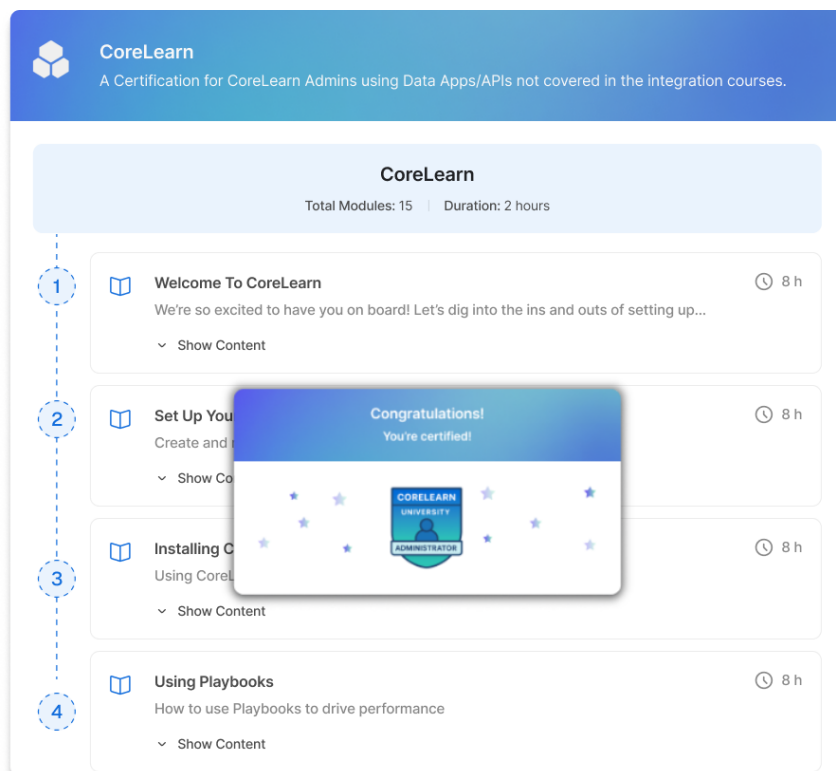




G-Cloud 15

Service Definition Document:

Learning Pool Customer Learning Cloud

2026

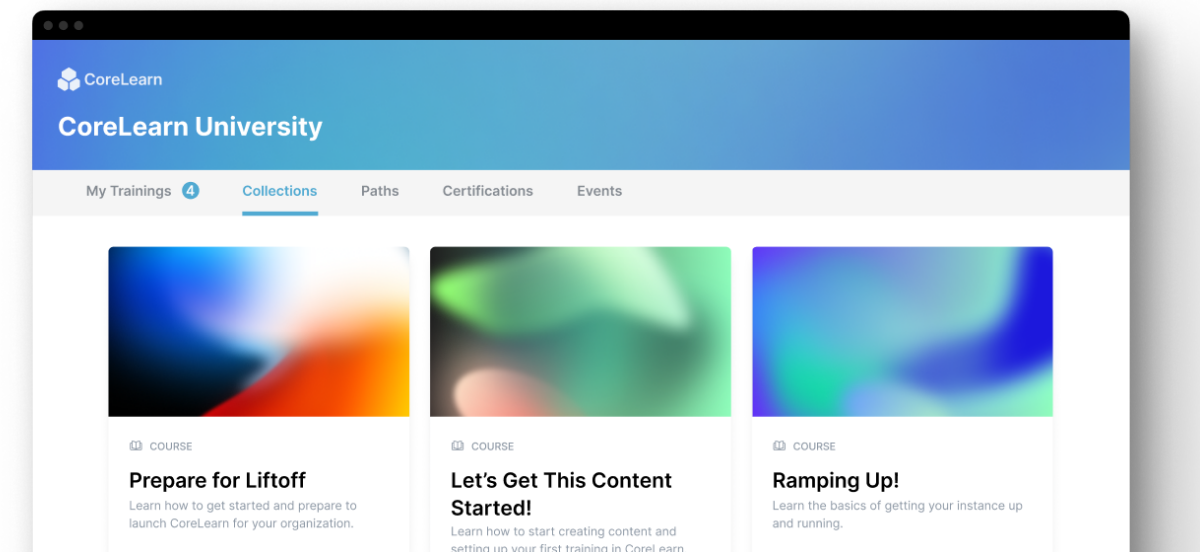
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Introducing Customer Learning Cloud

Customer Learning Cloud is an AI-first customer LMS that helps organisations improve retention, support external user engagement, and grow revenue through scalable customer and partner education.

