

April 2023

EMOTIONAL FOOTPRINT REPORT

Learning Management - Enterprise



420
Reviews

6
Products Included

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How to Use the Report

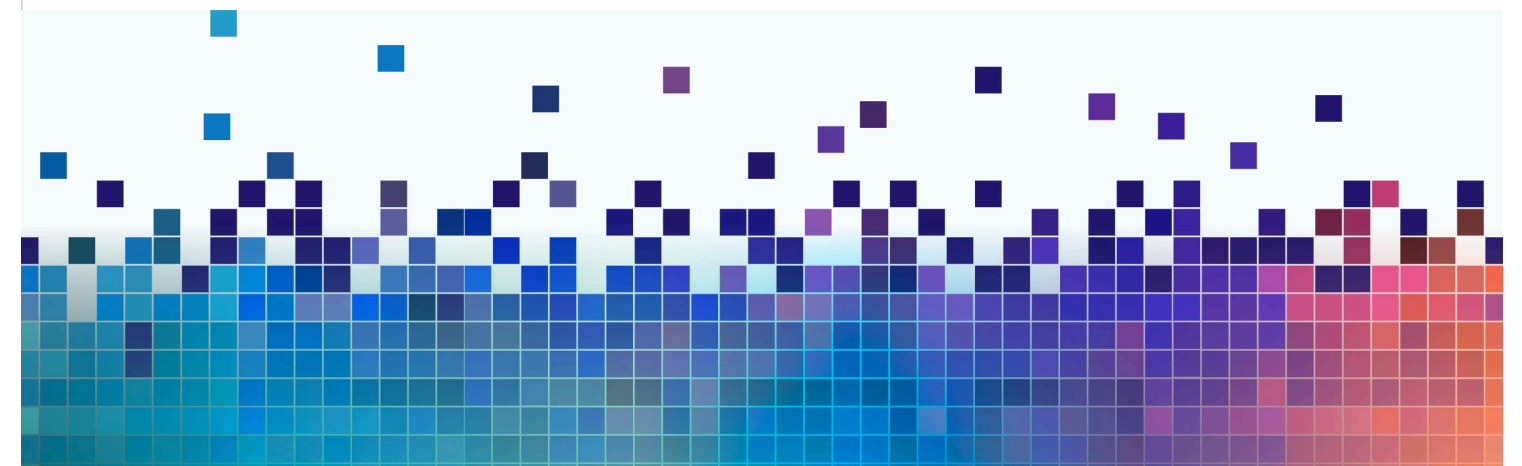
Info-Tech’s Category Reports provide a comprehensive evaluation of popular products in the Learning Management - Enterprise market. This buyer’s guide is designed to help prospective purchasers make better decisions by leveraging the experiences of real users.

The data in this report is collected from real end users, meticulously verified for veracity, exhaustively analyzed, and visualized in easy to understand charts and graphs. Each product is compared and contrasted with all other vendors in their category to create a holistic, unbiased view of the product landscape.

Use this report to determine which product is right for your organization. For highly detailed reports on individual products, see Info-Tech’s Product Scorecard.

This report is available free of charge for internal use only to assist with software evaluation and selection. Sharing, republishing, distributing, or otherwise copying any portion of this report without the express written consent of SoftwareReviews.com is strictly prohibited.

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Software Directory

LEARNING MANAGEMENT - ENTERPRISE SOFTWARE

Selecting software can be overwhelming and one of the biggest challenges facing organizations is understanding the marketplace and identifying all of the available vendors and products. The Software Directory is a comprehensive list of all relevant software vendors in a particular category. Use this page to create the right vendor shortlist by exploring all of the options available to your organization.



 Adobe Learning Manager

 Canvas for Corporate Education

 Cornerstone LMS

 Oracle Learning

 SAP SuccessFactors Learning

 Workday Learning

SOFTWARE REVIEWS

Emotional Footprint Diamond

LEARNING MANAGEMENT - ENTERPRISE

The customer experience with a software vendor will be a complex relationship that spans procurement, implementation, service, and support. Picking software can commit you to an extended period with that vendor, and knowing how real users feel about their service experience is crucial before making that commitment. When compared with how fair the price is for the software, you receive a comprehensive overview of the expected interaction and experience with the vendor.

