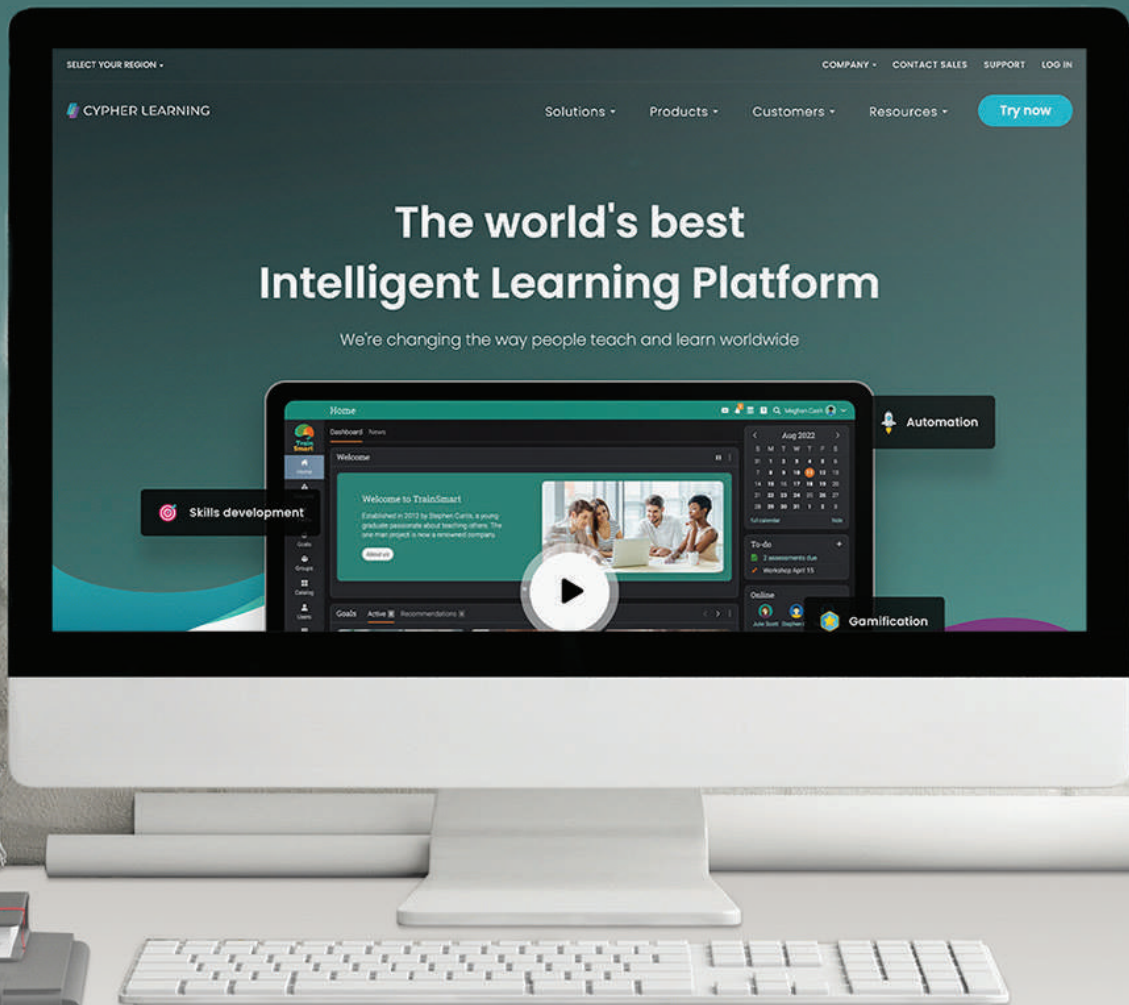# CYPHER LEARNING

The world's best intelligent learning platform

## Company Overview

# Company Overview

## Introduction

CYPHER LEARNING is a company based in Plano, Texas, and it specializes in providing an Intelligent Learning Platform (ILP) for schools, universities, organizations, and entrepreneurs around the world.

CYPHER LEARNING has three products: NEO, an LMS for Schools and Universities, MATRIX, an LMS for Business, and INDIE, an LMS for Entrepreneurs.

