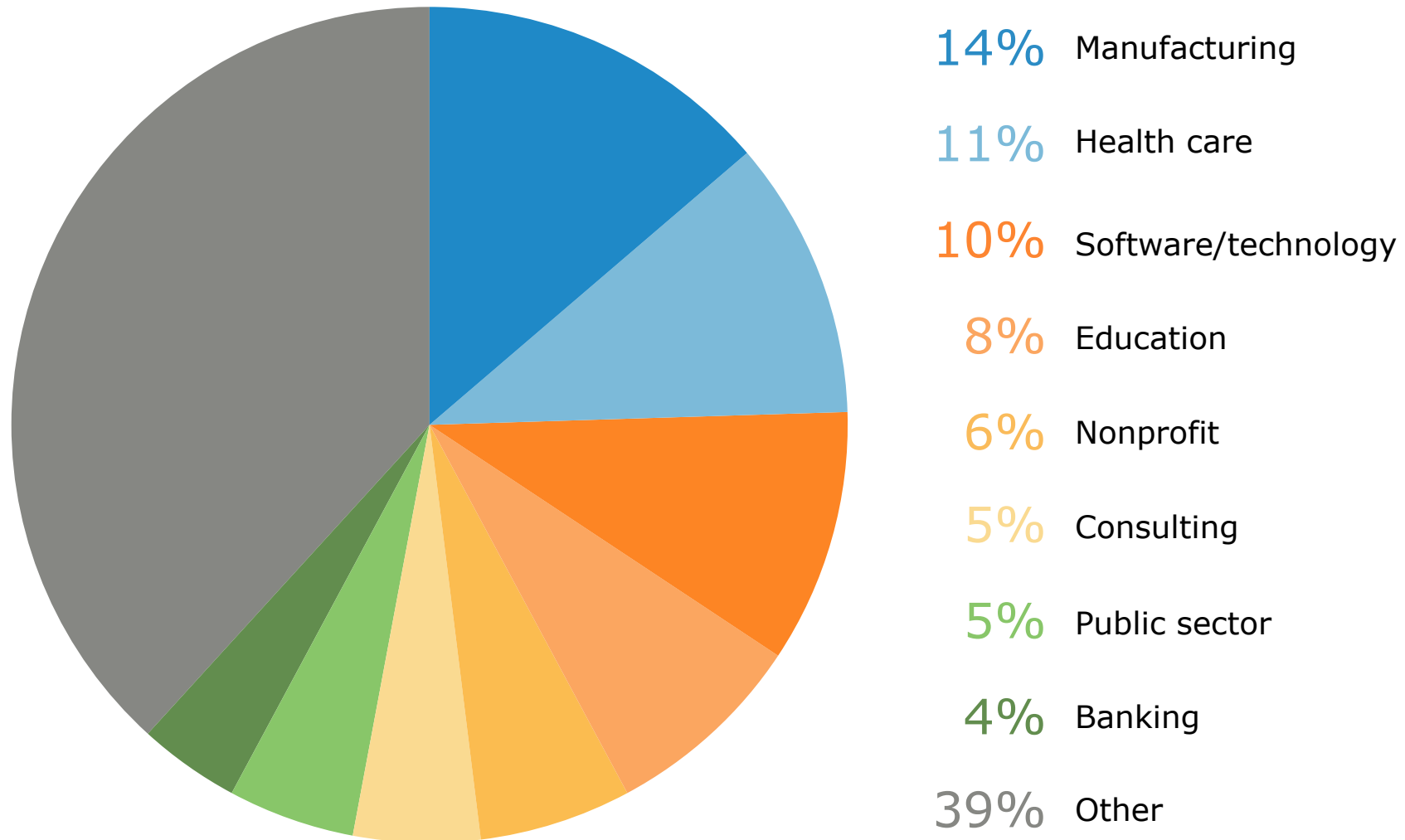
LMS users
N = 39

Non-LMS users
N = 161

In general, first time LMS buyers want to be more organized and efficient, while repeat buyers are looking for a system with more functionality.

61 Percent Want the Ability to Upload and Store Training Content

Feature	Percent of sample
Upload/store training content	61%
Track training	45%
Reporting capability	45%
Content authoring	34%
Notifications	21%
Testing/scoring ability	21%
Training scheduling	18%
Compliance training/tracking	15%
Manager/employee login	15%
Integration with other systems	9%
SCORM compliance	7%
Preloaded content catalog	7%

Percent of sample

N = 200

Tracking and reporting are often requested features pointing to a common desire to better understand the effectiveness of their training program.

Most Prospective Buyers Come from Manufacturing, Health Care

14% Manufacturing

11% Health care

10% Software/technology

8% Education

6% Nonprofit

5% Consulting

5% Public sector

4% Banking

39% Other

N = 200

This makes sense as these are two highly regulated industries where employees require a lot of training to remain up-to-date on compliance.

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