

A photograph of a rocket launch. The rocket is ascending vertically, leaving a large, bright orange and yellow plume of fire and white smoke. The launch is taking place on a launch pad with several service towers visible. The sky is a clear, deep blue.

# MOTIVE LMS CUSTOMER SUCCESS STORY

## Reaching for the Stars

In 2006 United Launch Alliance (ULA) was formed as a joint venture of Lockheed Martin Space Systems and Boeing Defense, Space & Security to provide launch services to a diverse group of customers.

Combining 100 years of launch history with the Atlas and Delta rocket families to achieve more than 120 consecutive launches - successfully delivering more than \$70 billion of satellite assets into orbit - ULA delivers payloads for NASA, government agencies and non-government customers. The partnership means their combined Delta II, Delta IV and Atlas V system families can be launched dependably with greater cost efficiency. The choice of systems also gives ULA the ability to tailor each mission to a customer's payload and delivery specifications, launching weather, telecommunications and national security satellites, as well as deep space and interplanetary exploration missions in support of scientific research.

It also means thousands of individuals working throughout ULA's launch sites as employees, customers and suppliers. Managing the complexity of multiple organizations working together includes ensuring everyone involved in a launch has clear, company-wide or governmental operational and procedural standards to which they adhere. Accomplishing this meant developing online training programs that could be accessed not only by ULA employees but the company's customers, suppliers and contractors as well.



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## Meeting a Critical Need

Motive Learning prides itself on being a small company with big capabilities. With a reputation for being able to fulfill requests that pose challenges to larger e-learning companies, Motive Learning is often called upon by clients to customize a Learning Management System (LMS) to suit unique needs or meet specific government and industry requirements.

ULA must ensure that all external customers who require access to launch sites, including those at Cape Canaveral Air Force Station, Florida and Vandenberg Air Force Base, California meet facility access requirements of the U.S. Air Force and annually complete U.S. Government Facility Access Training. Motive Learning provides the LMS platform that manages the external distribution of this learning content, as well as tracks and logs each person's required training.

"One of the priorities with our facility access LMS is the ability to interact with external IT systems," said Cheryl Shimamoto, ULA's elearning development lead.

"Many of our over 100 external user groups don't have access to ULA's internal LMS so we need to provide web-based training and tracking across many different platforms.

Motive Learning is unique because they provide us with systems checks so that outside users can support our training. They make sure our scripts, coding and communication are compatible with those of our customers and suppliers, especially when we bring on a new partner or during the release of a new training or tracking component."

Using one system outside the ULA network to deliver electronic training courses not only decreases the labor effort required to maintain thousands of training records, thus reducing operating costs, it provides customers and suppliers with access to required training anytime, anywhere. The Motive Learning LMS also simplifies training management and reporting which expedites the resolution of audit requests by placing the data at the system administrator's fingertips.



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## Multiple Functions, One LMS

Customers' and suppliers' access status are dependent on ULA's launch schedule and the rocket and payload being deployed. Some may need access during one launch and then not return to work on another for two or more years. Motive Learning's system allows those archived users to reset their password and log in to the LMS system to complete their training for readmittance, minimizing the manual administration of thousands of user accounts.

Another component of ULA's LMS is its ability to send reminders to individuals and their administrators when required training needs to be completed to maintain access privileges. With some on an annual basis, the automation has simplified both administration of the learning materials, as well as the ability to track those in compliance or who need to conduct necessary training to remain so.

"One of the things I'm proud about our company is that we're always up for a challenge," said Motive Learning's co-founder, Karla Roberts. "The other is that we rise to those challenges and give the client what they want!"



## When asked, Motive Learning says 'Yes'

This was the case for ULA. The company had specific requirements for its LMS and required a high level of responsive customer service that training directors hadn't found working with other e-learning businesses. "We are able to provide both the products and the service they demand," continued Roberts. "This means ULA is able to do what they do best, launch rockets into space, unimpeded by worries that those who need to access a site for preparation and launch are able to do so."

Shimamoto concurred. "With other companies, if we had a request for specific support or problem with a system that needed to be rectified, we would find ourselves put into a que and given a service ticket and the company would get to us when it was our turn," she said. "With Motive Learning, we have direct access to the company's owners and their team and they go out of their way to ensure we have exactly what we need, when we need it."



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A large part of Motive Learning's current success can be traced to their work with ULA. In 2006, it was a compliance training vendor and had an LMS it was testing. This became the first iteration of the Motive LMS which it began marketing to aviation, government and tech industries. In 2015, with several clients successfully using its platforms, Motive Learning competed against nine other vendors and was selected by ULA to develop and manage its external LMS.

Since that time, ULA has expanded its use of Motive Learning's LMS to include internal training for employees requiring unescorted access or those who need specialized training in threat awareness to access a secure launch site. As more departments have seen the benefits of the customizable LMS, several have requested access to it to design their own training programs. Because it has a high degree of adaptability, Motive Learning can customize the platform for any type of training that ULA needs to conduct, including instructor-led training, interactive computer-based instruction, "Read and Sign" documents, and on-the-job training.

## A Testament to Success

*"Motive Learning really goes out of their way to understand your business environment and processes and will provide recommendations regarding best practice use of their LMS," said ULA Learning Management and Human Resources Operations lead Sherry Fralic. "They truly partner with us, working closely with our team to explore new possibilities and resolve challenges or issues. And they're very customer service-oriented; always responsive, quick to return calls and emails, and always professional."*

"We treat each client as if they were our 'only' customer," said Don Roberts, Motive Learning's other co-founder. "We approach each with the intent of providing superior custom LMS platforms that meet their exact needs, perform better than they expected and are dependable from first click to last."