Market Insight Guide for Learning Content and Training Providers

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Topic: Learning, Learning Content

Issue: Who are the vendors that are making a Learning Content and Training?

September 26, 2023 | Research Note 2023-36v



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SUMMARY

The market for Learning Content is large and diverse. There are many providers and while many look similar in nature, there are vast differences in what is offered and in the overall quality of the content provided. Aragon's MIG provides the insights to make the right vendor selection.

KEY TAKEAWAYS

- Learning Content varies in quality
- Learning Content needs to be sourced from multiple providers
- Enterprises need to establish standards for Learning Content Courseware

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Introduction

The Learning Market Shifts Its Attention to Skills and Content

While the last twenty-five years could have been described as the era of Learning Management, Learning has always been about transferring knowledge to people. So, the challenge in the enterprise is to seek out courses and learning content and to blend that together to form a curriculum for all the different roles and jobs in the enterprise.

Competency is more than just skills; but skills do play a role in being able to perform any role. Enterprises license many platforms to deliver basic skills and knowledge and then develop their own curriculum licensing content as well as developing their own custom content. Aragon feels that renewed focus on skills development and role-based training is what high-performance organizations continue to do but the rest of the organizations need to mimic these performance-focused best practices. This Market Insight Guide profiles 19 providers that offer Learning and Training content. Some also offer Learning Platforms (combinations of LMS/LXP).

Learning and Skill Development as Part of Employee Experience

Employee engagement platforms put people at the center of focus. It is no longer just about tracking talent; it's about putting people in the middle of the conversation and investing in people. One of the fastest ways to improve the organization's performance is to enhance the operational knowledge of the workforce. This makes learning much more of a strategic focus than it ever has been, and that is why more organizations are realizing that they must invest more in learning, not less.

People continue to have a strong desire to learn every day. Aragon refers to the overall talent management market as employee engagement. Today, part of the challenge of keeping associates working at the enterprise is keeping them engaged. Learning is a key part of employee engagement, and it starts the day that the associate is hired.

Achieving operational excellence requires knowledge and know-how. This is why enterprises need to look at their learning requirements as much deeper than just a set of skills-based courses. That said, people are curious; offering them the ability to learn new skills is part of the employee engagement playbook.

The main learning topics that this report focuses on are:

- AI Training for IT and Business
- IT topics, including areas like Cloud and Security
- Business Skills
- Leadership Skills

The Goal of Better Skills and High Performance

Because employees also want a better experience, they are attracted to enterprises that have that level of focus on skill development, so it's a double advantage to make investments. It benefits the company

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through higher growth and benefits associates because they learn their skills and often learn to develop loyalty to the enterprise that didn't exist before.

The challenge for every enterprise is the quest to find the right learning content, and this Market Insight Guide will assist enterprises by helping to convey which providers offer which type of training and courseware.

There are three types of Learning Content:

- Off the Shelf
- Modified Off the Shelf
- Custom Content

Off-the-Shelf Content

Often referred to as pre-packaged courses, off-the-shelf courseware is the main focus of this report. While much of this type of learning is foundational, the great news is that for many roles—firms offer a complete curriculum.

Within off-the-shelf courses, there are many different ways to deliver content, and that is one of the things that enterprises should look to measure and evaluate. In the past, many L&D departments would only look for the courses by topic. Often, they did not evaluate the course quality of the delivery methodology.

Live instruction has made a comeback—particularly remote live instruction via a Video Conferencing platform such as Cisco Webex, Google Meet, Microsoft Teams, or Zoom. One thing to consider is that basic skills can often be overviewed by a self-paced e-learning course. A live class is often used to reinforce the learning from the self-paced course.

Modified Off-the-Shelf

Modified off-the-shelf content refers to a course that can be tweaked for a particular type of instruction or customer need. Many enterprises desire a particular course that is modified slightly for policies or best practices for that particular role. This is why so many firms offer a services business unit that can offer modified or completely custom course.

Custom Courseware

Many enterprises have particular needs when it comes to developing courses that pertain to internal processes or products and services. Particularly for product launches, there are often deadlines for the rollout, and sales service and support need to be trained. Often, third parties are hired to help speed up the development of the training content.

This is an important part of the market, but we will not be evaluating custom content providers in this report.

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Hands-on Labs and Practice—What Buyers Want and Need

Today, it is very important to understand the types of certifications that learners go through when they take classes. A growing trend is practice sessions, also called hands-on labs, followed by a skill assessment. Operational Managers need to know if an employee can do a particular skill, so practice sessions, labs, and role plays are all ways to ascertain if the person can perform the skill.

Learning Content—Partnering with Learning and Development

The shift to learning experiences means that it's not always one size fits all when it comes to vendor selection for learning content. Everyone is recommending that business units consider dedicated development resources for training and knowledge delivery in addition to partnering with learning and development.

In some cases, outside groups need to be hired to deliver training by a certain timeframe.

While in many cases, product launches focus on the training that is required, it is also needed for specific roles. It is often the case in both sales and service that dedicated sales trainers are part of the organization because so much regular knowledge transfer is needed, and experienced people are there to give guidance.

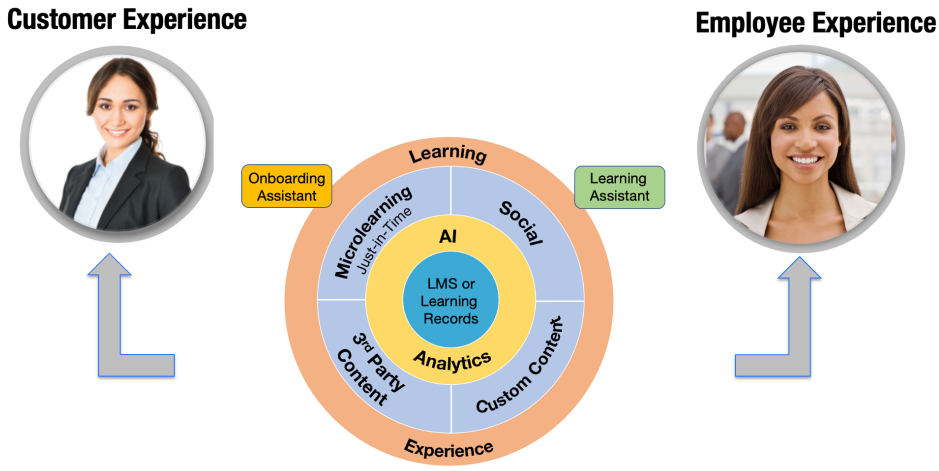


Figure 1: Learning is critical for both employees and customers.

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Mastery-Based Learning Is Shared by Business Units and L&D

Mastery-based learning focuses on the skills needed to perform certain roles. It often involves levels of capabilities and a curriculum that starts with basic proficiency and goes all the way to expert classifications. Business divisions at enterprises are often responsible for ensuring that associates and partners have mastery—basically that they are certified to do a certain job.

The need for advanced learning paths means that business units need to partner with learning and development. If we look at the different parts of a learning path, each group should take on some of the fundamentals. Note it may be that the business unit owns the role and the content and leverages L&D to deliver some of the content, along with partners.

Business Unit	**Learning and Development Organization**
Entry level Product Training	Employee Onboarding Courses
Mid-Level Product Training	Basic Skills Courses
Advanced Product Training	Secondary Role
Customer facing Training	Secondary Role

Table 1: Breaking down the roles and responsibilities for Learning Content Development.

