

The logo is centered on a solid yellow background. It features a thin black circle that encompasses the entire text. The word "arlo" is written in a bold, dark blue, lowercase sans-serif font. Below it, the words "Training Management Software" are written in a smaller, bold, black, uppercase sans-serif font.

arlo

Training Management Software

Built to transform training businesses

Arlo is the training management software of choice for commercial training providers who want to save time and crush sales targets. It is a complete solution for promoting, selling and delivering your courses and events.



Experts in the business of training



\$1b+

Transactions processed on Arlo



40,000+

Courses currently scheduled



70+

Countries



114%

Average customer growth in first year



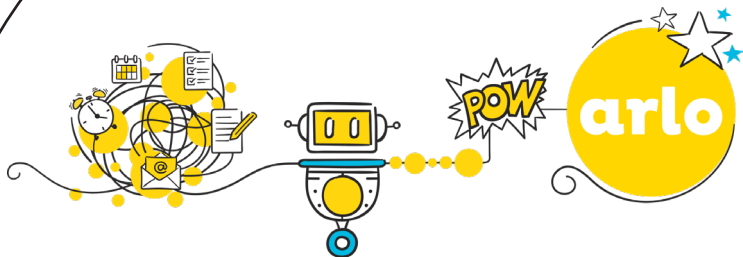
10+

Years experience



5/5

Average rating (Capterra)



Streamline

Save time by automating manual processes and simplifying everyday tasks.

Grow

Increase sales with slick e-commerce and marketing tools, purpose-built to grow course registrations.

Transform

On average, Arlo clients reduce administration by **43%** and grow registrations by **196%** In their first year.

"After years of frustration using inappropriate off the shelf systems and homemade excel spreadsheets, we finally found Arlo!"

Andy Fairclough, Flying Fish





Website

Create a beautiful web experience

Use Arlo's built-in website

- Style it to match your brand - easily change colours, images and fonts
- Free with all plans
- Start selling fast!

OR

Integrate Arlo into your website

- Compatible with Wordpress, Drupal, Umbraco and other CMSs
- Pick from a library of pre-built web controls, then style them to match your brand



Online registration

Powerful e-commerce solution for selling training

- Customisable registration forms
- Collect full and part payments by credit card, invoice or bank transfer
- Add multiple attendees to the same order
- Restrict who can register (eg. members only)
- Utilise bundles, discounts and vouchers
- Add sessions, options and extras
- Offer a self-service portal for customers



Course & event management

Automate manual processes and make everyday tasks easy

- Easily manage repeating courses with Arlo's templates
- Visually see the availability of presenters and rooms
- Automate all course communication
- Set minimum and maximum registration limits
- Support your presenters through a dedicated mobile app
- Manage in-house private courses with ease



Finance & invoicing

Seamlessly connect Arlo to your accounting system

- Two-way Xero synchronization and easy reconciliation
- Collect and manage partial payments and deposits
- Easily manage transfers, cancellations and refunds
- Create and send personalised, professional invoices
- Offer flexible payment options



Marketing Tools

**Smart tools to acquire more customers and
grow revenue from existing clients**

- Run targeted email campaigns
- Generate leads for public and private courses
- Harness the power of social media
- Enjoy search engine optimised website solutions
- Understand your customers with feedback surveys



CRM

**Get close to your customers with a CRM built
just for training providers**

- Manage all your client data in one place
- Track leads and sales opportunities
- Record notes and create tasks
- Track attendance and learning outcomes
- Prevent and resolve duplicates
- Integrate Arlo with Salesforce



Elearning

**Broaden your market and enhance your
learning experience**

- Deliver live online webinars and interactive learning
- Deliver elearning modules and create personalised learning environments with Arlo's integration with Moodle
- Extend the value of your face-to-face courses with blended learning



Certification & Licensing

Automate your regulation workflows

- Approve and renew licenses and certifications based on course registrations and other criteria
- Automate expiry reminders
- Keep a record of all documents, ready for an audit
- Add a verification search to your website
- Manage your clients' compliance needs



Reporting & Business Intelligence

Make informed business decisions

- Monitor performance with Arlo's real-time dashboard
- Run advanced reports with Arlo's query engine
- Schedule reports to run automatically
- Push data into external systems with Arlo's powerful API



Apps & Integrations

Connect Arlo with tools you already use or discover new ways to stop things up



moodle



GoToWebinar



SurveyMonkey

Campaign Monitor



stripe

PayPal



www.arlo.co