Value Index

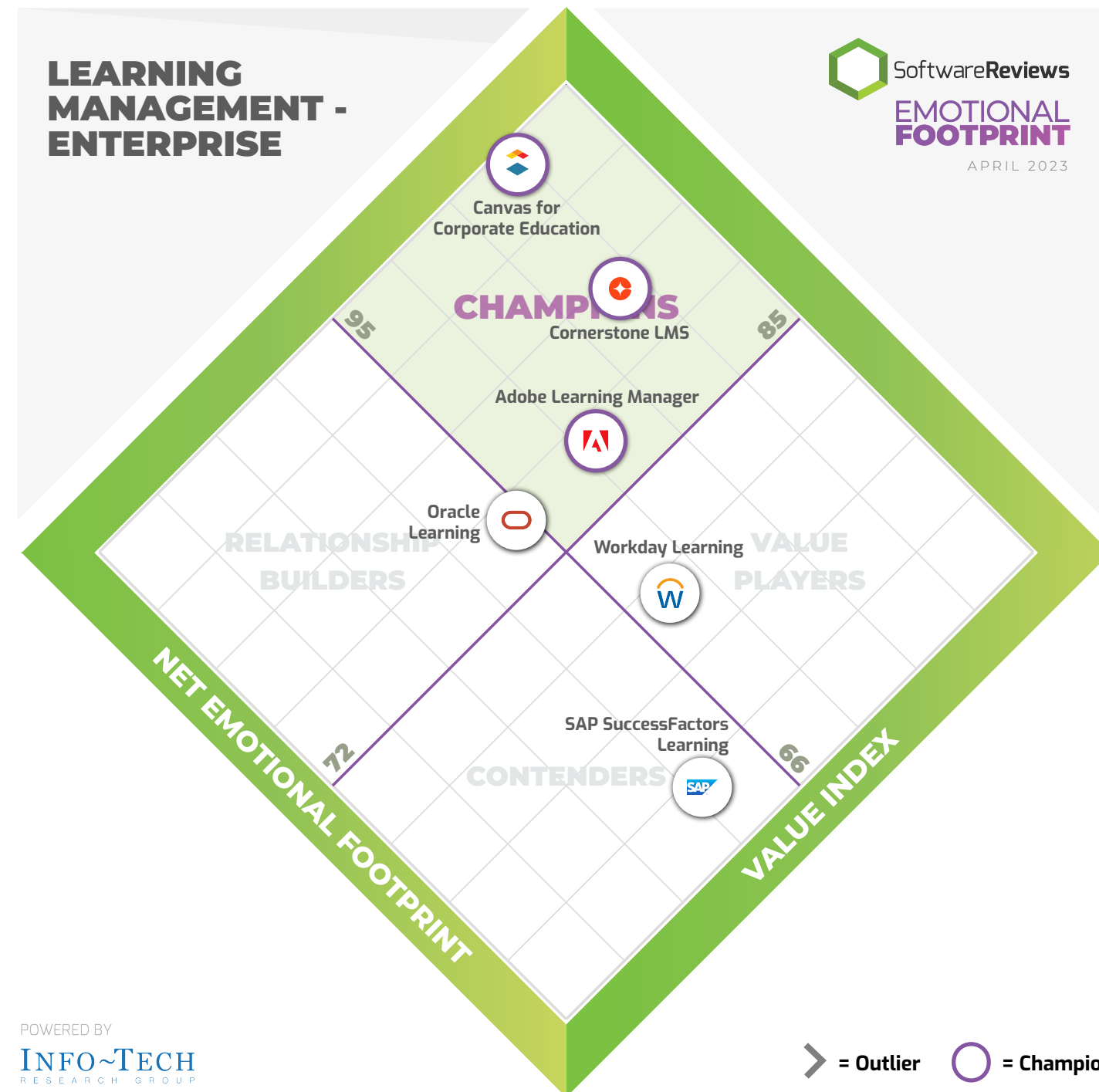
Software pricing can be complicated and confusing, but knowing if you're getting business value for the price you're paying is not. The Value Index metric captures user satisfaction with their software given the costs they are paying.

