

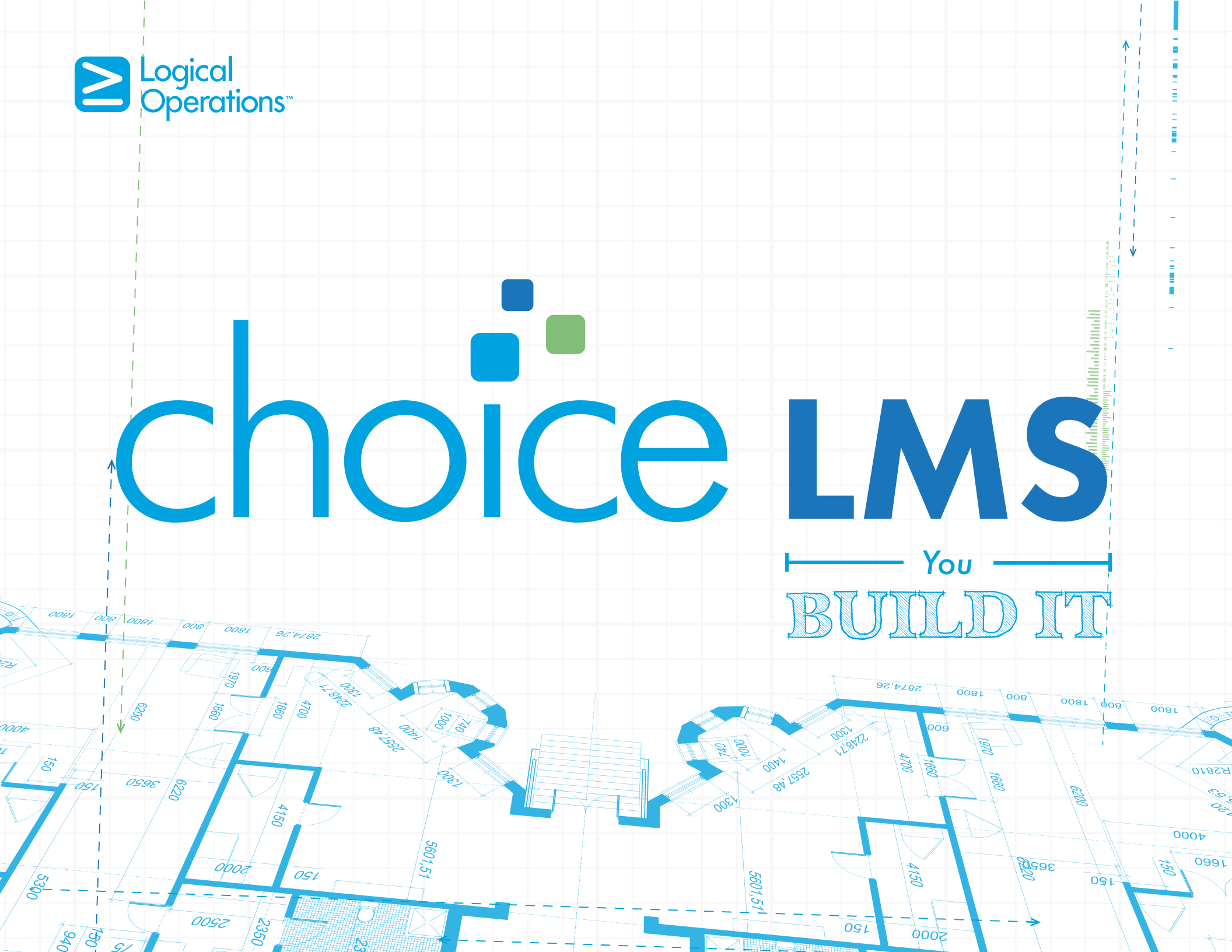


Logical  
Operations™

# choice LMS

— You —

BUILD IT



## CHANGING THE WAY THE WORLD SEES LEARNING

Our professional training courseware is used by millions of students around the globe. With over 5,100 titles to choose from across popular categories like desktop applications, networking and security, and business skills, we offer an easy, off-the-shelf training solution to address your employees' training needs.

