

LXP

MARKET GUIDE



PUBLISHED BY



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Introduction

Learning Experience Platforms (LXPs) put learners in charge of their futures, while enabling learning leaders to align with company goals.

Especially in our technologically advancing world, skills gaps continuously come up as a top concern among CEOs. Learning Management Systems (LMS) promised to provide the content to fix these gaps, but the challenge has been getting employees to engage with training in meaningful ways — all while getting their jobs done.

Various elements on learning platforms have encouraged that engagement. Microlearning has made learning on the fly take less time. Gamification makes learning fun and competitive. Learning paths provide a clear curriculum to follow in upskilling. Customization and personalization increases the relevance to the learner.

But getting all of this capability in one system? Not so easy. LXPs bring together the best of these capabilities and often use AI to further improve recommendations

and guide users toward the skills they need and become lifelong learners.

The future of L&D is here, with the systems and content to support business goals. While technology can solve everything, many LXPs are built to enable the learner to customize the system to their needs and grow their skills with your company.

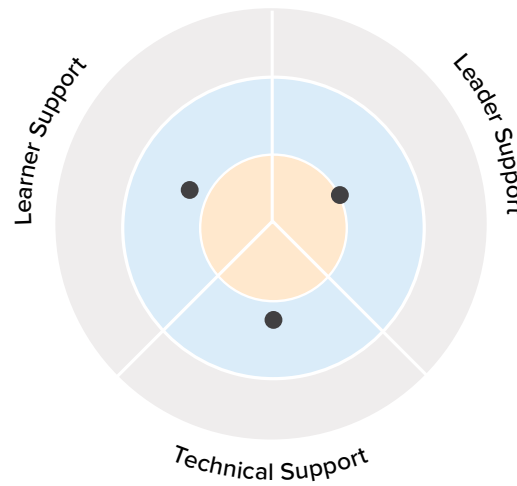
In this LXP Market Guide, you will find valuable information about where the learning technology market is headed that will orient you within the landscape of solutions that are currently available. I hope that this report will inform future planning around learning technology solutions for your organization.

Sarah Kimmel

VP of research, Simpler Media Group

Radar Model Methodology

This year, we've introduced a radar model to each entry in our vendor directory, for at-a-glance information on the maturity level of each platform in relation to the three basic support areas of an LXP.

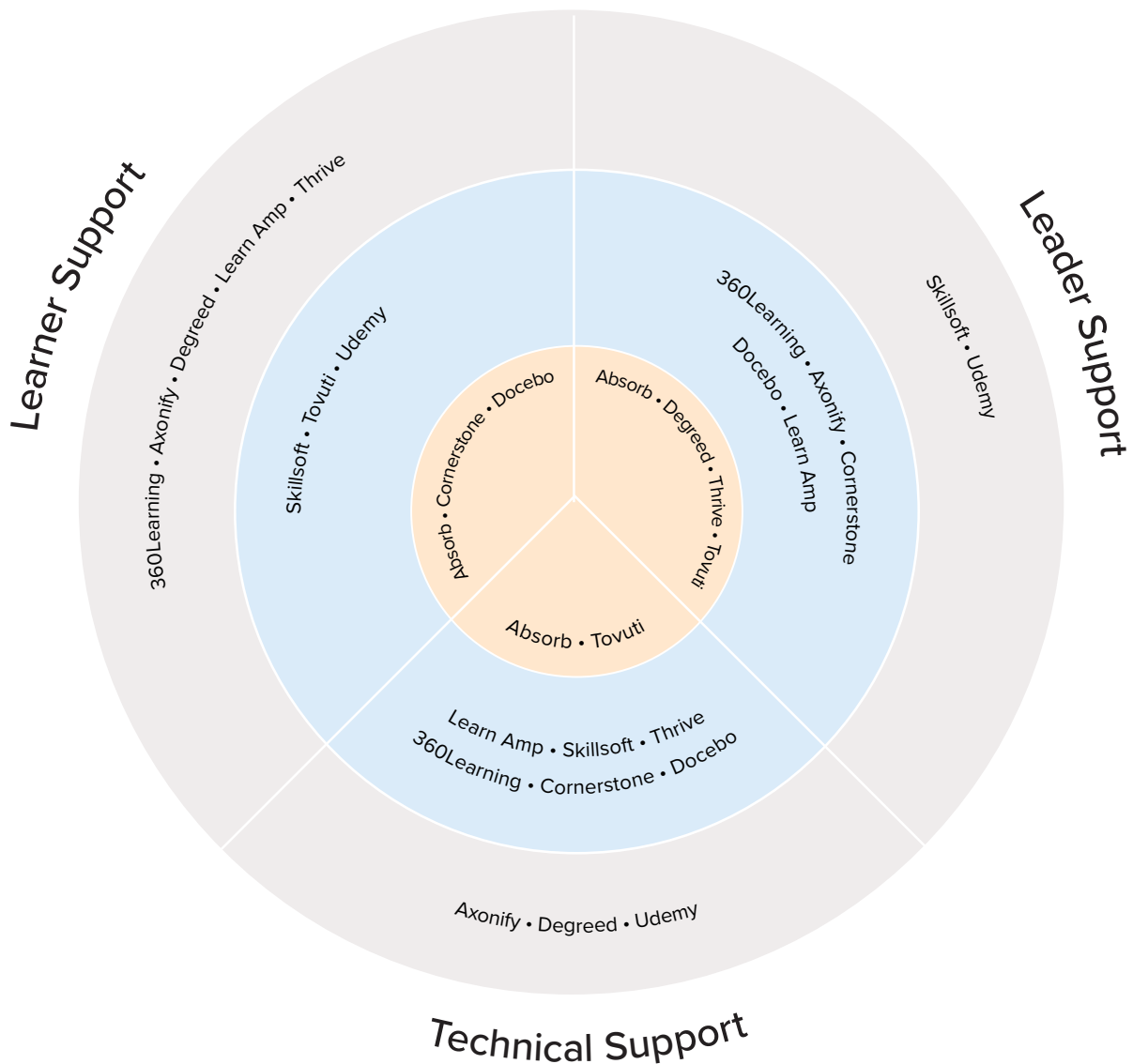


Capabilities include:

- Learner support: coaching, soft skills, industry-specific training
- Leader support: dashboards, metrics, certifications, digital badging
- Technical support: integrations, white labeling, AI-assisted content creation
- The closer each bullet is to the center indicates the platform is capable of performing the tasks in that area.
- The closer each bullet is to the edge indicates the platform either does not perform tasks related to that function area, or such information is not publicly available.
- It's always advisable to contact the vendor directly if you have questions about their capabilities.

Function Leaders at a Glance

The following illustration represents at a glance the maturity level of each vendor platform in relation to the three support areas of an LXP.



What is an LXP?

LXPs promise to unlock the upskilling and lifelong learning that L&D departments have been looking to hack for decades.

Simply having training content available via LMS is not enough. While many LXPs act as LMSs by providing many of the same core offerings, these features are just the beginning.

The real benefit of an LXP over an LMS is that they are learner-driven. While administrators may set specific learning tracks, and training requirements, users decide when, where and how they learn. They can access any content offered on the platform, and create and share their own content if they think it will help their peers. That may mean sharing a link to a useful article, offering how-to advice or tips on a company workflow or creating videos or written content to share with other learners. LXPs also offer predictive tools that use artificial intelligence (AI) to provide personalized learning suggestions based on users' needs, preferences, skill gaps and career or personal goals.

Further, LXPs collect far more data than the traditional LMS. Especially because many offer skills mapping, LXPs promise visibility into the state of skills in a company, while helping train staff for the business's talent needs of tomorrow.

All of this results in the kind of engaging and adaptive learning environment that users and learning leaders have been craving for years.

How We Want to Learn

LXPs put learners in control of their learning journeys.

These platforms allow employees to create their own upskilling pathways, seek out content in the flow of work to answer questions or learn new skills in whatever form is relevant to them. If the content they want doesn't exist, they can create it themselves and offer reviews and feedback on what is already out there, making the LXP environment incrementally better with every use. LXPs will inspire employees to make learning an inherent part of the way they live their lives.

A Brief History of Digital Learning

Learning platform providers have been promising this kind of agility and access for years, and they have been steadily (if slowly) moving in the right direction.

Beginning about 25 years ago, content on offer was little more than PowerPoint presentations with quizzes at the end. Over time these courses became more engaging, incorporating video clips, animated hosts and opportunities to interact with instructors, peers and digital tools. Tech vendors have delivered skills mapping capabilities, AI-enabled content creation, gamification and just-in-time learning opportunities.

Key Differences Between an LXP and an LMS

A lot of people assumed the LMS would be the pinnacle of the e-learning journey, giving companies a place to store and manage all of their digital content. But an LMS doesn't make learning better. It merely operates as a learning gatekeeper, tracking digital "butts in seats." While many LMS vendors are adding fun features — like gamification, learning paths and user reviews — to make their platforms more engaging, their core function will always be administrative.

LXPs are the response to this shortcoming.

LXPs are shaped by everyone who engages with them. While the L&D team will populate it with acquired catalogs of content, anyone with access to the platform can add content, access any courses, rate and review courses and collaborate with other users and content creators. This is what makes the platform a truly engaging, user-centric environment.

One of the originators of LXPs was Pathgather, a learning tech start-up founded in 2012 whose mission was to inspire individuals to become lifelong learners by enhancing the learning experience and the navigation around it. In 2018, Pathgather was acquired by [Degreed](#), an LXP with similar ambitions, making Degreed now one of the giants in the LXP space.

