CPD Academy Rebrand: Tugaru, the Learning Management System (LMS)

Tuesday 10 March, 2015

We are delighted to announce that CPD Academy has rebranded as Tugaru.

Despite the name change, design overhaul, and system upgrade to Kentico 8.1, it is still business as usual. We will continue to work with our existing clients as before, providing the same service, delivered by the same team.

Why did we rebrand?

We want to bring Tugaru to a wider, global market. This is reflected in our design choices and the decision to create a new brand name that doesn't have any preconceived ideas or products associated with it. We have built upon and optimised our already incredibly powerful learning management system to create something not seen in the market at present.

The world of eLearning is changing rapidly, and we want to be at the forefront. Over the last few months, we have invested our time and energy into evaluating and improving upon our Learning Management System, formerly called the CPD Academy, so that we can provide the highest standard of learning solutions.

As a result, we have redesigned the look and feel of the site, redesigned the interface of the LMS, upgraded the system to Kentico 8.1, and even changed the name to Tugaru!

Where did the branding inspiration come from?

We wanted to create a brand that reflected the company and product behind it – innovative, creative, and personal.

Tugaru means nothing – to our knowledge! This reflects the fact that we don't feel we are tied down to any preconceived notions of eLearning providers, and neither are our products. Our learning management solutions are built around the client and learner needs, so flexibility and creativity are integral.

Furthermore, we are a young, approachable team who are very passionate about delivering a high quality service, we are here to listen to and work with people from all different backgrounds with very different needs.

What next?

We are currently developing the next step, Tugaru: Adapt, which delivers personalised learning experiences by utilising user behaviours and preferences to shape content. The Tugaru team here really feel they have created something very special; something which will raise the bar in the eLearning technologies world.

We will be updating the website with news of this shortly, so keep your eyes peeled to find out more.

To find out more about Tugaru or to arrange a demo, you can contact us at hello@tugaru.com or call us on +44 1752 391 005.

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