



## Solution Provider Profile Realizeit

November 2020



Company At-a-Glance	
<b>Name of Product/Offered</b>	Realizeit®
<b>Headquarters</b>	Palatine, IL
<b>Year Founded</b>	2007
<b>Number of Employees</b>	40-50
<b>Revenue</b>	\$5 million-\$10 million
<b>Geographic Coverage</b>	Global SaaS Technology
<b>Top Customers</b>	Fortune 500 and top universities
<b>Total Users (Cloud)</b>	More than 600,000 annually
<b>Solution Name</b>	Realizeit Adaptive Training and Learning Platform
<b>Current Version</b>	2021
<b>Date Version Was Released</b>	Fall 2020
<b>Year Product Was Originally Launched</b>	2011
<b>Website</b>	<a href="http://www.realizeitlearning.com">www.realizeitlearning.com</a>



## Realizeit Solution Overview and Value Proposition

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### Solution Overview

Realizeit® is on a mission to transform workforce training and drive learning innovation for large-scale organizations by maximizing the value of training operations with its first-of-its-kind intelligent technology.

The changing complexion of the workforce and the increasing speed of business leave training organizations struggling to keep up with the pace and put them under constant pressure to justify the value of their training programs and their learning system infrastructure. For many, the legacy systems and traditional ways of thinking are no longer effective. Realizeit solves all of those challenges.

Realizeit delivers unprecedented levels of precision in corporate training and learning by leveraging the power of adaptivity and personalization at scale. This allows companies to transform from conventional one-size-fits-all, content-centric learning model to one that is personalized, knowledge-based and performance-linked for every employee. With Realizeit, organizations can significantly optimize workplace training, maximize job performance for every employee and validate their return on investment (ROI) for training. Additionally, continuously measuring each individual's knowledge against their role-based competencies, Realizeit can help uncover potential risks to the operation or brand.

Realizeit's platform is powered by an intelligent and self-learning engine fueled by Machine Learning. The system continuously shapes the learning experience to deliver personalized training that learners need to best perform in their individual job and role. It is designed to build confidence and competence in every employee and optimize their learning experience.

Realizeit is a single system to overcome training challenges across all "moments of learning," whether it is for a new hire, cross-training, career path changes or refreshing knowledge on an ongoing basis. In addition, all process changes or regulatory updates can be instantly and verifiably disseminated across the entire enterprise with ease. With Realizeit's intelligent ingestion tools, legacy training content can be easily converted into digital, adaptive-ready formats so that it can be leveraged in more engaging, efficient, measurable and ultimately, more effective ways.

### First of Its Kind

What makes the Realizeit workforce training solution so unique is that it delivers on four essential dimensions that are critical to any performance-minded organization with a large-scale distributed frontline workforce — scale, precision, speed of implementation and ease of



management. Delivering on any combination of these dimensions creates value but being able to deliver on all four simultaneously generates exponential value, incomparable to any other platform.

## Scale

- **Need** — Companies with a large frontline workforce distributed across multiple locations (domestically or globally) are challenged every day to provide effective and uniform employee training throughout the entire organization. It is a constant struggle to manage the dissemination and validation of new and updated information across their vast and diverse operations at the velocity with which the business moves and changes occur.
- **Realizeit's Solution** — Realizeit is the only personalized adaptive learning platform that is purpose-built for enterprise scale. Its scalable technology architecture allows organizations to effectively orchestrate workforce training on a global scale and manage it with ease across time zones, in multiple languages and for a wide array of roles. Regardless of the time zone, location or position, each individual receives the exact level of knowledge required at a given point in time to perform their role efficiently and safely.

## Precision

- **Need** — Business leaders envision a workforce training solution where employee training and job performance are directly linked and measurable. Organizations need a training and learning system that does more than just deliver content and track completions — they must assure competency. To prove value, companies need a persuasive way to demonstrate how training effectiveness drives employee performance on the job.
- **Realizeit's Solution** — Realizeit provides organizational leaders with a comprehensive macro- and micro-view of their workforce current knowledge state — knowledge gaps and areas of strength. Training leaders rely on the Realizeit platform to collect, synthesize and act precisely on an array of real-time data. Realizeit's unique combination of Machine Learning and other platform capabilities makes it the ideal system to precisely measure and assure each employee's knowledge and role-based competencies in each operational context.