Through the Customer Learning Cloud, customer and partner enablement teams can build branded academies that serve as hubs for external-facing training. For customer education teams, this means creating robust product education that accelerates time to value, reduces churn, and builds advocates. On the partner side, it involves creating and delivering effective enablement that equips channel partners with the knowledge they need to win a greater share of the market.



The Customer Learning Cloud makes all of this easy to achieve because the platform is intelligent, integrated, and intuitive.

- Powered by Intelligent, AI-first features, Learning Pool helps administrators build better learning experiences in less time.
- Customer Learning Cloud fully integrates into core customer education tech tools so that all learning workflows run seamlessly through a single source of truth.

- An intuitive UI/UX makes the user experience easy for administrators and learners alike.

Key features

Key Features of the Customer Learning Cloud Include:

- **AI-driven Course Creation:** Boost speed to impact with Customer Learning Cloud's AI's ability to support with drafting courses from files, brainstorming and refining content, generating quiz questions, automating captioning and translation, and more.
- **Theming & Customisations:** The Customer Learning Cloud gives users the ability to design and create branded learner experiences. Academies can also be hosted on a company's own domain and application's SSO, so the academy feels like an extension of the product and brand at large.
- **Certifications:** Organisations have the ability to roll out certification programs, complete with official certificates, in their academies. drive engagement and encourage customers and partners to become product evangelists who drive brand loyalty when they publish their certifications to LinkedIn.
- **AI Reporting & Visualisations:** From out-of-the-box analytics to AI-prompted visualisations, reporting gives teams the tools they need to illustrate and prove the ROI of their learning programs.

Packages

Learning Pool offers two packages for Customer Learning Cloud:

- Professional Plan includes essential content authoring, branding, learning paths, and performance reporting to help teams deliver engaging product education and improve customer time-to-value.

- Enterprise package includes all Professional plan offerings, plus advanced academy customisation, support for up to 3 academies, Communities, rich analytics, and advanced integrations that streamline onboarding, drive adoption, and increase product proficiency at scale.

Feature highlights by plan are as follows:

Professional	Enterprise
Native course authoring	Everything in Professional, plus
Academy website builder	Community website builder
SCORM compatibility	Up to 3 Academies
Live event registration	AI
Certifications & LinkedIn sharing	App-based SSO
Reporting and visualisations	Custom domain hosting
Standard 3rd party integrations	Salesforce connector
Localisation Support	Implementation & Account Managers
eCommerce & SEO	
SOC2 and Encryption	
Support, Community, & Academy	
API Access	

Optional Add-ons (Additional Cost)

Optional add-ons for Customer Learning Cloud include:

- **Iorad Integration:** Enables users to record tutorials on their screens and embed them into trainings
- **Data Connector:** Connects the Customer Learning Cloud instance data to many popular data lake providers like Snowflake or Databricks. Data syncs can be set on recurring schedules and adjustable frequencies.
- **Content Migration:** Content migration services are available as an add-on to help new customers transfer their content from their old LMS into the Customer Learning Cloud. Pricing is dependent on the number of courses requested for migration.

Delivering measurable value to our customers



We believe that the Customer Learning Cloud should be far more than just a repository for learning content; it's a critical tool for reducing **manual training**, reducing **onboarding time**, and driving **customer health and retention** to deliver genuine Return on Investment.

This section highlights how Customer Learning Cloud directly addresses these core challenges, translating powerful features into clear, demonstrable success. Our commitment is to partner with you to transform your customer or partner education function into a strategic asset that delivers customer and partner success at scale.

Reduction in manual training

Public sector organisations are often pushed to maximise impact with limited resources. As a result, it is essential to tap into tools that can help scale processes and improve operational efficiency.

Delivering customer education through the Customer Learning Cloud helps organisations do just that. With a centralised hub for education, team members no longer have to dedicate manual hours to repetitive, live trainings and can instead focus on more strategic business needs.

Case study: Blink Device Company

As the manufacturer of a neuromuscular monitor recommended by the American Society of Anesthesiologists' Neuromuscular Monitoring Guidelines, **Blink Device Company** rely on robust training to ensure successful product implementations. However, simply going through PowerPoint presentations with clinicians wasn't creating a meaningful learning experience.