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Skills: Learning Content vs. Learning Training

Most of the Content providers in this report offer off-the-shelf courses. This means that there is a course the user takes and often reviews exercises or a test at the end. This is one of the ways that people can learn skills, but it takes skills, knowledge, and process to perform a role.

Courses that are part of a role-based approach to training are something to look for. Also, providers that offer the option of live instructors (onsite or virtual) should also be looked at carefully. What we would say is that the more critical the job is at your firm, the more important and vital training is to successful performance.

Roles—Being able to Perform a Job

So, when evaluating Learning Content and Training providers, it is important to look at both core skills learning and role-based training. Both go hand in hand. An analogy—in sports, a player on a team needs to have skills to play the sport. On top of that, they need to know how to play their role—either as an individual or as a member of a team.

This rings true for enterprises as well. If anything, investments in training have not kept up with the shift to becoming a digital business. Technology is playing a bigger role in nearly every job, and with Generative AI, real work assistants will be in the workplace.

Training employees on how this new technology can be put to work is just one aspect of some of the coverage in this report. For the enterprise overall, learning how to buy (or build) predictive applications to increase the speed of the business – is an area that many enterprises are only now becoming aware of (note, Aragon does advise enterprises on AI).

Building a Learning Curriculum—The Ecosystem Manager

Aragon advises that the providers in this report are part of the learning ecosystem you need to build. However, for each department in your enterprise, there needs to be a manager – someone we refer to as an Ecosystem Manager – who oversees the building of training programs.

Providers in this report are part of the equation of building out a full role-based training program. Some providers allow you to mix and match content from different providers to accomplish this, but often you need more.

LXPs were supposed to do this, but often functionality is limited. The truth is the enterprise does need a Learning Platform to build out the role-based training. It should be noted that a few providers do enable this to varying degrees. See providers such as Cornerstone, Degreed, Schoox, Skillable, and Skillsoft as examples.

Classifying Learning Content and Training Providers: Who does what?

Table 2 below provides a high-level overview of who does what and to what degree. Many providers are broad but may specialize more in Business Skills, Personal Skills, or IT Skills.

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Provider	Business Skills	IT/Tech Skills	Leadership	AI
BizLibrary	●	●	◑	◔
Coursera	◕	●	●	●
Cornerstone	●	◑	●	◑
CrossKnowledge	●	○	◕	○
D2L	●	●	◑	◕
Docebo	●	●	◕	◕
Degreed	●	●	◑	◕
Go1	●	●	◕	◔
HealthStream	○	●	○	●
Infosec	○	●	◑	◔
LinkedIn Learning	◕	◕	●	◑
Open Sesame	●	●	◔	●
Pluralsight	●	●	◔	◑
Richardson	●	○	○	○
Schoox	●	◑	◕	○
Skillsoft	●	●	●	●
Skillable	○	●	○	◕
Udemy	●	●	●	●
Udacity	●	●	◑	●

Table 2: Classifying which Learning Providers offer in terms of the four topic areas.

Focus on IT Skills and Development (DevOps)

IT Skills are critical for the enterprise, and in the early days of the Learning Content market, it was all about IT Skills. While many of the providers in this report offer self-paced courses and certificates, more of them are offering live training as well, often via an online class, such as via WebEx or Zoom. Others actually offer classroom training.

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Enterprises may quickly realize that it may be that to meet the needs of the different teams in IT, more than one provider will be required. Realize that individual skills for an IT Professional may be on basics such as programming, analytics or, in many cases, running applications in the cloud. Enterprises also need to realize that some providers focus exclusively on training provided by a vendor, such as Amazon AWS, Google, IBM, or Microsoft.

Artificial Intelligence (AI) and Data Science Training

We included a dedicated overview of the AI offerings of each provider because AI is becoming so critically important. Since the demand for AI increased substantially in 2023, we expect to see more providers go further into AI capabilities.

There's still a lot of focus on the basics, such as R and Python programming. Some providers offered more robust instruction on things such as machine learning, deep learning, and generative AI. Many of the courses that are available focus on specific tools such as Azure AI Google vertex or AWS SageMaker.

We do encourage enterprises to focus on AI training for business leaders, including senior management, operations management, product management, and product marketing.

Business Skills

Business skills is a growing area, and many providers have increased the number of courses they offer. While some focus on individual skills such as using office editor tools or marketing tools, there is a growing focus on business roles, which is badly needed by most enterprises. Roles offered include:

- Finance
- Leadership
- Marketing
- Project Management
- Sales
- Workplace Safety

There are a few providers who are role or industry-specific. These include:

- HealthStream—exclusively focused on training for Healthcare Professionals
- InfoSec—exclusively focused on Cyber Security Training and Certifications
- Richardson—exclusively focused on Training for Sales organizations.

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Provider	Individual Skills / Workplace	DE&I	Finance	Leadership	Marketing	Project Management	Sales	Other
BizLibrary	✓	✓	✓	✓	✓	✓	✓	
Coursera	✓	✓	✓	✓	✓	✓	✓	
Cornerstone	✓		✓	✓	✓	✓		
CrossKnowledge	✓	✓		✓		✓		
D2L	✓		✓	✓	✓	✓		✓
Degreed	✓	✓	✓	✓	✓	✓		
Docebo	✓	✓	✓	✓	✓	✓		
Go1	✓	✓	✓	✓	✓	✓		
HealthStream	✓			✓				✓
Infosec	✓			✓		✓		
LinkedIn Learning	✓	✓	✓	✓	✓	✓	✓	✓
Open Sesame	✓	✓	✓	✓	✓	✓	✓	
Pluralsight	✓		✓	✓	✓	✓	✓	
Richardson				✓	✓		✓	
Schoox	✓	✓	✓	✓	✓	✓		
Skillsoft	✓	✓	✓	✓	✓	✓	✓	
Skillable	✓	✓	✓	✓	✓	✓		
Udemy	✓	✓	✓	✓	✓	✓		✓
Udacity	✓	✓	✓	✓	✓	✓		

Table 3: The business skills offerings by provider.

Learning Journeys: Learning Platforms LMS/LXP, Employee Experience

Some readers of this report may just need to buy a few courses, and that is fine. The larger need is to assemble a set of courses into a curriculum, and that's where learning infrastructure providers come into play.

Modern Learning Platforms (LMS/LXP)

The most common approach to learning today is to acquire a modern learning platform, also referred to as either an LMS or an LXP. Learning experience platforms often have embedded content, but given that trend, even LMS providers are jumping into the content/courseware market with bundles.

The return of dedicated learning providers is good for the market—as learning has always been about an ecosystem (learning application and learning content). Many buyers were not happy

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with the bundle approach from large HCM providers and, as such, have often augmented their suite with a dedicated model Learning offering.

Modern Learning Bundled as Part of a Talent Management Suite

This has been the trend that has risen over the last 15 years. Today, HCM and talent management providers offer a learning module as part of the bundle. These providers are now morphing to meet the demand for employee experience, and providers such as Oracle offer both a talent management offering and a new employee experience offering.

