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# Don’t believe the hype:

## The realities of digital learning and how it is impacting your learning system options

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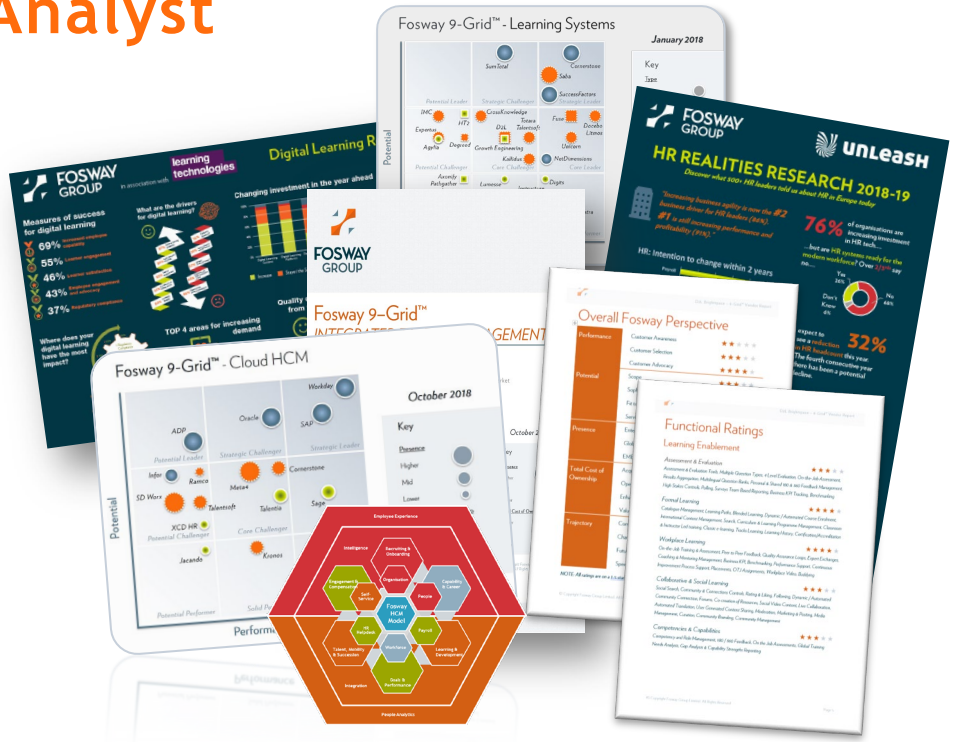
# Europe's #1 HR Industry Analyst

Founded 1996

In-depth corporate research on **Next Gen HR**, **Talent** and **Learning**

**Analyst** & **advisory** services to **European & International HQ** multi-nationals and corporates

Independent **vendor research** and **EMEA market** commentary

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# Some Questions for You ...

Please get out your phones, open the link and do them now

https://www.research.net/r/ltc20

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# What (really) is an Industry Analyst? And why do we exist?

To help companies:

- Better understand what is possible and what works
- Better understand the supply options
- Make better buying decisions …

*… some context …*

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# AGENDA

- Digital Learning Realities: 2020 Fosway Research
- How the Learning Systems Market is Changing
- The 2020 Fosway 9-Grid™ for Learning Systems: Rethinking LMS / LXP / NGLE

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# The Digital Learning Landscape

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# DIGITAL LEARNING IN EUROPE - 2020 RESEARCH

Unique market data from Fosway's strategic research partnership with learning technologies

**53%** Respondents from Organisations
**> 5000 Employees**

**83%**
of respondents
**European**
*(9% North America)*

**82%** Respondents from Organisations
**> 1000 Employees**

***Approx. 400 survey respondents so far. Research still open inc. expanding input from France and Germany***

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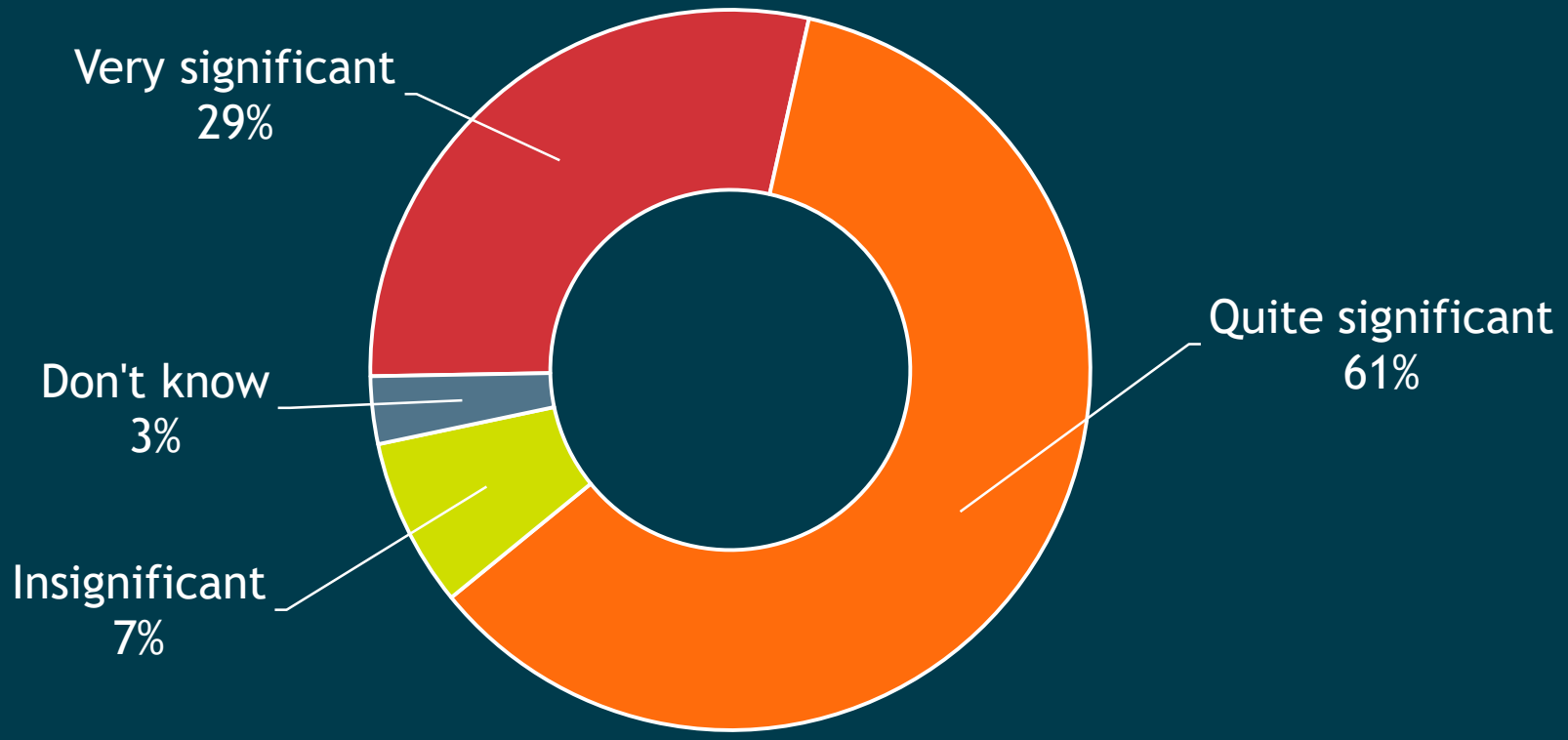
# Overall how significant are skills gaps in your organisation today?