[Cornerstone](#), one of Degreed's biggest competitors, was also one of the first e-learning platforms when it launched in 1999. It went public in 2011, acquired multiple companies, then was acquired by a private equity firm for a valuation estimated over \$5 billion. Most recently, it acquired other impressive names in LXP, including SumTotal and EdCast.

Mergers and acquisitions are one way that LXPs have grown to dominate the corporate learning landscape and provide greater functionality. Companies focused on generative AI or skills mapping or video conferencing are folded into the existing systems or are offered as add-ons that customers can purchase a la carte, expanding the capabilities and reach of existing content since the traditional LMS.

The exploding interest in better and more accessible content caused the global e-learning market to surpass \$200 billion in 2019, then nearly double to **\$399 billion by 2022**. The **global LXP market**, specifically, recently surpassed \$810 million and is expected to grow another 32% annually. That growth has helped many innovative learning platforms to secure massive venture capital deals and acquire their competition.

This level of growth in capability — along with the advancement of technology and call for closing skills gaps — has led to greater adoption of these platforms.

LXPs Build a Culture of Learning

These environments are designed to lure learners in and to become their go-to destination to answer questions, learn new skills and share what they know with their colleagues. When LXPs are embraced by the company, they become its social learning network — a place where employees voluntarily go to see what's new, share and read content reviews, participate in leaderboard competitions and find learning that inspires them or fills a gap.

This is how technology supports learning as part of the company culture.

User Content Captures Corporate Knowledge

In an LXP anyone can create content, which can then be made accessible to all users. Some L&D leaders may be uncomfortable with the idea of learners creating their own lessons, but it is one of the most valuable features of the LXP environment.

User-generated content amplifies the long-standing culture of peer-to-peer learning. It makes it easier for far-flung and remote workers to share undocumented processes and best practices and makes it possible for companies to capture and share corporate knowledge as part of the natural learning process.

Loss of corporate knowledge is a huge and costly problem that companies have struggled with for years, made even worse by post-pandemic turnover trends and layoffs. More than **70% of CEOs** say that talent management is poised to be a top business disruptor. When an employee leaves a company, they take important knowledge with them.

An LXP addresses this issue by making it easy to share internal expertise through user-generated content. It also shines a spotlight on internal experts, helping them gain the attention of decision makers who may want to leverage their expertise for the greater corporate good.

Companies who invest in these platforms should encourage all of their people to take advantage of the content generation options as a way to ensure internal knowledge is shared widely — and kept within the company. It also makes it easy for companies to identify internal experts who have useful institutional knowledge. They can then incentivize them to contribute, either through the performance review process or by leveraging them for learning programs and communities.

AI-driven Recommendations

Most LXPs include features that recommend content an employee might be interested in, and nearly every LXP today boasts AI-enabled capabilities. Some are designed to analyze the content employees have used in the past, their job title, career goals, preferred media formats and what other learners in related roles have used — all in an effort to predict the next best learning opportunity for every user. It's like having a personal learning guide to ensure that time invested in learning is well spent.

But AI doesn't stop at content recommendations. Some platforms also feature chatbots for mentor-like guidance, such as one simulator that gives feedback around leadership and soft skills. Generative AI can perform beyond a chat; many LXPs also feature AI-assisted content creation, wherein a user can upload a presentation, document or media to be translated to an educational session on the platform. Generating this content via AI reduces production time by hours or days, further enabling and democratizing creation of learning content and sharing expertise or institutional knowledge.

Another benefit of generative AI on LXPs is the ability to quickly update information. Whether it be new rules and regulations for compliance or companywide changes, AI can automatically refresh trainings without the timely process of a human updating content.

AI is a key component of the LXP value proposition because it allows the platform to adapt to individual learner needs, which is key to continued engagement. These algorithms do more than just suggest the next course in a training hierarchy. They are deeply intuitive, customizing the experience for each user.

Due to the vast amounts of data that these LXPs with AI have, they're able to report on more areas that L&D will find helpful, such as assessing and tracking learner progress continuously and in real time. This also helps with reporting and tracking ROI of training efforts. They can also analyze user data to link the company's workforce planning goals to individual skill sets in the workforce to more efficiently identify high performers for new positions and prioritize efforts to close existing skill gaps.

Closing skill gaps is one of the biggest challenges companies face today, as they struggle with talent shortages and rapidly evolving market demands. LXPs and their AI capabilities can help companies address their skills gaps and reduce the risk in their talent management strategies.

Vendor Directory

To help potential buyers in their selection process, this guide provides details on a number of leading LXP vendors. With these profiles you will get a solid background on each provider, features, key strengths and potential weaknesses of the platforms.



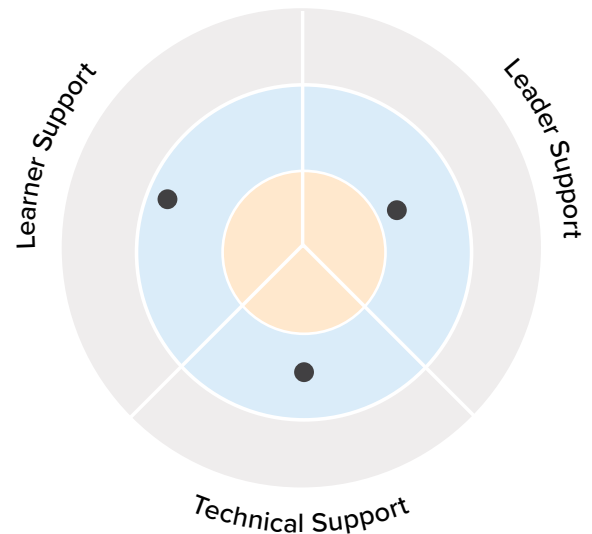
360Learning debuted in 2013 to upskill teams by enabling experts to champion internal growth. Collaborative learning became the name of the game. Recent acquisitions have contributed to its software advancements that include AI recommendations that further its mission of upskilling.

With the acquisition of the [LMS Loop in 2022](#), the platform opened up more possibilities with surveys, custom dashboards and automation. Then, in late 2023, the organization [acquired eLamp](#), which specializes in AI-powered skills management for manufacturing and technical industries.

With the AI-powered 360Learning, companies can efficiently map knowledge gaps and create learning paths to upskill or reskill, as well as match internal experts with the people who can benefit from their knowledge. The “AI sidekick” Robyn assists L&D in building courses quickly, sharing prompts that guide it to provide suggestions for key takeaways. The tool can also build entire courses from one document and recommend quizzes to be included for learning retention.

AI enablement doesn’t end there. The platform also offers an AI certification for L&D to help them best adopt the technology for training.

With onboarding and upskilling capabilities, as well as customer-facing training, this platform is a great option for companies that are looking to train from multiple angles. With a decade under its belt and with 2,300 organizations using the technology, it’s a solid contender amongst its LXP competitors.



Capabilities Checklist

| | Yes | No | Not Listed | Notes |
|--------------------------------------|-----|----|------------|--|
| Learner Support | | | | |
| Virtual groups | | | ✓ | |
| Coaching/mentoring | | | ✓ | |
| Industry-specific training solutions | ✓ | | | Courses offered specific to retail training |
| Soft skills focus | | ✓ | | Not listed as a use case, focus areas include onboarding, compliance and customer training |
| Reminders/notifications | ✓ | | | |
| Leader Support | | | | |
| Progress dashboards | ✓ | | | |
| Metrics tracking | ✓ | | | |
| Certifications | ✓ | | | |
| Digital badging | | ✓ | | |
| Scoreboard/leaderboard | | ✓ | | |
| Technical Support | | | | |
| AI-assisted content creation | ✓ | | | |
| Chatbot assistance | | | ✓ | |
| Integrations | ✓ | | | |
| White labeling | | | ✓ | |
| Sandbox environment | | | ✓ | |

Favorite Features

Hybrid platform. Resources sourced from experts, off the shelf and anywhere online all combine in one platform, which integrates back into the client's existing LMS for tracking on administrative dashboards.

AI-created skills library. Automating recommendations based on skills gaps helps business leaders upskill their teams in the background, without manually assigning relevant training.

Collaborative content creation. Experts can build courses in-platform, and then collaborate via comments and workflows to sign off with L&D. Learners can also share their feedback for further improvement of the training and to optimize their experience.

Frequent updates. 360Learning updates its platform every three weeks and shares the core product updates with customers, adding an admirable level of service and transparency.

Strengths

- Creating content is intuitive and collaborative, empowering anyone to contribute to the knowledge base of an organization. Preserving this information helps their teammates of today and future.
- Learners can share their feedback in-platform, giving them a voice in the content created in-house. L&D can then improve training strategies moving forward and keep learners engaged.
- The cost per user model of pricing is helpful in budgeting. At only \$8 per user per month, the investment is less than \$100 per user per year.

Challenges

- Limited language capabilities arose among complaints in reviews, an oversight for companies seeking accessibility for their multilingual workforces.
- While creating e-learning exercises is intuitive, users also say that the tools are limited.
- Managers struggle to assign particular modules and access reporting.
- Users want to see more customization, a pillar of the best LXPs.

Trajectory

This platform has been in place for more than a decade and continues to innovate and improve its offerings, adding important features such as AI-enabled skills mapping and upskilling. Through recent strategic acquisitions, 360Learning is thinking ahead to what customers need to build the knowledge base of their companies.

