LEARNING MANAGEMENT SYSTEMS

EVERYTHING YOU NEED TO KNOW ABOUT CHOOSING ONE

WHAT IS IT?

You have probably used an LMS at one point or another in your life.

If you've ever taken a college course online, you may have accessed class materials through a program called Blackboard. If you haven't heard of this, ask your college-aged child, they'll know!!. If that doesn't sound familiar, you may have used another popular LMS, called Canvas.

LMS Licensing & Pricing

No matter how big or small your organization is, you still have a budget that you need to stick to, so it's important to understand how different learning management systems are priced, and what types of licensing agreements are available.

There are two main types of licensing...

OPEN SOURCE

Most Open Source LMS solutions are free, and are available online.

Open source solutions can be modified by users with web development skills.

Typically backed by a community of developers that you go can go to with issues.

PROPRIETARY SOFTWARE LICENSE

A proprietary software license will cost a fee that is charged periodically - monthly, annually, quarterly, etc...

Paid licenses for LMS usually results in a higher quality solution and/or access to more advanced support.

What will Work for Your Business?

For smaller organizations with some technical expertise or access to a web development team, an open source LMS solution should suffice.

Most open source LMS solutions are flexible and customizable, as long as you have the knowledge and skills necessary to make the platform work the way your organization needs it to.

Larger organizations, and/or organizations without access to a web development team may find purchasing proprietary software to be a better solution.

There are many solutions with affordable licensing fees, and if you swing it, the support and additional functionality may be well worth it in the long-run.

Available Pricing Models

ANNUAL LICENSE FEE

Charged once a year (usually) for the entirety installation

ONE-TIME LIFETIME FEE

Have access to the software for as long as you need to

SUBSCRIPTION

Pay a fee per user to access the software, or fee for the range of users that have access to it (such as members of a single business)

Features & Usability

When choosing an LMS solution, it's important that you identify the features you need, and the level of technical knowledge level of those who will be using the system.

Below are a few of the most important features that many of the best LMS solutions offer.

1 Responsive

In today's world, mobile users are taking over. Therefore, any good LMS platform should be responsive to users on any device.

With the way things are going, it's a feature that should pretty much be standard in every LMS solution.

2 User-Friendly

You'd be surprised at how many LMS shoppers neglect to try out the user interface and test it for user-friendliness before purchasing.

It's important to do your research and find an LMS that fits the needs and preferences of your user base. There's no such thing as too user-friendly.

3 Measurable

An LMS solution that doesn't allow administrators to track, analyze, and report on its results is behind the times. How will your organization know what improvements to courses need to be made if there's no way to measure their effectiveness?

Some LMS solutions make reporting even easier, by automating reports and making them easy to download, or better yet – delivering them straight to your email inbox.

4 Support

Without adequate support for administrators and end users, you may never get to utilize all of the features your solution offers.

The best LMS platforms come with easily accessible training materials, as well as providing access to live or online technical support.

Even the simplest of platforms will require some sort of support to help you get started, and to ensure you're getting the most out of the software.

Smile MEDIA

Need a Professional and Engaging Website or a Digital Marketing Strategy to successfully outrank your competitors? Learn more from SMILE MEDIA's Digital Marketing Agency Experts, or contact us by phone to schedule a meeting.

Boston, MA 13a(7) 299-8216
Exeter, NH 1(603) 778-4118
smilemultimedia.com