Net Emotional Footprint

The Net Emotional Footprint measures high-level user sentiment. It aggregates emotional response ratings across 25 provocative questions, creating a powerful indicator of overall user feeling toward the vendor and product.

Note: The ranges of the axes are dynamically adjusted based on minimum and maximum values in the dataset.

The Emotional Footprint Diamond illustrates how users view their interactions with their software vendor compared against their perceived cost to value of the software. This delivers you an in-depth insight into your potential relationship with the vendor.



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Emotional Footprint Summary

The Net Emotional Footprint measures high-level user sentiment towards particular product offerings. It aggregates emotional response ratings for various dimensions of the vendor-client relationship and product effectiveness, creating a powerful indicator of overall user feeling toward the vendor and product. While purchasing decisions shouldn't be based on emotion, it's valuable to know what kind of emotional response the vendor you're considering elicits from their users.



RANK	PRODUCT	CX SCORE	NET EMOTIONAL FOOTPRINT	NET EMOTIONAL FOOTPRINT DISTRIBUTION	VALUE INDEX	STRONGEST POSITIVE EMOTIONS	STRONGEST NEGATIVE EMOTIONS	NUMBER OF REVIEWS
1	Canvas for Corporate Education	8.9	+94 😄	1% NEGATIVE 95% POSITIVE	83	RELIABLE 100% OVER DELIVERED 100%	VENDOR'S INTEREST FIRST 7% HARDBALL TACTICS 3%	36
2	Cornerstone LMS	8.5	+87 😄	3% NEGATIVE 90% POSITIVE	83	RELIABLE 96% ENABLES PRODUCTIVITY 96%	OVER PROMISED 6% COMMODITY FEATURES 5%	117
3	Adobe Learning Manager	8.2	+83 😄	3% NEGATIVE 86% POSITIVE	80	ENABLES PRODUCTIVITY 94% RELIABLE 92%	OVER PROMISED 10% LEVERAGES INCUMBENT STATUS 5%	139
4	Oracle Learning	8.1	+83 😄	7% NEGATIVE 90% POSITIVE	78	CARING 95% INCLUDES PRODUCT ENHANCEMENTS 95%	COMMODITY FEATURES 14% OVER PROMISED 14%	22
5	Workday Learning	7.8	+76 😄	4% NEGATIVE 80% POSITIVE	79	RELIABLE 88% RESPECTFUL 86%	OVER PROMISED 9% ROADBLOCK TO INNOVATION 6%	84
6	SAP SuccessFactors Learning	7.3	+69 😄	8% NEGATIVE 77% POSITIVE	77	INTEGRITY 91% RESPECTFUL 87%	VENDOR'S INTEREST FIRST 20% OVER PROMISED 15%	22

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



CATEGORY

Service Experience

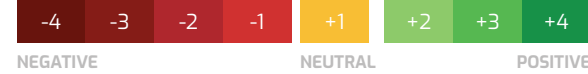
Good service matters. The last thing you need is to be disrespected by your software vendor, or to get bogged down by their ineptitude or neglect. This section displays data related to quality and effectiveness of service, so you can know whether you'll be treated well before and after you've made the purchase.



Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



Disrespectful vs. Respectful

1	Canvas for Corporate Education	+100	DISTRIBUTION -- -- 100%	36 REVIEWS
2	Cornerstone LMS	+93	DISTRIBUTION 2% 3% 95%	117 REVIEWS
3	Oracle Learning	+90	DISTRIBUTION 5% -- 95%	22 REVIEWS
4	SAP SuccessFactors Learning	+87	DISTRIBUTION -- 13% 87%	22 REVIEWS
5	Workday Learning	+85	DISTRIBUTION 1% 13% 86%	84 REVIEWS
6	Adobe Learning Manager	+85	DISTRIBUTION 4% 8% 89%	139 REVIEWS
CATEGORY AVERAGE		+90	DISTRIBUTION 2% 6% 92%	