### Speed of Implementation

- **Need** — Large organizations often shy away from real transformation in workforce training due to the time and resources it takes to undergo implementation and change management. Training leaders fear the level of effort required to migrate legacy content and/or they lack the required talent to innovate from conventional to modern models of training aided by Machine Learning. It can be challenging to implement a change of this magnitude across their entire entity in a short amount of time.
- **Realizeit’s Solution** — With Realizeit, organizations can now migrate their legacy content without the heavy lift often associated with migration — generating instant value for the company. Realizeit’s intelligent ingestion tool enables learning designers to rapidly transform their legacy training manuals in a matter of hours (not days or weeks) to generate mobile-first and adaptive training programs with minimal manual effort. Overcoming this adoption barrier single-handedly eliminates a primary objection to training transformation. In addition to significantly simplifying and streamlining the implementation process, the Realizeit ingestion tool also provides the added advantage of improving the integrity, accuracy and the reusability of existing content.

### Ease of Management and Integration

- **Need** — Most large-scale operations are dynamic and complex. Implementing a new enterprise-wide training technology evokes many questions:
  - “How complex will the implementation be?”
  - “How will the new platform co-exist or interoperate with current tools?”
  - “Are there additional resources required post-implementation?”A prime objective is always to minimize any additional strain or stress on support teams and technology infrastructure.
- **Realizeit’s Solution** — Realizeit is purpose-built to provide an easy and integrated way to manage the complexity of personalized learning and training at scale — from scheduling, planning and delivery to ongoing knowledge and competency management. Its cloud-hosted, software as a service (SaaS) environment fits seamlessly into the existing ecosystem. Realizeit exposes all aspects of its system through web services and APIs that allow organizations to fully customize their interface skins and most importantly, the user experience.



## Quantitative and Qualitative Value Creation

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**Organizations can transform operational training to be more relevant and adaptive to meet the dynamic needs of the workforce in the flow of work.** The Realizeit system allows businesses of all sizes to offer targeted, just-in-time personalized training experiences — in-field, online or in-class — using a wide array of learning techniques that range from trainer-assisted, on-the-job training to self-directed learning. The platform empowers organizations to transform operational training to become more engaging, relevant and adapted for their workforce by understanding exactly what every employee needs, tailoring the learning to the current knowledge gaps in their roles, and by making the content available anywhere, anytime and on-demand in a mobile-first digital experience.

**Companies can reduce the annual number of training hours/days per employee through optimization, thereby lowering costs and increasing productivity.** Realizeit's technology helps organizations optimize and modernize their employee training methods, tools and processes, which ultimately result in lower workforce costs and increased productivity. The system ensures that each trainer/trainee can access and use the most up-to-date and relevant training content at the point of need, which helps keep training aligned with the flow of work — reducing training time and enhancing productivity.

Machine Learning fuels the Realizeit technology, enabling the platform to intelligently map an employee's skills on one job to another. Therefore, when cross-training an individual for a new role, the system is able to personalize the learning pathway for that employee and zero-in on only the knowledge elements required for them to complete their training. As a result, trainers are scheduled only for the optimized time, saving training dollars.

**Businesses can provide managers with visibility and confidence that the frontline workforce is continuously qualified to perform their roles to deliver on the brand value and promise.** Large enterprises with a distributed workforce across many locations face the challenge of continuous updates and changes to job requirements that can risk competency erosion on the frontlines. The Realizeit platform offers these organizations a system of record for each individual's operational status by aligning the core training regimen with each role's qualification requirements — as a result, maintaining a real-time operational status view of each employee in each job. Realizeit provides leaders the confidence they desire in their workforce being continuously qualified to perform optimally in their roles, and to ensure that new hires are sufficiently trained to confidently and competently execute their new positions.



**The Learning Department can introduce a more precise methodology to measure, analyze and report on the efficacy of training in service to operational performance and training ROI.**

Realizeit has configurable dashboards for hands-on training, which allow trainers to manage an array of learning requirements effectively and efficiently. This is enabled by real-time access to the most up-to-date and relevant digital content on any device (even with limited Wi-Fi), providing instant visibility into each individual trainee's progress, the ability to easily set tasks, to record notes and to assess training performance and learning proficiency.

In addition, the training analytics data is aggregated for at-a-glance reporting to upper levels of management, further aligning resources to be focused and optimized on the most pressing operational priorities. Compare that to conventional corporate training methods that put an emphasis on delivery and completion, making it extremely difficult to understand the actual competence level and the exact role-based knowledge of a distributed workforce, which introduces risk but also the opportunity to elevate performance.

**By unleashing the power of real-time data and analytics, businesses can continuously optimize their training operations to improve the ROI associated with their workforce training.**

Operational and training managers can positively impact both quantitative and qualitative ROI measures such as reducing the number of hours required for training, decreasing the number of errors in content materials, and improving the performance and engagement of frontline workers.

