



# Solution Provider Profile

## Eurekos Systems ApS



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July 2021



Company At-a-Glance	
<b>Name of Product/Offered</b>	Eurekos Learning Platform
<b>Headquarters</b>	Copenhagen, Denmark
<b>Year Founded</b>	2018
<b>Number of Employees</b>	25-35
<b>Revenue</b>	\$2-4 million
<b>Geographic Coverage</b>	Global
<b>Top Customers</b>	Sysmex Corporation, Saxo Bank, UNHCR, Kingston Technology Corporation, Miller Welds, HyperX and Apis Training
<b>Total Users (Cloud)</b>	100,000+
<b>Solution Name</b>	Eurekos
<b>Current Version</b>	9.1 and 10 beta
<b>Date Version Was Released</b>	January 2021
<b>Year Product Was Originally Launched</b>	2012
<b>Website</b>	<a href="https://eurekos.com">https://eurekos.com</a>



## Eurekos Systems ApS Solution Overview and Value Proposition

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The Eurekos Learning Platform offers:

- A true Netflix experience. It's easy for participants and administrators.
- Award-winning, all-in-one training solution with native authoring, global video streaming and eCommerce.
- Learning delivery for participants, clients and channels through its full-featured course administration system.
- Market-leading virtual instructor-led training for remote learning facilitation and collaboration.
- Native integrations to Office 365, MS Teams, Google, AWS, Adobe, Dropbox, Stripe, PayPal, Salesforce, H5P, etc.
- Best-in-class localization offering more than 100 languages through the interfaces, multi-currency and time zone support.
- ISO/IEC 27001 and ISO/IEC 27701 (Privacy) certification that guarantees Eurekos is a safe choice for any size organization.

Eurekos provides a fully integrated eco-system and intuitive experience for all audiences and administrators alike. It is easy, efficient and recognizable, providing an ultra-short learning curve. In addition, it:

- Is enjoyable. Eurekos has gone to extreme lengths to make single page designs and single-click operations whenever possible, making even complex operations simple to execute.
- Is intuitive and direct with all the right features in focus.
- Is available on any device, desktop, mobile and tablet. Responsive and adaptive.
- Offers modern web technologies with best practice WCAG 2.1 and accessibility targets.
- Has native course authoring. Organizations can empower everyone to create engaging content in minutes.

Eurekos' award-winning native authoring tool allows any subject matter expert or trainer in an organization to create content with ease, using only a browser. This removes the production bottleneck, letting organizations create just-in-time content with confidence and efficiency in any language. Features include:

- It's user-friendly and intuitive, with amazing drag-and-drop tools.
- 40+ customizable interactive learning tools and gamification



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- Organizations can co-create content with SMEs and review with unlimited authors.
- Advanced learning paths and branching scenarios
- Companies can publish once to any device, putting it instantly online and instantly updated.
- Creators can import xAPI, SCORM (all versions) and have externally built materials side by side.

Eurekos provides learning delivery for any complexity or audience, with:

- Design-your-own processes. Eurekos has user-friendly, optimized interfaces, expanding only as organizations add complexity.
- Any learning methodology; virtually facilitated, blended, self-paced or an organization's own content.
- Advanced course administration; waiting lists, user-initiated cancellation, reassignment, minimum and maximum seats, access restrictions, facilitators, locations, etc.
- Management of programs and certifications.
- Automated email workflows and reminders.
- Onboarding automation.
- Mass user administration based on job function, interests, roles, etc.
- Decentralized management options — for managers and clients.
- Surveys, statistics and reports.
- QR codes and even unregistered user access for full channel access.

Eurekos also provides excellence in virtual instructor-led training and remote workforce learning, with:

- The ability to incorporate online conferences of any type and meeting preferences or requirements of any organization.
- Unique support for essential administrative training process flows.
- Agnostic approach to any online tool.
- Native integrations: Zoom, Google Meet, Microsoft Teams, GoToWebinar, GoToTraining and Adobe Connect.
- The ability to connect to Office calendar or simply “add” to any calendar.
- Localization. All interfaces, emails and messages are in every supported language.
- 100+ languages and growing, as well as right-to-left flipped interfaces.
- Time zone support in learning administration and delivery.



