

LMS e-Learning Implementation Podcast Transcript #29 *Learning Management System (LMS) Integration with Salesforce.com.*

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Mary Kay Lofurno: Welcome to the next edition of the SyberWorks e-Learning Podcast Series. My name is Mary Kay Lofurno and I am the Marketing Director at SyberWorks and your host today. SyberWorks specializes in custom e-learning solutions, learning management systems, and custom e-learning development for corporations, governments and non-profits.

In this edition we are going to be talking with Stuart Campbell, Director of Software Engineering at SyberWorks about his recent article, "Considerations when Integrating a Learning Management System (LMS) with Salesforce.com."

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Mary Kay: Hi, Stuart! It's great to have you here on the SyberWorks e-Learning Podcast Series.

Stuart Campbell: It's great to be here. How are you?

Mary Kay: Good! Good, doing great! All right, let's get to it. I know you just wrote a really great article, "Considerations when Integrating a Learning Management System (LMS) with Salesforce.com." So without getting too much into your piece, can you explain your approach to the article for our audience?

Stuart: We tried to take a very practical approach regarding the content. We really looked to how the end-user would visualize an integration between Salesforce.com and the LMS.

So we really took on three main sections in the article. One was when an interested party registers for your LMS and how that becomes a business lead in Salesforce.com. The other one was getting data from your Salesforce.com application down into the LMS. The third section we considered was how do you get data from your LMS up into your Salesforce.com application?

Mary Kay: You know, Stuart, it all sounds great. I know you're really, really busy so I'm going to let you go. Thanks for stopping by.

Stuart: Thank you, have a great day.

Mary Kay: Folks, please download Stuart's article and read it, because it has a lot of great information in there. It's located in the SyberWorks Media Center under the e-learning articles section.

Thanks for listening to our podcast today with Stuart Campbell, Director of Software Engineering here at SyberWorks on our e-Learning Podcast Series.

Thanks for joining us today. Have a great week!

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