

PowerHouse CPD

Product and Partner Information

A configurable platform for delivering, managing and growing continuing professional development programs.

PowerHouse CPD brings learning delivery, CPD recording, course creation, reporting and member engagement together in one branded online environment. It can support organisations delivering CPD to employees, members, customers, professional communities or wider industry audiences.

Designed for	What it enables
Professional and industry bodies	Deliver accredited or non-accredited learning, record CPD activity and strengthen member value.
Training and content providers	Publish and commercialise digital learning without maintaining a separate learning platform.
Employers and networks	Manage structured professional development across teams, customers, contractors or partner communities.
Commercial partners	Offer a branded CPD service through a SaaS licence or an agreed shared-revenue model.

This document outlines the PowerHouse solution's CPD functionality, broader platform capability, website and marketing options, course-development tools, SCORM capability, and available partner models.

Visit: <https://powerhousehub.com/cpd/> for more information.

1 Solution Overview

PowerHouse CPD provides a central place to publish learning, manage participation and maintain evidence of professional development. The platform can be configured around an organisation's brand, terminology, program structure and audience, allowing customers to operate a dedicated CPD environment rather than relying on disconnected course, event and record-keeping systems.

The solution is suitable for both internal and external programs. It can support an employer managing workforce development, a membership organisation delivering CPD benefits, or a training provider offering courses to paying customers.

Core CPD functionality

Capability	How it supports CPD
Learning catalogue	Organise and publish courses, learning pathways, events and supporting resources in a structured catalogue.
CPD records	Maintain a consolidated training record for completed learning and other recognised development activities.
Points and hours	Associate CPD points or hours with learning activities to support program rules and professional requirements.
Completion evidence	Issue completion records and certificates and retain evidence against the learner profile.
Events and webinars	Promote and manage face-to-face or virtual CPD events alongside self-paced learning.
Assessment and knowledge checks	Use quizzes, assessments and completion requirements to confirm understanding and achievement.
External learning evidence	Allow supporting information or evidence to be captured where CPD occurs outside the platform, subject to the agreed configuration.
Dashboards and reporting	Monitor participation, progress, completion, overdue activity and program performance.
Notifications	Use automated communications and reminders to encourage completion and ongoing engagement.

The learner experience

- A branded sign-in and learning environment with access to relevant CPD content.
- A clear view of available, assigned, in-progress and completed learning.
- A personal record of CPD achievements, certificates, points or hours.
- Access across common desktop and mobile web browsers through a responsive interface.
- A consistent experience for self-paced courses, resources, events and webinars.

Administration and governance

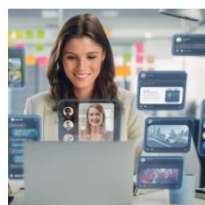
Administrators can control content, enrolments, groups, permissions, communications and reporting from a central platform. Role-based access can be used to separate platform administration, content management, reporting and learner access. Program settings and operating processes are agreed during implementation so the platform reflects the customer's CPD rules and governance requirements.

Your CPD Management Platform

PowerHouse Upskill provides a structured approach for your members to maintain, improve, and broaden their knowledge and skills throughout their careers.



CPD Marketing Website



CPD Course Publisher



CPD Event Manager



CPD Webinar Manager



CPD Professional Wallet



CPD Completion Certificates

2 Platform Capability

PowerHouse CPD is built on the PowerHouse learning platform and can be configured from a focused CPD portal through to a broader learning and engagement environment. The final scope depends on the licensed modules, audience and required integrations.

Area	Available capability
Brand and configuration	Customer branding, terminology, navigation, catalogue structure, user groups and role permissions.
User management	User creation and import, group-based access, enrolments, status management and configurable administration.
Learning delivery	Self-paced courses, documents, video, assessments, events, webinars and structured learning pathways.
Standards-based content	Import and delivery of compatible SCORM packages, enabling reuse of professionally authored learning.
Reporting	Operational dashboards and reports for enrolment, activity, progress, completion and learning records.
Certificates and records	Completion certificates and consolidated training records linked to learner activity.
Integrations	Options may include SSO, HR or membership data exchange, webinar tools, website links and other agreed interfaces.
Security and hosting	Cloud-hosted delivery supported by access controls, backup, monitoring and documented service arrangements.
Support and enablement	Implementation support, administrator training, user guidance and ongoing service support under the agreed plan.

Reporting and insight

Reporting provides administrators and program owners with visibility of uptake and outcomes. Depending on the configuration, reports can be filtered by course, learner, group, organisation, status or period. This helps customers demonstrate participation, identify gaps, follow up incomplete learning and understand which CPD offerings are generating engagement.