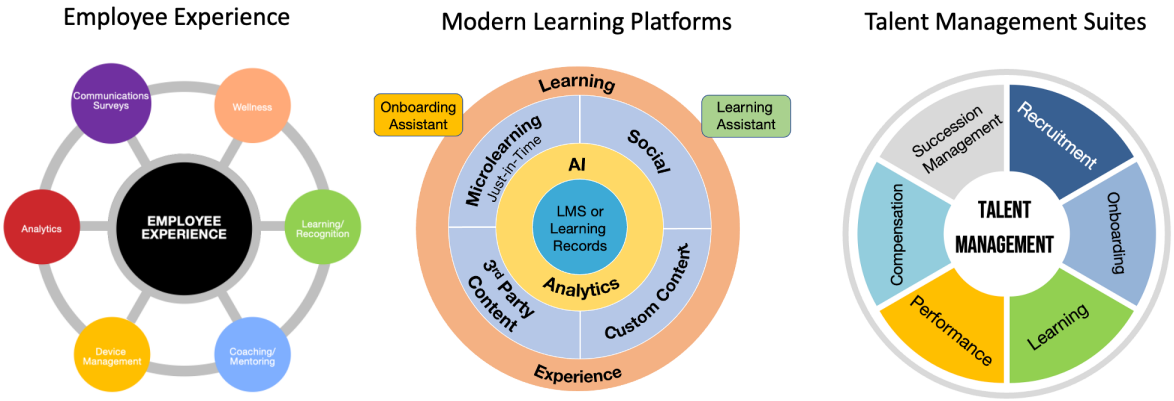


Figure 2: In 2023, Enterprises will have multiple ways to acquire and deliver learning.

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Aragon sees five critical learning journeys that need to be addressed: onboarding, professional skills, job-specific skills, on the job training—with coaching, and just-in-time microlearning (see Note 1).

Licensing and Building Modern Learning Content

The question that often comes up about learning content is whose responsibility it is to develop or procure training content. This singular issue has often led to incomplete training programs. Today, while L&D is racing to add more professional skills-based content, the business unit often owns the responsibility. Due to COVID, business units are in a race to digitize legacy classroom courses that also need modernization.

The availability of modern training content opens up the choice for enterprises. In many cases, video learning, microlearning, and in-depth training courses all need to be part of a learning path. Getting the right mix is important. Today, enterprises are just discovering the power of both microlearning and video learning.

One of the key evaluation criteria for learning providers needs to be the ease of adding content to their learning platform. This includes the ability to purchase content upfront or via the vendor's app store or marketplace. The store/marketplace allows for ease of locating the partner apps and, in many cases, drives the purchase of apps.

Note 1: Critical Learning Journeys

1. Onboarding

New employees and new customers need to be onboarded and have the basic knowledge to get started. It is important that the initial onboarding experience be positive. Video can play an important role here.

2. Basic Professional Skills

This is where there has been a lot of focus on having a library of courses to address individual professional skills development. Associates, particularly younger ones, are looking for this type of training so they can advance faster. Enterprises need to be aware that a significant amount of skills-based training that is available is cursory—it often does not meet the needs for a power or advanced user.

3. Job-Specific Learning Paths

For specific role-based training, the business unit usually takes responsibility for this area. For example, in sales or service, those organizations will ensure that sales training or service training is delivered, ensure that salespeople can sell, and ensure that service staff can repair equipment.

This is where a mastery-based learning approach can come into play. Certifications based on a set of skills (e.g., basic selling, account management, advanced client engagement) can be a valuable way to confirm competency.

4. On-the-Job Training—Coaching Becomes Key

Once some of the training has been accomplished, it is time to put the knowledge to work on the job. This helps to reinforce what has been learned. Managers play a key role here to coach at the right time. Some of the learning offerings available monitor activities and suggest actions to reps directly or tell the sales manager who they need to spend time with.

5. Just-in-Time—via Microlearning

The need to have learning reminders—to bring knowledge to the forefront—is what microlearning is all about. Today, many providers don't offer microlearning and may end up partnering with vendors such as Axonify or Qstream.

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Learning Delivery—More than Self-Paced

The need to deliver training is about knowledge retention. While so many vendors offer self-paced training, there are many that offer live instruction and more in-depth mastery techniques such as labs and skill challenges. Skillable and Skillsoft are leading in this area. In Table 4 we list the different types of delivery:

- Self-Paced
- Live Instructor
- Customizable Learning Paths
- Hands-on Labs/Challenges

Provider	Self-Paced	Instructor Led	Customizable Learning Paths	Labs and Skill Challenges
BizLibrary	✓	✓	✓	
Coursera	✓	✓		
Cornerstone	✓	✓	✓	
CrossKnowledge	✓	✓	✓	
D2L	✓		✓	
Degreed	✓	✓	✓	
Docebo	✓		✓	
Go1	✓		✓	
HealthStream	✓	✓		✓
Infosec	✓			✓
LinkedIn Learning	✓		✓	✓
Open Sesame	✓		✓	✓
Pluralsight	✓		✓	✓
Richardson	✓	✓	✓	✓
Schoox	✓		✓	
Skillsoft	✓	✓	✓	✓
Skillable	✓		✓	✓
Udemy	✓	✓	✓	
Udacity	✓	✓	✓	

Table 4: Learning Delivery Methods by provider.

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BizLibrary

BizLibrary is based in Chesterfield, Missouri and is led by CEO Dean Pichee. BizLibrary offers an LMS, but they are primarily known for their growing Library of off-the-Shelf Courses. They also offer live instructor-led courses that span 4-16 weeks.

BizLibrary focuses on both business and IT Skills. Their instructor-led offerings are expected to grow in demand. Each topic area in both business and IT has over 1,000 lessons. Courseware is provided by third-party content producers.

BizLibrary offers both self-paced courses and BizAcademy, a selection of instructor-led offerings. BizAcademy currently is focused on both basic and executive leadership via a 4–16-week curriculum.

On IT Skills, BizLibrary offers core software training for Adobe, Microsoft Office, and Quickbooks. They have a broad set of courses for IT, including IT Essentials, Databases DevOps and Java, and Web Design, including WordPress.

On Business Skills, BizLibrary has a comprehensive list of business skills and roles. Topics include business essentials, business math, Communication Marketing, Presentation Skills, and Project and Time Management. On top of core business skills, they offer training for Finance, Banking, Manufacturing, Sales and Service, and Workplace Safety training. They also include the basics of OSHA.

On Leadership Skills, they offer Management Essentials, New Manager Training, and Mentoring. They also offer courses on core management skills, including Conflict Resolution, Delegation, Remote Leadership, and Team Building.

On AI Skills, BizLibrary does have some basic courses on Machine Learning, and we expect them to add more to this topic area over time.

About BizLibrary:

BizLibrary offers a large library of off-the-shelf learning content and instructor led courses for business and IT.

Founded: 1997

Location: Chesterfield, Missouri

CEO: Dean Pichee

Key Offerings:
BizLMS
BizAcademy
BizSkills
Content Library

Website:
https://www.bizlibrary.com

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D2L

D2L, which is based in Kitchener, Ontario, and led by CEO John Baker, completed its IPO in November 2021, raising about $120 Million. D2L focuses on four core vertical markets: Associations, Higher Education, K-12, and Corporate. D2L for Business offers skills mapping, off-the-shelf-content and custom content in one integrated and modern solution.

For custom content D2L Brightspace provides an engaging experience for the learner with a particular focus on video learning, mastery-based learning, and social feedback.

In November 2022, D2L launched the Brightspace Creator+ package, which is designed to enable low-code creation of course content. Creator+ offers templates to speed up course creation, a styling tool that integrates with video editing tools to enable more visual experiences, and a Practices tool to enable practice exercises and quizzes.