Advice

Users almost always indicate that this LXP integrated well with their existing systems and are enabling their teams to create content in a collaborative method. Companies that are seeking skills mapping, in-house training, web-based content and affordability will surely have their needs met with this platform.



Founded in 2002, Absorb specializes in LXPs for internal and enterprise training.

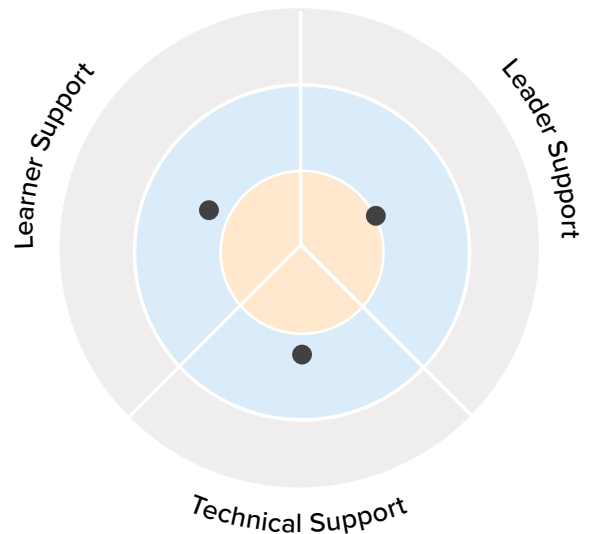
The platform uses a mixture of turnkey content built in house and with some of the largest competitors in LMS content, including LinkedIn Learning and SkillSoft, along with industry-specific platforms catering to healthcare, legal and more.

Absorb Amplify has more than 150 microlearning courses that provide an overview of business training, wellness and DEI-related topics.

Engagement tools such as leaderboards, news and polls keep learners involved and coming back, and social learning also brings people together to gain knowledge as a group. Online course builders powered by AI aid in continued content creation, and natural language-assisted transcription quickly distills information and highlights the most relevant information.

Since 2019, Absorb has acquired [Koantic](#), [Torch LMS](#), [eLogic Learning](#) and [ePath Learning](#). Koantic, specifically, brings the power of machine learning to course-authoring capabilities. The software company was [acquired by private equity](#) firm Welsh, Carson, Anderson & Stowe in 2021 and now boasts more than 29 million learners at more than 2,300 organizations.

Absorb launched [Absorb Skills](#) in 2024, to help create career paths and upskilling, with leadership insights into employee interests and their potential to grow with the organization.



Capabilities Checklist

| | Yes | No | Not Listed | Notes |
|--------------------------------------|-----|----|------------|---|
| Learner Support | | | | |
| Virtual groups | ✓ | | | |
| Coaching/mentoring | | | ✓ | |
| Industry-specific training solutions | ✓ | | | Included in their content library |
| Soft skills focus | ✓ | | | Included in their content library |
| Reminders/notifications | | | ✓ | |
| Leader Support | | | | |
| Progress dashboards | ✓ | | | |
| Metrics tracking | ✓ | | | Highly configurable reports and templates |
| Certifications | ✓ | | | |
| Digital badging | | | ✓ | |
| Scoreboard/leaderboard | ✓ | | | |
| Technical Support | | | | |
| AI-assisted content creation | ✓ | | | |
| Chatbot assistance | ✓ | | | “Intelligent Assist” feature |
| Integrations | ✓ | | | |
| White labeling | ✓ | | | Customizable for brand alignment |
| Sandbox environment | | ✓ | | |

Favorite Features

Integration within business applications. When learning opportunities appear within the apps that users frequent, they have fewer barriers to access the content and keep coming back for more upskilling over time.

ML in the LMS. Absorb has been using machine learning since 2019, and it's now helping users feel supported in creating training. Generative AI helps build courses in a matter of minutes, with only a description or PDF to get started. Additionally, the transcription tool from Absorb Pinpoint is integrated with the platform's search functionality. When a learner searches a term, Pinpoint highlights the searched term within the video transcripts.

Personalization. Companies can customize the platform based on their experience preferences and branding.

Gamification and collaboration. Groups and teams can gather in breakout rooms or forums to complement their formal learning content. Polls and news feeds can be fed via corporate social media, sharing the most relevant news and encouraging engagement.

Strengths

- Unlike many competing LXPs, users say reporting is easy and helps with data-driven decision making.
- Content can be customized to mimic organization branding.
- Administrators say the user interface is intuitive, making this platform an easy-to-adopt option for most L&D teams.
- Dashboards are also customizable and present training most relevant to the learner.

Challenges

- Small user experience issues such as moving to the next video and tracking outgoing emails come up amongst reviewers, though they admit the LMS otherwise serves their needs well.
- While reporting is strong, users are also requesting easily accessible dashboards to be standard, like many LMSs provide.

Trajectory

Two years following Absorb's sale to a private equity firm, it was voted at the top of G2's quarterly reports, a great vote of confidence from its existing customers. With the addition of generative AI tools, this LXP is poised to become a go-to in the industry.

Advice

Absorb is hitting all the right marks when it comes to a useful and functioning LXP. With a few more small updates that users are bringing up, this platform should continue to receive rave reviews and serve current and future customer needs, especially when its AI matures.

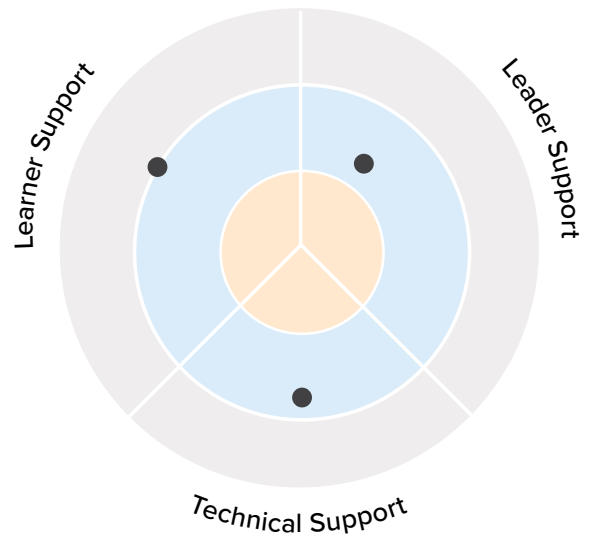
Axonify

Training at most companies typically only lasts a few days, but Axonify’s mission is to make that training continuous, improving knowledge retention of important concepts and skills. The platform launched in 2011 and is meant to be used daily, with brief quizzes, games and prompts of what the learner should focus on for the day. In 2022 alone, users answered one billion questions.

AI tools monitor performance and adapt the content and cadence for each learner, so the information they are struggling to understand shows up more frequently until it is fully absorbed. Each employee follows their own personalized and continuous learning path, auto-graduating to new topics and more difficult learning as they progress. Users can also go directly to the platform to access additional training, based on their training needs and interests.

A new generative AI-powered tool, Max, allows employees to ask questions in the flow of work and receive the information they need. For multilingual companies, the AI is available in more than 60 languages.

The company boasts an **83% engagement rate** amongst its 3.5 million users and 250 customers in more than 160 countries. While this platform is best for frontline workers, with clients primarily in retail, finance, distribution and logistics, telecom, hospitality and healthcare industries, it’s still a helpful tool for any organization where front-line employees need to use critical knowledge in day-to-day operations.



Capabilities Checklist

| | Yes | No | Not Listed | Notes |
|--------------------------------------|-----|----|------------|--|
| Learner Support | | | | |
| Virtual groups | | | ✓ | |
| Coaching/mentoring | | ✓ | | |
| Industry-specific training solutions | ✓ | | | Designed for frontline workers |
| Soft skills focus | | ✓ | | Focused on on-the-job training and knowledge retention |
| Reminders/notifications | ✓ | | | Designed for daily use |
| Leader Support | | | | |
| Progress dashboards | ✓ | | | |
| Metrics tracking | ✓ | | | |
| Certifications | | | ✓ | |
| Digital badging | | | ✓ | |
| Scoreboard/leaderboard | ✓ | | | Gamified experience |
| Technical Support | | | | |
| AI-assisted content creation | ✓ | | | Available in 60+ languages |
| Chatbot assistance | | | ✓ | |
| Integrations | | | ✓ | |
| White labeling | | | ✓ | |
| Sandbox environment | | | ✓ | |

Favorite Features

Gamification. Daily quizzes and games take just a few minutes and are customized to each learner's needs. Notifications bring users back often to reinforce learning, helping the company better serve its customers with the best training possible, while improving engagement to reduce turnover.

Artificial Intelligence. Axonify's Max tool recommends content and acts as an in-line tool for employees to ask questions and have on-the-job coaching. A content assistant builds courses quickly and generates the engagement content the LXP is so good at.

Centralized communication. The platform is intended for everyday use, so internal communications and learning initiatives being in the same place creates a more seamless experience.

Strengths

- End users report that the platform is easy to use and navigate via mobile.
- This LXP specializes in microlearning to reinforce training over time and make it fun. The gamification elements keep the customer returning and retaining knowledge.
- AI tools augment the training experience, help build content and answer questions.
- Axonify's website touts its excellence in AI, dedication to following regulations, protecting data and remaining transparent.
- The user interface and functionality continue to improve over time, a good sign for the commitment of the company to excellence and serving client needs.

