

Why Latitude



PARTNERING WITH LATITUDE

Organizations that extend training to include their external audiences increase partner engagement and sales. Those that fail to consider all possible learning audiences may miss critical opportunities to improve customer relationships, increase sales and generate revenue.

Clients who have partnered with Latitude to drive employee and partner performance have experienced:

- Increased awareness of products/services
- Reduced training costs
- Improved customer relations
- Reduced employee turnover
- Increased employee & partner engagement

The learning platform that solves all your Partner Training challenges

THE TRAINING CHALLENGE

Managing a training program focused on external groups comes with challenges. Training administrators need flexible tools to effectively define and manage audiences meeting a wide range of criteria and requirements.

Partner training carries extra considerations when it comes to selecting a learning platform. Much of what makes extended enterprise training so complex is impossible to support within traditional HR solutions favoring person-to-person reporting relationships. The need to effectively support training in a matrixed organization and how to best deliver and track training for learners with multiple managers are mandatory for training management.

Traditional HR LMS solutions rarely provide the necessary tools to manage complex certification programs. Extended enterprise training programs have a hard time fitting into traditional LMS platforms because of their complex certification programs. It is critical to have robust tools that allow for easy configuration and management of sophisticated programs.

Leveraging performance metrics is critical when training the people who sell and service your products, but difficult to manage. It is business-critical that your training solution has the capacity to incorporate these metrics into your training program. Integration enables a range of treatments and workflows, like using sales performance to automatically assign necessary training.

Internal learners have different training goals and learning paths than external learners. Employee training is HR focused, while partner training includes product and service knowledge. The right training solution will allow you to structure, distribute and track training for your learning audiences independently. Targeted training also aids in supporting partner employees that hold multiple job titles/positions and managing brand-specific training content.

The inherent complexity of the extended enterprise is compounded further when managing training across hundreds, even thousands of partner locations. Flexible organization modeling and reporting relationships (position-to-position and/or person-to-person) are critical to tailor programs, content and user experiences to each audience. At the same time, it is important to protect proprietary and business-critical information through data scoping.

SUCCESS STORIES FROM LATITUDE CLIENTS



With the help of Latitude solutions, the Chrysler Group is able to extend learning and certification courses to dealers, gauge dealer performance and identify critical factors that impact overall dealership performance.

STELLANTIS



Latitude's solution is perfect for the Dealer industry. The brilliant thing about Latitude is that they have experience with a dealer network distribution channel. One of the main reasons why we made a switch to Latitude was because we are looking to penetrate within the dealerships more broadly.

POLARIS

LatitudeLearning — Award-Winning LMS





LATITUDELEARNING, THE PREFERRED SOLUTION

For more than 20 years Latitude has helped organizations large and small use technology to drive employee and partner performance. With our vast knowledge and experience in the extended enterprise training space, clients rely on our software and consulting to help them optimize channel performance and improve the effectiveness of their training and certification programs.

LatitudeLearning was designed to remove the complexities of partner training and give you visibility into training needs, gaps and opportunities.



Training Challenges, Solved

Successfully manage complex partner training programs using LatitudeLearning with the necessary tools needed that Traditional HR LMS solutions rarely deliver.



Foster Learner Engagement

Improve learner engagement with LatitudeLearning by offering a familiar, branded learning environment for each of your audiences.



Launch Your LMS Successfully

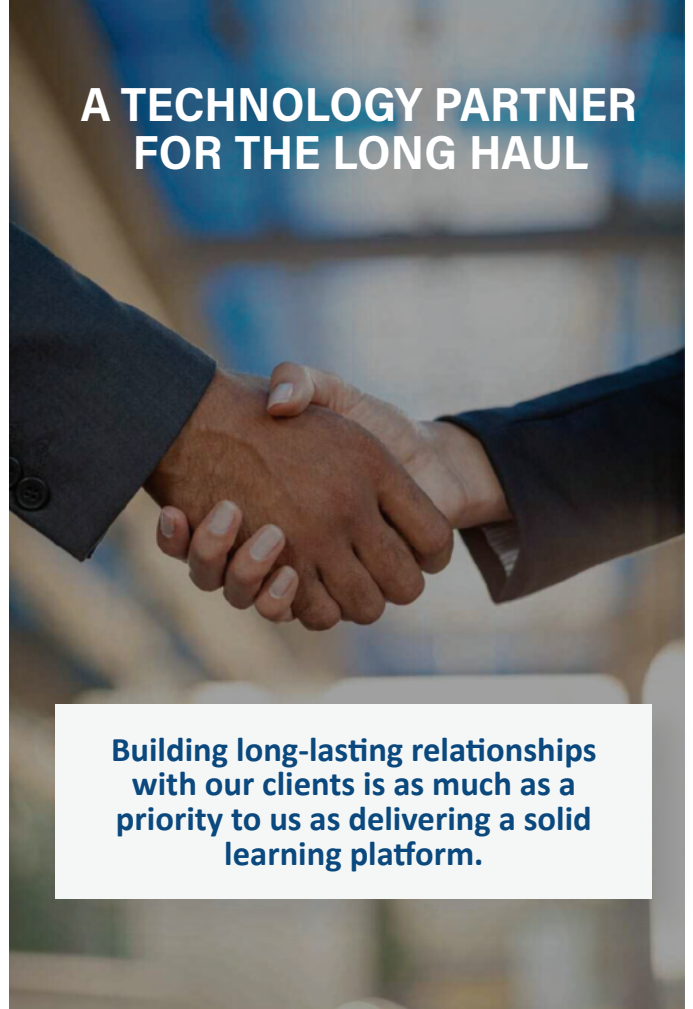
Ensure a successful implementation with our proven method, SurefireSetup™, and dedicated customer support team.



Technology Partner For The Long Haul

Latitude has a 100% LMS implementation success rate. Our success is attributed to the partner approach we pursue with every client.

A TECHNOLOGY PARTNER FOR THE LONG HAUL



Building long-lasting relationships with our clients is as much as a priority to us as delivering a solid learning platform.

For Latitude it's not about selling the technology and moving on, it's about continuously collaborating to meet needs and solve challenges.

With our vast knowledge and experience in the extended enterprise training space, we are confident that our learning platform and partnership will leverage learning and development for your organization and generate revenue.



"Latitude has always taken this kind of partnership approach with its clients. We see it time and again with companies such as Stellantis, Polaris and Subaru. They remark how deep the partnerships with Latitude are."

"The system that Latitude built over the years shows their dedication to the partnership. As Michele Miller, Associate Executive Director for Systems and Technology for ABEM puts it, "We took a learning management system and created a monster, but in the best way. It's not about just the product that Latitude can provide, it has more to do with the people who work there and how they're going to interact with us."

- David Wentworth, Principal Analyst



MORE INFORMATION

For more information about Extended Enterprise Training or the LatitudeLearning Platform,

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