Maintaining materials holds a different set of challenges than creating them the first time. And yet, this is mostly a blind angle when looking to implement a learning platform. Eurekos' features include:

- The ability to maintain multiple versions of materials.
- Version control on the object and course levels.
- Unique automatic tagging that means organizations never lose track of what is used and where, when and by who.
- The ability to build strong communities for employees, clients and channels
- Incorporate communities of peers and subject matter experts, clients and channel partners in one integrated platform. It's secure for internals and externals.
- Get feedback from colleagues and SMEs.
- Connect clients in communities and take advantage of the experience platform to leverage loyalty incentives in one place.
- Use teams to facilitate projects and deadlines.
- Fully automated user management from enrollment to cancellation.

Eurekos provides an integrated storefront for unregistered users, user sign-up and enrollment flow with online payment. Unique purchase processes are also supported. Other features include:

- Integrated eCommerce and storefront with multiple currencies and VAT management.
- SEO management of open-course catalogs.
- Manage Corporate agreements through licensee control and discounts, coupons and virtual currencies for managers of organizations.
- PayPal, Stripe and Netaxcept as secure payment providers for credit cards.

Eurekos features native integration to one of the world's leading infrastructure services, which gives organizations private and secure video services at no additional cost. It's like a secure YouTube service with perfect streaming quality and no commercials.

- AWS CloudFront (Global delivery network) with automatic video transcoding and several bitrates (qualities) with automatic bandwidth detection
- Permission control, public or private, with automatic tagging

Eurekos lets companies follow progress and compliance for individual participants and cohorts through powerful benchmarking visuals and engagement in proactive actions for each role. Features include:



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- Follow progress on individual asset levels with e.g.: number of views, score, and time per system role with forgery-proof certificates.
- Benchmarking for individuals and cohorts.
- Download training transcripts and completion reports.

Automatic user provisioning (and deprovisioning) from other systems is one of the most essential integrations. With Eurekos, organizations can minimize user management, onboarding and automate content assignment based on rules and profile criteria. This provides a safe way to connect to partners and providers of SaaS solutions around the world. Features include:

- One login to all systems and simple authentication
- Protocols: SAML2 and OpenID (OAuth2)
- Integration does not exclude the ability to simultaneously have users such as external consultants and clients, who are created through other means.

Eurekos provides an open API and allows organizations to exchange data between Eurekos and their HRIS, CRM, course administration, customer portal or other legacy systems. They can do it on their own or with Eurekos' assistance. Eurekos also offers integration projects to suit their needs.

Eurekos offers the ability to configure and customize anything organizations need to support, industry-specific requirements or simply to leverage organizational procedures.

- Agile development ensures rapid software development.
- DevOps and configuration management allow Eurekos to keep track of their customizations and manage them with general roadmap releases.
- Three-tier release management and dedicated QA provides efficient and quick delivery directly to pre-production systems for UAT.

Eurekos' strategy is to provide a training solution that is a perfect fit for professional academies, global enterprises and organizations who need extended enterprise (B2B/B2C) channel reach across distributors and end clients.

- Eurekos' implementation services include agile onboarding programs to assist you with anything from educational concepts, content development and roll-out plans.
- Eurekos offers an accelerated 10-hour instructor-led personalized training program.
- Organizations can interact their legacy systems and any third-party services to support their processes.