Challenges

- Reporting isn't as intuitive as some users would like, a common complaint with LXPs.
- Setup takes a long time and there is some learning curve for administrators, but users report payoff.
- The platform is best for basic training, not necessarily for ongoing learning and development. However, it has integrated with other major LMSs, including Kronos, Cornerstone, ADP and SAP SuccessFactors, so it is an option for augmenting the learning experience.

Trajectory

Axonify is a small but mighty player in the LXP space. The company got ahead of the AI trend, and its data collection helps attribute learning to business results. Along with two recent acquisitions — digital learning platform [MLevel](#) and employee communication platform [Nudge](#) — the company is continuing to grow its capabilities.

Advice

This platform prioritizes training and the retention of knowledge, especially for frontline employees. However, for upskilling, leadership development and ongoing learning initiatives, companies will need to augment with other platforms.



Cornerstone opened its doors in 1999 as CyberU, in recognition that companies need dynamic learning environments that can adapt to learners' needs, predict demand and recommend content to help companies and individuals achieve their goals.

The organization went public in 2011 and made numerous acquisitions in the past decade that have contributed to a truly impressive LXP that promises to solve numerous issues facing talent managers and learning leaders.

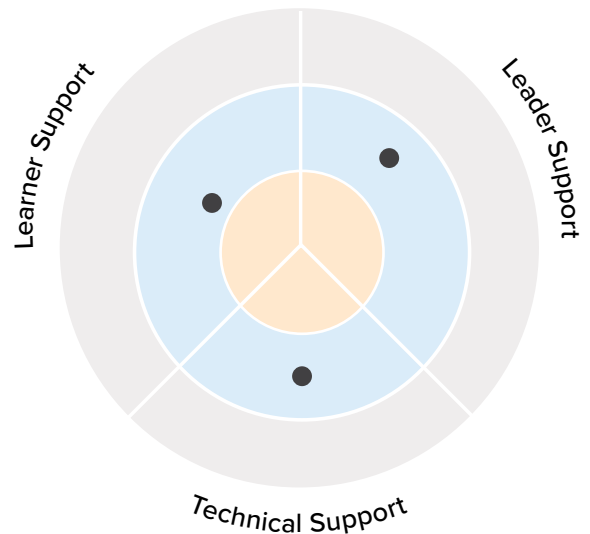
Most recently, Cornerstone acquired [Clustree](#) and [Saba](#) in 2020, [went private](#) in 2021 with a valuation of \$5.2 billion, then acquired [SumTotal](#) and [EdCast](#) in 2022. EdCast acquired a few companies in its past, too, including Sales University and Sociative, which both used machine learning to personalize content.

Today, the LXP boasts [125 million users](#) across more than 7,000 organizations in 186 countries.

Other learning platforms focus on specific functions, such as skills assessment or creating learning pathways, but Cornerstone and EdCast show promise in unifying a typically disjointed experience. These acquisitions bring together various skills and learning platforms, as well as management software, to create a cohesive, powerful experience platform that cements Cornerstone as a behemoth in the space.

The platform allows learners to choose aspirational roles and shares personalized content that guides users through reskilling, upskilling and otherwise achieving their goals. The AI-driven recommendation and skills-matching software created at Cornerstone, Clustree and EdCast alike are powering this content and will surely provide increasingly better recommendations as the technology gains more data.

The industry giant has created a well-earned name for itself and will continue to be a strong competitor in the LXP and LMS space as business leaders invest more in both AI and upskilling.



Capabilities Checklist

| | Yes | No | Not Listed | Notes |
|--------------------------------------|-----|----|------------|-------|
| Learner Support | | | | |
| Virtual groups | ✓ | | | |
| Coaching/mentoring | | | ✓ | |
| Industry-specific training solutions | | | ✓ | |
| Soft skills focus | ✓ | | | |
| Reminders/notifications | ✓ | | | |
| Leader Support | | | | |
| Progress dashboards | ✓ | | | |
| Metrics tracking | ✓ | | | |
| Certifications | | | ✓ | |
| Digital badging | | | ✓ | |
| Scoreboard/leaderboard | | | ✓ | |
| Technical Support | | | | |
| AI-assisted content creation | ✓ | | | |
| Chatbot assistance | | | ✓ | |
| Integrations | ✓ | | | |
| White labeling | | | ✓ | |
| Sandbox environment | | | ✓ | |

Favorite Features

AI-powered journeys. Personalization drives content according to individual interests and needs to inspire lifelong learning.

Infrastructure for skill building. The LXP evaluates skills, recommends similar roles and then creates a plan for growth and career advancement. Upskilling made simple.

Collaborative communities. Groups can gather virtually to connect with internal experts and skill up, motivating each other to continue growing together.

Integration with Google. Users can search for topics in Google, and EdCast courses will come up amongst the results, further reducing friction to upskilling.

Strengths

- This platform combines multiple leading LXP providers that serve multiple needs.
- The organization is making continuous improvements to its user interface.
- AI powers a personalized upskilling process.
- The LXP offers a variety of course lengths, from bite-sized knowledge to a multi-day certification.

Challenges

- Users complain about their struggles with data and reporting.
- The interface isn't quite as intuitive as administrative users would like, so training to use this LXP is something to consider.
- Setup time can be tedious, a struggle users complained of even before the recent merger with EdCast.
- Since the mergers, some users are complaining of a notable decline in the quality of customer service.

Trajectory

Cornerstone and EdCast were well-established learning platforms before merging in 2022. These mergers continue to solidify Cornerstone's place in the market and ability to offer competitive features. Its user experience needs some improvement which will hopefully bounce back over the coming years.

Advice

Users report some issues with support post-merger but also noted constantly improving user interfaces. Overall, ratings are strong for this power player in the LXP space, and organizations would be wise to consider it against other competitors.



Degreed is one of the first LXPs, and it has now surpassed a decade in business. Starting out as a competitor to traditional college degrees, it later expanded to also focus on corporate clients.

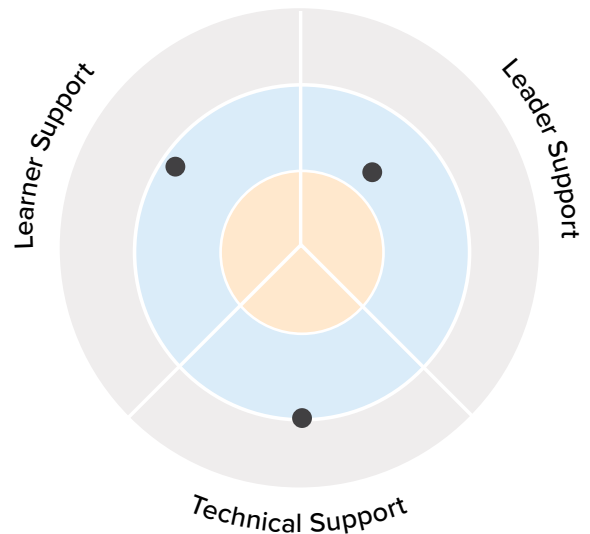
Recent acquisitions have changed the platform in more ways than one. [Pathgater](#), [Adepto](#) and [Gibbon](#) came on first, then most recently [Learn In](#) in 2022, along with its co-founder David Blake leading the growing company.

Learn In brings its capabilities of talent academies to develop deep skills. Degreed has always been focused on skills, but the Adepto acquisition brought greater visibility and skills mapping capabilities, helping learners and business leaders alike plan for the future and upskill accordingly. A partnership with edX opened up even more content for users of Degreed as well as edX For Business (with a subscription), along with its Academies.

The platform combines formal and informal learning, as well as group or social learning via development experiences such as hackathons. Its new Content Marketplace allows for L&D teams to curate content and learning academies, as well as access personal learning stipends for specific skills.

Content comes from multiple sources and formats, from company-created materials to external books, articles and podcasts.

Degreed’s search function recently leveled up with OpenAI NLP, improving the search results for skills the users are seeking. Degreed states it has used [AI for nearly a decade](#) and is taking great care in using NLPs to improve the learner experience while anonymizing data and examining bias.



Capabilities Checklist

| | Yes | No | Not Listed | Notes |
|--------------------------------------|-----|----|------------|-------|
| Learner Support | | | | |
| Virtual groups | ✓ | | | |
| Coaching/mentoring | | | ✓ | |
| Industry-specific training solutions | | | ✓ | |
| Soft skills focus | | | ✓ | |
| Reminders/notifications | | | ✓ | |
| Leader Support | | | | |
| Progress dashboards | ✓ | | | |
| Metrics tracking | ✓ | | | |
| Certifications | | | ✓ | |
| Digital badging | ✓ | | | |
| Scoreboard/leaderboard | | | ✓ | |
| Technical Support | | | | |
| AI-assisted content creation | | ✓ | | |
| Chatbot assistance | | | ✓ | |
| Integrations | ✓ | | | |
| White labeling | | | ✓ | |
| Sandbox environment | | | ✓ | |

Favorite Features

Accommodates a variety of environments for learning. Group learning, formal learning and informal opportunities mean there's more space for everyone to access the training where they're comfortable.

Skills graph. AI tools allow administrators to dynamically map employees, content and experiences to topics, skills and roles to get a visual sense of the skills (and gaps) in the workforce and how to close them.

Never-ending content catalog. Company-generated training is one thing. Content via partnerships, as well as external videos, books and more, means learning can be found anywhere.

Embedded in everyday systems. Integration with Microsoft Teams has led some customers to report a 64% rise in user engagement. Integrations with these frequently used systems reduces friction to getting started with a learning journey, one of the main goals of an LXP.