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% POSITIVE - **% NEGATIVE** = **EMOTIONAL FOOTPRINT**



Bureaucratic vs. Efficient

1	Canvas for Corporate Education	+89	DISTRIBUTION 3% 6% 92%	36 REVIEWS
2	Cornerstone LMS	+88	DISTRIBUTION 2% 9% 90%	117 REVIEWS
3	Adobe Learning Manager	+86	DISTRIBUTION 4% 7% 90%	139 REVIEWS
4	Oracle Learning	+85	DISTRIBUTION 5% 5% 90%	22 REVIEWS
5	Workday Learning	+78	DISTRIBUTION 3% 16% 81%	84 REVIEWS
6	SAP SuccessFactors Learning	+60	DISTRIBUTION 13% 14% 73%	22 REVIEWS
CATEGORY AVERAGE		+83	DISTRIBUTION 4% 9% 87%	

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



Neglectful vs. Caring

1	Canvas for Corporate Education	+94	DISTRIBUTION -- 6% 94%	36 REVIEWS
2	Cornerstone LMS	+90	DISTRIBUTION 2% 5% 92%	117 REVIEWS
3	Oracle Learning	+90	DISTRIBUTION 5% -- 95%	22 REVIEWS
4	Adobe Learning Manager	+79	DISTRIBUTION 4% 12% 83%	139 REVIEWS
5	Workday Learning	+72	DISTRIBUTION 3% 21% 75%	84 REVIEWS
6	SAP SuccessFactors Learning	+68	DISTRIBUTION 5% 23% 73%	22 REVIEWS
CATEGORY AVERAGE		+83	DISTRIBUTION 3% 11% 86%	

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Frustrating vs. Effective

1	Canvas for Corporate Education	+91	 DISTRIBUTION 3% 3% 94%	36 REVIEWS
2	Cornerstone LMS	+87	 DISTRIBUTION 2% 9% 89%	117 REVIEWS
3	Adobe Learning Manager	+87	 DISTRIBUTION 2% 8% 89%	139 REVIEWS
4	Oracle Learning	+85	 DISTRIBUTION 5% 5% 90%	22 REVIEWS
5	Workday Learning	+82	 DISTRIBUTION 1% 16% 83%	84 REVIEWS
6	SAP SuccessFactors Learning	+69	 DISTRIBUTION 4% 23% 73%	22 REVIEWS
CATEGORY AVERAGE		+86	 DISTRIBUTION 2% 10% 88%	

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Wastes Time vs. Saves Time

1	Canvas for Corporate Education	+97		36 REVIEWS
2	Cornerstone LMS	+88		117 REVIEWS
3	Oracle Learning	+85		22 REVIEWS
4	Adobe Learning Manager	+84		139 REVIEWS
5	Workday Learning	+76		84 REVIEWS
6	SAP SuccessFactors Learning	+60		22 REVIEWS
CATEGORY AVERAGE		+84		

Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE



CATEGORY

Conflict Resolution

Disagreements are inevitable, but knowing your vendor will handle them reasonably, fairly, and amiably can give you peace of mind. Use the data in this section to understand which vendors will behave professionally when conflict arises.



Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Lack Of Integrity vs. Integrity

1	Canvas for Corporate Education	+91	DISTRIBUTION 3% 3% 94%	36 REVIEWS
2	Cornerstone LMS	+88	DISTRIBUTION 2% 8% 90%	117 REVIEWS
3	Adobe Learning Manager	+86	DISTRIBUTION 1% 13% 87%	139 REVIEWS
4	SAP SuccessFactors Learning	+86	DISTRIBUTION 5% 5% 91%	22 REVIEWS
5	Oracle Learning	+85	DISTRIBUTION 5% 5% 90%	22 REVIEWS
6	Workday Learning	+77	DISTRIBUTION -- 23% 77%	84 REVIEWS
CATEGORY AVERAGE		+86	DISTRIBUTION 2% 10% 88%	

