

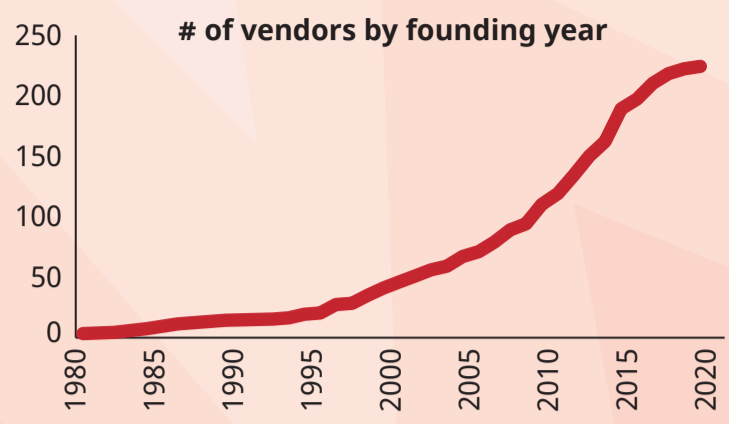
LEARNING TECH UPDATE 2020: MORE, MORE & MORE

The learning tech market is exploding ...

... as learning is increasingly a strategic imperative for organizations. Between 2018 and 2020, the number of vendors, customers, users, solutions, and functionalities grew significantly, bringing both more opportunity and more competition.

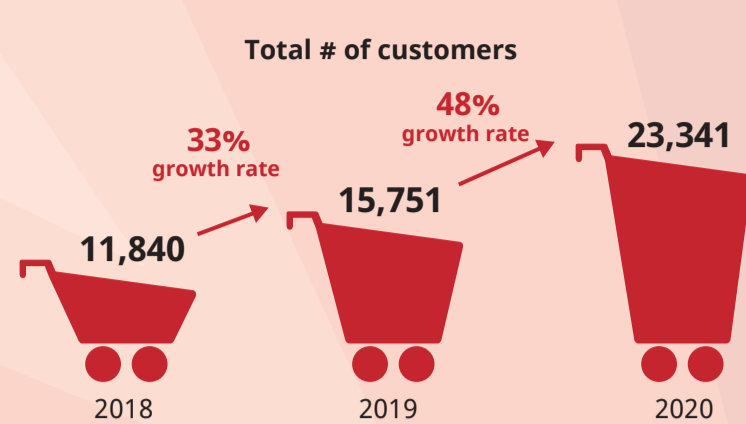
More vendors ...

... with more entering the market each year.



More customers ...

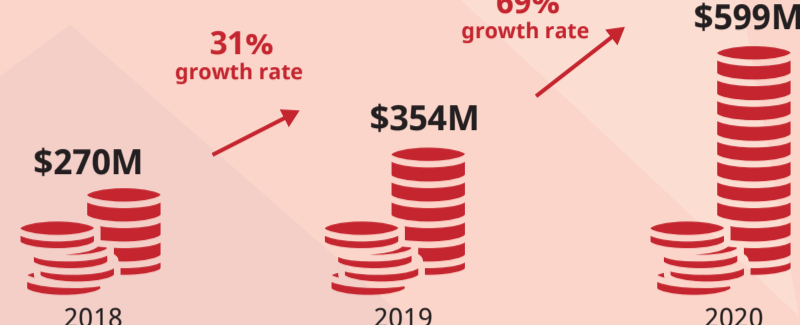
... and much more adoption of learning tech.



More revenue ...

... speeding past the half-billion-dollar mark (despite a global pandemic).

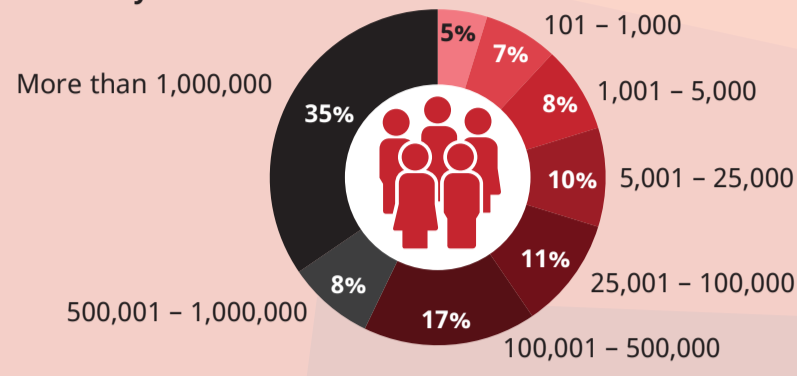
Total revenue from vendors surveyed



More users ...