They needed an engaging way to educate providers on the monitor's functionality, its effects on practice-specific workflows, and, most importantly, its impact on patient outcomes. Blink Device Company designed engaging academies for each of their partner hospitals and health systems using the Customer Learning Cloud and some of its key features, including:

- Varying modalities within course authoring: Blink DC made learning engaging with interactive features, including Challenges, checklists, flip cards, and video.
- Resource Libraries. Blink DC created Resource Libraries as a one-stop shop for reference material, including scientific journals, brochures, and more.
- Branding & customisation. Blink DC used customisation abilities to create unique and tailored academies for each of its partner clinics and hospitals.

Service outcomes

In the first six months of training clinicians on their neuromuscular monitor through an academy built on the Customer Learning Cloud, Blink Device Company was able to **save**

over 1000 hours previously dedicated to live, in-person training and certify over **550 anaesthesia clinicians** in the process.



1000+ hours saved

550+ clinicians certified in 6 months

Reduction in Onboarding Time

Getting customers onboarded quickly and smoothly is essential to ensuring they start seeing value from their vendor partnership as soon as possible.

Case Study: Subsplash

For Subsplash, creating a product academy on the Customer Learning Cloud as a one-stop shop for onboarding helped bridge the gap between client knowledge and mastery through structured, step-by-step courses. The program helped build confidence and empowered clients to apply their product knowledge right away.

Engaging courses built with a “teach, check, apply, review” method boosted genuine knowledge retention in comparison to generic tutorials and help articles. The Subsplash team was able to design these courses with key Customer Learning Cloud features, including:

- **Video:** The Subsplash team takes advantage of the video content module within course authoring to include recorded lessons and in-depth product walkthroughs.
- **Knowledge Checks:** Quizzes are implemented at the conclusion of each section to reinforce knowledge retention.
- **Reporting & Analytics:** Tracking enrollments and completions with Reporting has enabled the Subsplash team to keep tabs on any underperforming content and make necessary updates and adjustments.

Service Outcomes

In the first year of launching Subsplash Academy for client onboarding, the team enrolled over **7300 learners** who logged over **11,000 hours** of training time, and as a result, reduced standard onboarding time by **60 percent**.

This not only left customers more satisfied, but also reduced reliance on onboarding and support specialists, which enabled the team to redirect their time and attention from live onboarding calls to revenue-generating work.



11,000 hours of training logged
60% reduction in onboarding time

Increase in Customer Health

With how much more costly it is to obtain a new client, it is crucial to maximise customer retention efforts and invest in nurturing healthy customers, and customer education is an effective lever to pull.

By designing a customer academy, organisations can help their users build product literacy, which contributes to higher usage rates, better product satisfaction and ROI, and ultimately, better customer health.

Case Study: Evisort

For **Evisort** (now a part of Workday), initial customer education offerings consisted only of Knowledge Centre articles and one-off live trainings led by Customer Success Managers. However, this was a very manual effort that lacked standardisation, making it impossible to scale as their customer base continued growing.

A dedicated, branded hub for customer learning became a must-have. This led the team to seek out Customer Learning Cloud as their learning management system, and in just 6

months, they were able to stand up Evisort Academy using some of the Customer Learning Cloud's key features, including:

- **Easy, Intuitive UI/UX:** Our drag-and-drop interface enabled the Evisort team to collaborate on and produce high-quality content efficiently without any technical knowledge of SCORM or coding.
- **Single Sign-on (SSO):** With SSO enabled, the Evisort team provided learners easy access to register for the academy and ensured they could receive relevant training content.
- **Events:** The Evisort team used Events to host live and on-demand training sessions in their academy. Through these live sessions, they could also evangelise and help increase the discoverability of other courses and resources.

Service Outcomes

Within the first year of engaging customers through their academy on the Customer Learning Cloud, the Evisort team saw over **1000 course enrollments** with a **70% completion rate**, which led to a **10% YoY increase** in healthy customer accounts.



10% YoY increase in healthy customer accounts

Why Learning Pool?

Why Choose Learning Pool for the Public Sector?

Learning Pool is a provider of digital learning technology and services, delivering comprehensive, data-driven digital learning solutions trusted by public sector organisations worldwide.