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Vendor Friendly Policies vs. Client Friendly Policies

1	Canvas for Corporate Education	+88	DISTRIBUTION 3% 6% 91%	36 REVIEWS
2	Cornerstone LMS	+88	DISTRIBUTION 4% 5% 92%	117 REVIEWS
3	Oracle Learning	+85	DISTRIBUTION 5% 5% 90%	22 REVIEWS
4	Adobe Learning Manager	+84	DISTRIBUTION 3% 9% 87%	139 REVIEWS
5	Workday Learning	+79	DISTRIBUTION 3% 15% 82%	84 REVIEWS
6	SAP SuccessFactors Learning	+69	DISTRIBUTION 13% 5% 82%	22 REVIEWS
CATEGORY AVERAGE		+84	DISTRIBUTION 4% 8% 88%	

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



Selfish vs. Altruistic

1	Cornerstone LMS	+89	DISTRIBUTION 2% 7% 91%	117 REVIEWS
2	Canvas for Corporate Education	+86	DISTRIBUTION -- 14% 86%	36 REVIEWS
3	Oracle Learning	+85	DISTRIBUTION 5% 5% 90%	22 REVIEWS
4	Workday Learning	+74	DISTRIBUTION 4% 18% 78%	84 REVIEWS
5	Adobe Learning Manager	+72	DISTRIBUTION 4% 20% 76%	139 REVIEWS
6	SAP SuccessFactors Learning	+68	DISTRIBUTION -- 32% 68%	22 REVIEWS
CATEGORY AVERAGE		+80	DISTRIBUTION 3% 15% 83%	

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



Big Fat Liars vs. Trustworthy

1	Canvas for Corporate Education	+100	DISTRIBUTION -- 100%	36 REVIEWS
2	Cornerstone LMS	+93	DISTRIBUTION 2% 4% 95%	117 REVIEWS
3	Workday Learning	+85	DISTRIBUTION -- 15% 85%	84 REVIEWS
4	Adobe Learning Manager	+83	DISTRIBUTION 2% 13% 85%	139 REVIEWS
5	SAP SuccessFactors Learning	+82	DISTRIBUTION -- 18% 82%	22 REVIEWS
6	Oracle Learning	+76	DISTRIBUTION 10% 5% 86%	22 REVIEWS
CATEGORY AVERAGE		+88	DISTRIBUTION 2% 9% 90%	

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Unfair vs. Fair

1	Canvas for Corporate Education	+100	DISTRIBUTION -- -- 100%	36 REVIEWS
2	Cornerstone LMS	+90	DISTRIBUTION 2% 6% 92%	117 REVIEWS
3	Adobe Learning Manager	+88	DISTRIBUTION 1% 10% 89%	139 REVIEWS
4	Oracle Learning	+85	DISTRIBUTION 5% 5% 90%	22 REVIEWS
5	SAP SuccessFactors Learning	+82	DISTRIBUTION -- 18% 82%	22 REVIEWS
6	Workday Learning	+81	DISTRIBUTION 2% 15% 83%	84 REVIEWS
CATEGORY AVERAGE		+89	DISTRIBUTION 1% 8% 90%	

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE



CATEGORY

Negotiation and Contract

Negotiation doesn't have to be adversarial. Both parties are always looking to get the best deal, but finding a vendor who will work with you rather than against makes it more likely you'll both be happy with the results. Use the data in this section to determine which vendors will negotiate pleasantly and in good faith.



Emotional Footprint Details

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EMOTIONAL SPECTRUM SCALE



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POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



Greedy vs. Generous

1	Canvas for Corporate Education	+93	DISTRIBUTION -- 7% 93%	36 REVIEWS
2	Cornerstone LMS	+85	DISTRIBUTION 3% 9% 88%	117 REVIEWS
3	Oracle Learning	+85	DISTRIBUTION 5% 5% 90%	22 REVIEWS
4	Workday Learning	+75	DISTRIBUTION 6% 14% 81%	84 REVIEWS
5	Adobe Learning Manager	+75	DISTRIBUTION 4% 17% 79%	139 REVIEWS
6	SAP SuccessFactors Learning	+64	DISTRIBUTION 10% 16% 74%	22 REVIEWS
CATEGORY AVERAGE		+80	DISTRIBUTION 4% 11% 84%	