We know that it's easy for learners to get lost in boring training that doesn't feel relevant to them, and we address that challenge by creating an engaging learning environment that can be specifically tailored to each individual. Our offering combines our award-winning training curriculum with an interactive, intuitive digital multi-platform that completely transforms the learning experience and is designed for how each individual wants to learn.

**The result is a more effective training program that keeps your employees engaged and helps you get the most out of your company's training investment.**

## AN LMS SOLUTION THAT CHANGES THE GAME

*We've heard about the struggles with other LMS systems that are not making the cut.*

We make it easy for your employees to develop new skills and grow in their careers, while maintaining a user-friendly interface for administrators to communicate with students and track their progress.

CHOICE, our configurable digital learning platform, provides you with an easy-to-implement LMS solution that is completely customizable for your training needs. Whether you are using the features of our off-the-shelf training curriculum or adding your own proprietary content, CHOICE allows you to create an interactive, intuitive digital multi-platform learning experience that is unique to the learner.

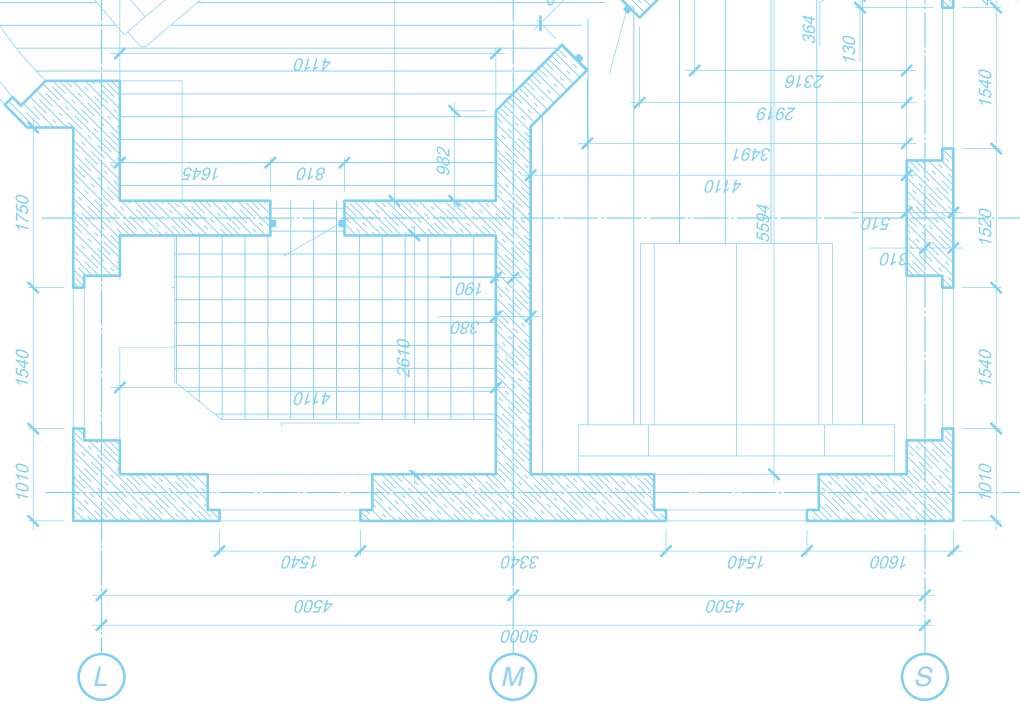
### Here's what you can expect from our LMS

**USER-FRIENDLY** – In order for employees to be motivated to take advantage of a training solution, it needs to be easy to use. You won't find a lifeless, confusing platform here. We designed CHOICE LMS with easy-to-navigate, eye-catching, and clickable tiles based on the interface design introduced in Windows 8, allowing students to easily access their course content and hone in on the exact learning tool that they're looking for.

**EASILY SCALABLE** – CHOICE provides organizations with centralized deployment of ANY Internet-based learning tool, and is scalable to meet future technology innovations and resource offerings. Not only is CHOICE scalable to meet future technology, it is scalable to meet the training needs of any organization at any size.