Connections with peers. The LXP recommends colleagues with similar interests and goals, empowering a collaborative learning environment.

Strengths

- Learning opportunities can come from multiple platforms, class sizes and learning styles.
- The extensive content from numerous acquisitions and partnerships is also supplemented by books, podcasts and more.
- Learners can access Degreed via Teams, so their upskilling is embedded in everyday environments.
- The LXP easily integrates with other platforms.

Challenges

- Users note that reporting is difficult and notifications are lacking.
- Because the platform is so different from traditional LMSs, some customers are confused and need training to successfully navigate the LXP.

Trajectory

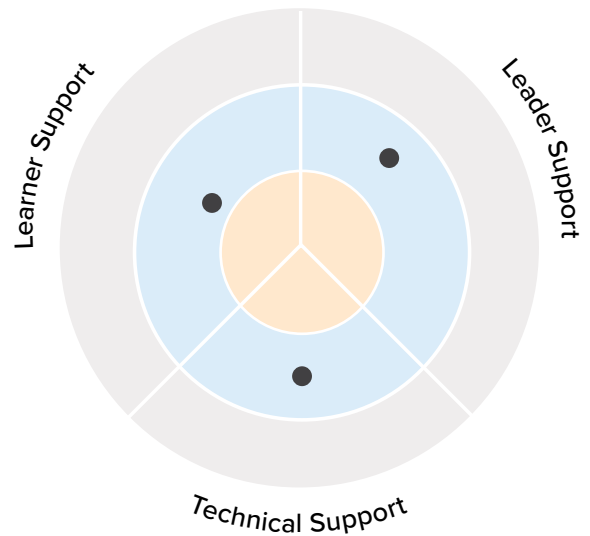
With 400 customers and 8 million users, Degreed remains smaller than its biggest competitors, but partnerships and acquisitions across the LXP space indicate that Degreed is positioned to continue growing and serving extensive content to more customers.

Advice

For organizations focused on skills mapping and sharing specific content with their teams, this is a great platform. A little training and time at the beginning will go a long way. Degreed is an established LXP and continues to expand its capabilities and improve its user experience, making it a safe choice.



Docebo launched in 2005 as an AI-enabled learning platform that personalizes content to learners. Today, it has expanded capabilities of scaling learning and brings course creation to the platform. This is what Josh Bersin called a “[Creator Platform for Corporate Learning](#).”



The Shape tool uses AI to help content creators quickly generate videos to share with their teammates. By centralizing training’s consumption and creation — and automating the buildout of courses — subject matter experts and internal authorities can more efficiently share knowledge and build out a course library.

Docebo is also embedding learning experiences into everyday tasks. Flow brings the content to the workflow of an individual. A small popup in the corner of the user’s screen can share a convenient, short training at the moment the learner needs it.

The customizable interface and drag-and-drop capabilities are code-free and accessible to users who want to focus solely on optimizing the content within the platform.

Docebo [went public](#) in 2019 with the Toronto Stock Exchange and later with [NASDAQ](#) in 2020. Since then, Docebo has acquired four organizations, including [forMetris](#), [Skillslive](#), [Peerboard](#) and most recently [Edugo.AI](#). ForMetris surveys and measures impact of learning programs, and Edugo.AI brought the natural language processing capabilities as differentiators for this LXP.

These strategic acquisitions achieved the goals of expanding the customer base, which currently stands at more than 3,400, as well as more than 60,000 pieces of content.

Capabilities Checklist

| | Yes | No | Not Listed | Notes |
|--------------------------------------|-----|----|------------|---|
| Learner Support | | | | |
| Virtual groups | ✓ | | | Social learning available through Discover, Coach & Share |
| Coaching/mentoring | ✓ | | | Virtual coaching through AI |
| Industry-specific training solutions | | | ✓ | |
| Soft skills focus | ✓ | | | |
| Reminders/notifications | | | ✓ | |
| Leader Support | | | | |
| Progress dashboards | ✓ | | | |
| Metrics tracking | ✓ | | | |
| Certifications | ✓ | | | Includes training programs for PMI/PMP, CompTIA, ITIL, Six Sigma and other certifications |
| Digital badging | | | ✓ | |
| Scoreboard/leaderboard | | | ✓ | |
| Technical Support | | | | |
| AI-assisted content creation | ✓ | | | |
| Chatbot assistance | | | ✓ | |
| Integrations | ✓ | | | |
| White labeling | | | ✓ | |
| Sandbox environment | | | ✓ | |

Favorite Features

AI-assisted creation and updates. The Shape tool allows users to input articles or presentations to create a unique piece of learning content. It can then translate into a variety of languages for global use and be updated automatically when changes are made.

Guidance from AI. A virtual coach helps guide users by answering their questions, and it assists with auto-tagging and suggesting the most relevant content to view next.

Highly visual reports. Colorful charts help managers easily understand training impact and use, as well as evaluation from the users themselves and global comparisons.

Customer support. Users overwhelmingly cite customer service as being speedy and responsive to feedback, even acting on suggested changes. For companies that are seeking to truly customize their platform and serve learners, this is a key quality for a great LXP.

Strengths

- AI assists with making updates to training content, refreshing every instance of a training site-wide. This service even works to translate to multiple languages.
- Learners report ease of use and that they can easily return to content on different devices.
- Customer support is highly regarded as being helpful and fast. Not all LXPs receive this same feedback.

Challenges

- Effectively using the system requires some training at first.
- Skills mapping is a newer function and needs further customization and reporting functionality. This is likely to improve with time.
- Most modules are priced separately, so add-ons add up and users seek simplicity in pricing.

Trajectory

Docebo has nearly 20 years in the space and is making strategic acquisitions that enable further capabilities that differentiate it from the competition. With its excellent customer service and promise of measuring ROI, it's a solid tool for any L&D department aiming to improve reporting.

Advice

When exploring platforms and comparing options, be sure to include every module you'll use, as they cost extra. Take the training and be vocal with customer support, and issues will likely be resolved quickly.



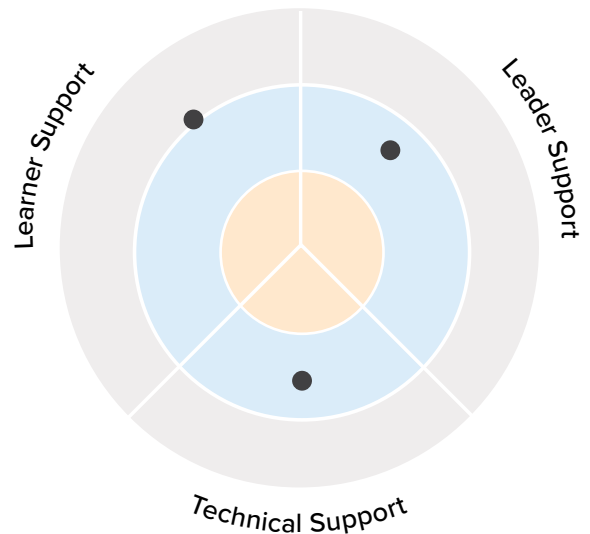
Learn Amp is a blend of an LXP and an LMS that offers an “all-in-one” **employee experience platform**, combining L&D and performance management. This approach emerged from early user feedback that suggested when learners are given total control over their learning journey they tend to disengage.

Ownership of learning is distributed between numerous parties, including line managers, department heads and mentors, making upskilling a shared responsibility on and off of the platform.

Skill development can align with organizational goals, helping learners better understand how their knowledge contributes to company success. Additionally, the employee engagement and performance development tools included provide managers with visibility into their team’s learning journey.

AI-supported modules aid in writing content, from generating ideas to drafting text and editing for tone. The AI-supported search function and personalized content also bring the most important content to the learner. The technology even aids in recommending skills tags, while still allowing for editing as needed. Soon, AI on Learn Amp will also provide insights into events and further aid in creating learning content.

Further, the platform integrates with some of the biggest HR systems and communications platforms, enhancing and centralizing the apps many companies use in everyday people management. The company announced integration with file storage platforms like Box, SharePoint, Google Drive and Dropbox is coming soon, as is integration with customer relationship management (CRM) software such as Salesforce and HubSpot.



Learn Amp mainly serves the software, IT and cyber security, financial services, consultancies, construction, retail and hospitality industries.

This LXP was founded in 2017, but its strengths and differentiation as a B Corp puts it in strong competition against the bigger players in the industry that have focused on profits, mergers and private equity.

Capabilities Checklist

| | Yes | No | Not Listed | Notes |
|--------------------------------------|-----|----|------------|--|
| Learner Support | | | | |
| Virtual groups | ✓ | | | Social learning allows for discussions or Q&A on content or pathways |
| Coaching/mentoring | | | ✓ | |
| Industry-specific training solutions | | | ✓ | |
| Soft skills focus | | | ✓ | |
| Reminders/notifications | ✓ | | | Weekly check-in surveys available |
| Leader Support | | | | |
| Progress dashboards | ✓ | | | |
| Metrics tracking | ✓ | | | |
| Certifications | | | ✓ | |
| Digital badging | | | ✓ | |
| Scoreboard/leaderboard | | | ✓ | |
| Technical Support | | | | |
| AI-assisted content creation | ✓ | | | |
| Chatbot assistance | | | ✓ | |
| Integrations | ✓ | | | |
| White labeling | | | ✓ | |
| Sandbox environment | | | ✓ | |

Favorite Features

AI-enabled features. From recommending skills to tags, to writing learning content from scratch, this LXP augments the learning function on multiple fronts.

