

# Is an LCMS Right for Me?

## Research Brief



## Introduction



The learning-technology market has grown increasingly complex. From content creation to content delivery, from content management to content approval, there is a dizzying array of tools available to handle some or all these tasks. One solution that consistently helps organizations meet a variety of learning needs is the Learning Content Management System (LCMS).

For many learning professionals, it is more critical than ever to rapidly develop and deploy a wide variety of learning content and experiences.

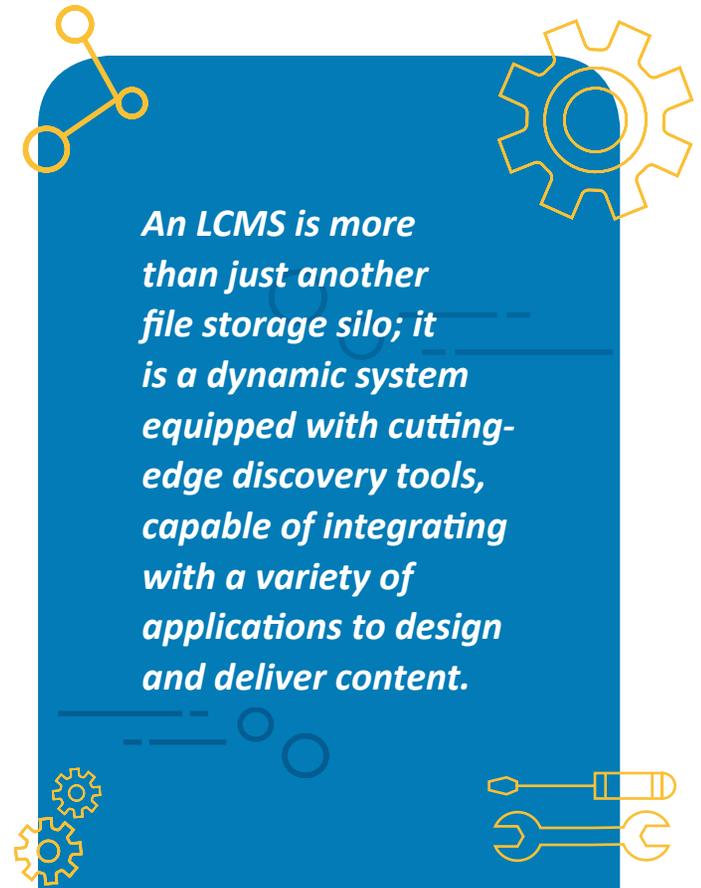
The flexible and modular structure of an LCMS helps companies:

- Make the learning process more agile and flexible
- Accelerate authoring cycles to make creating and revising content faster and easier
- Add or subtract learning modules to create new courses, follow-ups and customized content
- Ensure the best learning content is delivered to the right audience at the right time

Before you decide whether your organization will benefit from an LCMS, it's important to understand what it is — and what it isn't.