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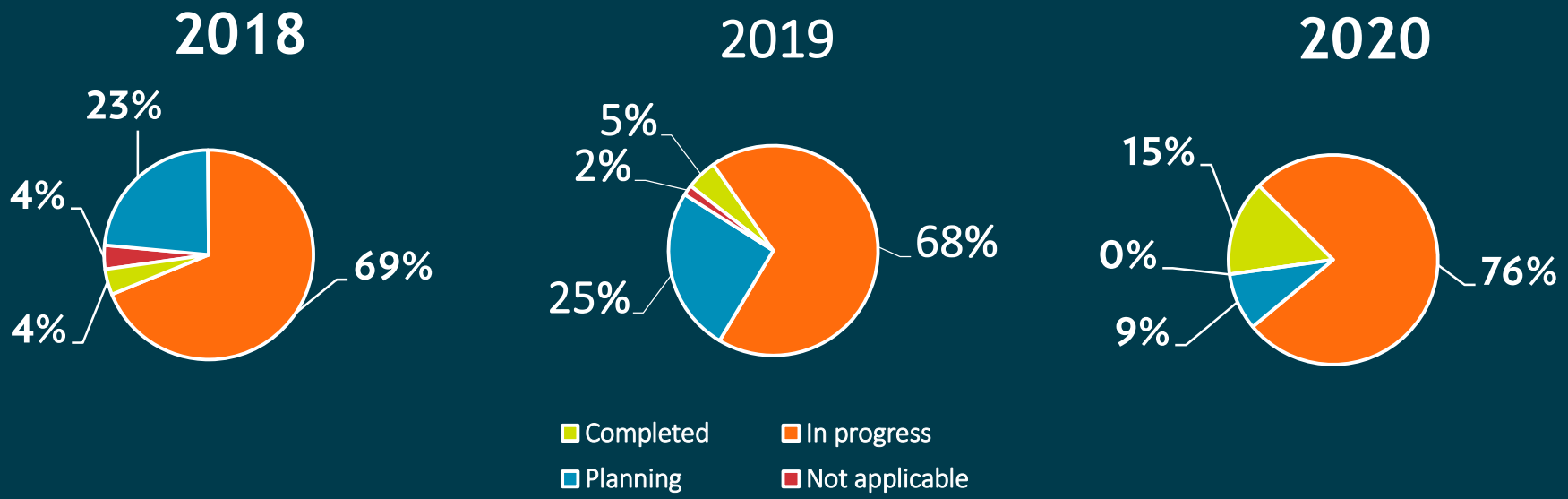
# Where are you in your journey with the **Digital Transformation of Learning?**

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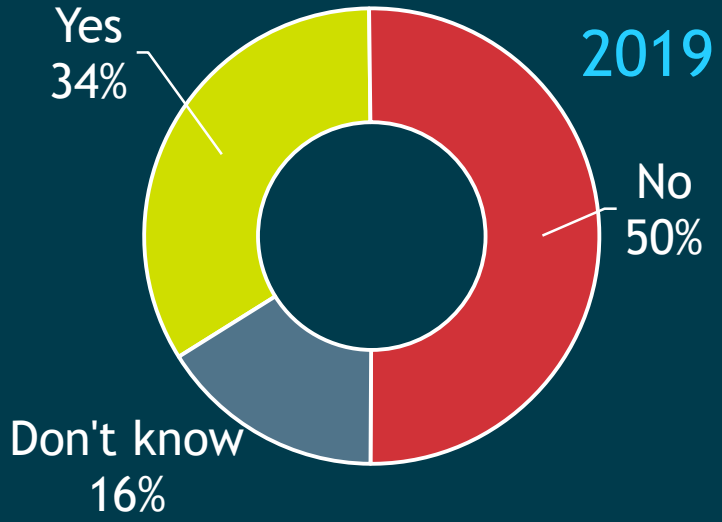
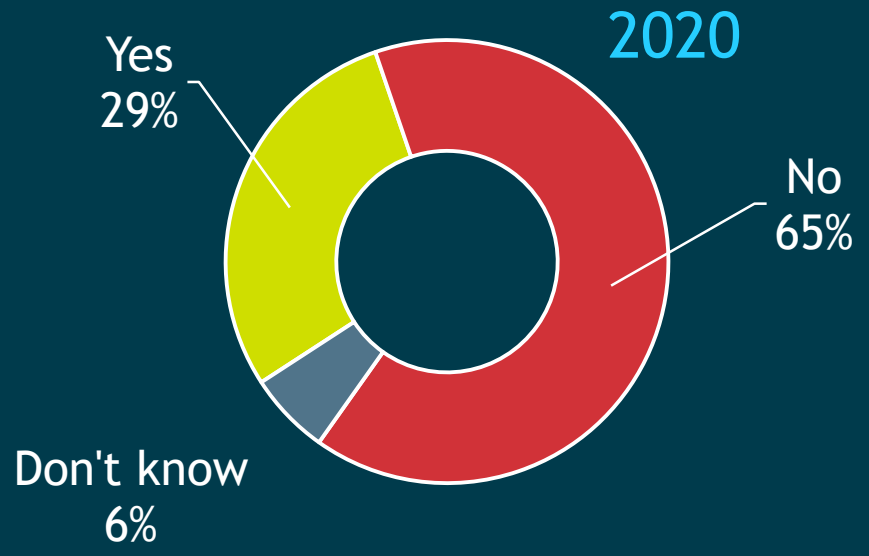
# Do you think your current learning platforms are fit for the modern workforce?