CYPHER LEARNING is currently the only company on the market that provides a learning platform for each e-learning segment: academic, corporate, and entrepreneurs. Our products are built on the same core platform. They share some functionalities and the overall design of the platform, but they're targeted towards different markets.

We provide the best solutions for each market, by constantly focusing on innovation and continuous improvement. We're dedicated to making teaching and learning an enjoyable experience from beginning to end. Our mission is to improve education and have a bigger impact on the way people learn, by innovating through our platform.

# Company Overview

The company was founded by Graham Glass, the CEO of CYPHER LEARNING. Graham is a serial entrepreneur with a track record of innovation. Graham was a senior lecturer at the University of Texas and founded two education companies. He wrote books about his work and gave speeches on educational topics at conferences around the world.

The company first started with NEO in 2009 which soon grew into a very popular LMS for schools. In 2010 the company launched the business version MATRIX. In 2017 INDIE, an LMS for Entrepreneurs was launched.

CYPHER LEARNING headquarters are in Plano, Texas. The company has offices all around the world in locations such as the USA, Canada, Mexico, Colombia, Brazil, Peru, Spain, France, Romania, Bulgaria, Jordan, South Africa, Dubai, India, Malaysia, Indonesia, the Philippines, and Australia.
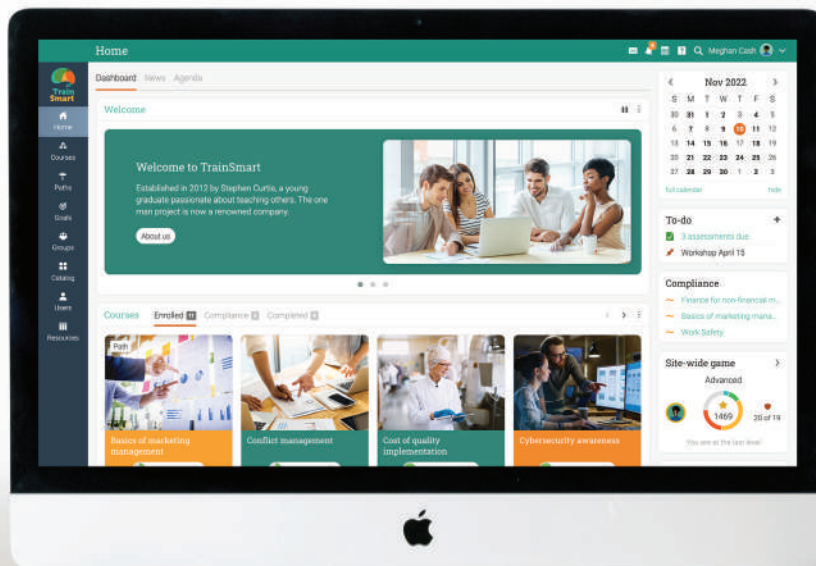
WE'RE IN
## 100
COUNTRIES

WE HAVE
## MILLIONS
OF USERS

AVAILABLE IN
## 50+
LANGUAGES

# Company Overview

## Timeline

**2009** — Launched EDU 2.0 for Schools.

**2010** — Launched EDU 2.0 for Business. Released first premium plan for EDU 2.0 for School.

**2011** — Major user interface and feature upgrade to both sites. Added support for 10 additional languages.

**2012** — Passed the half-million user mark. Both companies achieved profitability, with 300% yearly revenue growth.

**2013** — Passed the million user mark, adding 15,000 new users a week.

**2014** — EDU 2.0 for Business rebranded to MATRIX LMS and EDU 2.0 for Schools rebranded to NEO.

**2015** — Launched CYPHER LEARNING, the parent company for NEO and MATRIX.

**2016** — MATRIX was awarded the 2016 Experts' Choice Award.

**2017** — Launched the European version of NEO and MATRIX. Launched INDIE, a new LMS for Entrepreneurs.

**2018** — NEO won the Tech Edvocate Award for Best LMS and was selected as the #1 LMS for Higher Education.

**2019** — NEO won at the Education Resources Awards. MATRIX won the Silver Award in the Brandon Hall Technology Excellence Awards.

