

IDC MarketScape: Worldwide Employee Experience for Learning Experience Management 2024 Vendor Assessment

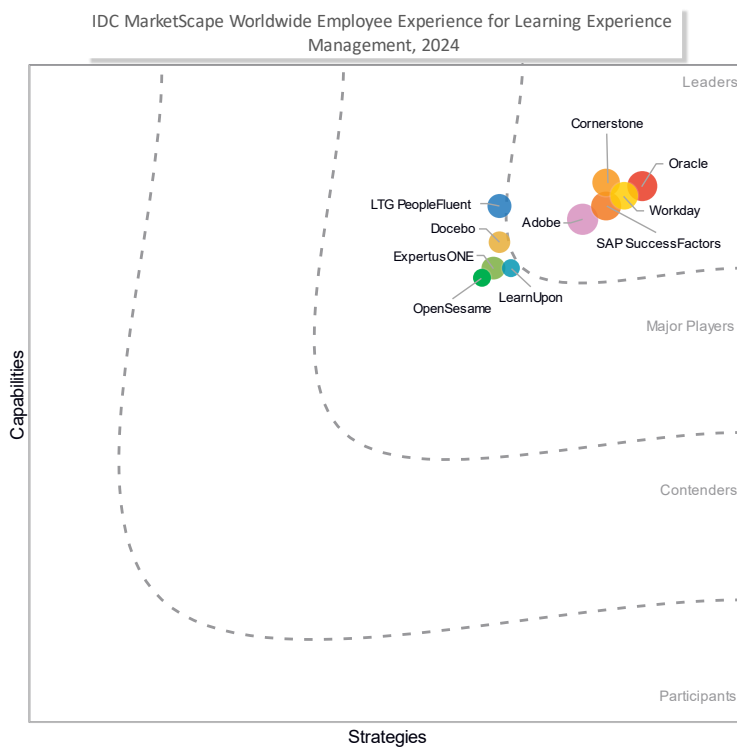
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THIS EXCERPT FEATURES EXPERTUSONE AS A MAJOR PLAYER

IDC MARKETScape FIGURE

FIGURE 1

IDC MarketScape Worldwide Employee Experience for Learning Experience Management Vendor Assessment



Source: IDC, 2024

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

ABOUT THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Employee Experience for Learning Experience Management 2024 Vendor Assessment (Doc # US51741324).

IDC OPINION

Demand for employee skilling is up, but the pressure is on to make digital spending smarter rather than increase it.

IDC recently found that 61% of companies are looking to AI to define and drive resources and responsiveness based on increasingly complex behavior and performance models. Within HR teams, annual growth in interest for employee personalization frameworks topped 40% by mid-2024, with employee training and skilling being the top HR use case (source: IDC's *Future of Enterprise Resilience Survey*, February 2024; n = 896, and IDC's *Human Capital Management Survey*, August 2024; n = 512).

Traditional spend-add models for procuring new technology do not always meet the growing demand for AI-transformed employee skilling, training, and resourcing. In fact, IDC has found that despite rising demand for closing internal data and insights gaps, CEO scrutiny of IT spend is up by 17% (source: IDC's *Future of Enterprise Resilience Survey, Wave 2*, February 2024; n = 896).

The good news is that the trending spend scrutiny focuses less on budget cuts and more on how to draw additional value out of data assets under management. In other words, internal stakeholders are under pressure to use existing data in new, modeled, and extended ways beyond the remit of the solutions that gather it. Calls for data extensibility are driving spend on AI models, leading to sustained growth in learning experience management (LXM) within HR.

Interest in employee skilling is merging with a demand for AI modeling for smarter resource allocations to drive LXM as the earliest foray into employee personalization frameworks. As problems persist in the infosphere around data silos, and in light of the need to extend insights for more centralized performance modeling, out-of-the-box LXM gives companies a starting platform to lead on AI resource directing for purpose-modeled, personalized results.

