

Industry: Franchise
Use Case: Employee Training

SAP Litmos **works out** as Zumba's LMS



Zumba is the largest branded fitness company in the world – reporting more than 15 million weekly participants, in 200,000 locations, across 186 countries. Known as “exercise in disguise”, Zumba® blends contagious world rhythms with easy-to-follow choreography, for an effective, total-body workout that feels more like a party than exercise. Zumba requires licensed instructors lead Zumba classes and must be licensed in each Zumba class they instruct. Instructors are also trained to help people engage in the dance and let loose in the class so they can achieve their fitness goals.

As a fitness organization training and educating instructors internationally, Zumba needed a way to seamlessly globalize its continuing education programs for fitness instructors worldwide and integrate that training into its ZIN™ program. Zumba desired a solution that could be deployed to thousands of diverse users worldwide across different devices and in different languages, and they needed this type of solution to reduce costs to instructors and add an additional revenue stream for the company.

Zumba enlisted the help of SAP Litmos' learning management system to expand and enhance Zumba's fitness training program online. SAP Litmos provided Zumba with a sleek interface, solution scalability, seamless updates, straightforward reporting and a simple integration.



More students trained

Launched new instructor certification in less than 2 months



Time saved

Within just a few months of launch, Zumba added six additional training programs

Learn more at www.litmos.com

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