Automated reminders. After the business matches objectives to business periods, learners and managers receive updates so nobody misses a beat and everyone stays on track.

Retention and ROI tracking. The LXP brings in performance metrics so leaders can visualize how their investment is paying off for the business.

Access to multiple content providers and software integrations. Preferential rates allow customers to tap large learning sets such as Pluralsight, Udemy, LinkedIn Learning and more.

Strengths

- Users say that implementation is easier than other platforms they've used.
- Learners can own their journeys by accessing content they want, while still contributing to organizational goals.
- AI aids in organizing, as well as writing content.

Challenges

- The platform's terminology takes getting used to, with naming being less than intuitive.
- Like many LXPs, users complain about difficulties with reporting.
- Technical issues come up among complaints, but the company is continuing to improve the platform and functionality.

Trajectory

Although Learn Amp is still a relatively new platform, its forward-thinking approach and commitment to constant improvement is earning awards and accolades. It hasn't faced any mergers or acquisitions yet, but it will surely gain capabilities and customers as it matures.

Advice

For companies with limited L&D resources, this platform enables everyone in the organization to have responsibility in the learning culture. AI augments this work, and the combined LXP/LMS structure provides visibility into people management. The company shares roadmaps and is continuing to improve the UI, so although there are complaints of user experience regarding terminology and reporting, some training and time should clarify these issues.



Skillsoft expanded into the LXP marketplace in 2017 with its Percipio app, focused on building skills for digital transformation. The company later acquired Codecademy and sold its ownership of SumTotal to Cornerstone in 2022.

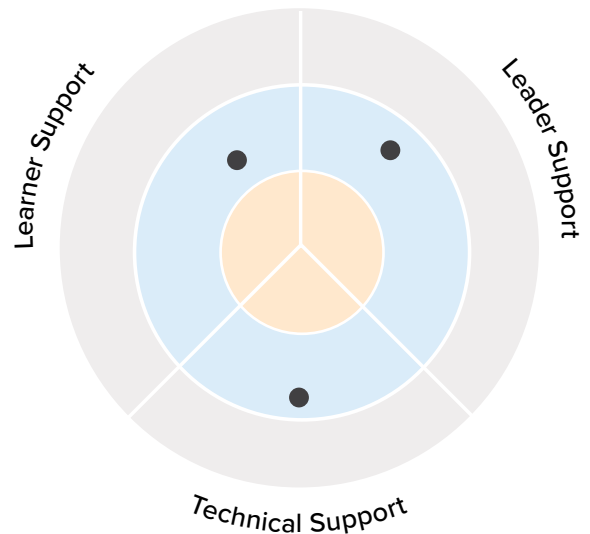
Digital transformation and AI are top of mind for leaders these days, and this app’s capabilities are supporting organizations that aim to upskill.

Skill Benchmark Assessments examine the team’s capabilities and guide them to build the most in-demand digital skills, while the leaders can see the talent inventory to support decision-making. Managers and admins have visibility into the skills of their team and can assign specific courses to individuals.

Aspire Journeys are prescriptive content paths for leadership development and technology roles. With more than 1,000 journeys to choose from and more added regularly, learners have numerous options for upskilling for the future. Highlights include training that prepares employees for high-demand roles such as for data scientists, AI developers and CloudOps architects.

This LXP remains focused on the skills that future-focused organizations need as AI dominates conversations across industries.

In fact, the platform’s training on AI takes multiple approaches, from the technology needed to build applications, to the leadership skills that help keep strategy in mind, to the risks and ethics of AI use. A new [ChatGPT Learning Journey](#) was announced in summer 2023, just as the technology was making waves throughout the business world.



Skillsoft is fully in the AI game. The company also recently announced its skills trainer, Skillsoft CAISY™ (Conversation AI Simulator), which can talk with employees and offer in-line feedback on communication and leadership skills.

Percipio has 12,000 customer organizations using its platform to upskill their teams and prepare for the future.

Capabilities Checklist

| | Yes | No | Not Listed | Notes |
|--------------------------------------|-----|----|------------|-------|
| Learner Support | | | | |
| Virtual groups | | | ✓ | |
| Coaching/mentoring | ✓ | | | |
| Industry-specific training solutions | ✓ | | | |
| Soft skills focus | ✓ | | | |
| Reminders/notifications | | | ✓ | |
| Leader Support | | | | |
| Progress dashboards | ✓ | | | |
| Metrics tracking | ✓ | | | |
| Certifications | | | ✓ | |
| Digital badging | | | ✓ | |
| Scoreboard/leaderboard | | | ✓ | |
| Technical Support | | | | |
| AI-assisted content creation | ✓ | | | |
| Chatbot assistance | | | ✓ | |
| Integrations | | | ✓ | |
| White labeling | | | ✓ | |
| Sandbox environment | | | ✓ | |

Favorite Features

Learning channels. The LXP has more than 1,000 skill benchmarks available, with topics from AI to data, and customer service to project management.

AI and digital transformation content. Previously emerging technology is now taking off, and this platform has the content to help organizations upskill appropriately to remain competitive.

HRIS integration for centralized talent management and learning. The platform works alongside other critical HR technology to give organizations a birds-eye view of staff.

Skills mapping. Having visibility into current skills is critical as digital trends continue to accelerate. The LXP allows administrators to assign courses and prepare talent for their next roles.

Strengths

- Users say that the LXP is easy to use and access on mobile and offers a good variety of content.
- Skills benchmarking helps learners see their progress and allows administrators to map talent needs, identifying where to focus their upskilling efforts and where hiring might fill critical needs.
- AI capabilities and training are strong value propositions for this platform.

Challenges

- Pre-loaded courses are limited to video content, though new skill benchmarks are added often.
- Users crave even more content to explore and interact with, so an external LMS might help supplement the training available.
- Customers say that the LMS integrations have room for improvement.

Trajectory

Skillsoft has seen major changes since 2020. After solidifying its place among other LXPs, Skillsoft acquired [Codecademy](#) and sold [SumTotal](#) to Cornerstone in 2022. Its focus on upskilling of in-demand technical and leadership skills will get this platform far as it continues to build out capabilities.

Advice

For companies that want to effectively benchmark and upskill, Percipio is a solid choice and a valuable player against the competition with 12,000 customers strong. The LXP continues to add offerings and improve its user interface over time, though its content is limited to video and lacks gamification elements that many learners desire.

T thrive

Thrive launched in 2019 as the “only all-in-one LMS platform,” and it quickly made waves in the learning technologies space.

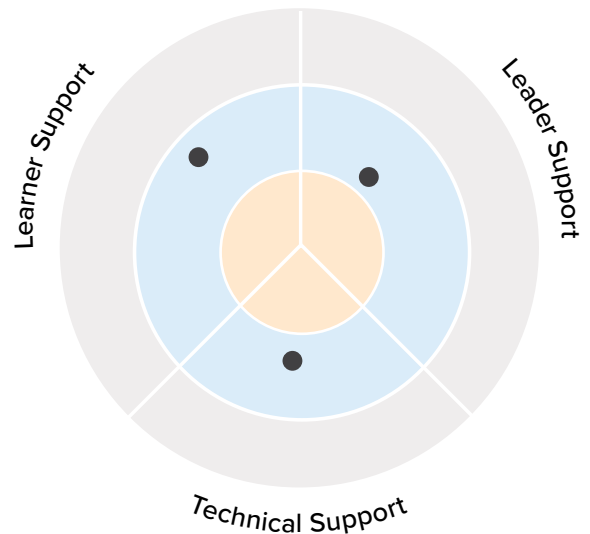
Built with capabilities similar to social media platforms, knowledge is democratized. Users can browse teammates’ skills and the content they have consumed to hone those skills. There is even the capability to create new skills, which company leadership will see and can recommend specific content as desired.

The Auto Curation task helps pull content from other sources and build out the content library, and it allows for either admin or individual users to contribute, with the option to turn off or restrict content from staff. Administrators can indicate whether a strict workflow of training is required or if users can watch content out of order as desired.

Goal setting is an important feature of Thrive, where users can identify their personal goals and level up on the job. With a current focus on soft skills such as leadership, communication and mental wellness, Thrive is also adding a subscription offering that trains around compliance and subject matter expertise.

Thrive recently announced that the company is [tripling its investment](#) in tech and product development, building functionality for coaching and mentoring. AI-powered search is also on the way, along with reporting and content authoring.

As the platform’s influence grows, so does its customer base, which swelled 36% from 2022 to 2023 and now boasts more than 3 million users. And they stick around — customer retention of its 350+ clients is at [99%](#).



Capabilities Checklist

| | Yes | No | Not Listed | Notes |
|--------------------------------------|-----|----|------------|--|
| Learner Support | | | | |
| Virtual groups | ✓ | | | |
| Coaching/mentoring | ✓ | | | AI-enabled virtual coaching |
| Industry-specific training solutions | ✓ | | | Includes government, retail, healthcare and more |
| Soft skills focus | ✓ | | | |
| Reminders/notifications | ✓ | | | |
| Leader Support | | | | |
| Progress dashboards | ✓ | | | |
| Metrics tracking | ✓ | | | |
| Certifications | ✓ | | | |
| Digital badging | | ✓ | | |
| Scoreboard/leaderboard | | ✓ | | |
| Technical Support | | | | |
| AI-assisted content creation | ✓ | | | |
| Chatbot assistance | ✓ | | | As part of AI-enabled coaching |
| Integrations | ✓ | | | |
| White labeling | | ✓ | | |
| Sandbox environment | | ✓ | | |

Favorite Features

AI-powered content creation and reporting. Thrive AI for learning aids in tagging, creating summaries, conducting quality checks, assessing learning data, coaching and more. Additional functionality is on its way, with the goal of having “[bespoke models which are fully hosted within their own private cloud.](#)”

Visualization of progress. Users can view their level of proficiency and their training plan to upskill, helping them quickly understand their path forward.