... with 60% of vendors reporting 100,000+ users.

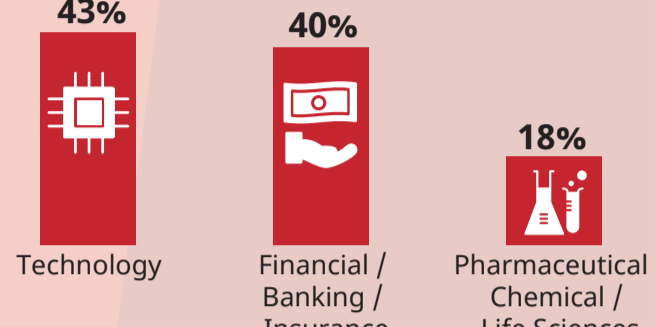
of users by vendor



Top industries served

Where are all of these customers, revenue, and users coming from? According to our vendor data, the top 3 industries served are technology, finance, and life sciences.

Top 3 industries served

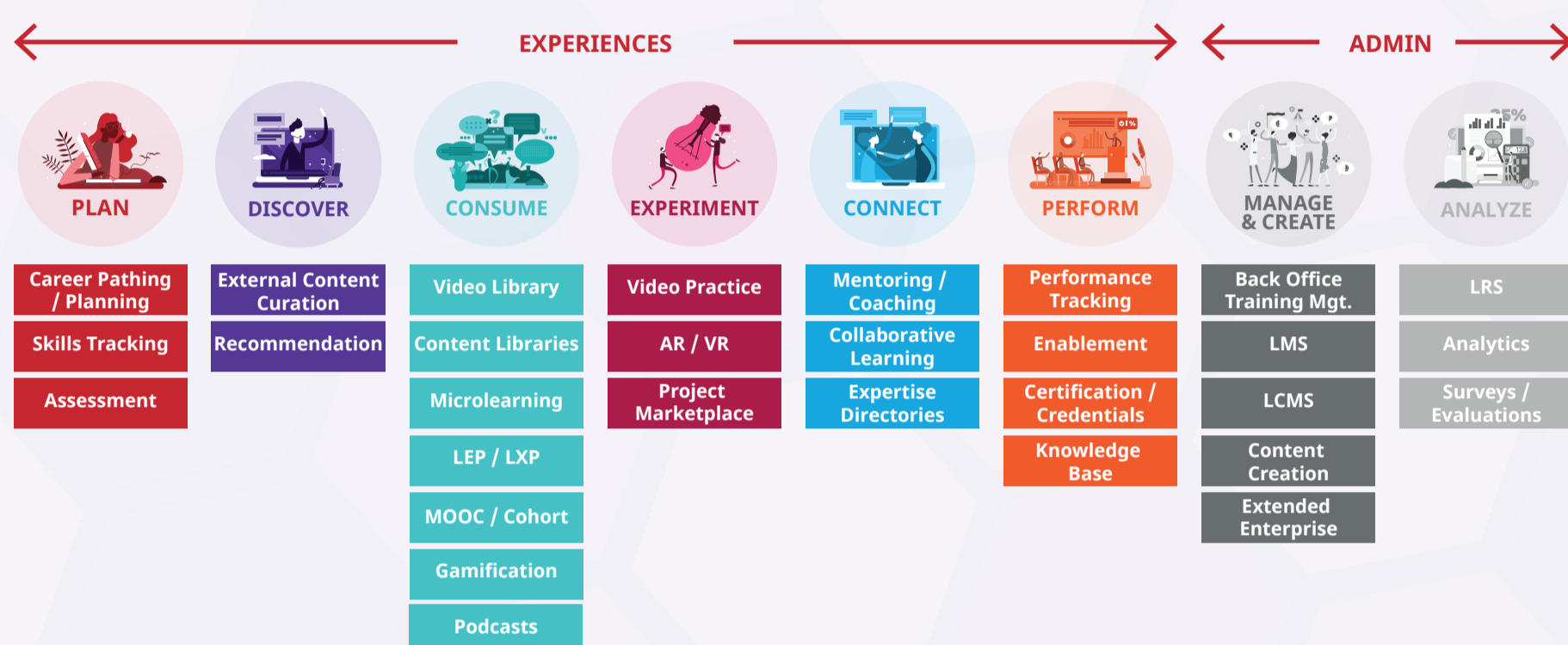


Vendors offer more functionalities in more combinations than ever before ...