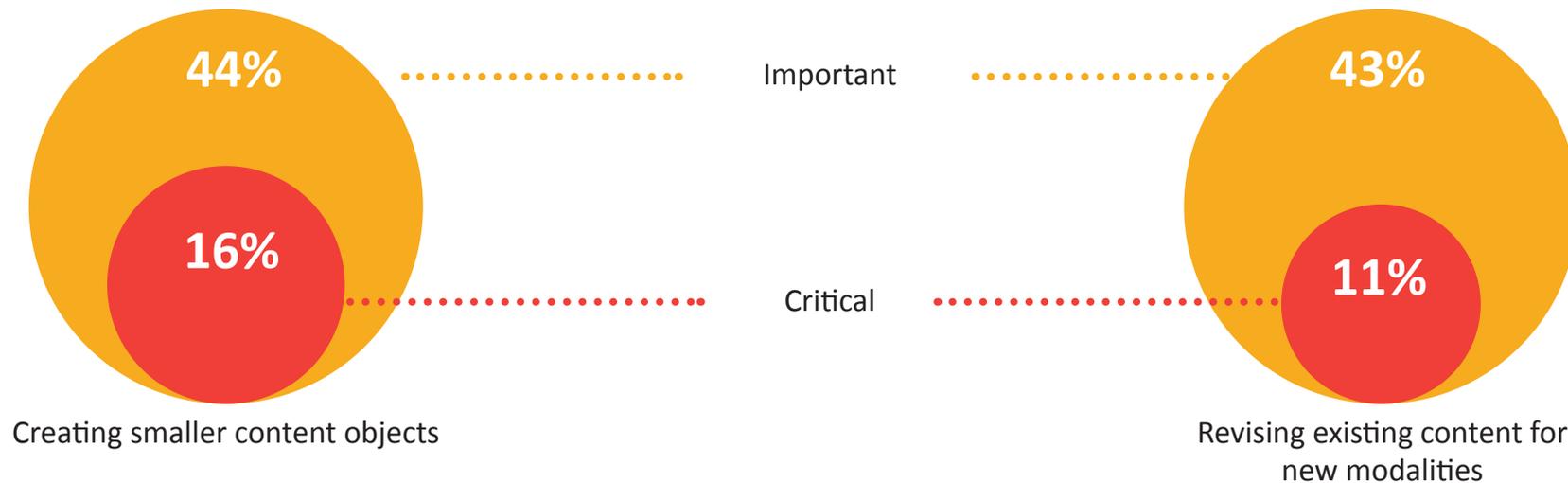
The key is in its name. The LCMS is a content-management system, purpose-built for learning. Although many organizations mistakenly

think they can use an Intranet or SharePoint site, they soon discover these solutions aren't robust enough to address the demands of corporate learning and development.



An LCMS can reorganize content into smaller objects and re-use existing content in new modalities, which Brandon Hall Group research shows is important or critical for most companies. (See below).

## Importance of Reorganizing and Repurposing Learning Content



Source: 2018 Brandon Hall Group Learning Strategy Study

An LCMS is tailored to the needs of content creators and instructional designers (IDs). It is sophisticated technology supporting important functions such as version control, content approvals and metadata tagging. The LCMS empowers your authors and IDs with robust features that facilitate learning design to meet learners' diverse needs.

It's important to remember that an LCMS is not a Learning Management System (LMS). It is not a learning platform for end-users, and its purpose is not to track or measure how learners interact with content. An LCMS enables content management and development, then delivers finished content via your existing LMS.