LXM use yields immediate results, as companies using and expanding AI-driven LXM capabilities see:

- 99% higher likelihood of improving revenue through performative skills alignment, development, and deployment
- 76% higher likelihood of extending average employee tenures based on skills growth and investment perceptions
- 67% higher likelihood of lowering voluntary and involuntary employee attrition
- 54% higher likelihood of improving employee and workforce performance
- 50% greater likelihood of aligning and redeploying head count around changing company needs without derailing employee career paths

LXM is an easy way to start a company's AI journey. LXM has a built-in value proposition in that it aligns content and program delivery to employees, which fits into their workflow for continuous learning and skilling. The AI behind LXM capabilities accounts for employee behavioral models built from an employee's record as well as organizational requirements built from objectives and key results. Optimizing both data groups together tailors learning journeys, delivery, modalities, and timing to each employee with built-in urgency, priority, and pathing. As employees engage what is curated for them, LXM tools provide insights to learning teams, guiding them to create and curate what users are most likely to engage in and consume, cutting down on resource redundancy, latency, and waste.

IDC MARKETSCOPE VENDOR INCLUSION CRITERIA

The 2024 IDC MarketScape for worldwide employee experience for LXM includes an analysis of 10 LXM vendors, defining their categories, which span platform data enablement, AI personalization, content interactions and serviceability, performance integration, and insights extensibility. IDC's definition of the LXM market extends from IDC's Software Tracker and is referenced from *IDC Market Glance: Employee Experience, 2Q24* (IDC #US52313024, June 2024), with defined functional submarkets identified within the taxonomy. The collective criteria clearly defined the scope of the IDC MarketScape's evaluation, which reflected core aspects of LXM, as well as the likely aspects of business, operations, talent, and transformation, to tie LXM enablement and cloud and AI transformation based on the most common model taxonomies that the field of IDC's client and buyer engagements provided.

Selection for participation focused on the vendors based on revenue, scale, cloud deployment, functional approach, and client partnership approach and enablement. IDC also evaluated vendors for thresholds for revenue and market reach in serving enterprises and small- to medium-sized businesses (SMBs). In balancing the scope of

offerings with revenue, scale, and application across market segments, IDC can account for vendors with complete offerings, integrated service programs, and specializations serving specific components within the scope of LXM and its extension to broader business enablement.

IDC measured participating providers based on its own definition of what LXM includes. For more detailed information on our definition of what constitutes business consulting services, see *IDC Market Glance: Employee Experience, 2Q24* (IDC #US52313024, June 2024). For more information on what cloud-enabled human capital management (HCM) includes, please see Market Definition in the Appendix.

ADVICE FOR TECHNOLOGY BUYERS

LXM forms one-half of the broader learning and development (L&D) market, with traditional learning management systems (LMSs) forming the other half. LXM uses AI to personalize the delivery of employee training, skilling, and development to each worker to close skills gaps on the job and to personally facilitate organic career growth through dynamic and responsive career pathing. As an overlay for LMS content and program management, LXMs drive relevant engagement in content and programming while reducing the need for employees to engage the LMS to source such services.

Some LMSs have curation and prioritization capabilities based on metadata around previous employee systems' engagement as well as integrations with employee records. While curation in the LMS is a significant advancement, LXM differs in that it promotes engagement in the flow of work through integration with employee workflows, communications tools, and non-native digital assistants. LXMs curate and drive appropriate content and programming in the right modalities, at the right time, and in the right location with highly personalized and tailored nudges and reminders based on available data.

As LXMs personalize learning journeys for employees, they also feed engagement insights back to the LMS and content teams to ensure accurate content and programming availability based on engagement and consumption. Two-way flows of data, from curation to engagement and back, generate continuous optimization flow between available programming and the engagement and value-generation numbers that sustain it.