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Deceptive vs. Transparent

1	Canvas for Corporate Education	+90		36 REVIEWS
2	Cornerstone LMS	+85		117 REVIEWS
3	Workday Learning	+81		84 REVIEWS
4	Adobe Learning Manager	+79		139 REVIEWS
5	Oracle Learning	+76		22 REVIEWS
6	SAP SuccessFactors Learning	+60		22 REVIEWS
CATEGORY AVERAGE		+81		

Emotional Footprint Details

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Over Promised vs. Over Delivered

1	Canvas for Corporate Education	+100	DISTRIBUTION -- -- 100%	36 REVIEWS
2	Cornerstone LMS	+78	DISTRIBUTION 6% 10% 84%	117 REVIEWS
3	Oracle Learning	+67	DISTRIBUTION 14% 5% 81%	22 REVIEWS
4	Workday Learning	+65	DISTRIBUTION 9% 17% 74%	84 REVIEWS
5	Adobe Learning Manager	+58	DISTRIBUTION 10% 22% 68%	139 REVIEWS
6	SAP SuccessFactors Learning	+50	DISTRIBUTION 15% 20% 65%	22 REVIEWS
CATEGORY AVERAGE		+71	DISTRIBUTION 8% 13% 79%	

Emotional Footprint Details

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Vendor's Interest First vs. Client's Interest First

1	Oracle Learning	+90	DISTRIBUTION 5% -- 95%	22 REVIEWS
2	Cornerstone LMS	+87	DISTRIBUTION 1% 11% 88%	117 REVIEWS
3	Canvas for Corporate Education	+86	DISTRIBUTION 7% -- 93%	36 REVIEWS
4	Adobe Learning Manager	+78	DISTRIBUTION 5% 12% 83%	139 REVIEWS
5	Workday Learning	+73	DISTRIBUTION 5% 17% 78%	84 REVIEWS
6	SAP SuccessFactors Learning	+60	DISTRIBUTION 20% -- 80%	22 REVIEWS
CATEGORY AVERAGE		+81	DISTRIBUTION 5% 9% 86%	

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



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POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



Hardball Tactics vs. Friendly Negotiation

1	Oracle Learning	+90	DISTRIBUTION 5% -- 95%	22 REVIEWS
2	Cornerstone LMS	+88	DISTRIBUTION 3% 6% 91%	117 REVIEWS
3	Canvas for Corporate Education	+83	DISTRIBUTION 3% 10% 86%	36 REVIEWS
4	Adobe Learning Manager	+80	DISTRIBUTION 3% 15% 83%	139 REVIEWS
5	Workday Learning	+76	DISTRIBUTION 1% 22% 77%	84 REVIEWS
6	SAP SuccessFactors Learning	+65	DISTRIBUTION 10% 15% 75%	22 REVIEWS
CATEGORY AVERAGE		+82	DISTRIBUTION 3% 12% 85%	

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



CATEGORY

Strategy and Innovation

Your vendor's attitude toward innovation is important; if they aren't at least keeping pace with market directions and trends, they certainly won't be enabling you to get ahead. Use the data in this section to gauge whether your vendor appreciates the need to innovate and the extent to which they'll support you to do the same.



Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Roadblock To Innovation vs. Helps Innovate

1	Canvas for Corporate Education	+91	 DISTRIBUTION 3% 3% 94%	36 REVIEWS
2	Cornerstone LMS	+86	 DISTRIBUTION 2% 10% 88%	117 REVIEWS
3	Adobe Learning Manager	+85	 DISTRIBUTION 3% 9% 88%	139 REVIEWS
4	Oracle Learning	+85	 DISTRIBUTION 5% 5% 90%	22 REVIEWS
5	Workday Learning	+72	 DISTRIBUTION 6% 16% 78%	84 REVIEWS
6	SAP SuccessFactors Learning	+58	 DISTRIBUTION 14% 14% 72%	22 REVIEWS
CATEGORY AVERAGE		+82	 DISTRIBUTION 4% 10% 86%	