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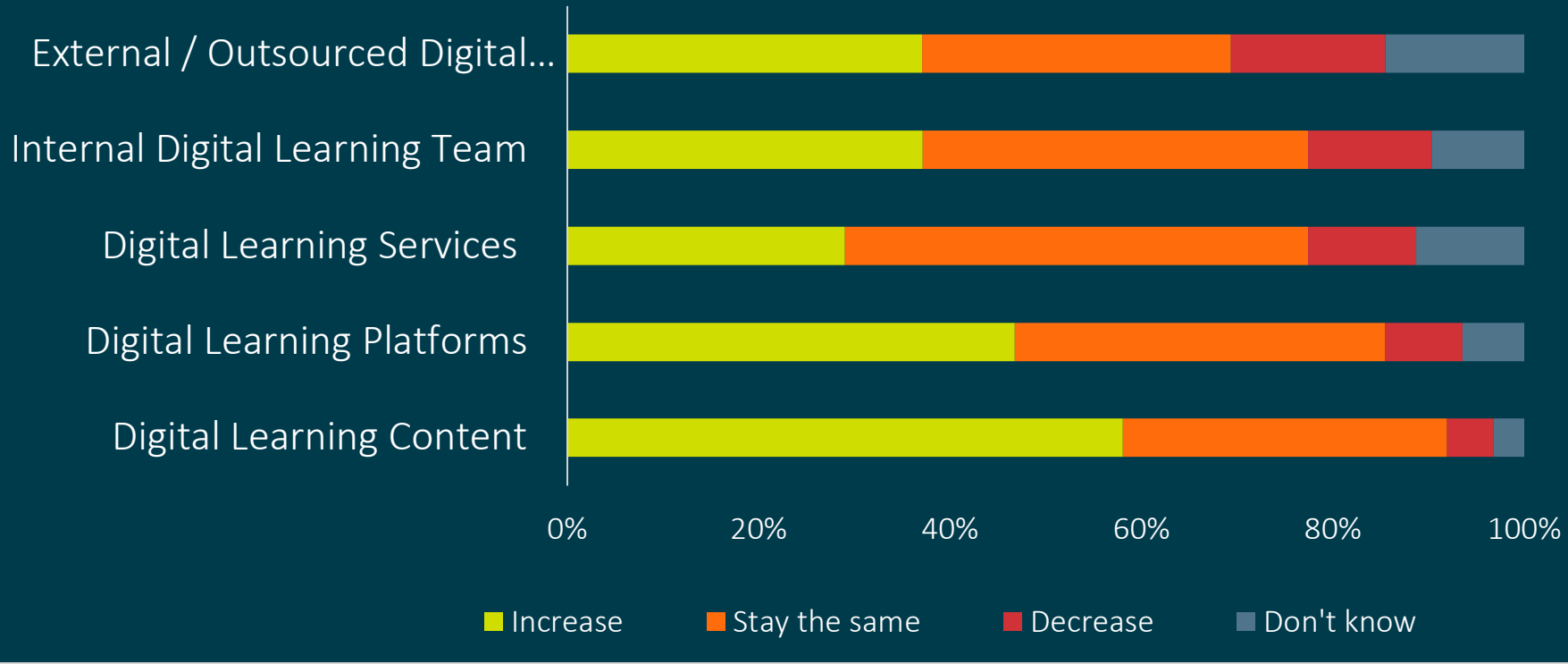
# How do you expect your investment in digital learning to change over the year ahead?

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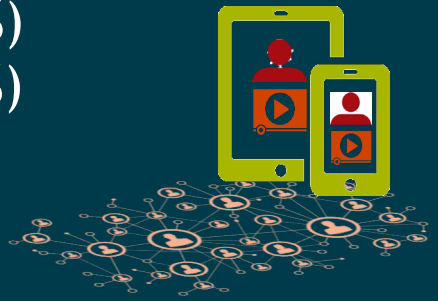
# Digital Learning - Top Growth Areas

## Content

Video (81%)
Mobile (71%)
Blended learning (67%)
User-generated (71%)
Microlearning (69%)
Curated (67%)

## Learning Platforms

Analytics (85%)
Social/collaborative (72%)
Virtual classrooms (72%)
Authoring systems (55%)
LXP (62%)
NGLE (50%)
LMS (40%+) (30%-)



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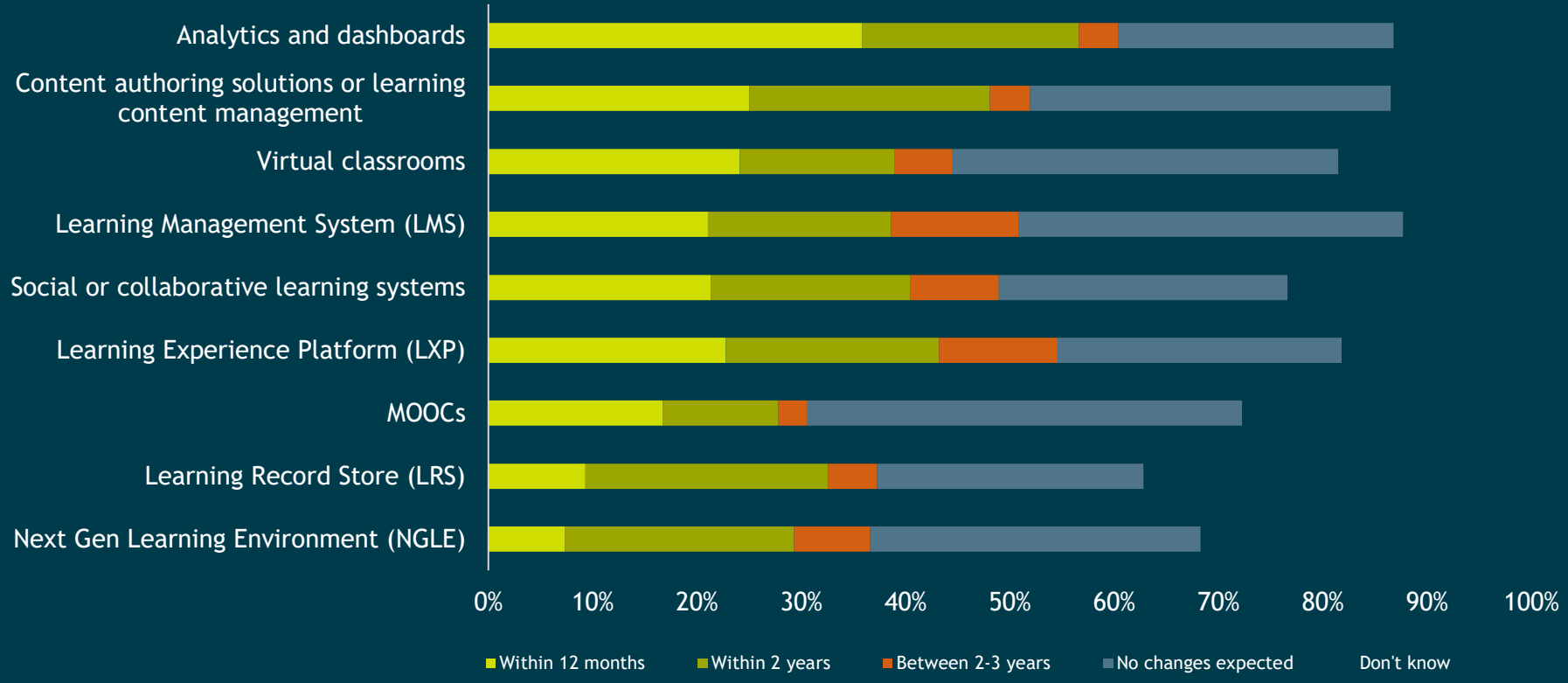
# When do you intend to change your learning platforms in the future?

