

# THE FOUR FREEDOMS: A NEW ERA OF LEARNING TECHNOLOGY PROVISION

*Rapid change is forcing organizations 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 organizations 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

Organizations 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 organization'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 organizations 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

Open technology empowers a solution provider to precisely meet the specific needs of organizations. With a rich level of configuration options, APIs, plugins and open access to source code, any requirement, no matter how obscure or complex, can be delivered.



### FREEDOM TO SAVE

As the core Totara platform evolves, the whole community benefits from added functionality at little or no additional cost. For organizations using the solution, all available budget is directed towards meeting their specific needs, not unnecessarily inflated software licence costs.



### FREEDOM OF CHOICE

Totara Partners have full control over their go-to-market strategy and service offerings, whether this be consulting, hosting, configuration, design services, bundling complementary technology, plugins, integrations or custom extensions.



### FREEDOM TO LEARN

The freedoms to innovate, save and choose are all designed to ensure the whole Totara ecosystem is fully focused on meeting the needs of the learner. Learning technology is an essential catalyst to help the human workforce adapt effectively, learn continuously and acquire new skills.



## THE TRANSFORMATIVE POWER OF TOTARA

Totara Partners around the world are finding success with Totara.

**xtractor**

**Xtractor has been a major player in the Swedish learning industry for over 15 years:**

*"Traditionally we've developed and provided our own proprietary LMS to enterprise customers in Sweden. Technology moves fast, and we found ourselves at a crossroads – either to invest heavily in further development of our LMS – or to become a partner with an established and successful LMS vendor.*

*We investigated a large number of LMS products. Early on in the search process, we saw that Totara Learn stood out from the crowd as a user-orientated, flexible and cost-efficient LMS. Totara's unique business model, based upon open source and collaboration, made us even more interested."*





Synegeen is a Chicago-based technology consulting firm:

*"In my experience the Totara partnership is a true partnership. We are not considered simply a seller of a product but an active partner. We participate in the wider Totara community where we share and learn from the Totara team and other partners. We passionately believe in Totara's collaborative approach."*

## THE TOTARA PARTNER PROGRAM

Joining the Totara Partner Program opens up a wealth of opportunity for learning solutions providers worldwide:

- Innovative technology platform that Totara maintains on behalf of the community
- Freedom to innovate and differentiate to meet the needs of your chosen market - without the overhead of maintaining your own proprietary software
- Highly competitive subscription pricing model means you can quickly build a sustainable revenue stream
- All revenue-generating opportunities for value-added services offered around Totara-based solutions are yours to keep
- Tiered structure rewards sales success
- Market development support available
- Prospect allocation drawn from central Totara marketing activity



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

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Freedom to Learn