FOSWAY GROUP

# Fosway 9–Grid™
## *DIGITAL LEARNING*

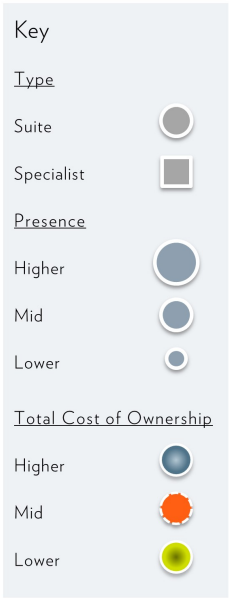
## March 2024

Independent Analysis of the Digital Learning Market

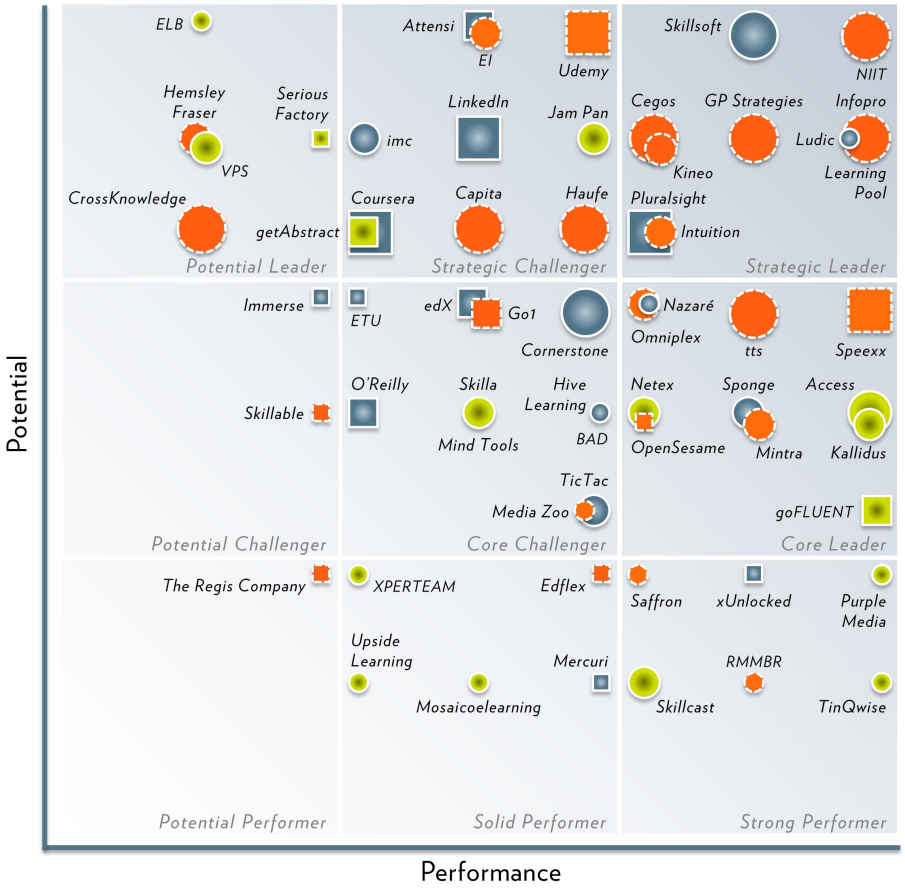
**Fosway 9-Grid™**

***Digital Learning***

**2024**




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# What are the 9-Grids™?

9-Grid™ is a unique five-dimensional market analysis model that helps European buyers demystify supplier decisions for next gen HR, Talent and Learning.
Each 9-Grid™ shows the relative supplier market for European customers, based on:

- **Potential** - the solution's scope and sophistication
- **Performance** – the solution's market performance, customer success and advocacy
- **Presence** - the solution's presence in the market including size of related business and number of enterprise customers
- **Total Cost of Ownership** - the *full cost* of acquiring, implementing and operating the solution including both internal and external costs
- **Future Trajectory** - the impact of trends we currently see in the market, related to a vendor's Performance and Potential

# How to use the 9-Grids™

A key difference of the 9-Grid™ to other analyst models, is that all the nine zones have value. Top right is not always best! The key question is 'what is best for you?' i.e. your specific organisation, resources and requirements.

Buyers across Europe use the 9-Grids™ to help evaluate and benchmark current providers, or to inform supplier shortlists for selection, as well as to keep up to date with the latest market developments. Fosway 9-Grids™ are available for Cloud HCM, Integrated Talent Management, Learning Systems and Digital Learning.

# Making the right choice

Referencing the 9-Grids™ is a great place to start when evaluating current suppliers, planning your future or looking for new tools and technology. But what you see here is just the tip of the iceberg. Why start your procurement process from scratch when we already have the research and insight to help you make better supplier decisions much faster?

As well as accessing the best existing research and market insight, you also have the security of knowing that we are completely independent and don't have a vested interest the outcome, other than ensuring it's the best decision for your organisation and your people.

# About Fosway Group

Fosway Group is Europe's #1 HR Industry Analyst.

Founded in 1996, and focusing on Next Gen HR, Talent and Learning, we are known for our unique European research, our independent market insights and our complete integrity. We have been analysing the realities of the market and providing expert independent advice to corporate clients for over 25 years. Our independent vendor analysis and related research and decision tools provides a vital resource for companies making key suppliers decisions on HR innovation and technology.

Contact us today to find out how we can help you:

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