Realizeit serves as the training orchestration system for personalized and adaptive learning that delivers results quickly and sustainably over the long term. It is the enabling platform that allows organizations to demonstrate meaningful training ROI year over year.



## Screenshots

Figure 1: Dashboard Shows an Employee's Training Progress and Personalized Learning Path

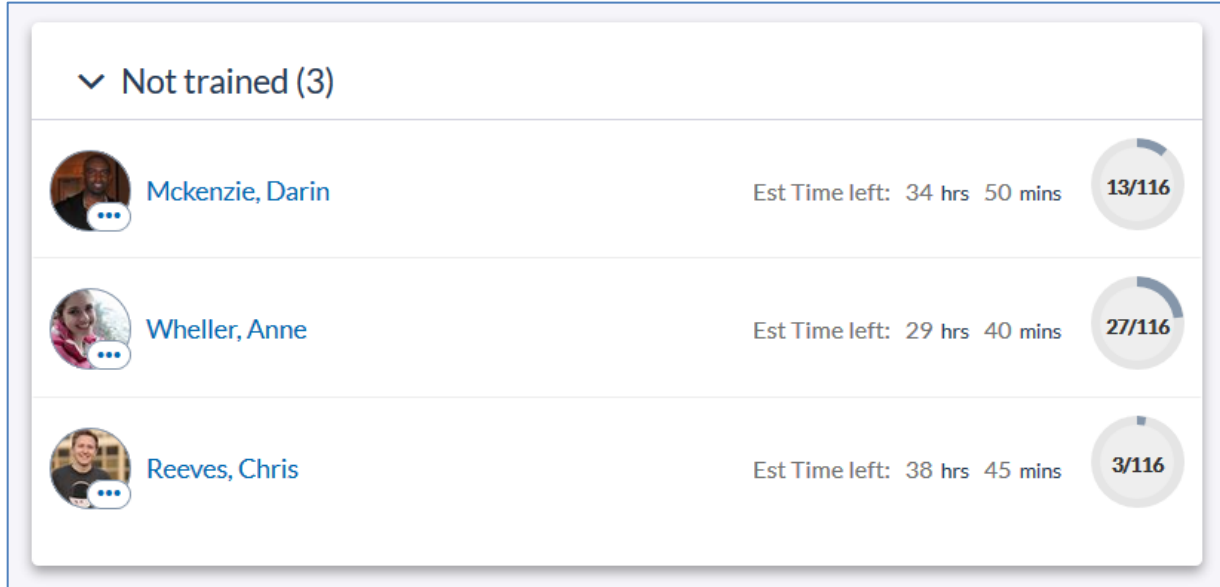
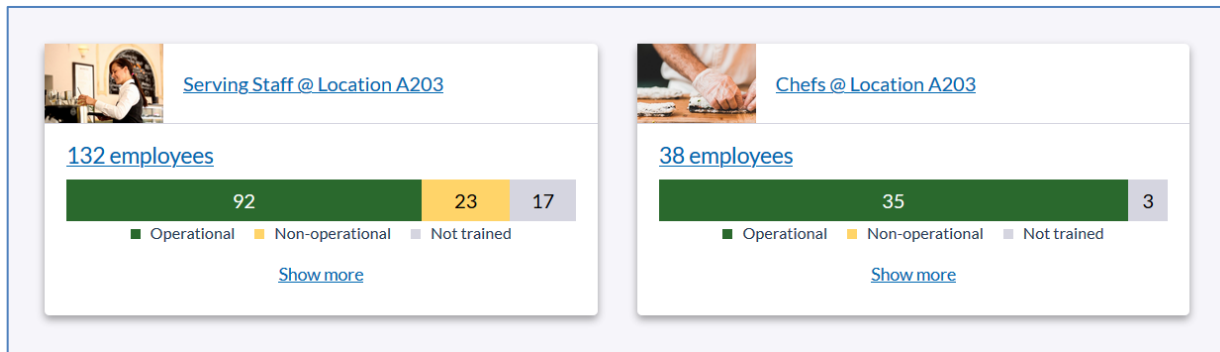


Figure 2: Dashboard Shows Operational Status of Employees by Location/Department/Group





# Solution Provider Profile Realizeit



Figure 3: An Overview of Each Employee's Progress, Mastery Rating and Confidence Level

