

INTELLUM

CASE STUDY

How Mark43 Enhances Public Safety Training with Intellum



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Mark43 is dedicated to empowering communities and their governments through innovative technologies that enhance safety and quality of life. As the intelligent platform for public safety, Mark43's cloud-native Record Management Systems (RMS), Computer-Aided Dispatch (CAD), OnScene, and Insights (Analytics) solutions guarantee industry-leading performance that outpaces the rest of the market.

The Challenge

When Sean Zearfoss, Senior Instructional Designer, joined Mark43, he quickly recognized challenges with the existing learning management system (LMS). The LMS had some challenges with reporting capabilities and course segmentation for different customer needs. As a result, Sean and his team sought out a more flexible, user-friendly solution.

"With a wide range of customers around the country, predominantly first responders, we were focused on finding a reliable training platform that would enhance our delivery of content," shared Sean.

Finding a new LMS platform with advanced content management would support a more effective implementation process for Mark43 customers.

The Solution

Mark43 discovered Intellum's platform, which enabled easy segmenting for users by public safety agency. This also enabled easily assigned, tailored training paths with just a few clicks, and provided clear due dates to ensure compliance. The core functionality of the platform provided:



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- Robust content management
- Effective segmentation for different audiences
- Ease of use for people new to LMS environments
- Ability to deliver on-the-go learning
- Comprehensive reporting capabilities

With Intellum, Mark43 has streamlined how customers access and complete training.

New customers to Mark43 are often agencies transitioning from outdated legacy systems and hardware to their cloud-native solution—sometimes even digitizing processes for the first time. Intellum's integration with Mark43's SSO provider supported more streamlined access for all user-types, making the process less cumbersome for users.

"Intellum allows our team to easily create groups that capture individual agency needs, assign specific trainings based on the products purchased, and track progress through a robust reporting program. The site allows users to access training by either creating an account or through SSO, which makes onboarding customers a breeze," shared Sean.



I never have to worry whether Intellum is going to work. It's less worry, better tracking, and I'm able to pull data that's meaningful to our customers and also our business.



Sean Zearfoss
Senior Instructional Designer



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The Results

Since going live with Intellum in 2023, Mark43 has experienced enhanced participation in the Mark43 Academy (a learning and training portal for users):

- A more streamlined and customized training process for customers
- A reliable platform that ensures Mark43 customers can easily access and navigate their training academy on-demand

The overarching win: delivering eLearning content through Intellum is helping to streamline Mark43 implementations by several hours, and in some cases, days.

"I never have to worry whether Intellum is going to work. It's less worry, better tracking, and I'm able to pull data that's meaningful to our customers and also our business," says Sean.

Experience the Future of Learning with Intellum

Discover how the Intellum Platform can transform your learning strategy and drive business growth.

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