

Real-time Learning and Support for Employees, Partners and Customers

What is Appinium?

Appinium is the only 100% Salesforce-native Learning Management System (LMS) and Content Hub, purpose-built to onboard, train, certify, and engage every stakeholder (employees, partners, customers) directly within Salesforce, either within the internal Lightning Experience or externally via Experience Cloud and partner portals (PRM).

1. Salesforce-Native Learning & Content Hub

Onboard, train, certify, and engage users in the same environment they work: Seamlessly embed e-learning, video, PDF, and media delivery for onboarding, compliance, and knowledge sharing.

2. Scalability for Every Audience

Use one platform for employee, customer, and partner programs: Automate certifications, manage learning paths, power, and serve global audiences with granular permissions and reporting.

3. End-to-End Content Enablement

Feature-rich Content Hub with playlists, catalogs, event calendar integrations, and survey workflow to track engagement, popularity, and content effectiveness.

4. Deep CRM Reporting & Real-Time Analytics

Native Salesforce Reports and Dashboards: Connect all activity, completions, scores, and content engagement to pipeline and customer data for full-funnel measurement.

5. Security, Governance & Automation

Robust role-based access, certification, secure media delivery, and audit trails built to satisfy compliance-laden industries (SOC 2 compliant), admin-friendly at global scale. Automate business behavior and functions based on content completion and engagement using Salesforce FLOWS or Agentforce.

Proven in deployments at global scale, with use across **100+ business units** and **over 2,000 users** within single client organizations

Appinium-driven programs regularly achieve 70–80%+ adoption rates across large, distributed teams—well above the industry average for LMS deployments (the typical B2B benchmark is <40–50%)

50% reduction in certification gaps and higher partner event invitation rates reported after Appinium rollouts

Clients report 6x faster ramp for new reps and up to **50% more pipeline generated per campaign** after Appinium-powered onboarding and sales learning track

Connect with us to see how Appinium can accelerate onboarding, drive adoption, and unify learning at scale—natively inside Salesforce

[Learn more](#)

Deliver Seamless, Measurable Customer Onboarding, Ongoing Learning and Certifications—All in Salesforce Experience Cloud

Key Customer Use Cases

- **Customer Onboarding:** Automated, branded learning paths to ensure every new user is up to speed.
- **Content Hub:** Central location for product marketing materials, FAQs, support videos, docs, and relevant knowledge articles.

“Currently supporting over 52,000 training interactions each year!”

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- **Event Calendar:** Surface webinars, onboarding sessions, training events—with Zoom/Webex integrations.

- **Continuous Education & Certification:** Maintain customer engagement and expertise with modular courses and certification programs.
- **Embedded Learning in Support:** Leverage videos in Salesforce Knowledge; use Video2Case to reduce customer case submission friction; create a searchable content experience for videos/PDFs/Docs, etc. and track engagement.
- **Engagement Data for Customer Success:** Surface most popular or effective content, track learning engagement per customer/account.
- **Content Security & Permissions:** Keep customer-facing resources secure but accessible, personalized by audience segment data within Salesforce.



Put your learning and certification tools on one branded interface using Appinium's Salesforce-native platform.

“We saw an increase of 540% in domain bids at auction by users who completed certification.”

LEADING INTERNET DOMAIN MANAGEMENT COMPANY

See how Appinium can accelerate customer onboarding, maintain engagement, and expertise at scale.

[Learn more](#)