MapleLMS
Anywhere. Anytime. Any device

CASE STUDY

Empowering Workforce Learning with a Salesforce LMS integrated with Fonteva

HARDI had relied on some other LMS for multiple years before transitioning to MapleLMS in 2021 to benefit from its advanced capabilities, flexible pricing model, and 24/7/365 customer support. The move enabled the successful implementation of a centralized Learning Management System for employee training and professional development.







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About the Client

Heating, Air-conditioning & Refrigeration Distributors International (HARDI) is the premier trade association dedicated to advancing the HVACR distribution industry across North America. Its roots trace back to 1935 with the formation of the Refrigeration Parts Association, which evolved into the Air-conditioning & Refrigeration Wholesalers (ARW) in 1958. In parallel, heating wholesalers organized in the late 1940s, later becoming the Northamerican Heating & Air-conditioning Wholesalers Association (NHAW).

In 2003, ARWI and NHRAW consolidated to form HARDI, unifying the industry under one collaborative platform. Today, HARDI represents 420+ wholesale distributors, nearly 300 manufacturers, and 100 manufacturer representatives, accounting for roughly 70% of the HVACR distribution market value. HARDI focuses on education, advocacy, data-driven insights, and workforce development—empowering members with the information and resources needed to strengthen distribution channels and drive sustainable industry growth.

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The Challenges



1. Limited LMS Flexibility and Scalability

Their previously used LMS no longer aligned with HARDI's evolving training needs, making it difficult to scale programs & introduce new learning experiences for a growing and diverse audience.



2. Complex Association and Subscription Management

Managing multiple subscription types for members, non-members, and external users was operationally cumbersome and lacked automation and clarity.



3. Disconnected Systems and Data Silos

The absence of deep integration between the LMS, AMS, and CRM resulted in fragmented data, manual processes, and limited visibility into learner engagement and performance.



4. External Learner and Microsite Management Gaps

HARDI required the ability to support microsites and external users (beyond internal staff) without compromising user experience or administrative control.



5. Data Migration and Continuity Risks

Transitioning historical learner data and course content from the existing LMS posed risks around data accuracy, continuity, and reporting integrity.



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Solutions Provided by MapleLMS

1. Modern, Centralized LMS Implementation

MapleLMS delivered a robust, scalable Learning Management System purpose-built for employee training and professional development, enabling HARDI's staff to modernize its learning ecosystem.

2. Advanced Subscription and Access Management

Customized subscription models were implemented to support different learner groups, memberships, & add-ons—streamlining enrollment, access control, & renewals.

3. Seamless AMS, CRM & Course Library Integrations

MapleLMS delivered the learning platform after being tightly integrated with Fonteva AMS, Salesforce, and BizLibrary, ensuring real-time data synchronization, unified learner profiles, and improved reporting across systems.

4. Microsite and External User Enablement

Dedicated microsite management capabilities allowed HARDI's staff to deliver targeted learning experiences to external users and partners while maintaining centralized administration.

5. Secure Data Migration and Ongoing Support

MapleLMS managed the complete migration of historical data from their previous LMS, ensuring data integrity and continuity, supported by responsive customer service throughout and after implementation.



These solutions enabled HARDI to transition smoothly to a future-ready learning platform aligned with its long-term workforce development and industry education goals.

Results: Measurable Transformation

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65% INCREASE IN TRAINING COMPLETION RATES

Since implementing MapleLMS, HARDI achieved a 65% improvement in training completion rates across employee and member programs, driven by the platform's intuitive interface and seamless integrations with systems and tools.

70% REDUCTION IN ADMINISTRATIVE TIME

Automated subscription management, enrollment workflows, and data synchronization between systems reduced manual administrative tasks by 70%, allowing HARDI's team to focus on strategic initiatives rather than operational overhead.





48% IMPROVEMENT IN LEARNER ENGAGEMENT

Learner engagement metrics, including course logins, content interactions, & time-on-platform, increased by 48% following the migration. The unified learner experience and BizLibrary course integration provided relevant, high-quality training content that resonated with members.

100% SUCCESSFUL DATA MIGRATION WITH ZERO DOWNTIME

MapleLMS successfully migrated all historical learner data, course records, and completion certificates from their LMS with complete data integrity and continuity, ensuring uninterrupted service for HARDI's 400+ distributors and members.





5X FASTER TIME-TO-COMPETENCY FOR NEW EMPLOYEES

Structured onboarding pathways & centralized training resources enabled new HARDI employees to reach full productivity 5X faster compared to the previous system, accelerating workforce readiness & reducing onboarding costs.

85% REDUCTION IN REPORTING TIME THROUGH REAL-TIME ANALYTICS

Seamless system integration provided HARDI with comprehensive, real-time visibility into learner progress, certification status, & training ROI—eliminating data silos & enabling data-driven decision-making for workforce development strategies. Reporting generation time was reduced by 85%, from multiple days to minutes.





Conclusion

HARDI successfully modernized its learning infrastructure when our team implemented MapleLMS within 4 weeks, streamlined association-wide training, and unified LMS, Fonteva AMS, and Salesforce data. The organization achieved greater operational efficiency, scalable learner engagement, and an efficient training-ready platform to support continuous workforce and industry development.

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About MapleLMS

MapleLMS is the Top Rated Salesforce LMS on AppExchange, eLearning, G2, and others. We are a leading AI-powered LMS for Associations, Nonprofits, and Enterprises for learning and training.



Trusted by 400+ organizations worldwide!

Contact:

For more information about how MapleLMS can transform your organization's learning infrastructure, visit www.maplelms.com or contact care@maplems.com

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