**2020** — MATRIX won the Saas Awards for Best SaaS for Learning Management and Silver award for 'Best LMS' in the LearnX Awards.

**2021** — CYPHER LEARNING raised $40 million Growth Equity Round from Invictus Growth Partners.

**2022** — CYPHER LEARNING rebranded as an Intelligent Learning Platform (ILP) and unveiled innovative Skills development features.

## Awards

### CODIE WINNER

In the category of best ed-tech product that supports remote learning for K-12. NEO is the winner for representing the most innovative and impactful apps and products from software developers, content, media, and related technologies.

### EDTECH DIGEST

NEO is a finalist in the category "e-learning, blended, flipped solution, or remote solution" in the EdTech Awards 2022. The annual program shines a spotlight on cool tools, inspiring leaders, and innovative trendsetters across sectors.

### ERA 2022

NEO is a finalist in the ERA awards 2022 in the category "Supplier of the year – £1 million to £10 million annual turnover". The ERA awards highlight the quality and diversity of educational products and resources.

### MATRIX SOFTWARESUGGEST

MATRIX has won the award in the Software Companies category. The award recognizes products across diverse industries that demonstrate excellence in providing software.

### LEARNING EXCELLENCE AWARDS

The judges chose CYPHER LEARNING as a finalist in the Digital Learning or E-learning category from the Learning Excellence Awards 2022. This award recognizes relevant, innovative, and effective initiatives, products and services for the l&d and business training sectors.

### BETT 2022

NEO is a finalist for the Bett Awards in the category "Higher Education - Digital Learning Product". The Bett Awards are a celebration of the inspiring creativity and innovation that can be found through technology for education.

## NEO LMS for K-20

NEO LMS is an intelligent learning platform (ILP) for Schools and Universities that delivers a great user experience, while incorporating all the essential tools schools need to support efficient teaching and learning. NEO makes it easy to create online classes, assess students, facilitate collaboration and track student achievement.

NEO provides the range of functionality schools need in a modern LMS, such as support for classes (instructor-led, blended, self-paced, and micro learning), 16 kinds of assignments, full-featured gradebook, content authoring, gamification, automation, learning paths, drip content, adaptive learning, competency-based learning, collaboration tools, resources catalog, a customizable portal, and more.

## MATRIX LMS for Business

MATRIX LMS is an intelligent learning platform for Business that helps companies and organizations create and manage e-learning activities, such as delivering training, tracking employee performance, and selling online courses at a large scale.