**CLOUD-BASED** – Clunky hardware will only weigh you down with potential errors or bandwidth issues. Our LMS is built and hosted on the cloud-based Amazon Web Services, keeping your LMS running smoothly and minimizing the potential for downtime.

**FULLY CUSTOMIZABLE** – Our configuration options will allow you to create unique courses for any audience or modality. Reinforce your own brand by adding logos and modifying the theme background; add, edit, or hide tiles (and vary the start/end timing) to customize activities before, during, and after class; and fulfill your own proprietary content, including SCORM-compliant e-learning.



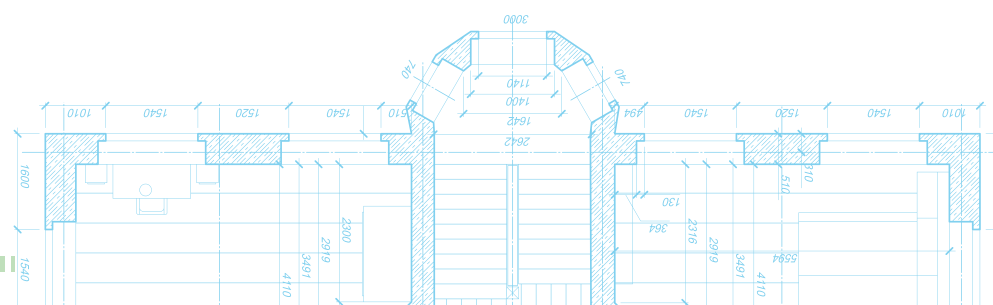
# choice LMS

“The CHOICE LMS provides an immersive learning experience for our learners—from the downloadable eBook to the other online tools, CHOICE has definitely extended the learning experience beyond the classroom!”

- Derek Reddin, Systems Support Specialist, County of El Dorado

**ROBUST REPORTING** – Just because CHOICE offers a simple, easy-to-use student interface doesn't mean that we don't offer fully sophisticated capabilities on the back-end. Our intuitive reporting capabilities, called Business Intelligence, allow you to gather information about who your students are, what they are doing, and how you can help them succeed. With Business Intelligence, you're able to create blueprints for students to follow based on their learning goals as well as encourage them to continue along their learning paths by setting up personalized, automated messages based on the actions they have taken.

**MOBILE APPS** – Learning shouldn't stop once a class is over. We offer CHOICE apps for use on tablets and mobile phones that are designed as on-the-job reference support tools. The CHOICE platform design lends itself to cross-device usability, making it a seamless transition for students to navigate and access the same content and tools they normally would on their computers. Students can easily access important support information such as learning videos and checklists anywhere, anytime to make sure that they have the information they need at the exact moment they need it.



## AN LMS THAT'S CUSTOMIZABLE TO MEET YOUR NEEDS

Discover a flexible LMS to suit your every need with configuration options that allow you to create a fully customized learning experience for any audience or modality.

### FLEXIBLE BRANDING

We understand the value of establishing a strong brand presence, which is why we've built in custom branding elements. Add logos and modify the theming colors and the background of the interface to create an LMS that reinforces your brand.

### TILES, TILES, TILES

CHOICE LMS was strategically designed with a tile-based look and feel to create a seamless user experience across devices. Tiles can even be placed under Time Aware Mode, meaning you can designate when tiles appear and disappear based upon the date and time, to further enhance the student experience. Furthermore, we've built in messaging functionality in the form of a tile. Students can use this tile to communicate with each other and with the course leader to ask questions, share ideas, and receive feedback.

### USE OUR COURSEWARE AND YOUR OWN

Content tiles can be added, edited, or customized to show whatever you'd like to present to your students. Each tile allows you access to load or link out to various content, whether that be your own proprietary content or Logical Operations content. Logical Operations has a robust library of training offerings, ranging from business soft skills training to advanced IT training, enabling you to build out your offerings. You can also incorporate your own custom elements (such as handouts, activities, and application tools) to truly make any course your own.

