Solution Provider Profile
G-Cube

February 2018

Company Background

<table>
<thead>
<tr>
<th>Company At-a-Glance</th>
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<tbody>
<tr>
<td><strong>Name of Product/Modules Offered</strong></td>
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<tr>
<td>G-Cube LMS and Learning Content</td>
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<tr>
<td><strong>Headquarters</strong></td>
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<td>NOIDA, U.P., INDIA</td>
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<tr>
<td><strong>Year Founded</strong></td>
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<tr>
<td>2000</td>
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<tr>
<td><strong>Number of Employees</strong></td>
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<td>300+</td>
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<td><strong>Revenue</strong></td>
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<tr>
<td>Private</td>
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<td><strong>Market Focus</strong></td>
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<td>Medium to Large Enterprises</td>
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<td><strong>Key Industry Verticals</strong></td>
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<tr>
<td>IT, BFSI, Life Sciences, Manufacturing, FMCG</td>
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<tr>
<td><strong>Geographic Coverage</strong></td>
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<tr>
<td>North America, Europe, Asia Pacific &amp; Middle East</td>
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<tr>
<td><strong>Top Customers</strong></td>
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<tr>
<td>Philips, Toyota Motors, Schlumberger, Coca Cola</td>
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<tr>
<td><strong>Website</strong></td>
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<tr>
<td><a href="http://www.gc-solutions.net">www.gc-solutions.net</a></td>
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Product/Services Overview

G-Cube provides end-to-end eLearning services to create corporate learning solutions for organizations of varied sizes, needs, and learner profiles. G-Cube creates innovative eLearning solutions that are built with learner-appropriate strategies and the best of technology. G-Cube’s portfolio includes custom content development, eLearning localization, game-based learning solutions, mobile learning, rapid authoring services, and ILT. G-Cube has a consulting and advisory team, which helps clients make better use of their learning budgets. G-Cube’s proprietary off-the-shelf course library provides pertinent e-courses for quick and effective learning.
Analyst Insights by Brandon Hall Group

Business Overview
G-Cube Solutions has been around for 18 years, and is one of the few solutions to carry a CMMi Level 3 certification (required by many U.S. DoD and government contracts). G-Cube’s product portfolio includes G-Cube LMS, which is available in three variants – G-Cube LMS Enterprise, G-Cube LMS Extended, and G-Cube LMS Mobile. G-Cube’s eLearning content development services include designing and developing custom e-courses, mobile learning, content localization, game-based learning, simulations, and consulting for curriculum design. G-Cube has received more than 70 awards in the last seven years, including Brandon Hall Group Excellence Awards in Learning and Technology, Apex Awards, and LearnX Awards. G-Cube is a self-funded organization with around 30% growth year over year.

Product/Services Details
G-Cube’s proprietary LMS, G-Cube LMS 7.0, is a new-age learning management system -- a blend of design and technology. LMS 7.0 includes an intuitive UI design for learners and administrators, learner-focused workflows, customizable features, responsive design that enables users to seamlessly access the LMS through multiple devices, dashboards, and an integrated video-learning solution.

G-Cube is a one-stop shop for organizations looking for learning technology – be it consulting and advisory, platform, or learning content.

Services Highlights
- **Experienced Organization:** 15+ years of eLearning experience, 70+ eLearning Awards, 250+ eLearning professionals, 16,000 hours of eLearning content produced.
- **Process Oriented** – G-Cube is a CMMI Level 3 organization and follows proven process for all its business operations.
- **Subject Matter Expertise:** G-Cube has a large pool of associated subject matter experts to provide domain expertise on the projects undertaken.
- **Native Resources:** G-Cube has partnered with native resources to provide translation and localization services in more than 30 languages.
• **Solution Focused**: G-Cube has a solution focused approach in all services. Once a client is acquired, the focus is not just to provide service as it is, but to offer a solution to the client’s business problem.

• **Specialist Resources**: G-Cube has dedicated teams for each skill area, whether it is instructional design, graphic design, software engineering, or project management.

**Products Features**

• G-Cube LMS 7.0 has a user-friendly interface developed after years of research. Its interface (menu & buttons) are touch-friendly to enable mobile users to use the product on smart phones.

• It is web-responsive for devices that have a screen large than 7”. It also has a mobile app for Android & iOS for users to have a seamless experience.

• Video-compatible technology – The LMS run videos in multiple formats.

• Customizable – The LMS can be customized to meet any specific need.

**Figure 1: Personalized Theme (Learner Interface)**

Source: G-Cube, 2018
Solution Provider Profile
G-Cube

Figure 2: Desktop View (Learner Interface)

Source: G-Cube, 2018

Figure 3: Tabbed Interactions (Admin Interface)

Source: G-Cube, 2018
Figure 4: Mobile Device View (Learner Interface)

Source: G-Cube, 2018
Research and Innovation at G-Cube

G-Cube is heavily focused on continuous experimentation and innovation to develop solutions aligned to the evolving technology as well as the developing needs of learners. It has a dedicated G-Cube Technology Lab, which designs, develops, and delivers next-generation, embedded solutions.