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# How is this impacting your learning technology decisions?

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# Your RAPID Survey Data

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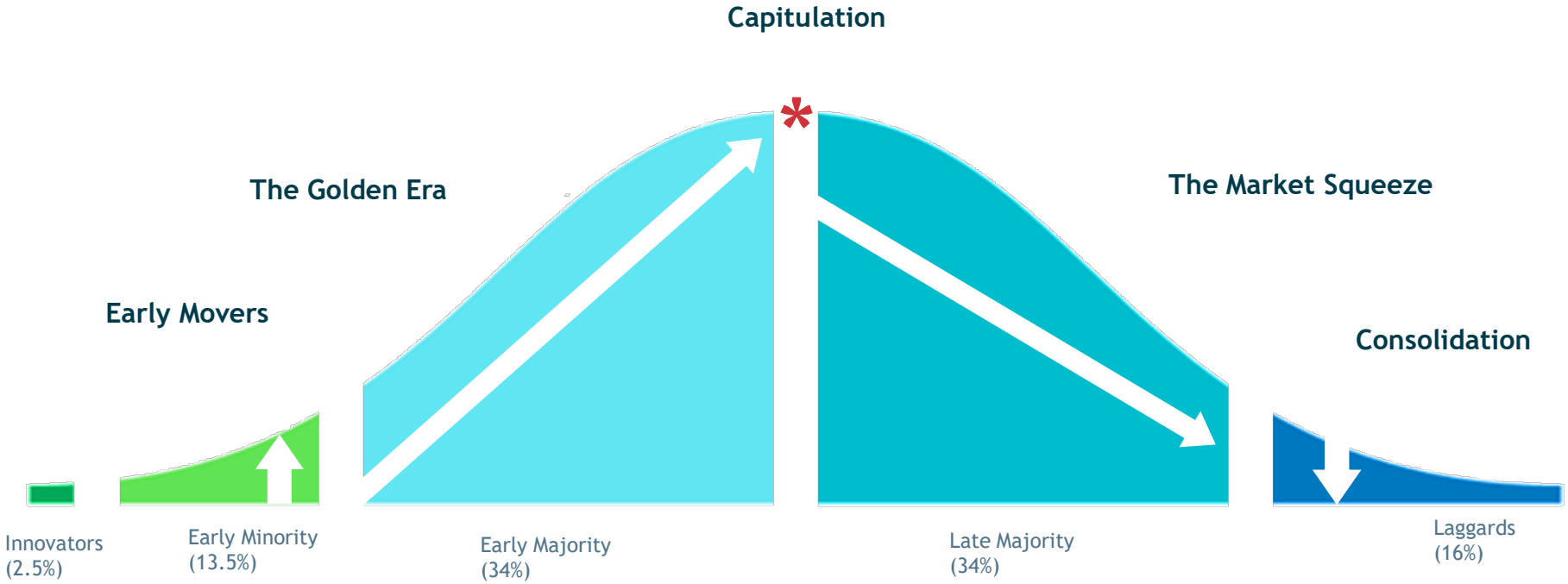
# What's happening in the LT market?

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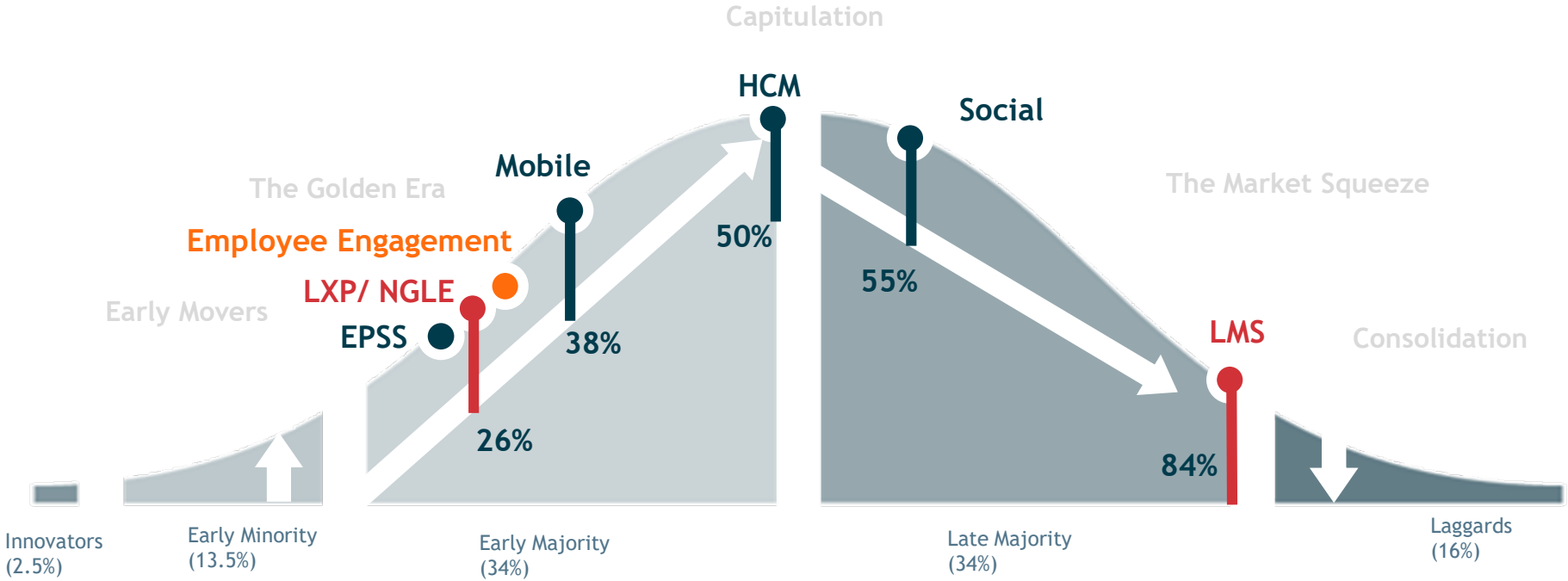
# What's happening in the LT market?