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



Stagnant vs. Continually Improving

1	Canvas for Corporate Education	+100	DISTRIBUTION -- -- 100%	36 REVIEWS
2	Cornerstone LMS	+88	DISTRIBUTION 3% 6% 91%	117 REVIEWS
3	Adobe Learning Manager	+85	DISTRIBUTION 2% 11% 87%	139 REVIEWS
4	Oracle Learning	+85	DISTRIBUTION 5% 5% 90%	22 REVIEWS
5	Workday Learning	+78	DISTRIBUTION 6% 10% 84%	84 REVIEWS
6	SAP SuccessFactors Learning	+67	DISTRIBUTION 14% 5% 81%	22 REVIEWS
CATEGORY AVERAGE		+85	DISTRIBUTION 4% 7% 89%	

Emotional Footprint Details

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Charges For Product Enhancements vs. Includes Product Enhancements

1	Canvas for Corporate Education	+91	 DISTRIBUTION 3% 3% 94%	36 REVIEWS
2	Oracle Learning	+90	 DISTRIBUTION 5% -- 95%	22 REVIEWS
3	Cornerstone LMS	+84	 DISTRIBUTION 4% 8% 88%	117 REVIEWS
4	Adobe Learning Manager	+81	 DISTRIBUTION 3% 13% 84%	139 REVIEWS
5	Workday Learning	+74	 DISTRIBUTION 5% 16% 79%	84 REVIEWS
6	SAP SuccessFactors Learning	+66	 DISTRIBUTION 10% 14% 76%	22 REVIEWS
CATEGORY AVERAGE		+82	 DISTRIBUTION 4% 10% 86%	

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.



Leverages Incumbent Status vs. Appreciates Incumbent Status

1	Oracle Learning	+90	DISTRIBUTION 5% -- 95%	22 REVIEWS
2	Canvas for Corporate Education	+88	DISTRIBUTION -- 12% 88%	36 REVIEWS
3	Cornerstone LMS	+83	DISTRIBUTION 3% 11% 86%	117 REVIEWS
4	Adobe Learning Manager	+74	DISTRIBUTION 5% 16% 79%	139 REVIEWS
5	Workday Learning	+73	DISTRIBUTION 6% 15% 79%	84 REVIEWS
6	SAP SuccessFactors Learning	+60	DISTRIBUTION 15% 10% 75%	22 REVIEWS
CATEGORY AVERAGE		+78	DISTRIBUTION 5% 12% 83%	

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



% - **%** = **EMOTIONAL FOOTPRINT**

POSITIVE - NEGATIVE = EMOTIONAL FOOTPRINT



Despised vs. Inspiring

1	Canvas for Corporate Education	+97	DISTRIBUTION -- 3% 97%	36 REVIEWS
2	Cornerstone LMS	+89	DISTRIBUTION 2% 6% 91%	117 REVIEWS
3	Oracle Learning	+85	DISTRIBUTION 5% 5% 90%	22 REVIEWS
4	Adobe Learning Manager	+80	DISTRIBUTION 3% 14% 83%	139 REVIEWS
5	Workday Learning	+78	DISTRIBUTION 4% 14% 82%	84 REVIEWS
6	SAP SuccessFactors Learning	+58	DISTRIBUTION 14% 14% 72%	22 REVIEWS
CATEGORY AVERAGE		+83	DISTRIBUTION 4% 10% 87%	

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

EMOTIONAL SPECTRUM SCALE



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CATEGORY Product Impact

Software needs to reliably enable your performance and productivity. Use the data in this section to see which vendors will propel you forward and which will be deadweight you'll need to carry.