Launched in July 2021 to provide an off-the-shelf catalog of upskilling opportunities, D2L Wave focuses on providing an entire set of career skills to enterprise associates. D2L Wave will partner with a number of providers, including a number of higher education universities and training providers. D2L Wave covers a large number of job proficiencies, including Cloud Computing, general business skills, leadership skills, and more.

D2L for Business allows Brightspace, Wave and Creator+ to be deployed together or in customized combinations.

On IT Skills, D2L offers IT certifications via a partnership with Learning Tree International, as well as the Canadian association of IT Professionals (CIPs). Topics include Cloud Computing, Dev Ops, Office 365, Cyber Security, and Project Management. They offer a number of Certifications.

On Business Skills, Via D2L Wave, they target healthcare manufacturing retail and higher education via the D2L Wave Catalog. D2L also partners with the Canadian Professional Sales Association for Sales Training. They also have partnerships for training in Construction and Welding.

On Leadership Skills, they offer a large variety of leadership courses. The list of over 1500 courses is substantial. Of that 31 were ranked as

About D2L

D2L for Business offers its Brightspace Learning Platform and its Wave Learning Platform along with skills mapping consultation.

Founded: 2021

Location: Kitchener, Ontario

CEO: John Baker

Key Offerings:

Brightspace
Wave

Website:
https://www.D2L.com

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Advanced. They also offer a Leadership and HR Certificate that in partnership with Macquarie University.

On AI Skills Via Learning tree, they offer a growing set of AI Training, including, AI Overviews, R and Python, ChatGPT, and Graph Databases.

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Coursera

Coursera is based in Mountain View, CA and is led by CEO Jeff Maggioncalda. Coursera focuses on learning courseware and offers courses that can lead to certificates and degrees online. They partner with over 300 Universities and a number of other partners for specific courseware. An example of partner is Bookkeeping from Intuit.

Coursera offers a wide range of courses on a variety of topics, including IT skills, business skills, and soft skills. Coursera's courses are available on-demand, and they offer 3000 content hands-on guided projects that helps to drive skills mastery. An example is that a user can practice in Microsoft Excel, Tableau, or Power BI. Prices vary but a monthly fee is in the range of $399 a month per person, which is a good value.

For enterprises they offer Coursera Academies in areas such as Leadership, Tech Data and Analytics, Marketing, Finance, and general Careers. For enterprises the ability to create guided hands-on projects should be appealing.

On IT Skills, this includes core skills such as security, programming, web development. They also offer Project Management – a critical skill for Engineering and Product Managers. Many of their courses lean heavily on partner offerings from providers such as Amazon AWS and Google CCP.

On Business Skills, Coursera focuses on Finance, Leadership and Marketing and Project Management. They offer guided projects for finance and accounting. For Marketing, the focus is on tools such as Adobe Photoshop and Canva. Project management is also tools-focused, including using Miro, Jira, and Wrike.

On Leadership Skills, they offer a large variety of leadership courses. This list of over 1,500 courses is substantial. Of that 31 were ranked as Advanced. One key aspect of their offering is that they offer a Leadership and HR Certificate that is offered in partnership with Macquarie University.

On AI Skills, we did see a growing number of courses on topics such as Computer Vision. They offered limited courses on Deep Learning so this would be considered a basic set of capabilities.

About Coursera:

Coursera offers a growing set of learning content and instructor led academies for both business and IT.

Founded: 2012

Location: Mountain View, CA

CEO: Jeff Maggioncalda

Key Offerings:

Coursera for Individuals
Coursera for Businesses
Coursera for Government
Coursera for Universities

Website:
https://www.coursera.org

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Cornerstone

Cornerstone OnDemand (CSOD) was acquired by Private Equity firm Clearlake Capital in a $5.2 billion deal and named Himanshu Palsule as its new CEO in January 2022. As CSOD became a private company, the appetite for acquisitions increased. In 2021, CSOD announced it was buying both EdCast and SumTotal Systems for undisclosed amounts. CSOD now has four install bases that it serves: Cornerstone, Saba, SumTotal, and EdCast.

CSOD offers both LMS and LXP functionality, as well as a full talent management platform. CSOD offers the ability to create your own learning content and has been focusing more on reselling learning content. Learning content has become a growing revenue channel for it. Its new Content Studio will enable users to find, create, and deliver content from any source.

Cornerstone focuses on learning courseware with three ways to engage: Content Anytime, which are curated subscriptions, Ala Carte, a catalog of courses and videos, and Cornerstone Originals—courses created inhouse by the Studios team and is part of the subscription offerings.

On IT Skills, Cornerstone offers a growing set of IT Skills training. This includes core skills such as Windows, security, programming, and web development. They also offer Project Management, a critical skill for Engineering and Product Managers. Many of their courses lean heavily on partner offerings from providers such as Amazon AWS and Google CCP.

On Business Skills, CSOD offers professional skills including Digital Natives. They also offer basic courses on Excel and other Office tools. Project management is also tools focused including using Miro, Jira and Wrike.

On Leadership Skills, they offer nine courses with a focus on Digital Natives and their career advancement. Cornerstone offers more Leadership and Management courses via partners.

On AI Skills, there is a small set of AI courses focusing mainly on IT and Engineering Professionals. A few Python courses were offered.

About Cornerstone OnDemand:

Cornerstone OnDemand offers Learning and Talent Management and a growing set of Learning Content, both off the shelf and custom.

Founded: 1999

Location: Santa Monica CA

CEO: Himanshu Palsule

Key Product Offerings

LMS
Edcast by Cornerstone Content
HCM
Performance Management
Recruiting & Onboarding

Website:
https://www.cornerstoneondemand.com

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CrossKnowledge

CrossKnowledge is a wholly-owned subsidiary of Wiley and Sons. They are led by Senior VP Romain Mallard and are based in Suresnes, France with teams across the globe. CrossKnowledge offers a mix of a blended learning experience, a library of learning content developed with a wide faculty of thought leaders, facilitation expertise and facilitated programs, and a range of specialized services including learner marketing and learning design.

Blendedx, its blended learning experience, enables its customers to develop their own training courses and training programs through a variety of learning activities. It also comes with a dedicated facilitation workspace. CrossKnowledge's full solution also includes another format, Learning Channels, for more unstructured learning.

Storing over 20,000 pieces of bite-sized content in up to 18 languages, 350+ programs in up to 9 languages, and 4 facilitated learning programs, CrossKnowledge's programs, capabilities & expertise covers a wide range of human skills, leadership development skills, and management skills.

Clients are also supported in delivering and designing training programs to address their pressing business challenges by CrossKnowledge's facilitation and learning design experts, with 4 ready-to-deploy programs on the challenges of today's middle managers, and the capability to co-design entire facilitated programs on demand to meet a specific need.

It is the well-balanced blend of these three elements with CrossKnowledge's experience in learning design, pedagogy, learning technology, and learner marketing that delivers fully thought-out learning solutions, built to generate a real, powerful impact in global organizations like Legrand, Air France KLM, Alstom, Pandora, Molton Brown, and many more.

On IT Skills., CrossKnowledge is exclusively focused on human skills, management skills, and leadership skills.

On Business Skills, CrossKnowledge offers professional skills including Digital Natives. They also offer Personal Development, Interpersonal Development, DE&I, Remote Work and Well-being.

On Leadership Skills, they offer over 150 courses for leadership and Management development, with a focus on addressing the complete employee lifecycle, including Digital Natives and their career

About Cross Knowledge

CrossKnowledge offers focused upskilling solutions in personal and interpersonal development, management, and leadership.