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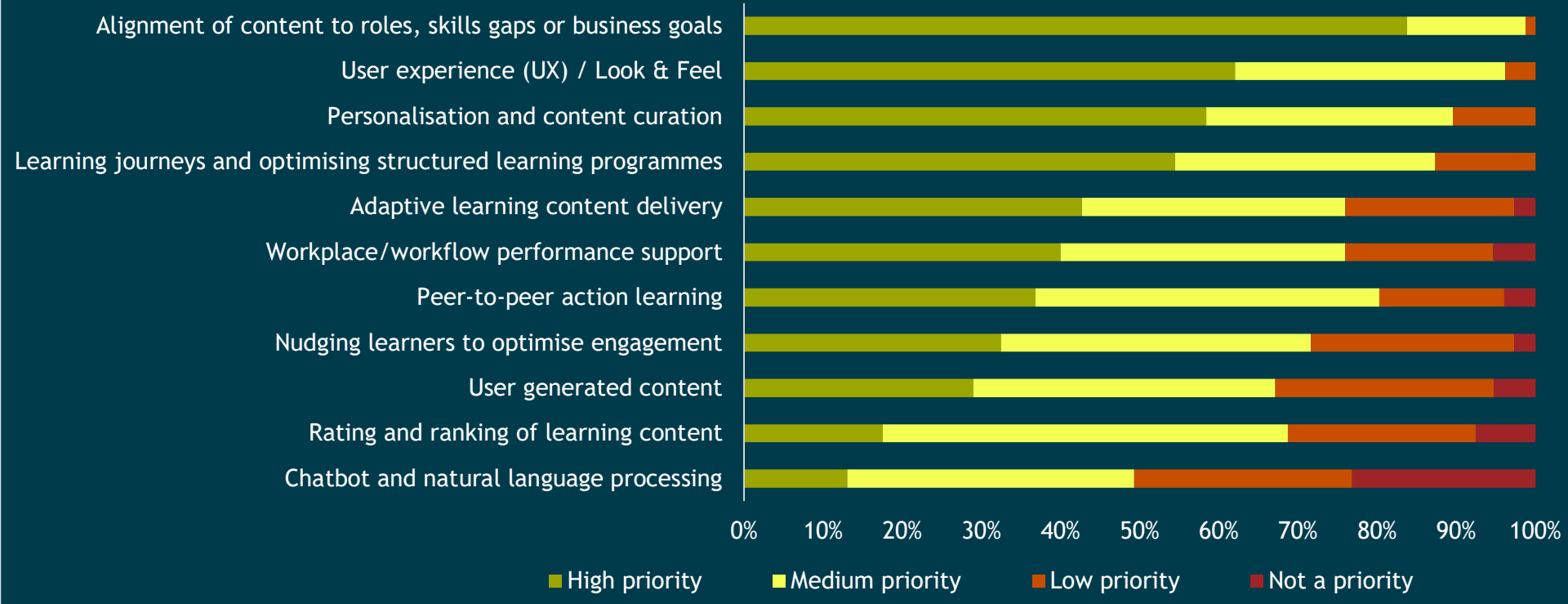
OUR EXISTING LMS JUST DOESN'T DELIVER THAT SORT OF EXPERIENCE! WE'RE DOOMED!

# What learning experience features will be the highest priority for your organisation in the future?

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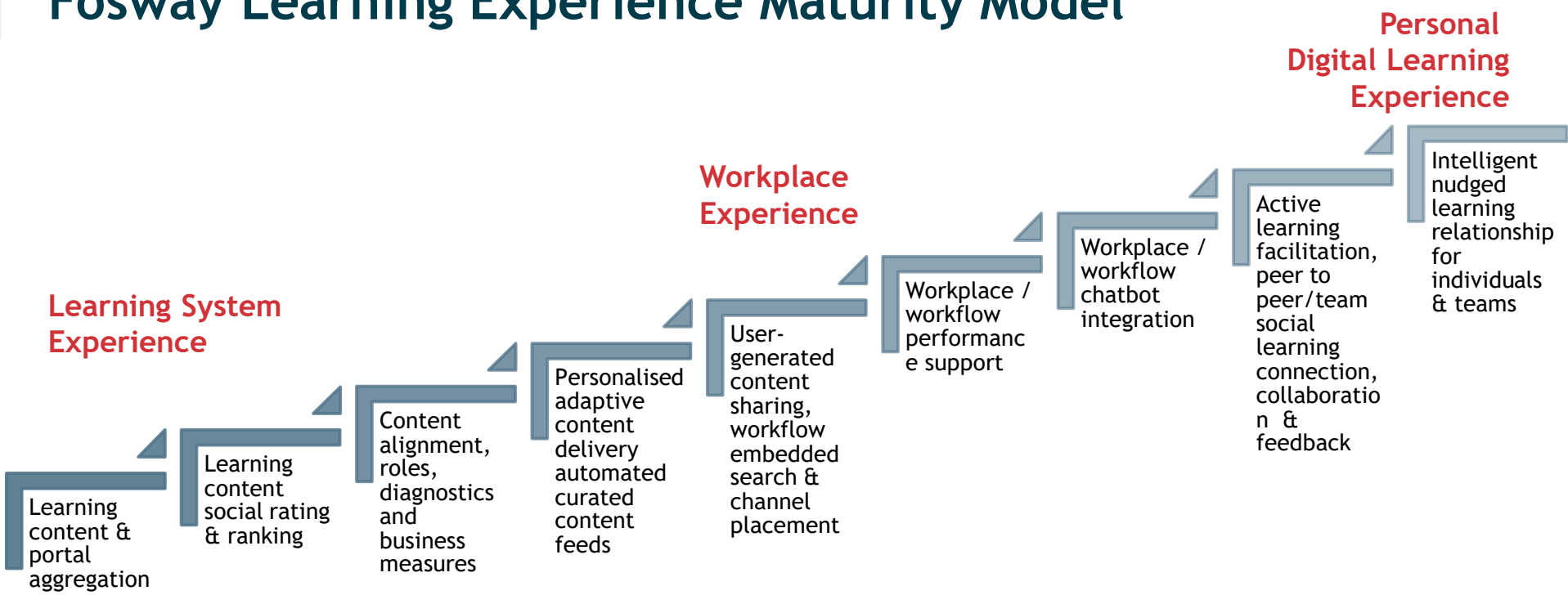
# Fosway Learning Experience Maturity Model