... enabling purchasers to more intentionally craft their learning tech ecosystems—thinking about how the functionalities and platforms fit together, interact, and integrate info.

More focus on 6 key employee experiences ...

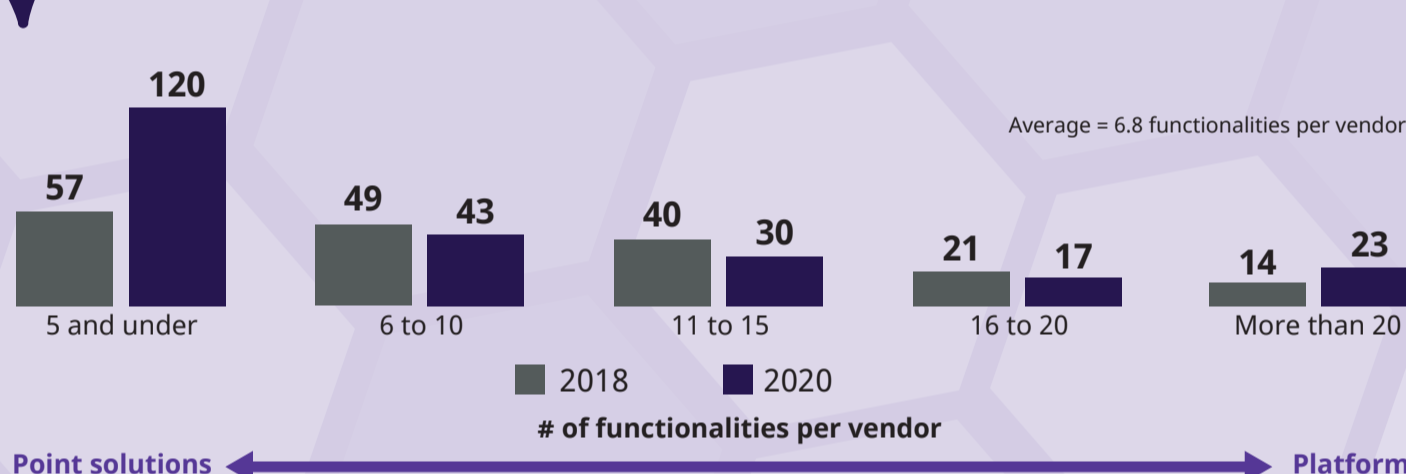
... that L&D should enable, plus 2 management behaviors L&D must handle. We don't think all orgs need all functionalities. But they should encourage and enable all 6 employee experiences.



*For more info about the functionalities, [click here for the Choosing Learning Tech infographic.](#)