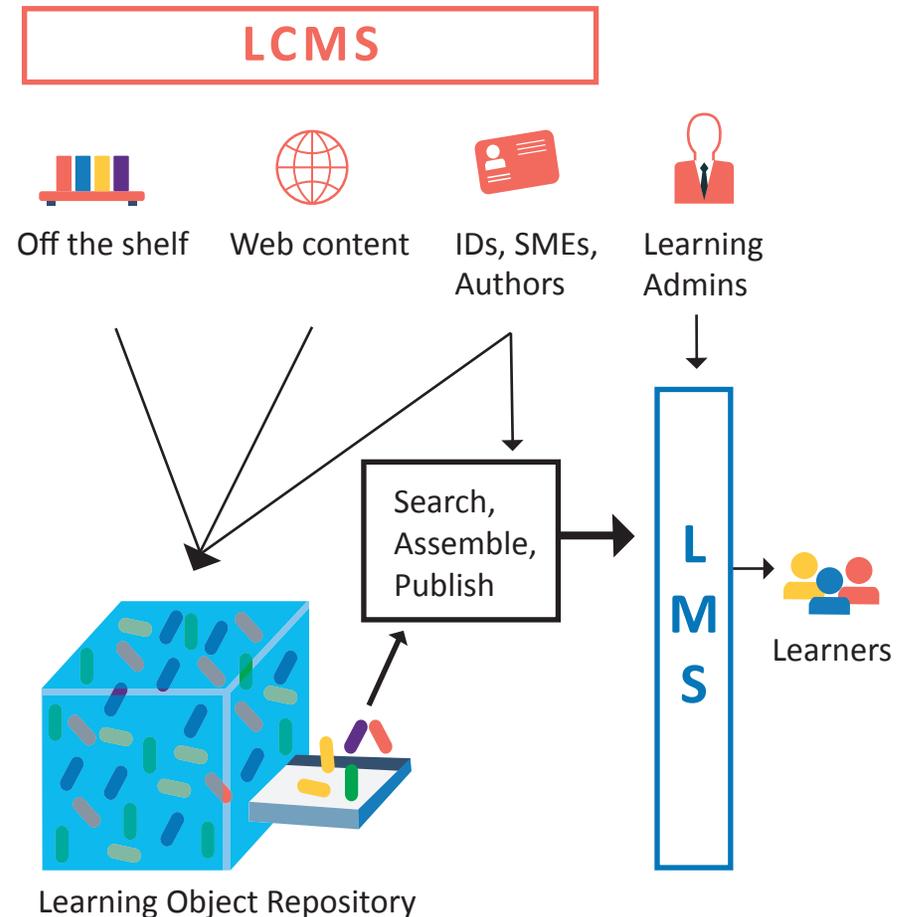


## What Does an LCMS Do?

Companies create most of their learning content in-house, according to Brandon Hall Group research. One of the biggest challenges of internal production is managing content pieces and repurposing them as needed. Too often, instructional designers recreate content because it is unnecessarily difficult to find and reuse existing content. That can be a huge waste of resources. No need to reinvent the wheel or expend precious time and energy when an LCMS can make existing content easy to identify through search.

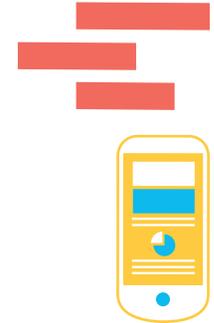
An LCMS does this by organizing content, making it searchable and facilitating the linking of related components. Courses, objects, metadata and copyright permissions can be easily linked. Authors, designers and editors can quickly search for objects and assemble new content, individually or collaboratively. Existing content can also be imported, disassembled into its component parts and reused or repurposed. Content changes like derivative works, revisions and edits are tracked, leaving an audit trail to help your organization stay in compliance with regulatory reviews. Best of all, these functions can be applied to all course content, whether created in-house or purchased externally.

### The Relationship Between an LCMS and an LMS



Aside from the convenience of not needing to repeatedly recreate learning objects, having single, reusable modules means they can be updated or corrected globally without conducting a search for each instance of the duplicated content across multiple courses. Since an LCMS is the “single source of truth” for content, all changes to an asset are automatically updated across every usage in your system.

Once the content is created/assembled, content creators can use the authoring tool within the LCMS or import the content into its authoring tool of choice. The content can then be quickly be published in multiple formats – SCORM, PDF, ePub, HTML, XML etc. – or pushed to an LMS.



## Should You Invest in an LCMS?

Every organization must decide what is the best fit for them based on L&D goals and objectives, learning asset needs and content-management challenges. Review these criteria to determine if your organization will benefit from adopting an LCMS.

### An LCMS can be the right fit for you if ... (check all that apply)

- You have a large number of courses or learning assets to manage.
- You have difficulty searching, discovering and reusing learning assets.
- You want to enrich your learning assets with meta-data and relationships.
- Your learning content is currently stored across multiple silos.
- You frequently update courses.
- You struggle with version control or need an audit trail.
- Your courses are complex, with rich media, multiple elements and supplemental materials.
- Your content development, review and approval workflows are complicated or cause delays.
- You must ensure that course content supports the fulfillment of specific compliance requirements.
- You publish to multiple sources, e.g. web, app, print or LMS.

## About Brandon Hall Group

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management.

With more than 10,000 clients globally and almost 25 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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