

fuse

**TWO COMPANIES,
ONE COMMON GOAL:**

**A PARTNERSHIP FOR
LEARNING SUCCESS**

**The best partnerships are formed through a shared
vision and a drive to create customer success**

Case Study

Blendit
LEARNING

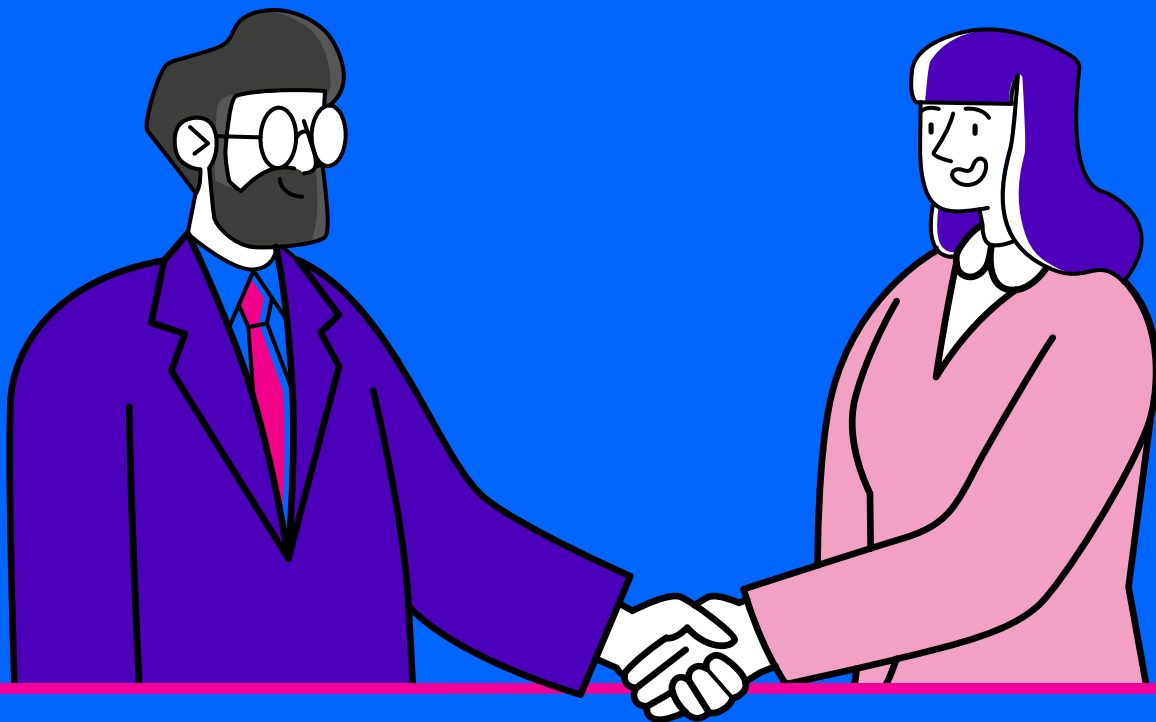
fuse



Blendit
LEARNING

INTRODUCTION

This is the story of Blendit and Fuse banding together to power engaged learning for the benefit of work.



A PARTNERSHIP CENTRED IN SYNERGY

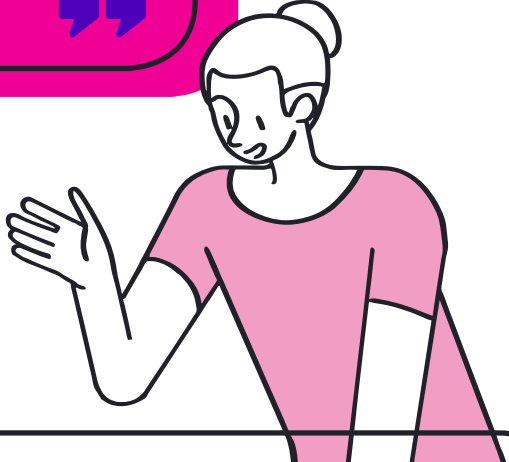


It was October 2016 when Steve Dineen, the Founder & president of Fuse, connected with Mads Høj Jensen and Peter Simonsen, the founders of Blendit Learning.

The synergies between them were clear from the off: both are passionate about creating better outcomes from corporate learning, and both hold a strong - and unified - vision for what the future of L&D should look like.