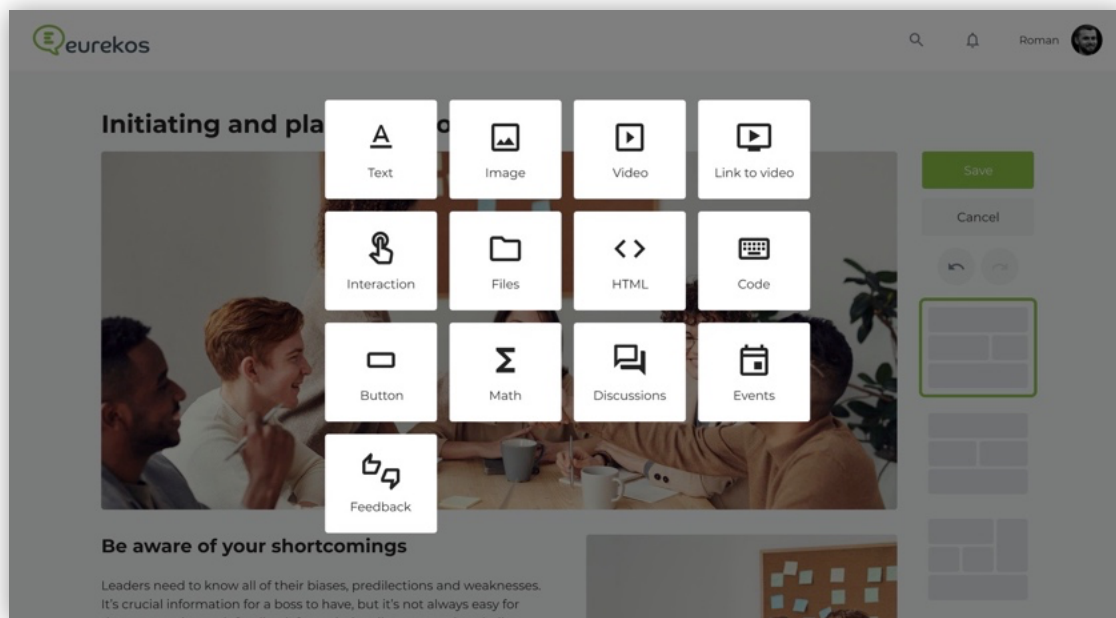


## Screenshots

Figure 1: Eurekos Landing Page



Figure 2: Native Offering Tools







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Figure 3: Course Administration

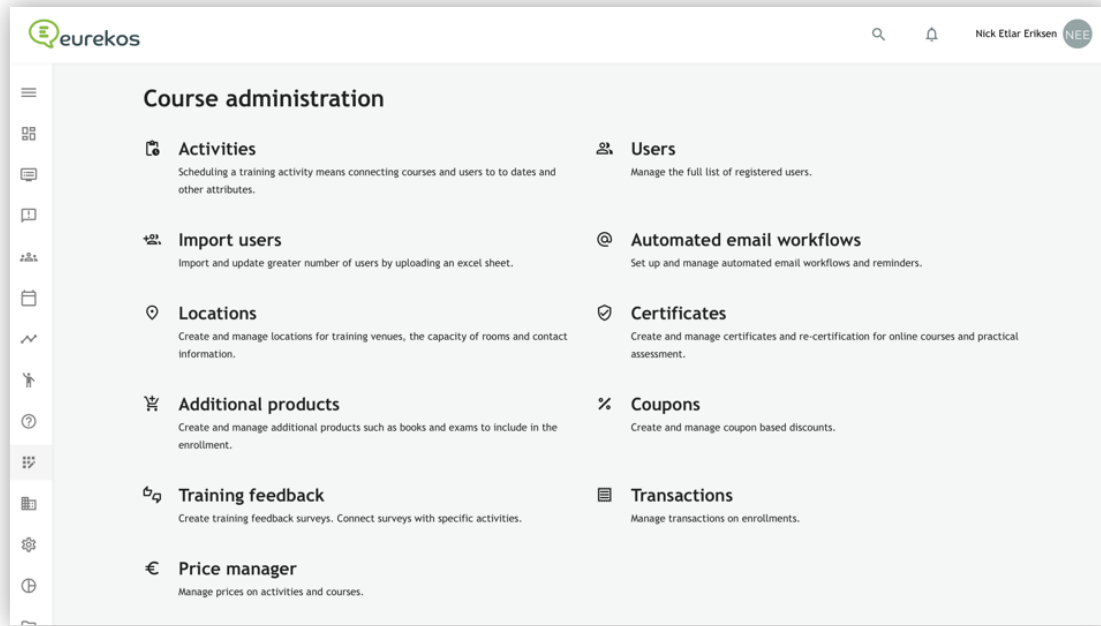
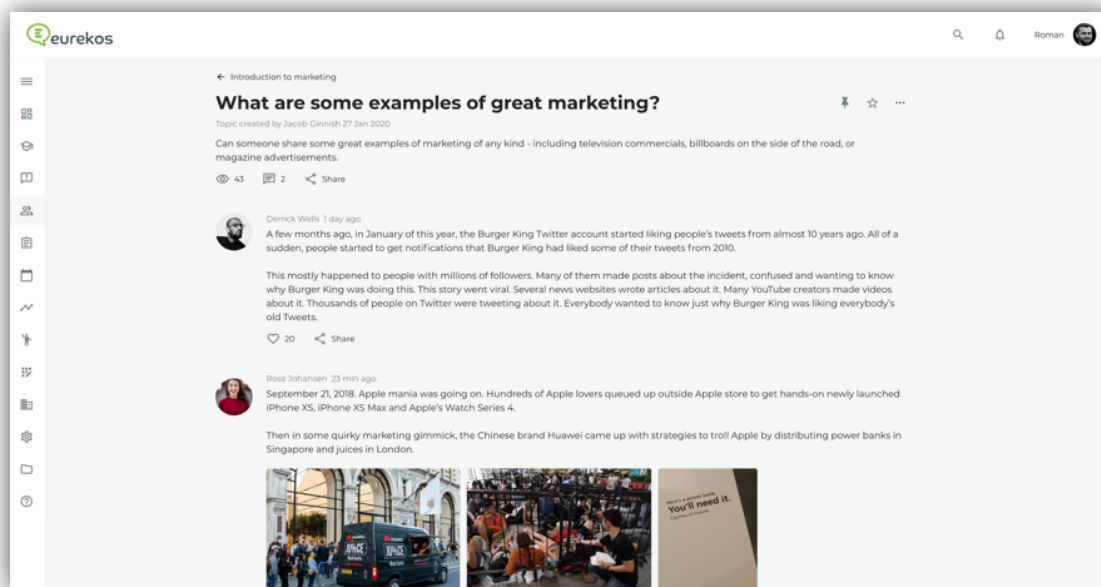


