

May 2022

Post-Announcement Customer Transition FAQ

1. Why was Accord LMS acquired by Noggin Guru?

Noggin Guru has a strong passion for providing online education along with a mindset for growth. We have extensive experience developing the tools and resources necessary to support a wide range of learning environments. The Accord LMS team offers a great solution that we will be able to scale while enhancing the user experience.

2. Who is Noggin Guru?

Noggin Guru was founded on the belief that online learning and compliance is the future of our interconnected and heavily digital world. We are a team of successful e-learning executives turned investors that are bringing our experience, resources, and capital to make a difference in professional education.

The principals of the Noggin Guru team have been working together for over a decade, building some of the industry's more esteemed and recognizable online learning companies and are excited to partner with the brilliant minds of the Accord team (as well as yours) to build something revolutionary.

3. What will happen to the current leadership team in place?

Rick Bruce will be staying on for the long haul to continue making magic happen overseeing Product Development. Jeff Redford has graciously agreed to delay retirement and will be staying on temporarily to ensure a successful transition of the company. Chris Wylie will be embarking on his well-earned retirement journey and will now have more time to focus on volunteering and being a soccer dad to his daughter.

4. Who are the new owners? What are the new owner's goals, values, and expectations?

Jim Triandiflou and Ben Johnson are the co-founders, owners and principals of Noggin Guru and have combined more than 25 years of experience in the learning technology space. Customer experience is at the forefront of everything we do and is the single most important thing throughout all transition activities and in the future. We pride ourselves on strong communication, listening to our customers, and incorporating customer feedback into all our processes to ensure we are not only meeting your expectations but exceeding them.

5. How will this transition impact me as a customer? What differences will I see?

There will be no impact whatsoever to the excellent services we take pride in providing to our customers. It is business as usual. Noggin Guru remains deeply committed to continuing to deliver services with an emphasis on innovation and quality.

6. Will this transition affect the people that I am working with at Accord such as my support engineer?

No – you will use the same support channels that you use today. There are no changes to the Accord Support or Development team.

7. What opportunities will this transition create?

We believe this transition provides tremendous potential and flexibility to build a growth-oriented future and invest resources in a manner that fosters continuous improvement and quality services. We expect to provide our team with the latest tools, technology, and skills training to provide you the best possible customer experience. Going forward, we will continue to embed customer feedback into the development process so that we are always working on the highest priority needs and are delivering the most value to our customers.

8. Will Accord LMS be changing its name?

The long-term plan is to transition to the Noggin Guru brand. We anticipate this to take place over the course of the next 12 months and will keep you informed every step of the way.

9. Will this transition affect my pricing or contract with Accord?

No. All customer contracts will remain in place, and you will continue to pay standard Accord LMS pricing for the duration of your contract term.

10. When will the transition be completed? What are the next steps?

The transition is expected to be completed in the fourth quarter of this calendar year (2022). Thank you for being a loyal customer and please know we appreciate your business. If you have any additional questions, please feel free to reach out to Holly Reitmeier, Director of Operations and Customer Engagement (holly@nogginguru.com) or Rick Bruce, Director of Product Development (rick.bruce@accordlms.com) anytime.