One area of focus is adaptive learning, where developers are creating a learning system that can gather data, analyze, and formulate recommendations and decisions to optimize learning – for the individual learner as well as an identified group of learners.

G-Cube also has developed and delivered solutions with the help of motion-sensing technology, such as Xbox 360’s Kinect. Developers also are exploring the possibilities of using wearable devices to create experiential learning opportunities for corporate learners.

Roadmap

G-Cube is growing at 25%+ year over year for the past last five years, and now intends to further accelerate this growth by taking following steps:

- **Add managed training services** to the portfolio, where G-Cube can assist customers to transform their training function through outsourcing training management services, which reduces cost, adds measurable value, and provides strong global operations.

- **G-Cube LMS for SMBs** – Take G-Cube LMS to SMBs, and instead of just offering a LMS, offer a complete solution comprised of eCourses (soft skill and domain-specific), virtual trainers and mentors, and offshore administration services.

- **Channel creation** – All of G-Cube’s revenue is through direct sales at this point. The company intends to add global channels for sales of both products and services. G-Cube plans to partner with companies focusing on selling IT products to HR, companies that provide just LMS or just content-development services, integrated software vendors, and HR consulting firms.

- **G-Cube LMS to grow from LMS to TMS** – Medium to large customers are now beginning to demand integrated product suites to address their HR and Learning needs. G-Cube is heavily investing in growing the product to a full-fledged Talent Management System. Some of the modules to be added in the next six months are performance management and onboarding, which will be followed by recruitment and succession planning.
• **Onshore sales and operational teams** – Currently G-Cube’s sales and operations teams are based primarily out of India, and all global deliveries are managed through India. To scale and provide better customer experience, G-Cube intends to deploy onshore sales and operational capabilities in the coming year. Focus geographies are the United States and Europe.

**Pricing Models**

There are multiple commercial models for services:

- **Fixed-Cost Model**
  - Well-defined project requirements
  - Project executed at fixed price
  - Change requests additional

- **Time & Material**
  - Undefined requirements
  - Direct resource billing
  - No hidden charges

- **Outsourced Development Center**
  - Dedicated team allocation
  - Fixed monthly cost
  - Team works directly with client

- **LMS**
  - One-time purchase (with annual maintenance contract)
  - Per-user subscription based

**The Analyst’s Perspective**

While the LMS market as a whole has a “me too” feel to it, there are providers that are actively working to deliver a newer, fresher experience. G-Cube is one such provider. There is a heavy focus on next-generation technology and solutions, which is evident in its most recent platform release.

G-Cube LMS 7.0 is designed with an eye for mobility first, with touch-oriented interfaces and responsive design for larger devices. This approach results in an overall easy-to-use, easy-to-navigate experience. The platform is almost instantly familiar, presenting a series of customizable dashboards that can give learners access to data relevant to their experience, whether it is current progress, available courses, schedule, and more.
Communication with instructors, subject matter experts and peers is also available with a minimal number of clicks.

At the same time, G-Cube LMS 7.0 has the horsepower to manage complex learning environments, including those governed by regulatory compliance such as 21 CFR Part 11. G-Cube even has the content available for compliance training across a variety of industries, including financial, life sciences, safety, and more. It is even easy to sell learning content with the built-in eCommerce feature.

Throughout the platform, flexibility is a theme. You can upload a learning object to xAPI, allowing for more flexible delivery and tracking. Also, as learners demand more of their content to come in video form, the ability of the G-Cube LMS to play multiple formats is critical. The interface can also be customized to match the client’s branding. The goal is to provide technology that fits a company’s needs, rather than making the learners adjust to the technology.

There are some internal items that set G-Cube apart, as well. Because the company has subject matter experts, instructional designers, graphic designers, and other resources in-house, it is uniquely positioned to understand the entire scope of an organization’s learning needs and provide appropriate solutions.

Also, G-Cube’s work with concepts like adaptive learning and motion-capture devices, and its plan to develop a full-functioning Talent Management System, shows that this is a forward-looking provider that adapt to the ever-changing needs of customers.

- David Wentworth, Principal Learning Analyst, Brandon Hall Group
About Brandon Hall Group

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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Our mission: Empower excellence in organizations around the world through our research and tools each and every day. At the core of our offerings is a Membership Program that combines research, benchmarking and unlimited access to data and analysts. The Membership Program offers insights and best practices to enable executives and practitioners to make the right decisions about people, processes, and systems, coalesced with analyst advisory services which aim to put the research into action in a way that is practical and efficient.

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• Assessment
• Survey
• Process Integration

For more information, contact us at success@brandonhall.com.