Systems & Content Experience Focused

Individual & Team Experience Focused

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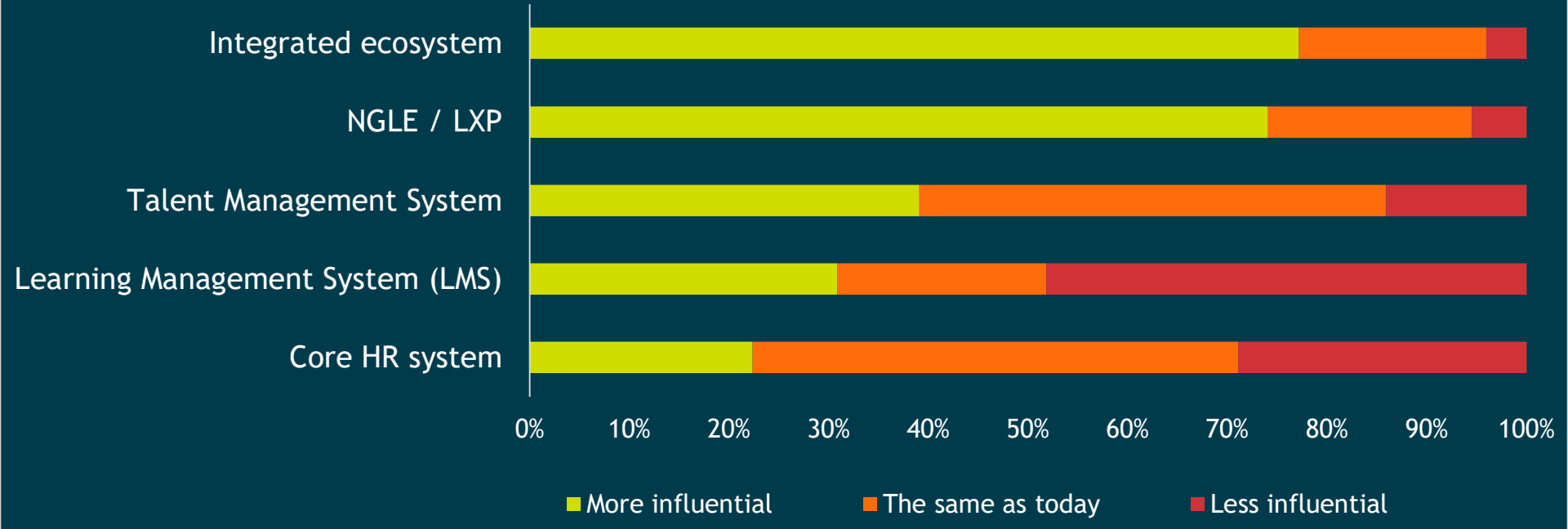
# In the future, which platforms do you think will be most influential in managing the experience of learning in your organisation?

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# Even if have stitched your ecosystem together, the experience might be a bit of a monster!

https://www.pinterest.com/pin/243687029817620892/

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# The 2020 Fosway 9-Grid™ for Learning Systems:

## *Rethinking LMS / LXP / NGLE*

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# Are you happy with a 50/50 chance of success?!

*… that's the normal chances of a good outcome, even for experienced buyers!*

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# About Fosway 9-Grid™

First 9-Grid™ published in 2013, now 5 active 9-Grids™

- Cloud HCM
- Integrated Talent Management
- Talent Acquisition
- Learning Systems
- Digital Learning

All 9-Grid™ Reports are free to access @ www.fosway.com

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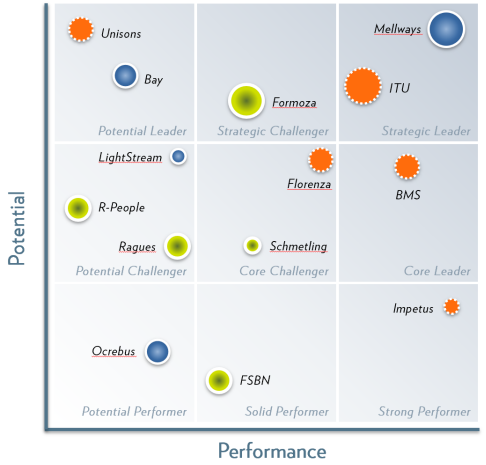
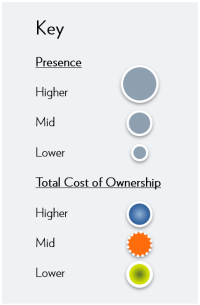
# About Fosway 9-Grid™

- **5 Dimensional analysis model**
  - Performance
  - Potential
  - Presence
  - Total Cost of Ownership
  - Future Trajectory
- **Built on a huge base of research analysis over many years and updated at least annually**

Fosway 9-Grid™ - Example




*January 2018*

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# Research behind each 9-Grid™

*Creating a new 9-Grid™ is normally a 3+ year process on top of pre-existing background research:*

- Corporate research network members / roundtables
- Corporate enquiries and private advisory insights
- Public research process/surveys
- Structured data capture - functional and non-functional
- Independent vendor briefings/demonstrations
- Meetings at user conferences and industry events
- Formal customer reference process

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# Lifting the lid …

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# Significant pressure for Vendors to respond to more diverse / next gen requirements

## … e.g. the factors in Fosway's Learning Systems analysis

### Learning Enablement - 107 factors

- Assessment & Evaluation
- Formal Learning
- Workplace Learning
- Collaborative & Social Learning
- Competencies & Capabilities
- Development Planning
- Extended Enterprise
- Learning Content & Asset Management