Founded: 2000

Location: Suresnes, France with teams across the globe

SVP: Romain Mallard

Key Product Offerings

Learning Solutions
Learning Content
Learning Platform

Website:
https://www.crossknowledge.com

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advancement. With the basics, including First Time Managers, there are also deep dives into diversity, motivating others, and coaching, among others.

On AI Skills CrossKnowledge is exclusively focused on Business and Personal skills development.

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Docebo

Since its second IPO in December 2020, Docebo has continued to grow at a double-digit rate. In March 2021, the company launched Docebo Content—an off-the-shelf content library powered by multiple content aggregators, as well as Docebo Shape (a content creation tool that leverages AI) and Docebo Impact (which measures the effectiveness of learning programs).

In October 2021, Docebo expanded its product portfolio with the addition of Docebo Connect (an integrations marketplace that helps to streamline integrations with other applications) and Docebo Flow, which injects personalized learning experiences into the flow of work. Docebo also continues to offer Docebo analytics as part of its Learning Platform. Amazon Web Services selected the Docebo platform to power their AWS Training and Certifications product offerings. In January 2022, Docebo acquired Skillslive, a Learning Consulting firm in Melbourne, to expand its APAC presence. In June 2023, Docebo announced that it had acquired Edugo.AI to expand its Generative AI technology and further enhance Docebo Shape. Docebo continues to support a number of external libraries through robust integrations, allowing customers to use their existing subscriptions to content providers like LinkedIn Learning, Skilla and more directly within the Docebo Learn LMS.

In addition to these integrations, Docebo also offers their own content library, Docebo Content, which is powered by multiple content aggregators and includes more than 25,000 courses from 150+ publishers across more than 45 languages. Within this selection, users can find audio lessons, book summaries, presenter-focused experiences, and virtual reality simulations across a range of topics. With a focus on more than just compliance training, Docebo Content includes material on Business Skills, Safety, Wellness, DEI, Leadership & Management, Technology and certification prep for Microsoft, PMI, CompTIA and more.

On IT Skills, Docebo offers a host of IT training and courses via partners such as CompTia. This includes Cloud, Networking, Programing, and Security.

On Business Skills, Via D2L Wave, they target healthcare, manufacturing, retail, and higher education via the D2L Wave Catalog. D2L also partners with the Canadian Professional Sales Association for Sales Training. They also have partnerships for training in Construction and Welding.

About Docebo

Docebo is focused on both its AI Learning Suite and its growing library of Learning Content and Training.

Founded: 2012

Location: Toronto

CEO: Claudio Erba

Key Offerings:

Learn LMS
Shape
Content
Learning Impact
Flow

Website:
https://www.docebo.com

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On Leadership Skills, they offer a large variety of leadership courses. This list of over 1,500 courses is substantial. Of that 31 were ranked as Advanced. They do offer a Leadership and HR Certificate that is offered in partnership with Macquarie University.

On AI Skills Via Learning tree, they offer a growing set of AI Training, including, AI Overviews, R and Python, ChatGPT, and Graph Databases.

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Degreed

Degreed brought back Co-Founder David Blake as CEO after buying his new mastery-based learning start-up, Learn In. Degreed raised a Series D round in April 2021 of $153M, and total funding now totals $411M. Degreed helped to pioneer the focus on skills development via learning and on-the-job development experiences. Degreed offers skills management and measurement tools, as well as curated learning experiences that include on-the-job development opportunities like tasks, projects, and stretch assignments as well as content.

Degreed aggregates content from multiple sources, including TED@Work, Circus Street, DataCamp, Great Learning (India), LinkedIn Learning, KES (Brazil), OpenSesame, Pluralsight, Skillsoft, and The Ken Blanchard Companies. The Learn In offering allows for custom academies, to be built and personal tuition assistance via Content Marketplace.

On IT Skills, The Power of Degreed is the ability to blend courses from multiple paid-for and public sources, along with connections to relevant mentors and on-the-job experiences, like projects or stretch assignments, into a Learning Path. With Coursera, Pluralsight, Skillsoft and Udemy, an enterprise can pick the best from each provider based on their IT and DevOps needs.

On Business Skills, Degreed offers third-party courses, along with access to articles and videos from leading business publishers on Accounting, Finance, Leadership, Marketing Quality Management, Project Management, Purchasing and more. These come from a variety of partners, so it is easy to bundle them together inside of Degreed. Degreed Academies allow for cohort-based learning to be created around specific business skill needs, including sales, digital, and leadership skills.

On Leadership Skills, the leadership training is provided via flagship leadership partners, Ken Blanchard, Harvard Business Publishing and TED@Work. These partners cover the fundamentals of leadership and coaching, including Management Essentials, leading business management practices, and inspiring & mind-shifting content from the world's leading thinkers, enabling ongoing, deep skill development.

On AI Skills, Degreed does offer courseware from Coursera, Pluralsight, Skillsoft, and Udemy, so they do have AI courseware to offer. L&D teams can identify AI skills-gaps, track the growth of AI-based skills, and inform future AI skills development strategies while

About Degreed:

Degreed focuses on learning and skills management and partners with multiple learning content providers.

Founded: 2012

Location: Pleasanton, CA

CEO: David Blake

Key AI Offerings:

Degreed LXP and LXP+
Learning Academies
Extended Enterprise
Professional Services

Website:
https://www.degreed.com

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curating learning pathways, including public AI content. Those providers are reviewed in other sections of this report.

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Go1

Go1, based in Brisbane, Australia, and led by co-CEOs Andrew Barnes and Chris Eigeland, offers a large variety of Learning courseware from a variety of providers in North America, EMEA, and APAC. Go1 Premium brings all the offerings together. They also integrate with Leading Corporate Learning providers, including Docebo, SAP SuccessFactors Learning, and others.

Go1 offers a large number of partner-sourced courses on a broad number of topics, including business skills across functional areas, IT Skills, Leadership, and employee engagement topics such as wellness.

One of the things that is appealing about Go1 is the breadth of topics they offer and the breadth of partners as well. It will still require the buyer to do their own due diligence for each provider. Some of the providers are profiled in this report.

On IT Skills, Go1 has a focus on IT Skills and IT Software. For IT Skills they have over 12 partners, including Coursera that offers core computer skills, networking, and cybersecurity. For IT Software, they have 42 different partners, and some are geography-based.

On Business Skills, Go1 has over 44 partners that offer basic business skills. They also have partner courses for Accounting, Compliance, Digital Marketing, Finance, and Human Resources.

On Leadership Skills, There is also a variety and some solid boutique providers of leadership skills, including Blinkist, Lighthouse Group, Manager Foundation, and others.

On AI Skills, Go1's partners Coursera and Pluralsight are the best choices for AI foundational training. We expect Go1 to add more partners for AI training over time.

About Go1:

Go1 offers a variety of learning courseware offerings.

Founded: 1998

Location: Brisbane, Australia

CEO: Andrew Barnes & Chris Eigeland

Key Offerings:

Go1 Learning Platform and LMS/HRIS integration
Business Skills
Personal Development
Safety and Compliance
Technology Skills

Website:
https://www.go1.com

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HealthStream

HealthStream is based in Nashville and is led by CEO Robert Frist Jr. HealthStream offers both Learning infrastructure and a full platform of learning courses that includes certifications for many healthcare job roles. In addition, they offer a Learning Management System (LMS) that includes course authoring, content management, and reporting.