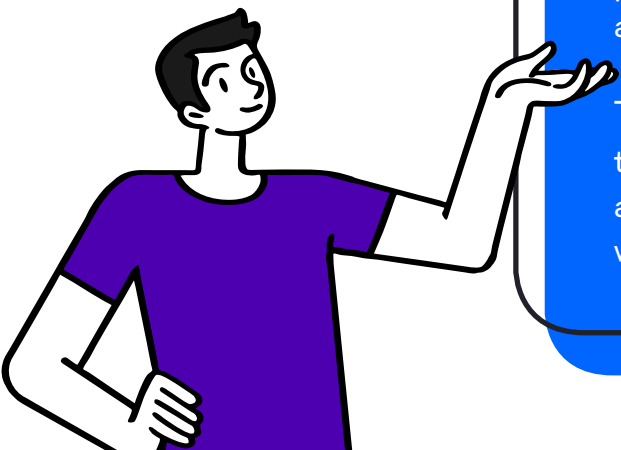
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Thinking back to his first meeting with Mads and Peter, Steve says:



I believe that to create positive and habitual learning behaviours, we need to enable people to search for and access the right content, in context, at the point of need. The three of us quickly realised we held very similar views on this and the conversation blossomed from there. That was really the beginning of our partnership.

It's a sentiment echoed by Mads, CEO, Blendit Learning:



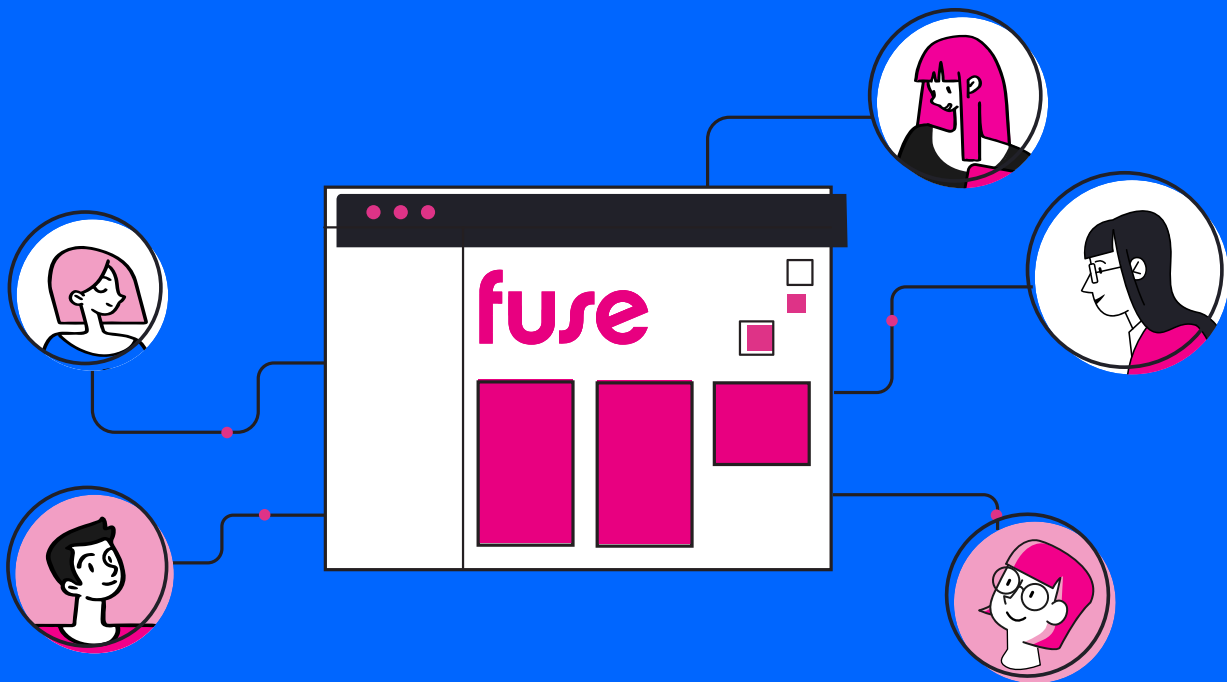
We'd been looking for the right learning tech partner for some time but the platforms we'd looked at just didn't align with our philosophy for learning. That changed when we met Steve and the Fuse team. We shared the same vision for learning and most of all, we agreed that formal, social and workplace should sit at the heart of that.

Fast forward to today and the Fuse/Blendit partnership is helping progressive global enterprises such as Demant, Siemens Gamesa, and Bestseller, to create active learning cultures that engage people in continuous, 'on the job' learning for the purpose of improved performance.

WE ARE fuse

The global enterprise learning platform that ignites people performance by connecting learners with the knowledge and expertise they need to improve their skills and perform at work.

The Fuse platform has been designed and built to deliver engaging learning experiences that support active learning in the flow of work - as characterised by participation, application, practice, feedback, and coaching.



AND OUR PARTNER?