Social learning. Users can hold discussion groups within the platform and can share their content across their network, building visibility for the most popular content and encouraging others to join in.

Workflow integration. Users can share content from the platform via Microsoft Teams, Slack and the company’s HR system, which helps to make learning a more natural part of the flow of work.

Coaching and mentoring. A feature expected later this year will support learners in finding subject-matter experts and grow skills together.

Strengths

- Users report a smooth onboarding process to the platform.
- Team leaders can upload content and create courses with ease and build learning paths tailored to individuals.
- Compliance training completions are easy to access in case of audit.
- Users say that customer service is strong and updates occur often, a great sign for the future capabilities and implementations of this platform.

Challenges

- Similarly to many platforms, administrators complain about reporting being tedious.
- Search functionality has come up among complaints, and users face difficulty finding what they're looking for.
- The interface lacks customization. While straightforward, users want to personalize how they view content.

Trajectory

Thrive is still very new, having launched in 2019. While young, its more than 350 customer companies have great things to say about the platform and 99% of them stay. This is in part due to the company's investment in its Customer Operations team, which is growing to provide 24-hour support. Soon to come: Industry-specific content, more personalization and more AI. Its dedication to customers and fast growth is quickly making Thrive one of the LXPs to watch.

Advice

This platform is ideal for sales enablement, customer service training, compliance training and general onboarding, while still being customizable. While its offerings are fairly standard for soft skills and microlearning, it's a great place to start for any L&D department seeking a user-friendly LXP.

Tovuti

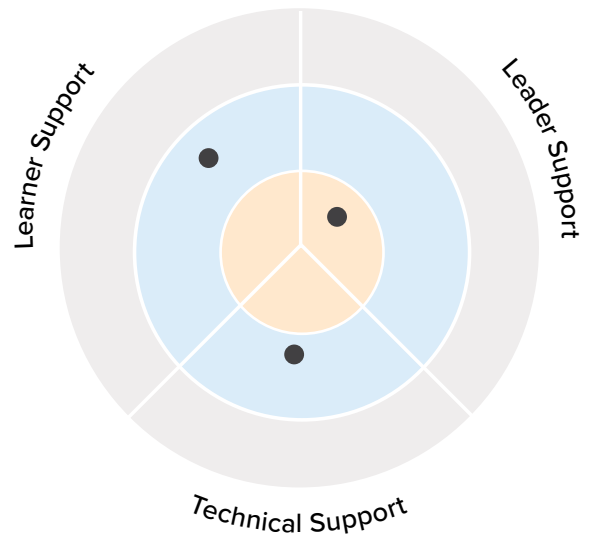
Since its 2017 launch, Tovuti has attracted customers who white-label their courses. They migrate training content into Tovuti, then gamify them for engagement and repackage the platform to sell courses to their own customers.

In 2023, the organization really made waves when it announced [integration with Workday](#), unveiled an AI content creation assistant and even partnered with motivational coach and speaker Tony Robbins — a unique choice amongst LXPs.

The Dizi AI content creation tool is further enabling the gamification of content. It can scan source text to create quizzes and other interactive elements, building out entire lessons in minutes.

Just this year, Tovuti announced an LMS solution for federal, government and state local education (SLED), adding to its stack of industry-specific training that includes compliance for hospitality, healthcare, education and more.

With no acquisitions yet, this company is still young but knows how to support its growing customer base with the trendy and helpful tools they demand.



Capabilities Checklist

| | Yes | No | Not Listed | Notes |
|--------------------------------------|-----|----|------------|-------|
| Learner Support | | | | |
| Virtual groups | ✓ | | | |
| Coaching/mentoring | | | ✓ | |
| Industry-specific training solutions | ✓ | | | |
| Soft skills focus | | | ✓ | |
| Reminders/notifications | | | ✓ | |
| Leader Support | | | | |
| Progress dashboards | ✓ | | | |
| Metrics tracking | ✓ | | | |
| Certifications | ✓ | | | |
| Digital badging | ✓ | | | |
| Scoreboard/leaderboard | ✓ | | | |
| Technical Support | | | | |
| AI-assisted content creation | ✓ | | | |
| Chatbot assistance | | | ✓ | |
| Integrations | ✓ | | | |
| White labeling | ✓ | | | |
| Sandbox environment | | | ✓ | |

Favorite Features

Security and privacy protections. This platform touts an easy setup, no updating and enterprise-scale security that includes encryption, redundant data storage and disaster recovery.

Centralized compliance training. For industries such as healthcare, hospitality, retail, manufacturing, finance, education, technology and more, this platform brings the required and in-house training to one place.

Mobile responsive. Many LXPs lack a mobile-friendly interface, but Tovuti is built for a variety of screen sizes for learners on the go.

Gamification. There are 40 plus elements of gamification, including a leaderboard for friendly competition, badges and more.

AI assistant. Dizi, the in-platform tool, helps users create courses, lessons and interactive elements to quickly generate training.

Variety of interactions. Communities bring people together, courses upskill individuals and the media library features helpful tools at one's fingertips.

Strengths

- Content is easy to create, and users find that the training is relevant to their needs.
- This platform is intended for small and medium-sized businesses.
- The AI tool helps minimize the time and resources needed to create content.
- Users can focus on the core messages of their content, while AI takes care of the gamification.

Challenges

- Similar to most LXPs in the marketplace, users say it is intuitive but navigation takes some getting used to.
- Users are asking for further customization within the dashboard and templates available during course building.
- Customers complain of the platform's high price and that it lacks capabilities for languages other than English.

Trajectory

As Tovuti LMS continues to become an attractive tool for both in-house training tools and a possible revenue stream for customers, it will grow to better compete with other more established LXPs. Current users largely rate it highly, so companies looking for content creation support will likely find success in this platform.

Advice

As with most LXPs, some training will be needed to get over a learning curve. But for basic content creation, this platform will be largely helpful. The company is still young, so be vocal about capabilities needed and watch your content grow with the LXP.

udemy business

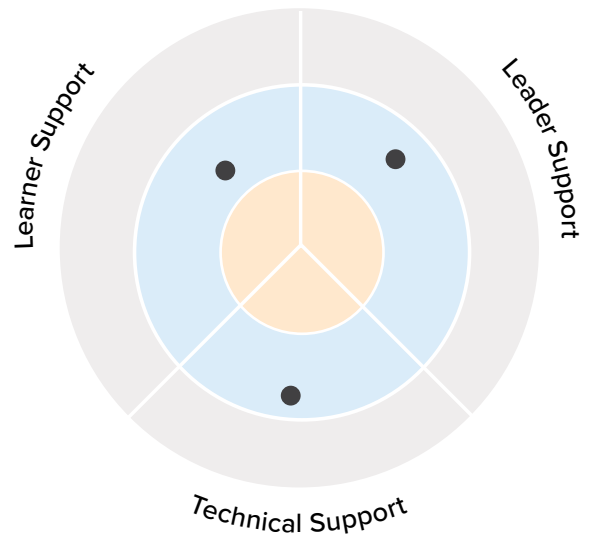
Udemy was founded in 2010 as “The Academy of You,” with Udemy Business debuting in 2015 as a curated collection of Udemy content. Tailored to business, leadership and technical topics, the platform prioritizes its professional audience’s content needs.

Software and coding training includes assessments, sandbox and practice tests so learners can prepare for certification that proves their education, an ideal solution for organizations focused on practical upskilling in technical roles.

Udemy acquired [CorpU](#) in 2021, bringing in CorpU’s capabilities for cohort-based leadership development as an add-on, subscription-based service. Just a few months later, Udemy [went public](#).

The platform is available to small teams, individuals and enterprises, with add-on options abounding. Some users complain, though, that these additional features are proving too costly.

Still, with more than 15,000 Udemy Business customers and more than half of Fortune 100 companies using the platform, this LXP has established itself as a solid option for corporate training.



Capabilities Checklist

| | Yes | No | Not Listed | Notes |
|--------------------------------------|-----|----|------------|--------------------------------|
| Learner Support | | | | |
| Virtual groups | ✓ | | | Cohort learning available |
| Coaching/mentoring | | | ✓ | |
| Industry-specific training solutions | ✓ | | | Good focus on technical topics |
| Soft skills focus | ✓ | | | Leadership focus |
| Reminders/notifications | | | ✓ | |
| Leader Support | | | | |
| Progress dashboards | ✓ | | | |
| Metrics tracking | ✓ | | | |
| Certifications | ✓ | | | |
| Digital badging | | | ✓ | |
| Scoreboard/leaderboard | | ✓ | | |
| Technical Support | | | | |
| AI-assisted content creation | | ✓ | | |
| Chatbot assistance | | | ✓ | |
| Integrations | ✓ | | | |
| White labeling | | | ✓ | |
| Sandbox environment | ✓ | | | |

Favorite Features

Sandbox environment. Technical teams can practice what they're learning in risk-free spaces on the platform, helping them gain experience and prepare for real-world application.