The screenshot shows a user interface for a training course titled "Chefs @ Location A203". The interface includes a header with the "generic company" logo, the course name "Realizeit", and the user's name "Kim Meyer". Below the header, there is a breadcrumb trail: "Roles / Dashboard / Training sessions / Course". The main content area is divided into several sections:

- Trainees:** A section with a "Trainees" header and two buttons: "Edit trainee list" and "Check progress". It displays three trainee cards for Jill Sherman, Chris Stone, and Greg Tate. Each card shows a profile picture, name, a progress indicator (a circle with a percentage and a star), and a "View trainee" button. Jill Sherman and Chris Stone have a progress of 39/54, while Greg Tate has 7/54.
- Objectives:** A section with an "Objectives" header and an "Edit plan" button. It features a progress filter bar with categories: "Plan (4)", "Needs attention (2)", "Not started (0)", "Complete (5)", and "All (7)". Below the filter, there is a "Training session scheduled: 6 hrs | Time remaining: 4 hrs" indicator. The objectives listed are:
  - Orientation to Location A203 (3 hrs 20 mins) with progress indicators for three trainees: two green checkmarks and one 0/10.
  - Kitchen Stations (1 hr 10 mins) with progress indicators for three trainees: 8/9, 8/9, and 7/9.
  - Closing Procedures for the Kitchen (1 hr 20 mins, 4 to unlock) with progress indicators for three trainees: 2/4, 2/4, and 0/4.

All screenshots provided by Realizeit





## Analysis by Brandon Hall Group

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### Situational Analysis

Organizations are continually striving to create engaging learning that has a real impact on behaviors and business outcomes. However, not verifying knowledge or competency, outmoded learning technology, traditional content and a lack of focus on what the learner needs have led to uninspiring learning experiences that can only be measured through completions rather than real business impact.

What does it take to create a more impactful, engaging learning experience that improves individual and business performance? Personalization, reinforcement and adaptability. Together, these characteristics take learning to the next level.

Corporations are trying to find better ways to curate and deliver learning in a more contextual, engaging and modern technological interface. Several factors are driving corporations to improve their learning experience 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.
- **Technology** — Learning technology is quickly evolving and organizations are in serious need of re-evaluating their learning technology ecosystem to offer a more modernized approach to learners.

### Challenges to the Business

Organizations have had difficulty in catching up to the new standard of learning required. Learner requirements have evolved quickly and their need to have access to knowledge and information when and where they need it is more important than ever. Most learning is still very event-based, without enough follow-up, reinforcement or opportunities to apply knowledge. This leaves organizations ill-equipped not only to meet the rapidly changing challenges of today, but to ensure their workforce has the skills and knowledge required for the future.



## 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, employees are not learning what they need to know to maintain compliance, develop new competencies and skills and advance their capabilities, leading to negative implications including a lack of innovation and creativity that make the organization uncompetitive.

## Questions to be Answered by the Business

Organizations need to rethink their approach to the learner experience to keep pace with the rapidly changing dynamics of their learners and business.

The key questions for the business are:

- How does an organization create personalized learning at scale?
- Can one provider offer a state-of-the-art learning platform that delivers engaging, contextual experiences?

## Realizeit as the Answer

Realizeit has put its focus on personalization at scale and does this through its intelligent, adaptive platform. The end result is a solution that enables a contextual, relevant learning experience for learners in an enterprise environment, regardless of role or location. Machine Learning is used to map skills gaps and create learning journeys to fill those gaps.

There are several areas where Realizeit's approach is beneficial — in particular, companies that depend heavily on training and have an abundance of legacy proprietary content that can be difficult to maintain and deploy dynamically/digitally. A solution such as Realizeit makes it easier to make global and targeted changes, so the training and training materials can keep up with the business. On the opposite end of the spectrum, there are situations where training needs to address rapidly changing information. The agility of the platform is key here, too, as changes can be made at the same speed.

Training leaders can tap into the data being generated by the Realizeit platform to gain insight into how learners are interacting with the training and the kind of impact it is having on performance — in real-time. It is all available via dashboards that can be configured for trainers and admins to see the information they need.

One of the key elements of the solution is its ability to ingest legacy content and convert it into more modern, customizable formats. Organizations are typically challenged by the amount of



## Solution Provider Profile Realizeit



legacy content they have, since it prevents them from incorporating modalities that are more agile, more informal and often more effective. Realizeit can help companies accelerate that process.

Realizeit represents an opportunity for companies to move away from static, one-size-fits-all training and toward a continuous learning environment that focuses on what each learner needs by eliminating redundant or irrelevant learning.

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

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## About Brandon Hall Group

With more than 10,000 clients globally and 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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