

THE FOUR FREEDOMS: A NEW ERA OF LEARNING TECHNOLOGY PROVISION

*Rapid change is forcing organisations of all sizes and sectors to reinvent how they do business at an unprecedented pace. At Totara, we believe that open technology coupled with open business collaboration is the sustainable, strategic response to an unpredictable future. **Here's why:***



DIGITAL TRANSFORMATION

Businesses are increasingly at risk, because the pace and scale of change can now happen in the blink of an eye. That is why organisations need technology that is inherently open, flexible and backed by a sustainable business model that is built to absorb change. No more long-term, rigid contracts. No more one-size-fits-all.



THE EVOLUTION OF THE LMS

Organisations are waking up to the fact that current procurement practices are not delivering the returns expected. Learning management systems are abundant, but the marketplace is both confusing and frustrating for the buyer, with little clarity on how features, pricing models and contracting practices align to meet any organisation's needs, leading to procurement failure.

"Only 34% of buyers believe traditional learning technologies can adapt to the needs of today's workplace."

STARR CONSPIRACY LEARNING
BUYER 2017 RESEARCH



FOUR STEPS TO FREEDOM

Totara is dedicated to transforming the learning technology marketplace by offering learning solution providers and organisations a powerful, flexible, innovative and open software platform.

That's why Totara is founded on four fundamental freedoms that we believe will characterise all future learning technology procurement decisions. These are:



FREEDOM TO INNOVATE

A learning technologies customer is not a consumer. You are a creator, producer, problem-solver, innovator. Open innovation is empowering. Create the platform you want, rather than being forced to compromise. Adapt to changing circumstances and future-proof your investment. Be true to your mission.



FREEDOM TO SAVE

Get rid of expensive software licensing and locked-down contracts. Save up to 80% of your total cost of ownership compared to other leading enterprise-class learning platforms. Maximise your budget and invest where it really counts – your learners.



FREEDOM OF CHOICE

With Totara it's not 'one-size-fits-all'; it's 'what solution suits you?'. Our global community of solution providers offers you a real choice of value-added expertise. You get all the freedom, flexibility and benefits of Totara with the attentiveness and personalised service of your chosen Partner. Unlike others, we think customer freedom is a good thing.



FREEDOM TO LEARN

Our open and flexible platform enables you to embrace change and create engaging learning experiences. Deliver seamless on-brand learning environments, improve teamwork, manage regulatory compliance, and harness social learning. Whatever your needs are, you can be sure Totara can meet them.



THE TRANSFORMATIVE POWER OF TOTARA

Totara customers around the world are finding success with Totara:



LIVE WITHIN 8 DAYS

Volvo Cars' LMS went live within **eight days** for easy assessment of **53 car technician teams**.



> 5000 OPEN BADGES

More than **5,000 open badges** have been awarded within **Shimano's multilingual LMS**.



SAVING £1M

British supermarket **Tesco saved over £1m** on the cost of training.



Yamaha Motor saved **30% on training** by migrating to a modern, user-friendly Totara Learn solution.



ARE YOU READY?

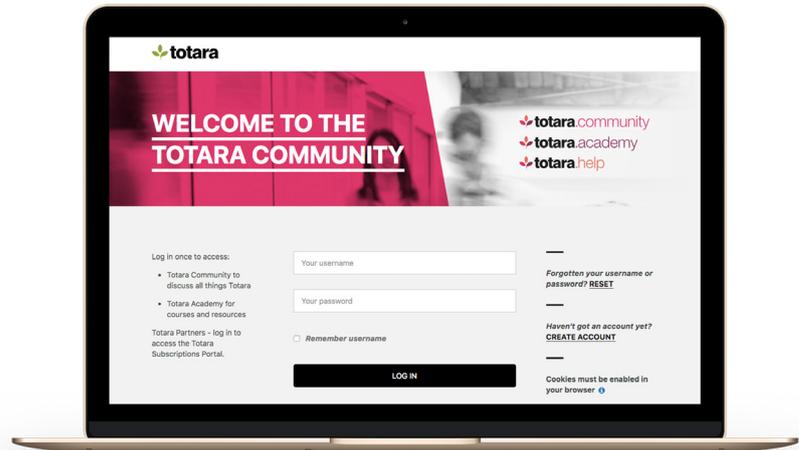
Think that Totara could be the right fit for your business? Ask yourself these questions to assess if your organisation is ready to thrive in this new era of learning technology provision:

- Are you locked into contracts that no longer align with your business priorities?
- Are you using a proprietary learning platform that lacks the flexibility to adapt to the specific needs of your organisation?
- Are your budgets demanding you to do more for less?
- Do you feel in control of the technology infrastructure driving your corporate learning strategy?
- Would you like to join a global community of learning professionals dedicated to delivering learning experiences that have a real positive impact?

If the answer to any of these questions is yes, you're ready. Join us and help shake things up.



The freedom to learn is a human right that we want everyone in the workplace to enjoy. Join the Totara Community to collaborate and share with like-minded learning professionals from around the world.



*Want to know more about Totara's manifesto?
Download the full ebook [here](#)*

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Freedom to Learn