Security service and accessibility

PowerHouse Hub operates within established quality and information-security management practices. Hosting location, service levels, privacy requirements, retention settings, accessibility expectations and any customer-specific assurance requirements are confirmed in the applicable proposal, licence agreement and service schedule. Customers should validate any sector-specific regulatory or accreditation requirements during solution design.

Implementation approach

Phase	Typical activities
1 Planning	Confirm goals, audiences, program rules, branding, content, data, integrations and success measures.
2 Configuration	Configure the portal, roles, groups, catalogue, workflows, communications and reporting.
3 Content and data	Build or import courses, load users and prepare any agreed integrations or data exchange.
4 Testing and launch	Complete administrator review, user acceptance testing, training, launch preparation and go-live.
5 Ongoing operation	Provide support, review adoption, publish new content and refine the CPD program over time.

More information: <https://powerhousehub.com/implementation-and-deployment/>

3 Course Development and SCORM

Free inbuilt course development

The platform includes inbuilt course-development capability as part of the licensed solution, allowing authorised administrators to create and update online courses without purchasing a separate authoring system. This is particularly useful for policies, professional updates, onboarding, product knowledge, compliance refreshers and short CPD modules that need to be published quickly.

- Create structured courses using pages, text, images, video, downloadable resources and links.
- Add quizzes, knowledge checks and completion requirements.
- Organise content into modules or a defined learning sequence.
- Assign CPD points or hours and issue certificates where required.
- Update source content directly so future learners see the current version.
- Reuse and adapt content across audiences or programs, subject to permissions and content ownership.

The inbuilt tools are included for customer self-authoring. If a customer wants PowerHouse Hub to design, write, convert or migrate course content on its behalf, those professional services can be scoped separately.

SCORM capability

PowerHouse CPD can host and deliver compatible SCORM course packages created in third-party authoring tools. SCORM is useful when customers already own interactive courseware, engage specialist instructional designers, or need advanced interactions and presentation features beyond a rapid inbuilt course build.

Inbuilt course builder	SCORM courseware
Best for rapid, practical course creation and frequent updates by internal administrators.	Best for existing packaged content or highly designed, interactive learning experiences.
No separate authoring licence is required to create standard platform courses.	A separate third-party authoring tool or content supplier may be required to create or amend the package.
Content is edited directly within the platform.	The package is normally updated in the source authoring tool and re-published to the platform.
Supports a streamlined mix of content, resources and assessments.	Can support richer interactions depending on the authoring tool and the package specification.

Before launch, SCORM packages should be tested in the target environment to confirm compatibility, completion status and reporting behaviour. The package remains subject to any third-party content licence and authoring-tool conditions.

A flexible content strategy

Customers do not need to choose one method exclusively. A practical CPD catalogue may combine courses built directly in PowerHouse CPD, imported SCORM modules, live webinars, events, downloadable resources and externally completed activities. This provides flexibility to balance speed, cost, content quality and interactivity.

4 Website and Marketing Capability

A successful CPD program needs both a strong learning environment and a clear way to attract and inform its audience. PowerHouse CPD can be supported by a branded public-facing website or marketing pages that explain the offer and direct visitors into registration, enquiry, purchase or platform access pathways agreed for the solution.

Public website opportunities

Website element	Purpose
Branded landing pages	Present the organisation's CPD offer, value proposition and target audiences.
Course and program promotion	Show featured courses, learning pathways, events, subject areas and upcoming opportunities.
Audience pages	Tailor information for members, professionals, employers, partners or specific industry groups.
Calls to action	Direct visitors to register, sign in, enquire, request a demonstration or follow an agreed purchase pathway.
Trust and credibility	Present accreditation information, industry expertise, testimonials, partner information and frequently asked questions.
Campaign support	Create focused pages for launches, seasonal programs, new course releases or partner campaigns.

Marketing and engagement

The public website and the learning platform can work together as a connected customer journey. Marketing content creates awareness and interest; the platform then manages access, learning, completion and the learner record. Organisations can support this journey through email campaigns, member communications, social promotion, webinars, partner channels and direct links to selected offers.

- Promote new courses, event calendars and curated CPD pathways.
- Use consistent branding and messaging across the website and learning portal.
- Segment communications by audience, membership type, profession, employer or learning interest where supported by the available data and configuration.
- Use participation and completion reporting to inform future campaigns and content priorities.
- Develop partner-specific landing pages or co-branded campaigns where commercially appropriate.

Website scope, ecommerce or payment arrangements, analytics, search optimisation and integrations are confirmed separately. Public claims about accreditation, CPD recognition or professional outcomes remain the responsibility of the organisation making those claims.