On top of that, HealthStream also offers Leadership Skills training on top of its training for Acute Care, Ambulatory Care, and Behavioral Health. HealthStream's Simulation-based education (SBE) solutions provide healthcare organizations with the ability to train their employees in a safe and realistic environment.

HealthStream offers a broad set of Healthcare and Healthcare ecosystem training due to its partnership with best of breed healthcare learning content providers. Partners include American Academy of Ambulatory Care Nursing, American Association of Critical Care Nurses, American Red Cross, Home Care Pulse, Acorn, 4MedPro, Sigma, AWHONN, Astute Doctor, FinThrive, Skillsoft, and many more.

On IT Skills, IT Skills is not a focus for HealthStream as they are a specialist in Healthcare. Critical Access and Rural Health, Home Health and Hospice, Prehospital EMS, Skilled Nursing, and Urgent Care and Emergency are all offered.

On Business Skills, HealthStream offers compliance and security, quality and safety courses to round out its focus on overall healthcare and healthcare provider topics. They also offer Revenue Cycle training, which is provided by their partner FinThrive Inc.

On Leadership Skills, HealthStream offers the full Skillsoft catalog of Leadership and Management courses.

On AI Skills—AI is not a core focus of HealthStream at this time.

About HealthStream:

Healthstream focuses on offering products and services that enable healthcare enterprises to deliver the highest levels of care.

Founded: 1990

Location: Nashville, TN

CEO: Robert Frist Jr.

Key Offerings:

Learning & Performance
Quality & Compliance
Reimbursement
Resuscitation
Clinical Development
Credentialing
Scheduling & Capacity Management

Website:
https://www.healthstream.com

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Infosec Institute

Infosec Institute, part of Cengage Group and based in Madison, Wisconsin, is led by Cengage Group CEO Michael Hansen and General Manager Bret Fund. Infosec focuses on security training, upskilling, and certifications. They do this with a combination of learning courses, hands-on labs, role-guided training and live bootcamps. Pricing is reasonable and starts at $799 per license per year for members of a team.

Security is now an enterprise priority. Infosec focuses on core and advanced cybersecurity skills, certifications, and security awareness training. Infosec is regarded as an authoritative source on many security topics like defensive and offensive security, cloud security, AppSec and secure coding. Infosec also has a growing partner network, which allows MSPs and strategic alliances to offer content in certain industries and geographies.

On IT Skills Infosec offers numerous certifications from providers like CompTIA, ISACA and ISC^2 and for security, cloud and infrastructure tools that cover things like AWS, Microsoft Azure, Cisco, Splunk, etc. Hands-on labs for individuals and security teams, include roles such as Pen Tester, Cloud Security Engineer and SOC Analyst. They also offer hands-on for MITRE ATT&CK tactics and techniques including vulnerability scanning, replication via removable media, and boot or logon autostart execution.

On Business Skills The primary offering for business leaders is Infosec IQ's role-based security awareness training for all employees across an organization which is one of the few curriculums that is packaged and ready to go for executives as well as employees throughout the organization. Additionally, business leaders should understand that Infosec can help to ensure industry compliance in areas like HIPAA, PCI DSS, GDPR and DoD 8140/8750.

On Leadership Skills Infosec offers a Cybersecurity Leadership and Management learning path that includes seven courses as well as management-focused security certifications like CISSP and CISM. That combined with the security awareness offerings makes Infosec one to evaluate for business leader education for security.

On AI Skills—There is some security-focused courseware that includes courses on Adversarial Machine Learning.

About Infosec Institute:

InfoSec focuses on delivering robust security training and certifications in a variety of instructional methods for both security professionals and business leaders.

Founded: 2003

Location: Mason, OH

General Manager: Bret Fund

Key Offerings:

Infosec IQ
Infosec Skills
Infosec Skills Live
Bootcamps

Website:
https://www.infosecinstitute.com

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LinkedIn Learning

LinkedIn Learning is a subsidiary of LinkedIn, which is wholly owned by Microsoft. LinkedIn is led by CEO Ryan Roslansky and is based in Sunnyvale CA. LinkedIn Learning offers a broad set of Learning Content across both business and technology roles.

LinkedIn leverages subject matter experts who provide the content that is then packaged into courses. They do have one of the largest libraries of courseware. Because the content is sourced from subject matter experts, they serve as great introductions to a topic, so it would be considered offering a basic range of credentials in a wide range of topics, including professional certificates, certification prep, and academic credits.

On IT Skills, LinkedIn Learning offers courses for Network Engineers, Software Engineers, System Administrators, Web Developers, and more. They go from beginner to advanced and the content for each role should be assessed. Some of the courses are prep courses for certification exams. They also offer instructors with office hours, which is also a good way to reinforce learning.

On Business Skills, On business skills, the courses offered for many of the roles such as Accountant, Financial Analyst, Human Resources Specialist, Marketing Specialists, Project Manager, Product Manager, Sale Managers, Social Media manager, Supply Chain Specialist and more Sales and Marketing are foundational. They include learning paths. They augment some of the roles with LinkedIn Learning Communities.

On Leadership Skills, they offer over 470 courses on Leadership skills and over 100 courses on Executive Leadership. Many of these courses are ideal for new or first-time managers.

On AI Skills, LinkedIn Learning offers a learning path for AI and Machine Learning that consists of 12 courses—or about 19 hours. Some of the courses are on tools such as Amazon SageMaker or Google TensorFlow. It also offers a variety of other AI courses that include generative AI. Aragon recommends sourcing AI Skills from multiple providers.

About LinkedIn Learning:

LinkedIn Learning is part of LinkedIn and offers self-service learning courses for business, IT, and creative professionals.

Founded: 2002

Location: Sunnyvale, CA

CEO: Ryan Roslansky

Key Offerings:

Linkedin Learning

Website:
https://www.linkedin.com

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OpenSesame

OpenSesame, which is based in Portland Oregon, and led by CEO Don Spear focuses on Learning Courses that they curate from a wide range of expert publishing partners. The company also has a custom content offering. OpenSesame focuses on depth, breadth, and freshness of content. The wide-ranging catalog has more than 30,000 courses, in more than 45 languages. and in a variety of formats. The collection covers categories like Compliance, Business Skills, Safety, Technology, Wellness, Leadership & Management, and Diversity E&I Inclusion. OpenSesame has over 170 publishing partners, including TED, Blinklist, Amplify Voices, MindScaling, On This Topic, and the American Management Association.

OpenSesame is ideal for offering employees a wide-ranging catalog of courses to develop a broad range of skills. Customers often augment this with a role-specific curriculum.

On IT Skills, OpenSesame offers a broad set of IT Skills training but not as broad as the business skills category. They have a solid set of courses on Cloud Computing, Databases, Dev Ops, and in particular, programming—with over 1000 courses. For programming such as Java and Python and tools such as Power BI, and Tableau, there are broad offerings of courses from providers such as Packt.

On Business Skills, Open Sesame offers a large volume of courses—over 12,000 for business skills. This is one of the largest sets of offerings from any provider, but given the breadth of topics, this is designed to offer employees core skills-based learning. Topics include Business Math, Business Writing, Customer Service, Finance, Marketing and Sales.

On Leadership Skills, they offer over 1700 courses on leadership and 1900 on management. Topics include Change Management Coaching, Delegation, Performance Management, Team Development, and Workplace Culture that includes Diversity, Equity, and Inclusion. There are more than 4000 Leadership courses, including 17 courses from TED. Enterprises need to look at these courses as part of an overall curriculum for leadership and management.