Emotional Footprint Details

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Unreliable vs. Reliable

1	Canvas for Corporate Education	+100	DISTRIBUTION -- -- 100%	36 REVIEWS
2	Cornerstone LMS	+95	DISTRIBUTION 1% 3% 96%	117 REVIEWS
3	Adobe Learning Manager	+89	DISTRIBUTION 3% 5% 92%	139 REVIEWS
4	Workday Learning	+85	DISTRIBUTION 3% 8% 88%	84 REVIEWS
5	Oracle Learning	+85	DISTRIBUTION 5% 5% 90%	22 REVIEWS
6	SAP SuccessFactors Learning	+78	DISTRIBUTION -- 22% 78%	22 REVIEWS
CATEGORY AVERAGE		+90	DISTRIBUTION 2% 6% 92%	

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Restricts Productivity vs. Enables Productivity

1	Canvas for Corporate Education	+94	DISTRIBUTION 3% -- 97%	36 REVIEWS
2	Cornerstone LMS	+94	DISTRIBUTION 2% 2% 96%	117 REVIEWS
3	Adobe Learning Manager	+93	DISTRIBUTION 1% 5% 94%	139 REVIEWS
4	Workday Learning	+80	DISTRIBUTION 2% 16% 82%	84 REVIEWS
5	Oracle Learning	+80	DISTRIBUTION 10% -- 90%	22 REVIEWS
6	SAP SuccessFactors Learning	+68	DISTRIBUTION 5% 22% 73%	22 REVIEWS
CATEGORY AVERAGE		+88	DISTRIBUTION 3% 6% 91%	

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Performance Restricting vs. Performance Enhancing

1	Canvas for Corporate Education	+97	DISTRIBUTION -- 3% 97%	36 REVIEWS
2	Cornerstone LMS	+90	DISTRIBUTION 3% 5% 93%	117 REVIEWS
3	Adobe Learning Manager	+88	DISTRIBUTION 2% 9% 90%	139 REVIEWS
4	Oracle Learning	+85	DISTRIBUTION 5% 5% 90%	22 REVIEWS
5	Workday Learning	+79	DISTRIBUTION 2% 17% 81%	84 REVIEWS
6	SAP SuccessFactors Learning	+68	DISTRIBUTION 5% 22% 73%	22 REVIEWS
CATEGORY AVERAGE		+87	DISTRIBUTION 2% 9% 89%	

Emotional Footprint Details

This section digs deeper into the emotional connection between software vendors and users, displaying user responses to a variety of specific "emotional spectrum" scenarios that express dimensions of the vendor-client relationship and product effectiveness. These scenarios are organized thematically by category. Use this information to understand the details behind each vendor's Net Emotional Footprint score, and to target areas of particular interest or concern.

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Commodity Features vs. Unique Features

1	Canvas for Corporate Education	+92	DISTRIBUTION -- 8% 92%	36 REVIEWS
2	Adobe Learning Manager	+89	DISTRIBUTION 2% 7% 91%	139 REVIEWS
3	Cornerstone LMS	+84	DISTRIBUTION 5% 6% 89%	117 REVIEWS
4	Workday Learning	+76	DISTRIBUTION 4% 16% 80%	84 REVIEWS
5	Oracle Learning	+72	DISTRIBUTION 14% -- 86%	22 REVIEWS
6	SAP SuccessFactors Learning	+60	DISTRIBUTION 13% 14% 73%	22 REVIEWS
CATEGORY AVERAGE		+81	DISTRIBUTION 5% 8% 86%	

Emotional Footprint Details

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Security Frustrates vs. Security Protects

1	Canvas for Corporate Education	+92	DISTRIBUTION -- 8% 92%	36 REVIEWS
2	Oracle Learning	+90	DISTRIBUTION 5% -- 95%	22 REVIEWS
3	Cornerstone LMS	+87	DISTRIBUTION 3% 7% 90%	117 REVIEWS
4	Adobe Learning Manager	+84	DISTRIBUTION 2% 11% 86%	139 REVIEWS
5	Workday Learning	+82	DISTRIBUTION 1% 16% 83%	84 REVIEWS
6	SAP SuccessFactors Learning	+73	DISTRIBUTION 9% 9% 82%	22 REVIEWS
CATEGORY AVERAGE		+85	DISTRIBUTION 3% 9% 88%	