5 Customer Licensing

Organisations can license PowerHouse CPD as a cloud-based SaaS solution. The service is configured for the agreed customer audience and is supported through recurring licence fees, with implementation and optional professional services scoped to suit the program.

Commercial component	Typical scope
SaaS licence	Recurring access to the agreed platform capability, hosting and standard service support.
Implementation	Planning, configuration, branding, administrator enablement, testing and launch support.
User or usage allowance	An agreed user tier, active-user basis or other usage measure documented in the proposal.
Optional services	Course design, content migration, data services, integrations, website work, campaign support or enhanced support.
Contract terms	Licence period, renewal, service levels, privacy, data, support and commercial conditions set out in the final agreement.

Suitable SaaS use cases

- An association delivering CPD as a member benefit.
- A regulator, peak body or professional network supporting sector development.
- A training provider expanding from facilitated training into online and blended delivery.
- An employer offering structured development to employees, contractors, customers or franchisees.
- A content owner seeking a branded environment in which to distribute its intellectual property.

6 Partner Opportunities

PowerHouse Hub can work with selected partners that want to take a CPD offer to market, add learning capability to an established service, or commercialise specialist content. The right model depends on the partner's audience, content, sales capability, service responsibilities and appetite for commercial risk.

Model	SaaS partner licence	Shared revenue model
Commercial structure	The partner pays agreed recurring platform licence fees and retains the revenue it generates from customers or learners.	Platform and market revenue are shared under an agreed formula, after defining eligible revenue, deductions, timing and reporting.
Best suited to	Partners seeking predictable platform costs, control over pricing and a direct commercial relationship with their market.	Partners with valuable content, reach or distribution capability who prefer aligned investment and returns.
Partner role	Brand, market and sell the offer; supply or commission content; manage agreed customer-facing activities.	Contribute agreed content, audience access, marketing and sales effort; participate in joint performance planning.
PowerHouse Hub role	Configure, host and support the platform and provide agreed implementation and technical services.	Provide the agreed platform and technical services and support joint operating and reporting arrangements.
Key matters to agree	Licence term, user or usage tier, implementation, support boundaries, branding, data, integrations and optional services.	Revenue definition, share, costs, refunds, payment timing, sales ownership, content rights, minimum commitments and exit arrangements.

7 Designing a Partner Arrangement

A shared-revenue model is not simply a discounted licence. It requires a clear operating model so both parties understand how the offer will be built, sold, delivered and supported. Before a proposal is finalised, the parties should agree the following matters.

Area	Questions to resolve
Market and offer	Who is the target customer, what problem is being solved, and how will the CPD offer be positioned and priced?
Audience and sales	Who owns lead generation, sales conversion, contracting, account management and renewals?
Content and intellectual property	Who owns existing and new content, who maintains it, and what rights continue after the arrangement ends?
Platform and delivery	Which features, branding, integrations, hosting, implementation and service levels are included?
Learner support	Who handles registration, billing queries, learning support, content questions and technical escalation?
Revenue and costs	What counts as revenue, which taxes or refunds are excluded, which costs are deducted, and when are payments made?
Data and privacy	Who is responsible for learner notices, consent, data quality, access, retention and regulatory obligations?
Performance and governance	What targets, reporting, review meetings, minimum commitments and decision rights apply?
Term and exit	What happens to active learners, records, content, customers and unpaid revenue when the arrangement ends?

Potential partner profiles

- Professional associations and membership bodies with an established member audience.
- Training, consulting and advisory firms with specialist content or facilitators.
- Publishers and content owners seeking a structured digital delivery channel.
- Software and service providers wanting to add CPD to an existing customer proposition.
- Universities, colleges and industry organisations extending professional and continuing education.

8 Next Steps

The next step is a discovery discussion to confirm the intended audience, CPD model, content strategy, brand, website requirements, reporting, integrations and preferred commercial approach. PowerHouse Hub can then prepare a tailored scope and commercial proposal.

Discovery topic	Information to consider
Audience	Expected learner numbers, customer types, regions and access arrangements.
CPD framework	Points or hours, completion rules, evidence, certification and reporting requirements.
Content	Existing courses, SCORM packages, new course-development needs, events and content ownership.
Brand and website	Branding, domain, public pages, marketing journey, registration and enquiry requirements.
Technology	SSO, member or HR systems, data exchange, webinars, payments and other integrations.
Commercial model	Customer SaaS licence, partner SaaS arrangement or shared-revenue opportunity.

Important The precise feature set, service scope, delivery timeframes, pricing and commercial responsibilities are confirmed in the final proposal and contractual documents. Demonstrations and solution design should be based on the customer's intended operating model and regulatory context.