MATRIX provides the range of functionality you'd expect in a modern LMS, such as support for courses (instructor led, blended, self-paced, and micro learning), content authoring, integrated e-commerce functionality, graphical course catalog, gamification, automation, learning paths, drip content, adaptive learning, compliance, ad-hoc reporting, a customizable portal, web conferencing, collaboration tools, competency-based learning, and more.
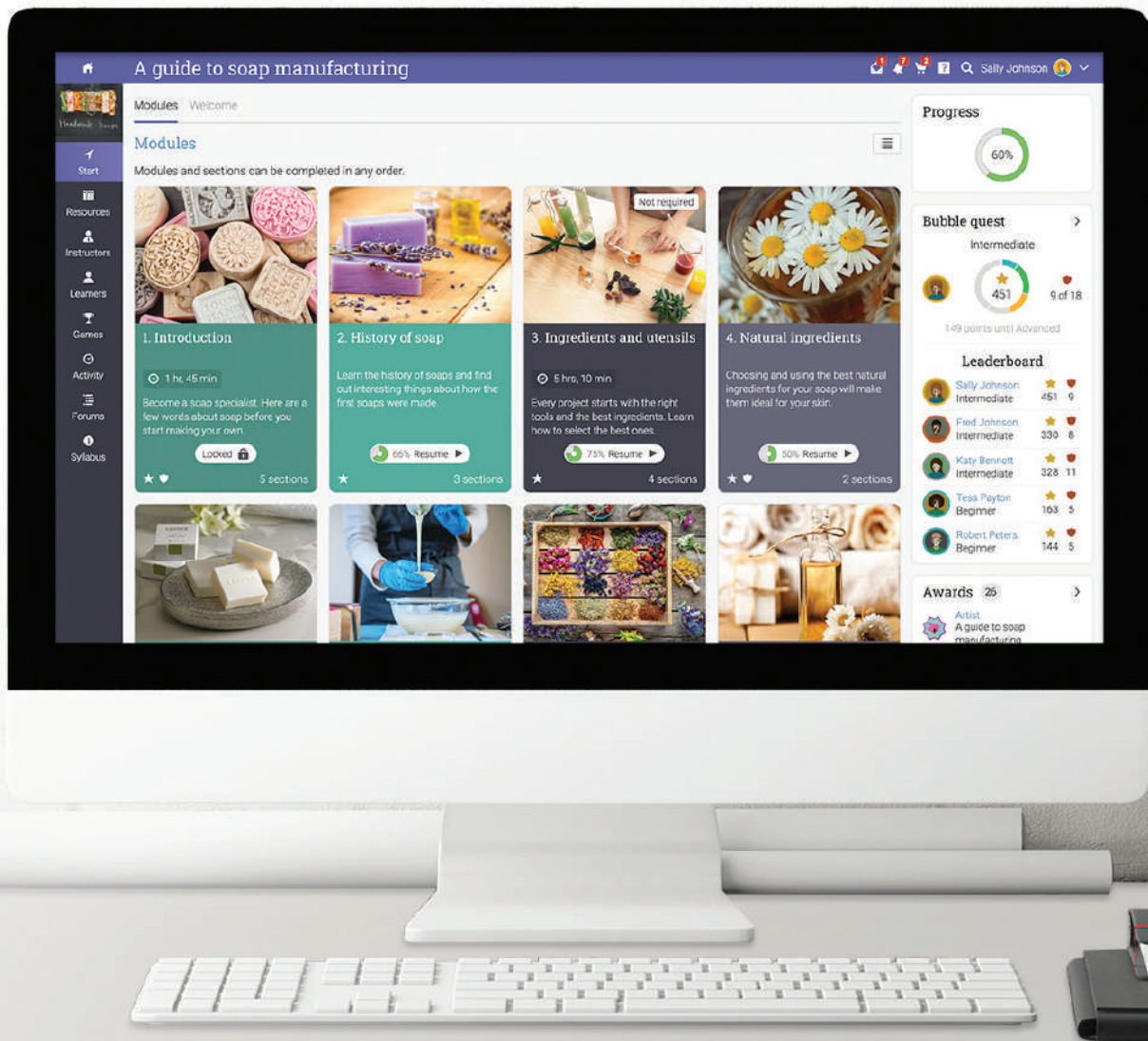
## INDIE LMS for Entrepreneurs

INDIE is an LMS for Entrepreneurs and was designed for individuals that want an accessible way to market their knowledge by creating, delivering, and selling self-paced online courses.

INDIE provides the range of functionality you'd expect in a modern LMS, such as support for self-paced courses, content authoring, integrated e-commerce functionality, graphical course catalog, marketing tools, SEO features, gamification, automation, ad-hoc reporting, a customizable selling site, and integration with the most popular payment gateways and third-party apps.

## What makes our products the best solutions

### Great user experience

Our platform is very intuitive, easy to use, and visually appealing, which makes the whole experience more engaging and enjoyable for all users. The navigation is simple, and you can customize the platform to match your brand and fit your needs.

Our platform is built to ensure a smooth implementation and it's easily adopted by students, teachers, trainers, and entrepreneurs. We offer support for 50+ languages, mobile apps for all devices, and accessibility features so all users can enjoy the platform.

### Powerful features

CYPHER LEARNING products provide complete solutions with powerful features for managing all teaching and learning activities for schools, organizations, and entrepreneurs.

We're also focused on bringing innovation through our platform, by creating cutting-edge features that other systems do not support such as automation, adaptive learning, personalized recommendations, and competency-based learning.

### Best value

Pricing plans for each product are competitive, and users usually save money using our system. Our pricing is transparent, and we don't charge any standard setup fees, storage fees, and support is included.