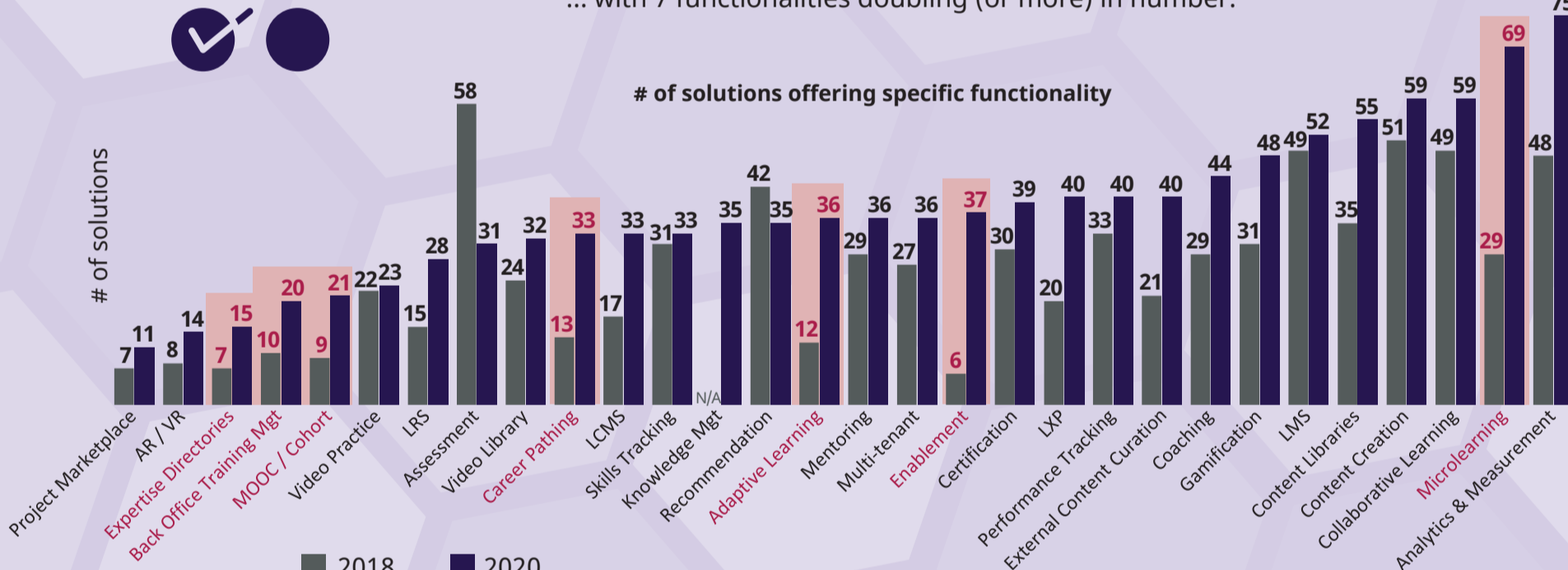
More point solutions ...

... that are easy to integrate with existing platforms, inspiring orgs to fashion solutions to best fit their needs.



More choices for the same functionality ...

... with 7 functionalities doubling (or more) in number.

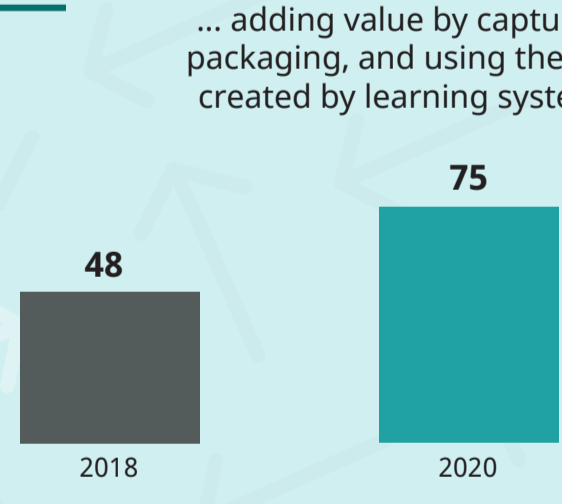


Learning leaders have more options & greater variety ...

... allowing them to do deep analysis, to experiment, and to address key challenges.

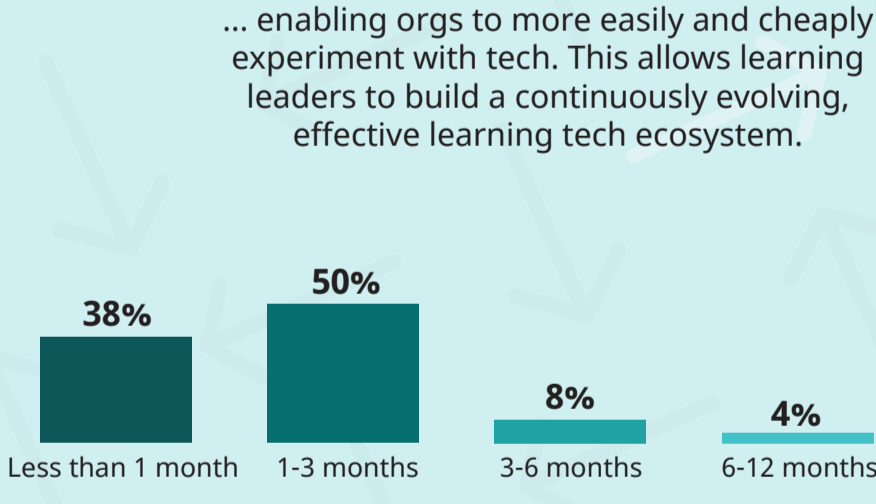
More analytics & measurement ...