### User Experience - 69 factors

- Experience Administration
- Learner Portal
- Learner Relationship Tools
- Manager Portal
- Mobile Learning
- Analytics, Dashboards and Reporting

### People, Finance & Systems Mgmt - 46 factors

- Organisation & People Management
- Finance, Budget & Ecommerce Management
- Integrations (standard out of the box connectors)

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# More than a diagram …

## Key Headlines

### The Market

The demand for digital learning remains buoyant, across an increasingly diverse range of solutions

The European digital learning market continues to be buoyant. Most vendors are reporting at least 10-20% growth, and some innovators highlighting u
providers, but also with new entrants and th
the increasing diversity and complexity of s
navigate. Performance support, content cur
learning, learning experience platforms, and
e-learning and LMSs. Buyers are overloade

Robust partnering between solu
learning ecosystems become mo

As the range and diversity of solutions grow
ecosystem. Learning professionals need to

## Solution Trends

Creativity from providers means building solutions beyond e-learning course formats

Creativity and design are still critical for buyers. But great learning design has
instructional design, as learning becomes more continuous and embedded in t
now looking for a new breed of engaging learning experiences, but much of w
traditional e-learning market still lacks an edge. Despite all the hype, gamificat
to the mainstream, and techniques for increasing learner engagement are less
might assume. But being increasingly creative with traditional e-learning cours
going. Rather, it is diversifying. Newer entrants/next gen providers are seeing
buyers looking for new learning formats based on design thinking and focused

### Video is now mainstream and the new norm

Video in learning is rapidly becoming the media of choice in digital learning. V
support, learning nuggets, or user generated content, video is set to grow eve
going to become core to what people view as microlearning. Potentially low c

## 9-Grid™ Vendor Rating

| Solution | 9-Grid™ Ratin |
|---|---|
| Acteon Consultancy | Strong Perfor |
| Agylia Group | Potential Cha |
| Brightwave Group | Strategic Cha |
| CrossKnowledge | Strategic Cha |
| Digits | Strong Perfor |
| Filtered | Solid Perform |
| GoodPractice | Solid Perform |
| Infopro Learning | Strategic Cha |
| IMC | Core Challen |
| Intuition Publishing | Strategic Lea |
| Jam Pan | Potential Lea |
| Kallidus | Strong Perfor |
| Kineo | Strategic Lea |
| Learning Technologies Group (LTG) | Strategic Lea |
| Logicearth | Potential Cha |
| Ludic Group | Core Leader |
| LearningPool | Core Leader |
| Mintra | Strong Performer |
| Netex | Core Challenger |

Fosway 9-Grid™ - Digital Learning – January 2019

## Understanding the Fosway 9-Grid™

### What is the Fosway 9-Grid™

The Fosway 9-Grid™ is a five dimensional model that can
different solutions and providers in a selected market segr
solutions based on their Performance, Potential, Market P
Trajectories across the market.

9-Grid™ is unique, because the model contains value in *all*
only provides an understanding of the market, but also ide
corporate organisations get the best from vendors.

9-Grid™ is based on Fosway Group's independent researc
past 20 years, and draws upon the insights and experience
Corporate Research Network is a group of HR and learnir
over 150 of Europe's leading companies. These companie
their Head Offices in Europe (or the EMEA HQ of globa

Essentially the 9-Grid™ Model brings together our indepe

- **Performance** - comprising of two elements: Mark
- **Potential** - Scope, capability and sophistication.
- **Presence** - Historic and current presence in the m
the number of enterprise customers and the overa
market segment we are examining.
- **Total Cost of Ownership** means the FULL cost
solution (typically over a 5-year period). Important
- **Future Trajectory** – our view of their direction of
relative to their current position and the market as

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9-GRIDDLG-0119

## The Critical Difference between the 9-Grid™ and other Analyst Models

There is a very important difference between 9-Grid™ and other Analyst models. In the 9-Grid™ all of the nine zones have value, and more interestingly, have an associated set of actions that can help you to maximise the value of the relationship with different vendors. This means that being in the top right is not the only valid selection point. For some organisations top right may not even be desirable. There are many other zones that offer success, especially when balanced against Total Cost of Ownership.

## The 9-Grid™ Variables for Digital Learning

2019 highlights the continued evolution in digital learning away from pure-play e-learning. Digital learning includes the full range of solutions available (content, platforms and services), the range of learning experiences and formats offered across the learning cycle.

### Performance

As usual this still covers the questions of when people make a choice about solutions: do they get short listed by customers, do they win, do they deliver and are customers happy? This is viewed through the lens of large international corporates and the experiences of our Corporate Research Network and general market briefing. This may not necessarily reflect the experiences of smaller and mid-sized organisations.

### Potential

Two key aspects: scope and sophistication. The definition of **Scope** includes:

- the range of digital learning, content, consulting, support services and platform offerings a provider can use in order to drive a digital learning strategy for its customers.
- the range of learning content and different learning experiences a vendor can offer.

***We always recommend you download and read the full reports***

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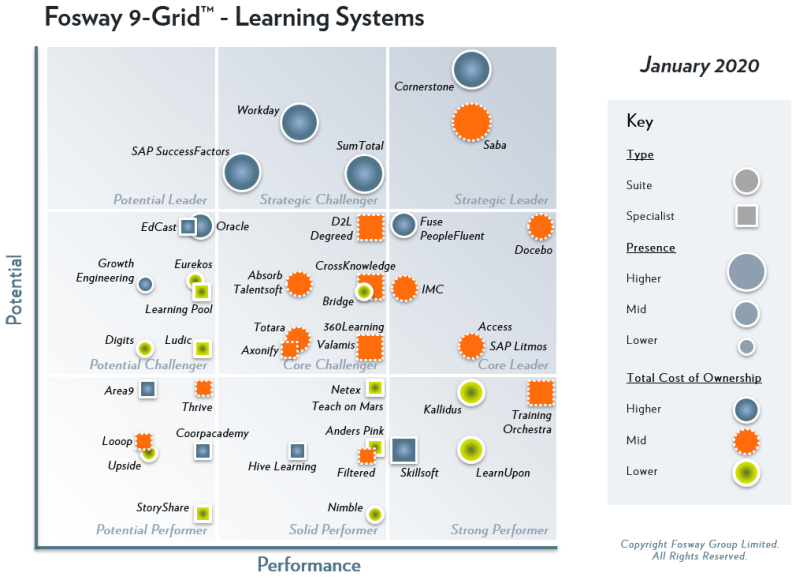
# Learning Systems: Changes in 2020

## More options for buyers

- **Suite** vs **Specialist** (instead of LMS v NGLE)
- Includes HCM Learning options esp. Workday and Oracle

## Better readability

- Graphical / sizing changes so that there is room for more solutions: 44 vs 33

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# Next gen is no longer an adequate differentiator!