For almost two decades, we've helped organisations transform employee performance through continuous innovation, strategic partnerships, and a deep commitment to customer success. Our offering provides a complete, scalable solution designed to meet the complex needs of the public sector - from essential **compliance** and **onboarding** to strategic **upskilling** and **agile workforce development**.

Proven Excellence and Strategic Leadership

Our dedication to innovation is consistently recognised, with recent accolades including the **2024 Brandon Hall HCM Award: Best Compliance Training Gold** and the **2025 eLearning Industry Top Content Providers with AI Tools Top 10**.



Strategic Leader Status (5 Consecutive Years)

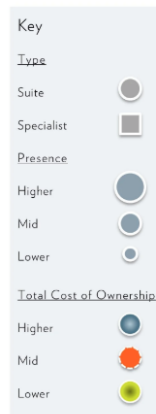
We have been recognised as a **Strategic Leader** on the prestigious **2025 Fosway 9-Grid™** for Digital Learning for the fifth consecutive year (2020-2025). This independent assessment confirms our capability to meet the needs of large, complex, enterprise-scale customers like those in the public sector.

In the 2025 Fosway AI Market Assessment for Digital Learning, Learning Pool is recognised as a market leader, positioned in the highest quartile of assessed providers for its AI capability and maturity. While only 11% of AI capabilities across the wider industry are currently "live" with customers, Learning Pool is distinguished for having a broad, ambitious roadmap with a significant proportion of its AI features already in production.

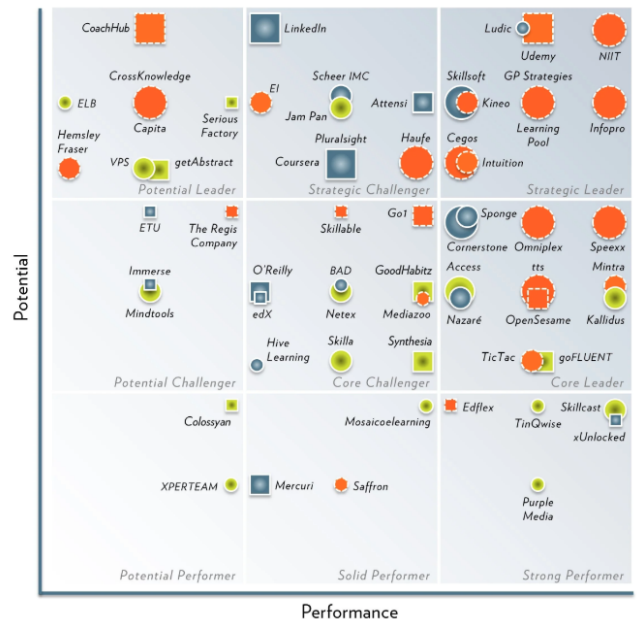
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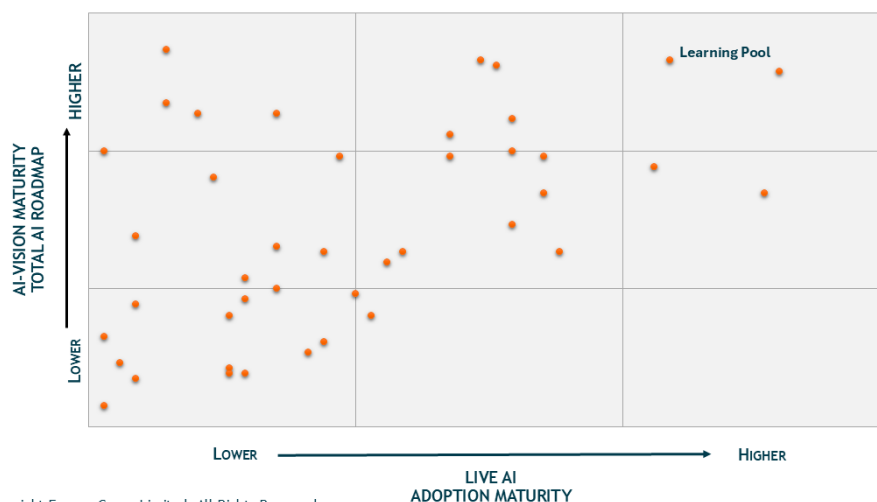
2025



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Digital Learning AI Roadmap Reality 2025



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Trusted by over 200 Public Sector Organisations



Focus on Customer Success

We are a trusted partner, supporting **26+ million learners worldwide** across 37 countries.