On AI Skills there are a number of basic AI courses that would be considered foundational and a few such as Deep Learning

About OpenSesame:

OpenSesame offers a broad catalog of Learning courses that focuses on IT, Business and Leadership, and Management skills.

Founded: 1998

Location: Portland Oregon

CEO: Don Spear

Key Offerings:

OpenSesame Course Catalog

Website:
https://www.OpenSesame.com

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Recurrent Neural Networks with Python that would be considered intermediate. Open Sesame checks the box on getting started with AI and educating knowledge workers and managers about AI (via TED Talks).

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Pluralsight

Pluralsight, based in Draper Utah, and led by CEO Aaron Skonnard focuses on IT and technical training with both courses, learning paths, hands on learning, labs, and Certifications. The core offerings are Skills (learning courses), A Cloud Guru, which focuses on Cloud training on the different Cloud Platforms, and Flow, which is for Engineering teams and focuses on all aspects of building and optimizing development teams and their processes. Prices are attractive with team pricing starting at $33.25 a month/user for Skills and at $38 for Flow.

Pluralsight should be considered as a solid option for Development, Engineering, and IT Operations. The delivery methods means that line managers can have assurances that the individual has competencies around a set of skills. Pluralsight IQ allows assessment evaluations and takes five minutes or less.

On IT Skills—the focus is on Cybersecurity, IT Ops, Software Development and Web Development. This includes core skills such as operating systems, containers, IT automation, network architecture, virtualization, and more. They also have programming, data ops, and cloud management training.

On Business Skills Pluralsight does have a growing set of business skills courses, including core things such as running meetings, problem-solving, project management, leveraging analytics and Six Sigma.

On Leadership Skills—Pluralsight offers a large set of leadership courses, some of which are free from partners such as Singularity. Leadership training is offered for both businesses and for developers, such as Leadership and Development for Developers. The courses are in-depth and are 2-4 hours long.

On AI Skills—For AI the offerings were focused on core Machine Learning and on vendors AI offerings, including Microsoft Azure and Amazon AWS. They also have in-depth courses related to AI, such as a detailed introduction to Spark 2, a platform that allows enterprises to leverage AI in a cloud architecture.

About Pluralsight

Pluralsight offers IT and technical training, engineering training and DevOps Training.

Founded: 2004

Location: Draper, Utah

CEO: Aaron Skonnard

Key Offerings:

Skills

A Cloud Guru

Flow

Website:
www.pluralsight.com

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Richardson Sales Performance

Richardson is based in Philadelphia PA, and is led by CEO John Elsey. Richardson focuses on helping the sales and marketing team with learning and training to help them improve revenue performance. They have become one of the go-to providers for Sales and Sales Management training, in part due to their reputation of meeting the customer needs.

Richardson offers the Connected Selling Curriculum that focuses on skills across different roles in the sales team. Examples include Sales Service and Sales and Service Managers. Topics include field sales, complex selling, and inside sales.

Richardson Sales training is offered via both instructor lead and virtual classes. The focus is on pipeline and opportunity development, as well as growing accounts and management.

For Sales Managers they offer a solid set of foundational training, including Coaching skills and how to hold a one-on-one.

On IT Skills, This is not a focus for Richardson.

On Business Skills, Richardson focuses on core selling and account management skills across the spectrum of prospect to opportunity to account. With real instructors delivering the training, this is part of the reason they have become a popular choice for sales organizations. Industries they focus on include Banking, Financial Services, Healthcare, Insurance and Software, Technology, and IT Sales.

On Leadership Skills, Leadership is focused on Sales and Service Managers. This is a full curriculum – and the only variable is instructor led scheduling.

On AI Skills, we did see a growing number of courses on topics such as Computer Vision. They offered limited courses on Deep Learning so this would be considered a basic set of capabilities.

About Richardson:

Richardson is focused on sales and sales management training.

Founded: 1998

Location: Philadelphia PA

CEO: John Elsey

Key Offerings:

Sales Training
Sales Technology
CRM Enabled Workflow Tools
Spaced Repetition Technology

Website:
https://www.richardson.com

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Schoox

Schoox, which is based in Austin and Thessaloniki, Greece and led by Founder and CEO Lefteris Ntouanoglou focuses on modern learning with an employee-centric focus on both skills and jobs. In July 2021, Vista Equity Partners made an undisclosed investment in Schoox.

The Schoox platform offers Learning, Goals and Performance, Social Collaboration, Career Development, and Content Curation. Schoox offers a unique approach to learning that allows training outcomes to be compared against overall enterprise key performance indicators (KPIs). This approach should prove to be popular with business leaders.

Schoox leverages partners and offers Business Skills that include Personal Development, Restaurants, Safety, HR Compliance, and industry-specific courses.

On IT Skills, Schoox offers training courses in areas such as Adobe Creative Cloud, and Microsoft Office 365, as well as other courses in Microsoft Administration, as well as Security certifications (CISSP).

On Business Skills, Schoox offers an extensive set of business skills such as Marketing, Customer Support, and Sales. They also offer deeper dives into Banking and Restaurants. Also of note is their growing set of courses on Compliance and OSHA.

On Leadership Skills, Schoox offers a variety of courses on They offer New Manager training and also offer Leadership and Management Essentials. Cor

On AI Skills, AI is currently not a focus area for Schoox re the Vista Equity investment, the total investment in Schoox had been US $6.5M, Schoox bolstered its Management team in 2022 with the addition of Megan Younker as CMO and Andy White as CFO.

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About Schoox:

Schoox offers a full Learning Platform and a growing focus on content, particularly for business roles.

Founded: 2012

Location: Cambridge, MA

CEO: Lefteris Ntouanoglou

Key Offerings:

LMA
Content
Talent Development

Website:

https://www.schoox.com

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Skillable

Skillable, based in Tampa, Florida, and led by CEO Chris McCarthy, has been transforming the learning content market by enabling enterprises to build customizable learning journeys with a performance-driven, hands-on component, offering one of the most proven ways for an enterprise's customers, partners, and employees to learn technical and digital skills.

The ability to offer an enterprise a way to assess and validate their learners' skills in a modern, customized, and scalable way is helping to differentiate Skillable in the market.

The focus for Skillable is on a challenge-centric methodology that delivers validated proof that learners have the skills necessary for job responsibilities. If an enterprise needs to move fast, the company has a ready-to-go library of over 1,200 skill challenges across topics such as CyberSecurity, Cloud Computing, Data Science, and Programming. If an enterprise wants to create more custom skill challenges, they can tailor and modify templates to fit their specific needs. If they need a little help getting started, the company's Services team can support the full program.

On IT Skills, This includes core skills such as CyberSecurity, IT Operations, Programming, and Data Science. They also offer specific skill challenges for the cloud technologies Amazon AWS, Microsoft Azure, and Google Cloud Platform. The growing Course Catalog includes areas such as database, Linux, Node.js, Python, Windows Server, and VMware vSphere.

On Business Skills, Skillable has ready-built content for professionals of varying skill levels across IT and technical departments. The organization can also work with enterprises to create custom content based on their needs.

On Leadership Skills, Skillable does not currently have any off-the-shelf content focused on leadership skills but has worked with customers to create custom content based on their needs.

On AI Skills, Skillable offers a growing set of skill challenges for Data Science topics across Microsoft, AWS, cybersecurity, and various programming languages.

About Skillable:

Skillable provides hands-on learning experiences that help develop and validate technical and digital skills for an enterprise's employees, customers and partners.