### CUSTOMIZE FOR A UNIQUE CLASS

Have a special client or department in need of a custom course? Take the Logical Operations stock course instance, make a copy, and customize away! Add in all of the custom materials and tiles you need. Our LMS can offer a truly personalized experience. In addition to ILT, CHOICE LMS can support asynchronous courses. Instructors can configure specific courses to incorporate action plans and the Messaging tile helps students to communicate with instructors throughout the duration of the course.

### SCORM 1.2

SCORM governs how online learning content and Learning Management Systems (LMSs) connect with each other and sets the technical standards for e-learning products. Our CHOICE LMS supports all e-learning content under the SCORM 1.2 standard. In addition, our LMS accepts various file types including, but not limited to, Microsoft Office files, PDF, Flash, MP4, MPEG, HTML5.

### LEVERAGE YOUR EXISTING SOFTWARE

CHOICE LMS allows you to continue using all of your existing learning tools to not only create a more comfortable experience for you, but also for your students. For example, when you download the CHOICE app on your iPad, iPhone, or Android device, our eBooks will open in your native application. You can even incorporate links to external resources such as WebEx or GoToMeeting for web conferencing or other applications.



## BLUEPRINTS FOR SUCCESS

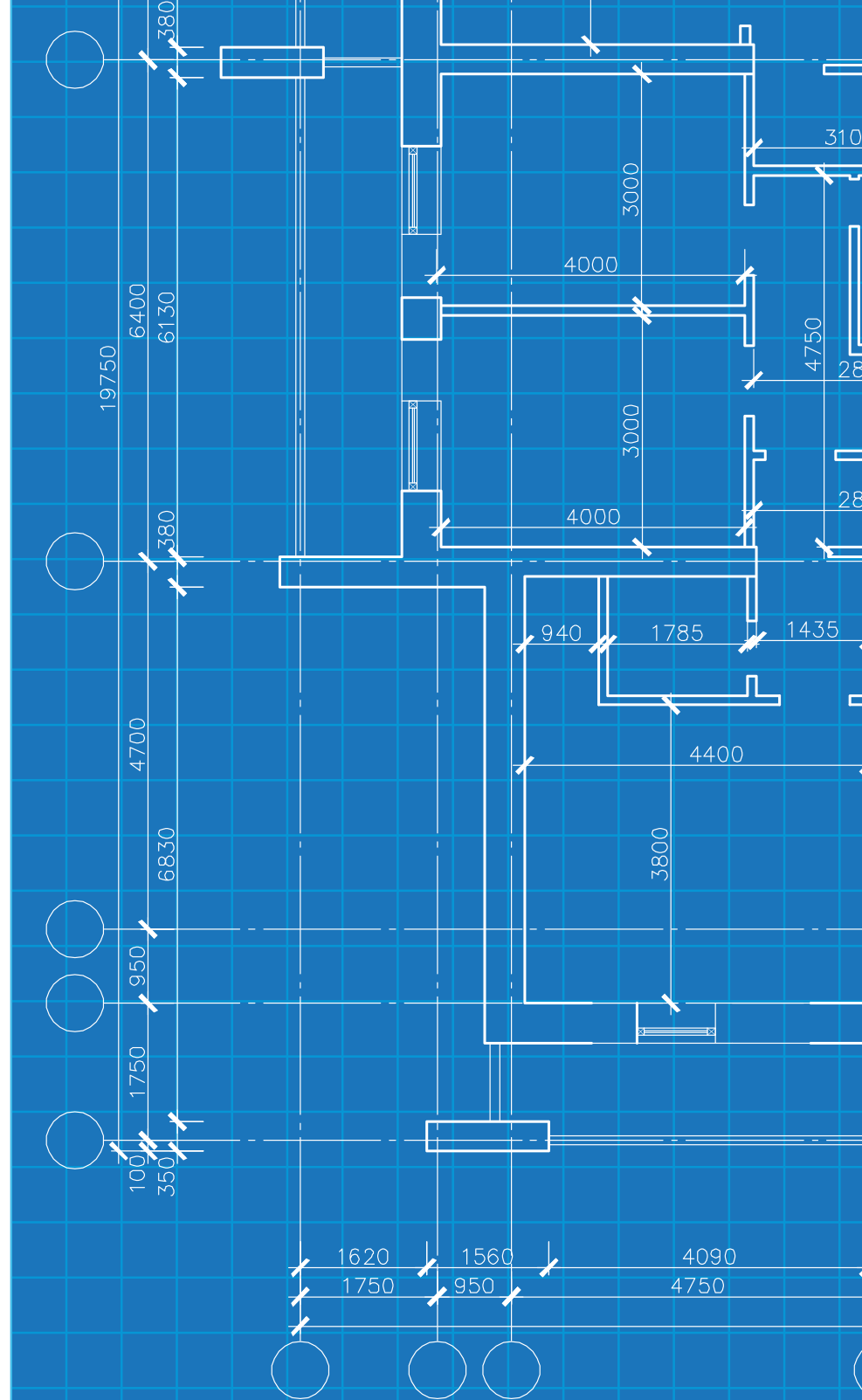
*Reporting that helps you discover who your students are, what they are doing, and most importantly, how you can help them succeed.*