Our commitment to our clients is proven by performance metrics that have remained consistent throughout our growth. We currently have a Net Promoter Score of 36, demonstrating strong performance and high customer loyalty.



Committed to Ethical Partnership and Shared Values

Learning Pool is a **values-based company** committed to doing business the right way, aligning with the principles and integrity expected by the public sector.

Ethical Foundation: Our values, 'Build To Grow', 'Do The Right Thing', and 'Raise the Bar', form the foundation of our **Code of Conduct**. We expect all employees to act ethically and do right by our customers.



Social and Environmental Responsibility: Our **ESG programme** proudly aligns with the **B Corp™ movement**, prioritising social and environmental responsibility alongside profit. We transparently report our progress on key ESG topics and offer employees two paid volunteer days annually, demonstrating our commitment to making a positive impact.

Support and Training

Service Level Agreement (SLA) and Support Model

Strategic Partnership Model: Focused on providing administrators with the technical knowledge and tools necessary to manage the platform and broader learning technology ecosystem.



"Their customer service is world-class"

Stella - Trustpilot review

Account Management: Each client is assigned a dedicated Customer Account Representative as a primary point of contact for strategic oversight.

24/7 Technical Support: Access to a customer support team is available 24/7/363 via email, telephone, and a dedicated online portal.

Support Portal Transparency: The administrative portal allows for case creation, real-time tracking, and access to a full historical log of organisation-wide support requests.

Specialist Support Team: Requests are handled by a tiered team including Customer Support Executives, Application Support Engineers, and Product Coaches.

Our Service Level Commitments

Service Availability: Minimum uptime guarantee of 99.5% per calendar month (excluding scheduled maintenance).

Incident Response & Resolution Targets:

- **Severity 1 (Critical):** 30-minute response / 4-hour resolution.
- **Severity 2 (Major):** 1-hour response / 1-working-day resolution.
- **Severity 3 (Medium):** 6-hour response / 5-working-day resolution

Monitoring and Reporting

Every customer request submitted by phone, email, or through our portal is captured, assigned a severity level, and tagged with product and feature data. This rigorous tracking ensures we can report on response and resolution times, thereby continuously improving our efficiency. You can track all support cases and view their real-time status through our dedicated online customer portal.

Your Customer Account Representative will hold regular **Strategic Business Review (QBR) meetings**. These are vital for success, as they include reviewing performance metrics, product utilisation, and alignment with your business goals.

Training

- **Online training Academy:** A central online training portal accessible to all client representatives, providing quick guides, e-learning modules, instructional videos, and assessments.

- **Interactive Training:** Access to real-time learning interventions, including live webinars and facilitated forum discussions via the platform.

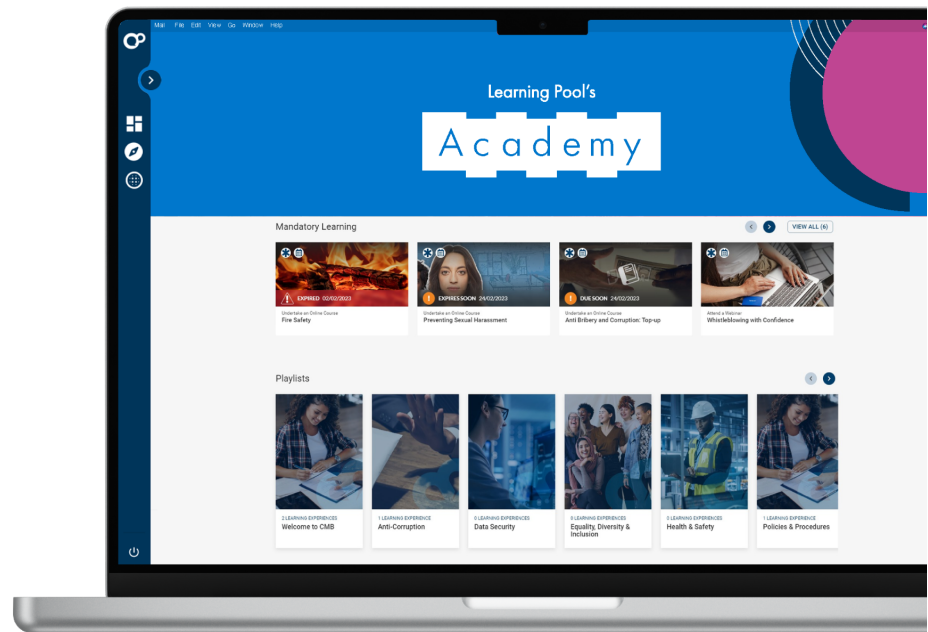
- **Accessibility:** All training materials are hosted on a device-agnostic platform designed to meet accessibility standards.