Figure 4: Incorporate Communities





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Figure 5: eCommerce and Online Payment

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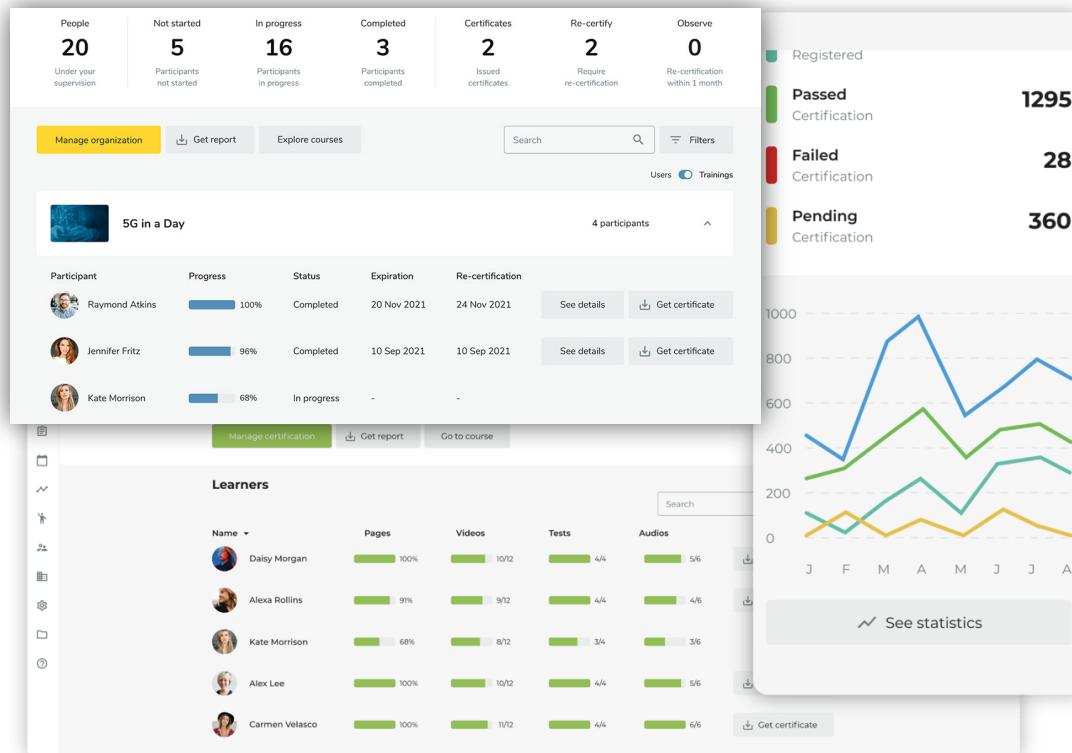
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Figure 6: Learning Analytics and Reporting



All screenshots provided by Eurekos Systems ApS





## Analysis by Brandon Hall Group

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### Situational Analysis

Corporations are trying to find better ways to develop and deliver content to learners in an engaging and modern look and feel. Several factors are driving corporations to improve their content development and delivery strategies:

- **Improve Learner Engagement** — Organizations struggle with developing and delivering learning content that captures the attention of the learner.
- **Create a Stronger Link Between Learning and Performance** — Learning in many organizations is developed without specific individual and organizational objectives in mind.
- **Better Measurement** — Learning is not improving in many organizations because the ability to measure impact on performance is not in place or is lacking.
- **Improve Accessibility to Content** — Learners are highly mobile and have many situations where it is very complex to deliver an effective learning session.