As buyers look to partner with vendors for their LXM requirements and to develop a value case, they should be aware that there are different pathways to partner based on the complexity of the current learning environment, the nature of integration and data requirements, and whether the functionality can be deployed through an existing vendor relationship:

- **Content-centric providers:** These vendors concentrate on the organization and curation of existing content and extended content partners. Content-centric providers start with institutional content at the core, automating the generation of personal career paths and growth tracks based on employee learning records before extending to the employee central system of record and performance record. AI curation models update around a combination of changing employee and organizational goals and opportunities built from core content.
- **Performative curators:** These vendors integrate with and draw insights from employee performance records and behavioral models (where they exist) to curate content and training and nudge employees to completion. AI curation models update as a result of changing employee and organizational goals and opportunities with the employee at the center, driving skills growth and content development to support it.
- **Platform-informed drivers:** These vendors offer LXM as a capability as part of a broader, AI-performative and -validated training and skilling framework.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

ExpertusONE

ExpertusONE is positioned in the Major Players category in this 2024 IDC MarketScape for worldwide employee experience for learning experience management.

ExpertusONE brands itself as the “zero-compromise enterprise learning platform.” The company's enterprise LMS aims to map and meet complex organizational needs within the platform to reduce the impact of complexity on the learning use and engagement experience. ExpertusONE's profile-oriented platform supports employee development prior to mapping employee readiness to roles aggregated from the company's skills library, which the solution develops and stores. Employee profile growth and management, coupled with performative skills validation, supports the platform's ability to scale with use while accurately managing employee skills development to emerging company needs.

ExpertusONE evolved from its origins as a services organization and has retained a service-oriented approach to scoping and scaling the delivery and orchestration of employee L&D. A primary component of ExpertusONE's success is its early-stage partnership with clients at a strategy level to map customer needs prior to configuring

the platform to service complex permissions, accessibility, and employee skilling requirements. The early concentration of partnership and scoping differentiates ExpertusONE's capability to manage immensely complex employment and training environments.

ExpertusONE's L&D solutions are split between its foundational LMS and its learning experience platform (LXP):

- **Enterprise LMS:** ExpertusONE's LMS drives content and program configuration for compliance-based learning, onboarding, upskilling, reskilling, and linear, program-based training. The LMS can be extended to customer, partner, distributed franchise, and ecommerce support environments to formalize and unify training across the extended enterprise. Content types within the LMS support certifications, defined learning paths, blended learning modalities, assessments, observational checklists, interaction management for passive content, and a single-pane content player.
- **LXP:** ExpertusONE's LXP facilitates advanced content management and personalized recommendations to nudge and facilitate employees along their training journeys. The LXP provides AI-powered recommendations for learning and skilling to each employee based on preferences, pacing, engagement, and completion rates. As employees engage in recommended and driven content, the LXP personalizes adaptive learning paths that evolve as the employee's skills journey grows, diversifies, and progresses. The responsive LXP can be facilitated in offline mode with push notifications and in-app integrations with — and access within — Slack, Salesforce, and other communications and collaboration tools.
- **Integrated skills platform:** Behind the scenes, supporting the LMS and LXM, is ExpertusONE's integrated skills platform. The platform supports a library of skills and competencies mapped to jobs and courses using AI. It supports skills-based learning groups and provides real-time skills data and insights to guide organizations through managing dynamic, existing, and emerging skills gaps. The skills platform helps learning managers drive well-optimized content management in the LMS while supporting skills-based learning recommendations that employees receive via the LXP. The skills platform integrates with organizational talent management solutions to track data from the LXM and LXP into performance models, linking training and development with performative outcomes and employee opportunity sourcing.

ExpertusONE supports organizations in managing upskilling according to their needs, balanced against the capabilities of their near-term workforce. The platform supports business leaders to know what skills the company needs, talent acquisition to know what skills are challenging to hire, learning teams and people managers to drive

proactive learning assignments based on the most likely pathways to completion and realization, and employees to benefit from internal mobility by completing training aligned to the skills and competencies that the organization needs most.

Strengths

ExpertusONE delivers a dynamic LXM environment that curates personalized learning and skilling while driving engagement and skilling data into the continuous development of an evolving content library. Clients noted ExpertusONE's strength as a scalable partner for maintaining skills compliance and certifications, facilitating content and employee development across the organization online and offline as necessary. When evaluating their options for LXM, clients called out the solution's simplicity and support for offline skilling as a major strength.