- **Product Updates & Release Notes:**

Scheduled strategic

meetings with a Customer Account Representative to review new system functionality, supplemented by regular release notes provided ahead of system upgrades.

- **Targeted Coaching:** Dedicated training sessions with Product Coaches are available upon request for new product updates or specific functional requirements.
- **Continuous Administrative Support:** Ongoing assistance post-launch through a Customer Account Representative to ensure administrators maintain the technical proficiency required to manage the system effectively.



Emergency Resolution Process

A structured policy is in place to ensure significant issues are reviewed and resolved by senior management. Escalations can be triggered directly by the customer or internally by any Learning Pool team member identifying a need for senior-level intervention.

Stage I (Investigation): Immediate investigation to establish facts, quantify priority level, and assess organisational impact.

Stage II (Resolution Plan): Documentation of findings and a recommended course of action, with an initial written response provided within 48 business hours. Customers may request a review by the next level of the management hierarchy if the initial Stage II response is not satisfactory.

Critical Escalation: Severity 1 (Critical) issues are escalated to senior management immediately upon identification.

Our management team holds weekly calls to review all escalations, monitor progress, and ensure a speedy resolution, while the Head of Customer Advocacy tracks recurring themes to improve our services continuously.

We are committed to maintaining regular communication with you throughout this entire process, ensuring you are always kept informed.

Implementation

The goal of our implementation is to help new customers plan for a successful rollout, walk through relevant integrations and technical setup, educate users on available resources and relevant trainings, and set customers up to achieve desired business outcomes.

Different levels of service are offered depending on the customer's contracted annual recurring revenue (ARR).

- **Quick Launch Implementation:** Self-guided implementation includes a Product Academy training curriculum, weekly Implementation Office Hours for first 60 days, weekly Office Hours, and full access to our online training Academy and the Learning Pool Support team.
- **Guided Launch Implementation:** Guided implementation is led by an assigned Implementation Specialist and includes a kickoff call, workshop sessions and email support over 60 days. Customers also get access to Implementation Office Hours,

weekly Office Hours, our online training Academy, and Learning Pool Support Team.

Implementation Approach

Implementation activities and milestones fall into one of three priority buckets—content, settings & integrations, and assignment. In order for a customer to be considered fully launched, they must complete the following action items:

- **Content:** Create at least one high-priority training course
- **Settings & Integrations:** Configure registration settings and set up at least one integration
- **Enrollment:** Pilot the initial training course with a small audience

Indicative Timescale and Milestones

Key milestones include:

- Kickoff call
- Settings and integrations
- Custom domain & Segments (if applicable)
- LinkedIn certification sharing (if applicable)
- Initial content creation
- Content & user migration and data imports (if applicable)
- Invitations & enrollments
- Editor training
- Communications & launch plan
- Announce the new platform and enroll customers in training

Onboarding and Offboarding Support

Onboarding will be supported by our online training Academy, the Learning Pool Support Team and your Customer Account Representative.

Content migration services are also available as an add-on to help new customers transfer their content from their old LMS into the new platform. Pricing is dependent on the number of courses requested for migration.

At offboarding, any content, reports, or training data that want to be kept must be exported before the final day of the customer's term.

- Training content will be saved as PDFs, preserving the structure and content for future reference outside the system.
- Within trainings, any downloadable materials, such as linked files, can be saved individually. However, SCORM packages and embedded materials **cannot** be downloaded directly, so administrators should plan accordingly.
- A catalogue of all training items created in the Customer Learning Cloud can be exported as a CSV file.
- Training data can be exported as CSV files through the Reporting tool.

The Learning Pool Support team are also available for assistance as needed during the offboarding process. After the contract has ended, users will no longer have login access to retrieve content.

Constraints and Dependencies

Supported Regions

In terms of geographical restrictions, there are no specific countries where we are unable to go live. Because the platform is cloud-hosted, any learner with a stable internet connection should be able to log in and access their learning materials.

It is important to note that while we do not restrict access, some specific regions or locations may have their own bespoke requirements, restrictions, or limitations on system access or certain websites. These external factors are outside of our control, but they do not prevent the deployment of the platform itself.

