



# Associations

## WBT Systems

WBT Systems is a software company that has been helping Associations to build and improve their education and certification programs since 1995. By offering TopClass, our world-class Learning Management System, we have been giving these organizations the power to get the most out of their learning programs.



### Attract and Engage Learners

Offer your members and potential members the ability to access learning services and offerings online. Reach and convert your education customers in more effective ways. Apply proven adult learning principles with ease to achieve measurable outcomes that keep learners coming back.

### Generate Revenue

Provide fast, secure transactions with multiple currency and payment options. Offer separate pricing for members and non-members, or introduce a range of discounts and offers to generate additional revenue from your learning catalog and events.

### Manage Continuing Education & Certifications

Simplify, automate and improve the management of continuing education and certification programs. Easily design programs and assign credit types and values to assess the relevant knowledge, skills and competencies of your learners. Import external credits and certifications. Streamline all aspects of certification and credential maintenance of learners.

### Offer an Exceptional User Experience

Seamlessly sync information with your AMS, website, community platform, eCommerce, webinar and other systems to provide an inclusive, consistent, and personalized experience for your members, while easing the administrative burden, saving time and money.



*“WBT Systems has been around a long time supporting associations and they are the association feature powerhouse.”*

*When associations are really serious, have complex requirements, and even a tiny % of failure is not an option, WBT Systems rises to the top.”*

*John Leh  
CEO, Talented Learning*



*"The TopClass learning management system is an essential part of our new registration process. It allows us to offer our members a system that is accessible from anywhere in the province at any time that is convenient to the learner."*

*Casey Macaulay, RPF, Registrar and Director of Act Compliance,  
Association of British Columbia Forest Professionals*

## BENEFITS FOR MEMBERS

- Anytime, anywhere online access to educational offerings, tests and assessments
- Online catalog and registration for eLearning courses, instructor-led training, designations, workshops, conventions, seminars, webinars, podcasts, and offline or blended programs
- Full online purchase of courses, events and other products with various B2C and B2B payment options and support for bundles, tokens and coupons
- A complete training history for members and professionals, with details of course enrollments, completions, certifications, test results
- Certification management with automated awarding and self-printing of certificates. Automatic tracking of CE credits of any type
- Seamless transition between association website and TopClass LMS, with fully customized branding, navigation, and Single-Sign-On



## The most flexible way to truly integrate with your AMS

With our Learning Management System, you can setup all forms of training courses in your Association Management Software and have them automatically published to the LMS. Without re-keying any data, our two-way AMS product bridge will automatically synchronize the information, regardless of how your education products are setup in your AMS.

For the learners, the workflows are kept simple. Consistent branding, single sign-on, and automatic user creation allow your members to purchase training from your website and access them straight away without the need for staff or vendor intervention, or a nightly process to run. User achievements, including CE credits, are sent back to your AMS in real-time.

**TopClass LMS integrates with several popular AMS. Ask us what other systems we can integrate with.**



# BUILT FOR ASSOCIATIONS

WBT Systems has worked alongside many associations over the years to develop a learning solution that truly provides a comprehensive, yet flexible, learning solution that meets the unique needs of associations and professional bodies.

A clean user interface with responsive design for mobiles and support for social learning ensure all learners have an engaging experience.



**TopClass Learning Management System** is for associations with complex continuing education requirements, that need a flexible, high-function learning platform.

**TopClass Now!** is our cloud-based LMS, which is light on price but not on functionality. Be up and running within a week, with the full support of our services team, to kick-start the benefits of your education programs.



*"After the comprehensive RFP process, we found that WBT Systems offered a flexible product that could be implemented within our timeline and had the best combination of what we were looking for. We were shown an impressive demo of TopClass working in sync with Personify and it had a more polished, professional look and feel that blew the competition away."*

*Amit Gupta, Chief Information Officer,  
American Institute of Chemical Engineers*

## Supportive Services

Our services team are proud of the speed of our responsiveness and the high quality of training and support we offer to our customers.

Whether it is a question about integration, customization, a tight implementation deadline, or training, we will work with you to ensure your LMS provides what you need, when you need it.



## Features That Work for You

### Training

Online, Classroom, Virtual, Social, Blended, Mobile - all types supported

### Global eCommerce

Supports multiple currencies, languages, discounts, tax, payment options for B2C & B2B

### Conference and Events

Manage locations, registration and administration with ease

### Continuing Education & Certification

Complex certification and designations management credential maintenance, and multiple credit types

### Flexible Integration

With your systems via bridge, API or SSO - AMS, website, webinar, community platform, and more

### Full Custom Branding

More than just your logo and color scheme for a truly immersive experience

### Flexible Content

SCORM, AICC, xAPI standards, public catalog, authoring tool

### Social Learning

Support community learning and sharing with social media and discussion forums

# TOPCLASS

## THE FLEXIBLE LEARNING PLATFORM

An intuitive, complete, and proven  
Learning Management System  
that evolves with your Association



**Services**  
Customization  
Implementation  
Training & Support



Responsive Design for Mutli-Device Learning

5,000,000 Users



23 Countries

20 Languages



"WBT's approach was different. They understand the association market and worked with us to put a flexible pricing model in place so that the upfront costs were not prohibitive, and pulled out all the stops to meet our 6 month implementation timeline"



Off-the-Shelf  
AMS Integrations

Ask us About  
our  
Flexible Pricing  
for  
Associations



Hosting



SaaS  
Private Cloud  
On-Premise

"Every aspect of the TopClass implementation has been flawless. It has been the most effective and straightforward technology transition we have ever experienced.  
Our LMS now does what we want it to do and we have more control over our learning environment.  
We are finally happy with our choice of LMS"



[www.wbtssystem.com](http://www.wbtssystem.com)

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**WBT Systems**  
Your Learning, Your Way since 1995