Founded: 2004

Location: New Port Richey, FL

CEO: Chris McCarthy

Key AI Offerings:

Data Science skill challenges
Author Co-Pilot, a set of AI-enabled authoring tools
Skill mapping
Learner-led learning

Website:
https:// skillable.com

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Skillable aims to leverage the power of generative AI and large language models (LLMs) in three distinct, yet interconnected ways through Author Co-Pilot, skill mapping and learner-led learning.

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Skillsoft
Skillsoft, based in Denver, CO and led by CEO Jeff Tarr, delivers transformative learning experiences designed to propel organizations and people to grow together. The AI-driven Skillsoft Percipio learning platform enables customers to grow, measure, and track skills. It offers both LMS and LXP functionality, and one of the industry's most robust sets of learning content.

Over the past few years, Skillsoft has brought together three additional organizations to align with its fast-growing customer market. These include Codecademy, for deeper IT and tech mastery; Global Knowledge to address the growing demand for Instructor Led Training (ITL); and Pluma (now Skillsoft Coaching) to provide one-to-one executive-quality leadership development

More than 500,000 expert-led skills-building courses include microlearning video content and 1000+ skill-based and role-based learning paths. Customers can leverage both Skillsoft and partner content, including modalities adaptable to different preferences, schedules, and learning styles — from books to videos, full courses to micro-learning, audiobooks to live bootcamps.

Technology and Developer Skills
Skillsoft's heritage is in IT Skills training. Besides core IT skills training in software development (with certification), Big Data, Cloud Software Platforms (AWS, Google, Microsoft), and Security, customers can now take advantage of Codecademy Labs, which significantly enables proven skills certifications via hands-on exercises and labs.

Skillsoft also offers a comprehensive foundation set of AI courses — for both tech and business learners — including ML Programming to ML Architect, Apache Casandra and Apache Kafka, Natural Language Processing (NLP) and Predictive Analytics.

Leadership and Business Skills
And, Skillsoft delivers a proprietary Leadership Development Program (SLDP), powered by *MIT Sloan Management Review*. In addition, Skillsoft offers leadership coaching that can be scaled and delivered to every level of leadership throughout an organization, and tools like Skillsoft Aspire and Career Journeys to reinforce key concepts.

Skillsoft's portfolio also includes core skills for business applications, including Adobe, Google, Microsoft Office, project management. They also offer business training journeys for 35 different roles including accounting, administrative assistant, customer service

About Skillsoft:

Skillsoft offers a Learning Platform and large set of Learning Content for both Business, Cloud Operations and IT Professionals.

Founded: 1998

Location: Denver, CO

CEO: Jeff Tarr

Key Offerings:

Skillsoft Percipio
Leadership & Business
Technical Skills
Safety and Risk Management
Compliance
Brand Protector

Website:
https://www.skillsoft.com

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representative, multiple marketing roles, human resource roles, retail sales associate, sales manager, and more.

Safety and Risk Management Compliance, Skillsoft offers effective online Compliance training programs designed to improve safety outcomes, grow revenue, and reduce risk. Customized courses for employees—including Global Code of Conduct—help to protect them and communicate each company's values and principles.

On AI Skills, they offer a base set of AI courses, including ML Programming to ML Architect, Apache Casandra and Apache Kafka, Natural Language Processing (NLP), and one course on Predictive Analytics.

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Udemy

Udemy, based in San Francisco, CA and led by President & CEO, Greg Brown, is one of the largest independent providers of learning content and learning instruction. They have over 210,000 courses and had 2022 revenue of $629.1M.

Udemy offers both personal development for individuals and its flagship Udemy Business offering for enterprises. Given its large number of courses, they focus on both business, leadership, and IT skills. Personal plans offer about 10,500 courses. Udemy offers courses on demand as well as subscription-based services for individuals, teams, and enterprise. Udemy Business has more than 9000 English language courses and 24k total courses, which are a subset of the larger marketplace.

For enterprises, they offer HR, data science and AI, engineering, IT operations, and leadership and management. The volume of courses offered is large and comprehensive.

On IT Skills, The library of IT and development skills is large and growing. This includes core skills such as core hardware concepts, networking, security, and Cloud platforms, including Amazon AWS, Cisco Networking and Microsoft Azure. Topics of interest include ChatGPT, Mobile App Development, Software testing, certification, and badging, and more.

On Business Skills, Udemy offers over 9,000 business courses ranging from Analytics, Digital Marketing, e-commerce, Entrepreneurship, Human Resources, Sales, social media Management, and more.

On Leadership Skills, Udemy offers cohort-based learning with more than 50 different leadership courses that include discussion groups and live sessions led by experts.

On AI Skills, Udemy offers one of the most comprehensive sets of AI skills and training. This includes over 150 courses and more than 1,300 exercises in machine learning and deep learning, including the basics and advanced concepts for TensorFlow. They also offer Content AI training, including computer vision. Udemy offers generative AI courses to teach skills for non-technical roles such as marketing, product management, project management, human resources and sales. They also offer courses to help improve critical

About Udemy:

Udemy is a provider of learning content and training and can delivery learning programs via a omni-channel approach

Founded: 2010

Location: San Francisco, CA

CEO: Greg Brown

Key AI Offerings:

Udemy
Udemy Business

Website: www.udemy.com

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business skills such as communication, presentation, content creation, time management, and career development skills with the help of generative AI tools.

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Udacity

Udacity is based in Emeryville CA and is led by CEO Kai Rommelt. Udacity offers both business and technology training programs. They do this by partnering with top technology companies, including Accenture, Amazon, BMW, Google, GitHub, Mailchimp, Microsoft, and many other firms.

Udacity offers courses with Live Instructors that have industry experience, which gives credibility to the overall offering. Mentors also provide personalized feedback.

On IT Skills, This includes core skills such as cloud computing, security, programming, and more. They also offer Project Management—a critical skill for Engineering and Product Managers. For Cloud Computing, they focus on Amazon AWS and Microsoft Azure.

On Business Skills, Udacity focuses on Digital Marketing, Product Management, and Project Management. They have specific courses for AI for Business Leaders, Cybersecurity for Business Leaders, Product Management, UX Designers, and Social Media Management. The roles they offer include digital marketing specialist and business analyst.

On Leadership Skills, Udacity offers several courses for Leadership technology overviews in several topics (e.g. Cloud Computing). They also offer courses on digital transformation.

On AI Skills, Udacity offers three month deep dive courses into Artificial Intelligence, Deep Learning. They offer roles for Machine Learning Engineer and Robotics Software Engineer.

About Udacity:

Udacity offers focused role based training which leverages its digital competency platform

Founded: 2011

Location: Emeryville, CA

CEO: Kai Rommelt

Key Offerings:

Digital Competency Platform
Talent Transformation Suite
Udacity Enterprise
Udacity Government
Udacity Schools
Udacity for Individuals

Website:
https://www.udacity.com

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Aragon Advisory

- Enterprises need to have a complete approach to learning content that goes beyond offering a catalog of courses.
- The focus should be on mastery-based Learning for key roles. Providers that offer the ability to offer labs and hands-on experiences should be part of the short list.
- Enterprises should review a provider's current and future offerings to ensure they are aligned with their future needs.

Bottom Line

The Learning Content and Training Market continues to grow as demand for skills and know-how is helping to power digital transformation. It is important to offer multiple learning modalities to ensure mastery of both job skills and job roles is attained. Learning and Development and Business operations staff share a responsibility and when teamed together better results will be obtained.

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