Language Limitations

Customer Learning Cloud currently supports 13 languages that can be set as the default language. End users can also translate the site to any of those languages of their choice. Content can also be translated in real-time into more than 50 different languages.

Customisation Limits

Customer Learning Cloud can support detailed customisation through the Administrator console Theme Settings (including colors, fonts, hero images, etc.) and further through custom CSS and Javascript.

Browser / Device Limitations

Customer Learning Cloud is a SaaS-based platform and requires a working supported browser and internet connection. Browser and system requirements are as follows:

- Browsers - Edge 122, Firefox4+, Chrome11+, Safari5+, iOS, Android
- Client-side JavaScript enabled for admin pages
- Windows Vista/Windows 7 or above
- MacOS X 10.5 or above, Modern Linux variant

Dependency on Customer-Side Systems

While Customer Learning Cloud is a cloud-hosted SaaS platform, its full effectiveness can depend on integration with your organisation's internal systems.

Identity Providers (SSO): To allow seamless access, the system depends on your identity services (such as SAML2, OpenID, Azure, or Okta) for Single Sign-On (SSO), or your own proprietary system(s) for authentication and provisioning.

Network Connectivity: As a cloud-based solution, a stable internet connection is required for users to access the platform and for the system to sync data with your internal servers.

Accessibility

Customer Learning Cloud LMS ensures accessibility through a multi-layered approach, maintaining WCAG 2.2 AA compliance and undergoing rigorous manual audits by our internal UX Design Team. The platform is fully compatible with major screen readers (JAWS, NVDA, VoiceOver, TalkBack) and provides logical, high-visibility keyboard navigation to prevent focus traps. To ensure these standards persist as the product evolves, accessibility checks are integrated into the standard Quality Assurance (QA) lifecycle for every new release.

Disaster Recovery and Backup

We maintain a Business Continuity and Disaster Recovery plan as part of our ISO 27001 ISMS. This is tested annually to ensure we're able to combat any new threats or potential disasters. The plan covers a range of disaster scenarios, including fire, flood, terrorism, pandemic, theft, and loss of utilities.

Our infrastructure provides regular data backups through its Continuous Protection program across multiple AWS RDS zones. Backups are taken every 24 hours and stored for a rolling 30 days. We have a business continuity and disaster recovery plan that is tested on an annual basis. Our backup frequency is every 24 hours, and we support RTO and RPO of less than 24 hours.

Maintenance

Our system is a modern, cloud-native **Software as a Service (SaaS)** solution, and as your supplier, we take on the burden of platform maintenance, ensuring continuous compatibility.

Continuous Upgrades and Support

- **Continuous Deployment:** We operate a model of **Continuous Integration and Continuous Deployment (CI/CD)**. This means all updates, patches, and version compatibility checks for underlying software and hosting components (e.g., our AWS cloud infrastructure, database versions, operating systems) are performed by our Engineering and Operations teams, typically in the background.
- **Future Updates:** Our service includes **free upgrades** to the core product for the entire duration of your contract. You will automatically receive the latest features, security enhancements, and performance improvements without incurring new licensing or upgrade fees.

Minor updates, bug fixes, and security patches are often deployed with little to no user impact. Larger feature updates are scheduled in consultation with your team to ensure minimal disruption.

There are **no charges** for updates required to maintain compatibility with new platform components or for updates to the core features and functionality of the platform. This is explicitly covered by your annual subscription fee.

Our standard approach to planned maintenance is:

- **Advance Notification:** For any planned maintenance, we will notify you at least 10 business days in advance.
- **Time Allocation:** Scheduled maintenance will not exceed more than eight hours per month.

Hosting and Security

We're committed to protecting your data, meeting the requirements of information security good practice and seeking ways in which we can improve our security to mitigate new risks.

Learning Pool and all of our products and services are GDPR compliant. We are proud to be certified to the international standard for information security, **ISO 27001**, as well as **Cyber Essentials** and **SOC2 TYPE2**. Doing business with us means that you can be assured of standardised security levels and practices which have been independently verified by a third-party auditor.



Our physical infrastructure is hosted and managed within Amazon's secure data centres and leverages Amazon Web Services (AWS) and Amazon Elastic Compute Cloud (EC2) technology.

Hosting options:

- AWS-US West Coast
- AWS-EU