Certifications prioritized in the platform. Especially for technical roles, Udemy Business has a variety of exercises and practice tests so your team is prepared to certify the training received.

Leadership academy offering. For midsize organizations and larger, cohorts can gather and upskill together to become the company's future leaders.

Dedicated and diverse instructors. Content comes from a global team of instructors, and there are options to view only the content local to the user.

Strengths

- Out-of-the-box reporting provides a solid overview of the organization, team and individual outcomes from learning investment.
- Technical topics abound, making this platform ideal for companies that are upskilling their tech teams.
- Managers can create groups to more easily view and manage the training of teams or departments, assigning content and sending messages of encouragement along the way.

Challenges

- Unlike most other LXPs, Udemy lacks the gamification and interactive elements learners desire.
- Udemy Business appears to be sticking to its core as a LMS, prioritizing the basic onboarding and upskilling that companies need, but without the engagement that's common on other platforms.
- The company is behind on its AI-enabled functionality, whereas its competition highlights features such as improved search, recommended content or even AI-assisted content creation.
- The platform has free and low-cost offerings, but users complain about the extent of add-ons and other pricing concerns.

Trajectory

Udemy is no new name in the LXP landscape. After going public just a few years ago, it's poised to make more acquisitions and further expand its offerings. While its gamification elements aren't quite up to the competition, they are likely to soon emerge as a leader in corporate learning.

Advice

This LXP is a great option for midsize companies that need basic training and upskilling capabilities. Its features are comparable with competing LXPs. The add-ons of leadership development are the biggest differentiator, so it might be wise to integrate Udemy Business's unique capabilities with other LMSs.

How to Choose an LXP: 9 Issues to Consider

When vetting LXP vendors, every shopper should consider a core set of features and functionality before building a short list of contenders:

An intuitive user interface. The user interface must be easy, engaging and personalized or learners won't come back. Studies of app "stickiness" show one in four users [abandon an app after a single use](#) if it doesn't immediately meet their needs, and [educational apps lead](#) in top types of apps with the most abandonment. While required company training platforms may experience higher retention rates, you want an LXP that inspires employees to return again and again.

Don't rely on vendors to tell you their interface is engaging — it's a pitch point for every platform in the marketplace.

The only way to know is by having actual users test the tool. As part of the early review process, have a small group of users engage with the interface, and watch how they react. Does it make sense? Can they navigate the platform without being trained? And how do they respond to the experience — with happy surprise or defeated frustration? Early user feedback will show you which UX has the most appeal.

AI-driven recommendations. We have finally reached the point where AI is becoming a reality for corporate technology platforms. But not all LXP AI-features are equally advanced.

Don't let the promise of AI be the only selling point. AI takes many forms in LXPs, from advanced search, to skills mapping and customizing content paths, to chatbots and translation tools, to assisting in building entire content libraries. Think about your organization's goals and where AI can help.

If looking for an LXP that can train learners to create or use AI, consider finding one with a sandbox environment. This is a common request of tech developers, so L&D should consider providing risk-free spaces for their learners to gain exposure to AI and use it effectively.

Look for proof that a platform is able to deliver on its promises. Ask vendors to explain their technology (consider involving your own tech team in these conversations). Talk to current users about how well the recommendation engine works, and read online reviews to get honest feedback on the pros and cons of each platform. Be sure that the LXP prioritizes AI ethics, data privacy and security.

Content creation via generative AI is another useful tool that can help build out content libraries and update compliance or product information across the system. Again, read reviews and talk to current users to get an idea of how intuitive these tools are, or if extensive training is required.

Speed of implementation. Some LXPs offer plug-and-play solutions, while others require a custom fit. When vetting options, think about how quickly you want or need the platform to be up and running, and whether speed is more important than customization. Phased implementation can also offer a way to quickly engage learners, while taking more time to implement data tracking and integration features.

Data tracking and analytics. When evaluating a platform's AI tools, pay attention to what data users will have access to, and what form it comes in. Ideally, an LXP will provide detailed data of value to learners as well as administrators.

Users should be able to see data about their learning progress to date, ongoing skill gaps, completion rates, recommendations based on other learner journeys, and other relevant data that will make the platform more engaging and help them achieve their specific goals.

Administrators should be able to track how the platform is being used, what courses are being taken, how long and how often people are using the system, compliance training completion rates, and any other data that will help them manage the corporate learning culture. The best platforms offer customizable, graphics-driven reporting tools that track progress in easy-to-read charts and graphics.

Customization capability. Customization of the platform is a big selling point with LXPs, but how much customization is possible and what that means from a start-up perspective can vary considerably. Ask vendors to outline customization options, and how that customization process will impact start-up times, fees and usability.

Industries/customer size. While many platforms promise that their solution is appropriate for all users, others specialize in specific industries, job types, company sizes and regions. Some tools make this specialization obvious — like offering specific certifications or Axonify’s focus on front-line workers; — while others are less specific.

Along with asking vendors about their target customer base, read customer reviews and product profiles, and look at the types of clients the company serves (most product websites offer a list of their most well-known customers). This will give you an indication of whether it will be a good fit for your team.

Integrations with other HR and employee data platforms. Even the best LXPs can’t stand alone. They need access to employee information, compliance data, onboarding tools, and other workforce data to run effectively and to offer compelling recommendations and customization options. Choosing a product that can easily integrate with your existing LMS, communication applications and other systems will ease this transition, and ensure that employees are learning the right skills and that the company can leverage those skills to drive better performance.

Remember these integration options and issues may change if the platform is acquired by another firm or HR software company, a regular occurrence these days. While an acquisition typically enhances the platform’s capabilities and available content, transitions aren’t without their problems, whether that be a technical difficulty or dip in customer service.

Companies that already have an enterprise HR solution should look for indicators that their current provider is considering an LXP acquisition — via press releases, conference announcements, news stories or asking your rep. That knowledge may help you choose the tool that will best align with your current systems.

Price. The cost and pricing mechanism for these products can vary widely based on the product, number of users and content options. When comparing costs, be sure to learn exactly what you get for the core price — and what is extra. Many platforms charge additional fees for certain content, certifications, customization and other value-added features that can add a lot to a base price.

Future product roadmap. You want to pick a product that will evolve with your company's learning needs. Reviewing their product roadmap will tell you what direction they are taking the platform, what new features and integrations you can expect, and where they envision innovation happening in the coming years. It will also provide a baseline to hold the vendor accountable if promised features and functionality don't emerge.

Get End Users Involved

All of these platforms are cloud based, which means you won't be locked into a huge on-premises investment and years-long contract if you make the wrong choice. While you always want to avoid churning through employee platforms — it's harder to secure buy-in with every new deployment — if your first choice doesn't meet employee needs, it's not impossible to make a switch.

The key to choosing the right LXP the first time around is involving end users in the decision. An LXP is designed to engage and empower employees and turn them into lifelong learners. This will ultimately be their platform, and the more invested they are in this decision the more likely they are to use it.

The only way to create that kind of engagement is to include actual employees in the vendor vetting and selection process. It may be more time consuming, but in the end you will make a better decision and create a team of grassroots champions who will encourage their peers to get on board.

Conclusion

The LXP space is still evolving. New entrants continue to emerge, and it's unclear which platforms will stick around, who will emerge as a best in breed solution and who will be acquired by enterprise software companies eager to gain a foothold in the LXP space.

Any company struggling with current or future skill gaps, or that desires to make learning a more integral part of the corporate culture and workflow, should consider an LXP as part of their suite of tools. These platforms can make learning more accessible and engaging while giving leaders the oversight to see what skills they have in their current workforce — and what they need to do to close future gaps.

VCs Lead the Way

The past few years have proven that the LXP category is following the same trends seen across other sectors of the HR tech environment — including a flood of capital from venture capitalists and a flurry of acquisitions.

Executives' growing fears about existing talent gaps and plans to reskill the workforce for the future of work make LXPs an attractive area for investors. LXPs promise to address the failings of traditional corporate learning environments; the platforms that succeed could transform the industry and make a lot of money.

We've already seen many big LXP players win considerable investment deals, including Absorb LMS [going private for \\$500 million](#) and Cornerstone [going private for \\$5.2 billion](#) and then acquiring two competitors.

Acquisitions are commonplace these days, and the LXP market is no different. Many of the LXPs listed in our directory have made recent strategic acquisitions, such as bringing on a company with AI capabilities or improved search functionality to add to existing LMS offerings.

VCs will continue to invest big money in the players that stand out, giving them the resources to build out their content, add features, and acquire new talent and competing technologies to ultimately gain customers.

Keeping an eye on these deals could provide useful insights to companies that are wondering which platform to invest in, although there are many other factors to consider.

Appendix

Further Reading

The following articles cover LXP basics and terminology, various product applications, in-depth technical information, setup and deployment, evaluation tips, vendor questions and more. Because technology changes rapidly, this section will only list articles published in 2022 and 2023. For more articles on LXPs, visit reworked.co.

- [Here's Why Choosing Learning Tech Is so Hard, and What You Can Do](#) (2023)
- [Learning Experience Platforms: Key Features, Benefits and How to Choose](#) (2023)
- [LXP vs. LMS: How Are They Similar, How Are They Different?](#) (2023)
- [Learning Platforms Are a Goldmine of Business Data](#) (2022)

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