... adding value by capturing, packaging, and using the data created by learning systems.



More flexibility & speed ...

... enabling orgs to more easily and cheaply experiment with tech. This allows learning leaders to build a continuously evolving, effective learning tech ecosystem.

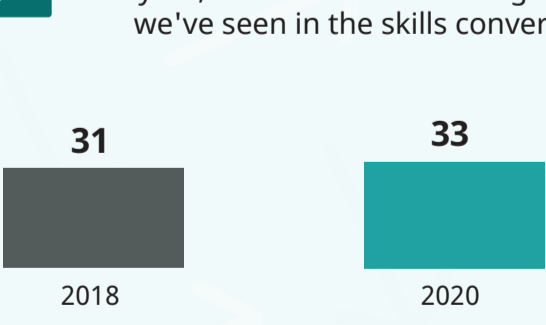


More support on 4 key challenges ...

... that 2020 has brought into focus for learning leaders and vendors alike. Stay tuned for more research on these 4 issues in early 2021.

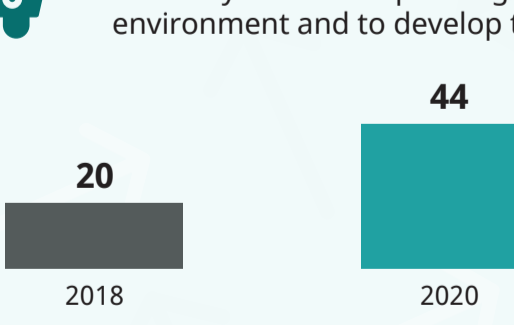
Upskilling & reskilling

The 2020 data, collected earlier in the year, doesn't reflect the huge uptick we've seen in the skills conversation.



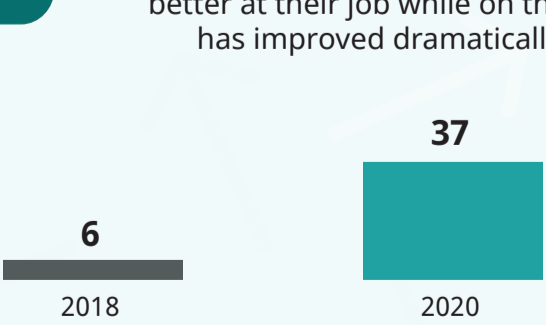
Internal mobility

Orgs are increasingly using internal mobility both to respond agilely to their environment and to develop their people.



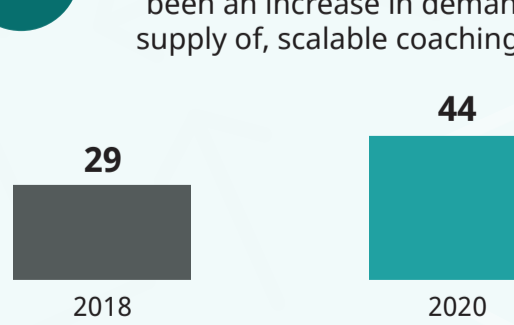
Enablement

Tech that helps employees get better at their job while on the job has improved dramatically.



Coaching

Coaching is democratizing. There's been an increase in demand for, and supply of, scalable coaching solutions.



Want more info?

Click the icons to access additional resources



Learning Tech Landscape Report



Learning Tech Landscape Tool



Choosing Learning Tech Infographic

Learning Tech Vendors—add or update your company's info by emailing us at hello@redthreadresearch.com.