Challenges

Clients found that implementing ExpertusONE was more complicated than they expected and that they encountered early difficulties in reporting. The vendor's update cycles were more frequent than clients anticipated, with some workflow disruption in the learning environment, which especially impacted some offline synchronization. Clients also felt that social learning was limited and that the reporting tools, while comprehensive, were more complex to engage in.

Consider ExpertusONE When

ExpertusONE is a performative curator that operates exclusively as an LXM apart from being an LMS. In providing rich features for LXM, ExpertusONE offers a strong touch point and curation overlay and bridge tool for organizations to optimize stronger use cases across their learning environments. Organizations seeking to automate and centralize learning initiatives across required, programmed, and curated learning without eliminating or transferring their existing content environments and partnerships can benefit from ExpertusONE. Similarly, organizations requiring support for continuous, offline learning and skilling can make use of ExpertusONE.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under

this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis or strategies axis indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores and, ultimately, vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

Market Definition

LXM/LXP personalizes the learning and development experience for individual employees according to how their goals, performative strengths, and trending interests align with their current and potential responsibilities within objectives and key results (OKRs). LXM/LXP uses AI behavioral frameworks to connect factors of employee performance and contribution into the guided development of personalized career paths, reskilling and upskilling in the flow of work, task and project assignment recommendations, and internal mobility. Advanced use cases for LXM/LXP embed personalized skilling, career, and growth plans into workforce planning and internal talent intelligence for continuous role alignment within the changing organization. LXM/LXP supports the value proposition of the learning management system (LMS), enables stronger onboarding, and sits adjacent to enterprise digital adoption platforms (DAPs).

Related Research

- *Digital Assistance: Charting a Path to Value for a New Frontier in Experience Management* (IDC #US52603224, October 2024)
- *A Change Is in the Cards: AI, Employee Performance, and the Future of Business Readiness* (IDC #US52603324, September 2024)
- *IDC's Human Capital Management Survey*, August 2024
- *The Expanding Scope of AI-Based Employee Personalization: Scaling Through HR and Beyond* (IDC #US52327724, June 2024)
- *IDC Market Glance: Employee Experience, 2Q24* (IDC #US52313024, June 2024)
- *IDC's Future of Enterprise Resilience Survey*, February 2024

Synopsis

This IDC study assesses the functional scope, delivery, and direction of learning experience management (LXM) vendors worldwide. LXM vendors provide AI-enabled employee learning, development, and skilling capabilities that direct optimal content and programming to employees in the right modalities, at the right times, and in the right locations. AI optimizes the direction of content and programming based on a combination of employee interests, goals, and performative insights and organizational objectives and key results (OKRs). LXM inverts traditional pathing for organizational training to incorporate how and across what topics employees learn best in the context of how the company needs them to upskill to close skills gaps and advance into higher-level roles and leadership positions. Selecting the right LXM partner relies on buyers to understand the quality and availability of employee performance data and goals insights as well as the capabilities of prospective vendor partners to organize and ingest that data toward mutual systems management of the employee life cycle. Buyer sophistication and readiness hinge on client resource spans and budget allocations as well as the level to which the vendor must guide toward best practices and systems management. Scaling between both factors will determine the level to which LXM drives performance solution unity behind one vendor or helps build a partner ecosystem. Scaling across data readiness and guidance dependence will also determine the level of service involvement required of the vendor and its SI partner network. "LXM carries mutual benefits for employees and their employers," says Zachary Chertok, senior research manager, Employee Experience at IDC. "Personalizing learning and skilling helps employees see and benefit from strategic investments in learning while helping employers curate and support only relevant content and programming that is likely to be consumed and to deliver business value. Sourcing the right LXM partner requires buyers to evaluate their data and strategic readiness before looking into vendor comprehension across the integration between learning and performance management."

ABOUT IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG, Inc.).

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