Blendit

LEARNING

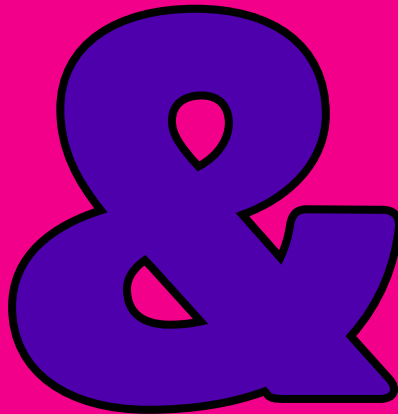
A leading digital learning consultancy that covers the Nordics region.

Blendit, much like Fuse, is on a mission to rid the world of administrator-based learning management solutions that neither engage people in learning nor support improved business outcomes.

A COMPLEMENTARY FIT FOR CONTINUOUS LEARNING

BLENDIT

designer, advisor
and implementer



FUSE

the vital platform
that facilitates
positive change

It's a partnership that sees **two companies combining their respective strengths and experience** in the pursuit of one shared objective: **the transformation of L&D into a long-term growth enabler.**

By blending the best in learning design with the best in learning technology, businesses can tap into a future-proofed learning and development strategy.

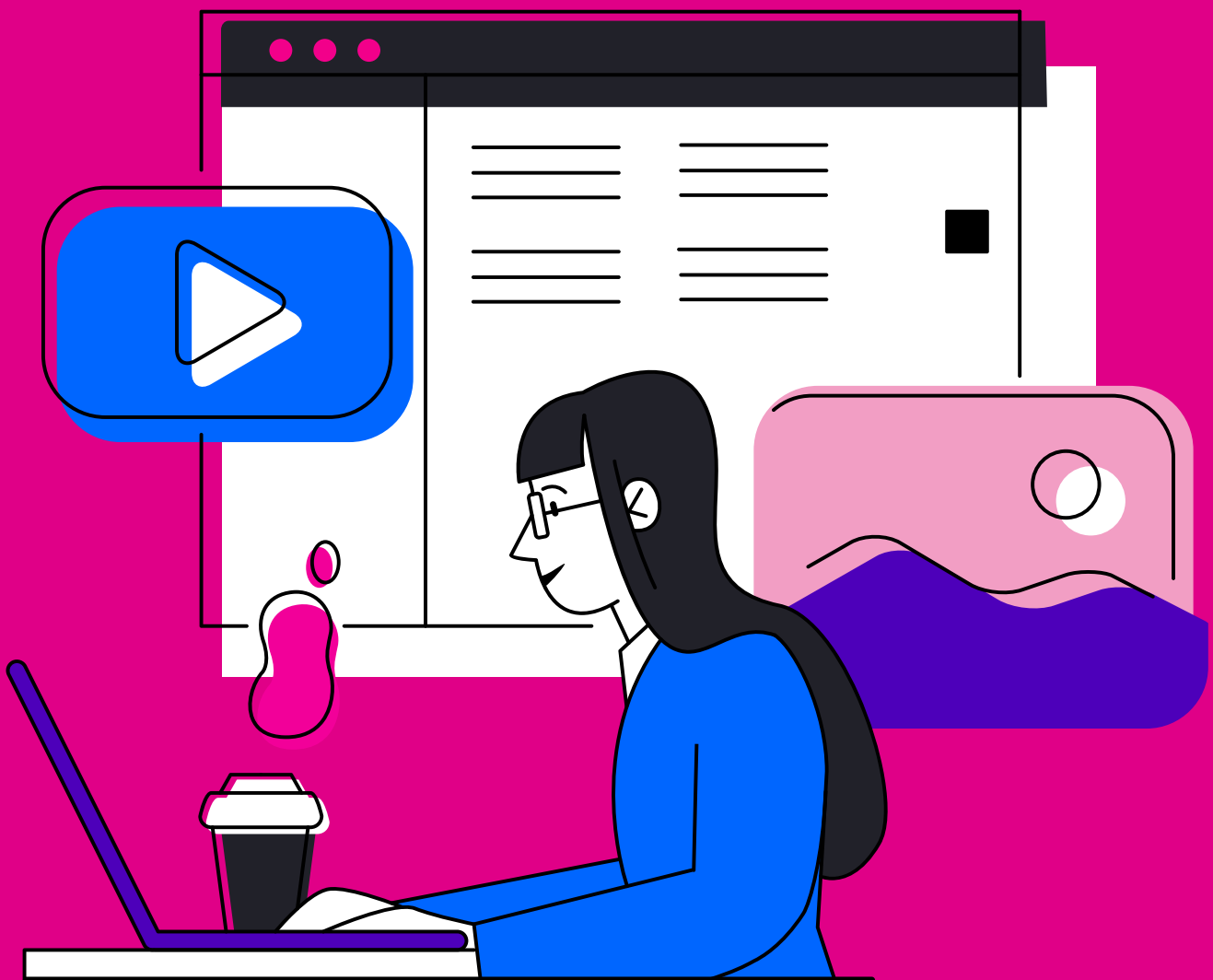
A POWERFUL PARTNERSHIP



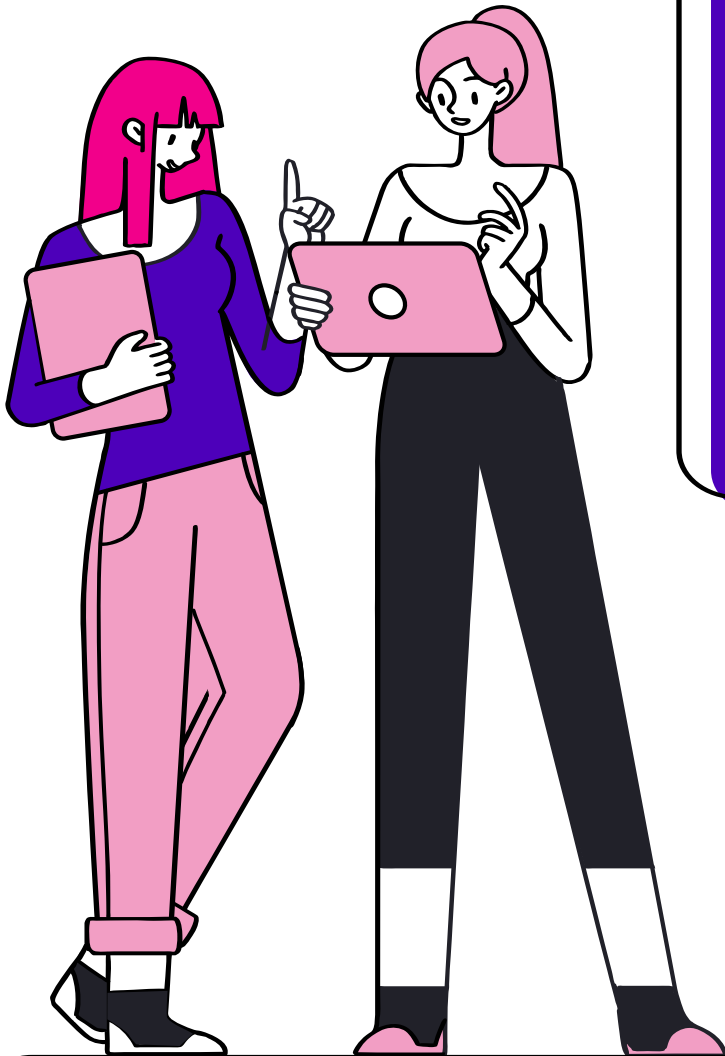
Remove either one of these from the equation though, and organisations will struggle to lay the groundwork, making it that much harder - if not impossible - to create a culture of engaged learning.

LIKEWISE without the right tools and capabilities to help learners fully engage with the right content at the right time, in context and in flow, the true potential of learning will never be realised.

By joining forces, the Fuse/Blendit partnership offers a bespoke, end-to-end learning transformation programme that delivers demonstrable impact by taking L&D from a place of tick-box training to one where it is widely viewed as a strategic growth tool.



As Mads puts it, it's a **"winning partnership"**, both for Blendit and its customers:



Through partnering with Fuse we've been able to build a very sustainable revenue model.

Our customers typically sign up in three year cycles and because we see a very high renewal rate, we're now able to plan our continued growth with much more certainty.

We're also seeing regular demand for add-on consultancy services as customers begin to do more with the Fuse platform.

**Mads Høj Jensen, CEO,
Blendit Learning**

**IT'S A POINT THAT
STEVE VERY MUCH
AGREES WITH:**

It makes sense on every front. The benefits to customers are clear for all to see and by banding together, both Fuse and Blendit are seeing additional - and recurring - revenue streams.

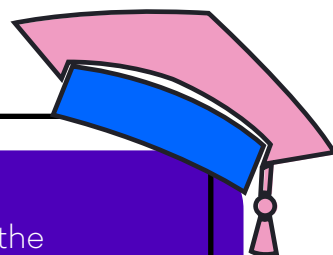
Blendit becomes a ready-made SaaS business without having to develop or maintain any software, and in return, we're jointly developing the market.

Steve Dineen, Founder & President, Fuse

So we've talked about who we are, what we stand for, and why we make for a complementary fit. Let's delve into some of the typical customer challenges that Fuse and Blendit can better address as a duo:

SOLVING PROBLEMS TO

SET
LEA
RNI
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The joint mission is simple: remove the restraints of traditional learning management (course-centricity, lack of engagement, poor experience, rigid frameworks, need we go on?) to create frictionless learning experiences that actively engage people in 'on-the-job.'

ALL TO SET LEARNING FREE.

The partnership achieves this by identifying customers' specific challenges, assessing where they sit on the learning maturity curve, and empowering them with the right advice and the right tools, at the right time.