### Challenges to the Business

Organizations have had difficulty in leveraging traditional content sources and then delivering these content sources on an LMS that meets the needs of the new learner. Learner requirements have evolved quickly and their need for content that is relevant, accessible and highly interactive is more important than ever. In particular, traditional LMS platforms are not designed to fully support all the necessary learning modalities in a mobile environment.

### Implications for the Business

The implications are two-fold. For the learner, the learning experience is waning and learner engagement continues to steadily decline. For the organization, a significant amount of financial and people resources are being consumed by learning organizations in leveraging their current LMS platforms — and still, the needs of the learner are not being met. This leads to poor performance for the organization because employees are not learning what they need to know to excel at their jobs.



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### Questions to be Answered by the Business

Organizations need to rethink how they leverage technology to keep pace with the rapidly changing dynamics of their learners and business.

The key questions for the business are:

- How can an organization properly choose an LMS in such a crowded market?
- Can one LMS provider offer everything an organization needs?

### Eurekos as the Answer

Eurekos has a clear vision and mission for their company that resonates with organizations needing to supercharge their learning initiatives.

- Vision Statement — “We want to challenge the status quo and help organizations to reimagine their approach to learning by leveraging the most efficient way to create, maintain and deliver a great learning experience.”
- Mission Statement — “We will accomplish our vision by offering organizations a configurable and customizable set of learning technology solutions that can be integrated seamlessly to support their unique business needs.”

“Eurekos is so much more than just an LMS” is reflected in their approach to LMS functionality.

- A true “Netflix” experience. Easy for participants and administrators.
- Award-winning native authoring tool. Create engaging and interactive content online with any number of authors and SMEs. Publish once to any device.
- Learning delivery for participants, clients and channels through the built-in full-featured course administration system with eCommerce.
- Remote learning and virtual instructor-led training through any tool and native integrations to Microsoft Teams, Google Meet, Adobe or even tools of your own choice.
- Best-in-class with more than 100 languages.
- ISO/IEC 27001/27701 (Privacy) certification is your guarantee that Eurekos is a safe choice for any size organization.

Eurekos has successfully bridged all elements of content design, development and delivery in a simple yet elegant set of offerings that are highly customizable for every client. Their attention to detail and level of engagement provides every client the opportunity to realize their full potential for creating a digitally transformative approach to learning. The Eurekos team is dedicated to ensuring that every client’s needs are met.



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Eurekos offers the full range of products and services that clients need to traverse the difficult and complex landscape of offering personalized learning at scale to their workforce.

Organizations looking for a next-gen learning platform that can provide the tracking and management of an LMS with a modern interface, content authoring and robust analytics should consider Eurekos. The user interface is clean and simple, inspired by consumer experiences with its ease of navigation and intuitive design. The platform is mobile-friendly, providing learners the proper experience wherever they and conforms to WCAG 2.1 standards.

The ability to create content quickly and easily is a critical requirement for organizations and Eurekos has native content authoring functionality that does not require years of instructional design experience to create highly impactful and engaging learning content. Anyone can author (and co-author) learning content for on-demand and just-in-time learning. The content created conforms to any device environment.

- Eurekos authoring can create content with ease, using only a browser.
- Easy and intuitive. Amazing drag-and-drop tools
- 40+ customizable interactive learning tools. Co-create
- Up to five times faster than traditional methods. Unlimited authors
- Integrated global video streaming service. Free streaming, video conversion and storage. Secure and private
- Publish once to any device. Instantly online. Instantly updated

Eurekos offers a robust approach to virtual classroom. Eurekos can support online conferences of all types and their functionality includes:

- Unique support for essential administrative training process flows.
- Native integrations and agnostic approach to any online tools.
- Google Meet, Microsoft Teams, GoToWebinar, GoToTraining, Adobe Connect and other native integrations.
- Office 365 Calendar integration.

Eurekos is a forward-looking organization that believes in creating long-term mutually beneficial relationships with their clients.

*- David Wentworth, Principal Analyst, Brandon Hall Group*

*- Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst, Brandon Hall Group*

## About Brandon Hall Group

With more than 10,000 clients globally and 27 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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