We know that you need visibility into the success of your learning programs. Our Business Intelligence capabilities allow you to gather information about who your students are, what they are doing, and most importantly, how you can help them succeed.

An intuitive interface provides administrators with the ability to create blueprints that track which courses students have accessed and how they are interacting with the content, including when and how many times they have accessed learning videos and eBooks, and the number of log-ins to the LMS. With CHOICE LMS Business Intelligence, you configure the blueprints by setting up automated communications based on specific actions taken by students, allowing you to fully customize the learning experience and ensure that students are meeting their goals.

### Encourage Students to Succeed with Personalized Messaging

Use our automated messaging capabilities to provide encouragement for students to reach success as they work towards their learning goals. Our messaging capabilities allow you to configure personalized communications to students for automatic deployment based on the actions they have (or have not) taken. We designed this functionality because we recognize the importance of creating actionable information that encourages students to fulfill a gap in learning or progress to another class to further extend their learning.



## SAMPLE BLUEPRINT SCENARIO

- 1 Student receives a course access key to CHOICE LMS
- 2 Student logs into CHOICE
- 3 Student accesses the eBook to review the content
- 4 Three days later, a message is sent to the student encouraging him/her to continue learning by watching some short videos that expand upon the course content
- 5 Student logs back in to CHOICE to view the suggested videos
- 6 Five days later, a message is sent to the student to complete the course assessment to check the student's understanding
- 7 Student logs in to CHOICE and completes the course assessment
- 8 Once student has received X score on the assessment, the student receives a congratulatory email with suggestions to take other courses to continue his/her learning

## ONBOARDING AND SUPPORT

We here at Logical Operations pride ourselves on providing the best customer experience. We want to ensure you're as comfortable as possible prior to the launch of your new CHOICE LMS and we've devised a comprehensive onboarding process to achieve just that.

### ONBOARDING

- Prior to purchase, customers receive a comprehensive demo of the CHOICE LMS and its admin functions.
- After a purchase agreement is finalized, customers receive a designated amount of WebEx training hours based upon your subscription/investment level with the addition of training documents.
- \*\*After launch, regardless of the subscription level Logical Operations will provide 8 weeks of admin support.\*\*

### ONGOING SUPPORT

- We offer support for both end-users as well as LMS administrators.
  - End-user/student support is provided in perpetuity.
    - Customer Service hours:
      - Phone: 8am-5pm (EST)
      - Email: 8am-6pm (EST)
  - Administrator support is for the individuals who manage your CHOICE LMS. Depending on your investment/subscription level, administrators will get a certain allotment of support hours per month (above and beyond the initial 8-week period).

## CONTACT US

Logical Operations Headquarters – US  
Rochester, NY  
US and Canada: + 1.800.456.4677  
Other Countries: + 1.585.350.7000

Logical Operations Headquarters – EMEA  
London, UK  
Phone: + 44.07585.700524

Logical Operations Headquarters – Southeast Asia  
Phone: + 65.9177.7592

Logical Operations Headquarters – Asia Pacific  
Phone: + 86.21.63355268

Global Offices:  
Canada  
LATAM  
Brazil