**Learning System Suites** are platforms supporting and integrating a broad range of traditional and next gen learning approaches. They aim to cover all the main bases – traditional learning management, heightened learner experience, old and new learning channels. They are the evolution of LMSs that have added next gen and learner experience capabilities, but also the evolution of the NGLEs/LXPs that have back-filled learning management capability to become a 'one stop shop' for modern learning.

**Learning System Specialists** unashamedly focus on one area of capability with a disruptive, high impact agenda. Whether that is being the best at mobile learning, doing AI-managed adaptive delivery, or building integrated learner experiences from multiple sources, specialists have a focused proposition and want to lead the market in their chosen focus area. Specialists will rarely be the only learning system in an organisation. They cannot cover all the areas of learning that a company needs to manage or support. Instead their goal is to disrupt the suites and to deliver heightened impact in a specific area.

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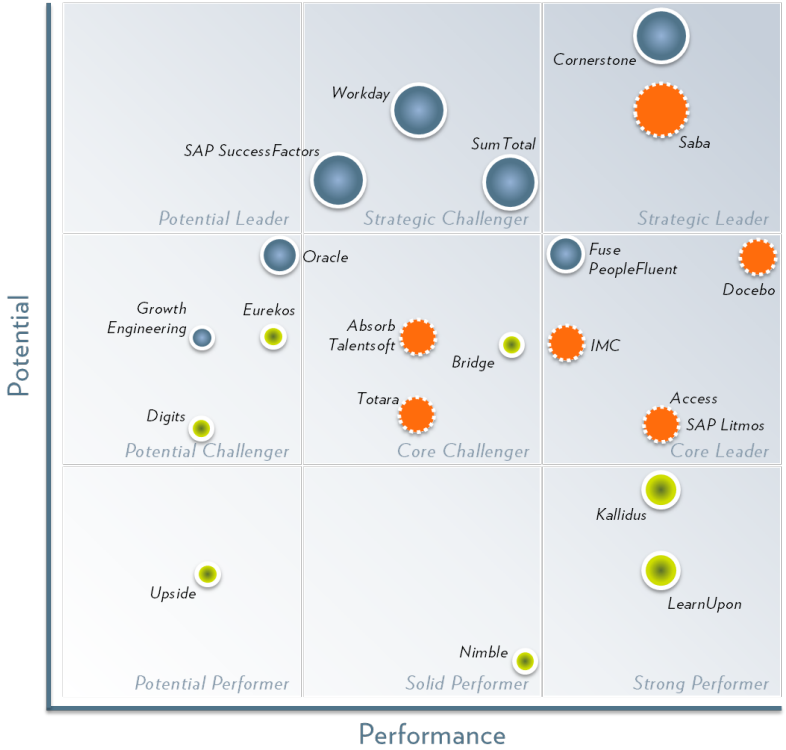
# Fosway 9-Grid™ - Learning Systems ... THE SUITES




*January 2020*

Key

Type

Suite

Specialist

Presence

Higher

Mid

Lower

Total Cost of Ownership

Higher

Mid

Lower

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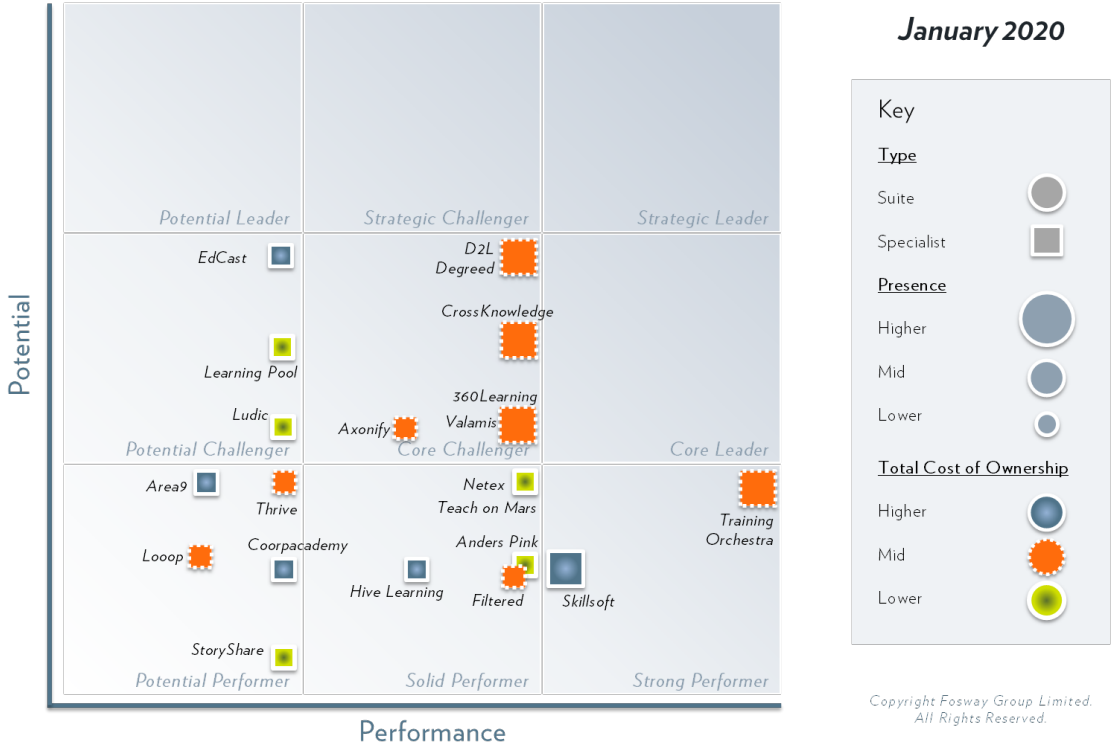
# Fosway 9-Grid™ - Learning Systems ... THE SPECIALISTS




*January 2020*

Key

Type

Suite

Specialist

Presence

Higher

Mid

Lower

Total Cost of Ownership

Higher

Mid

Lower

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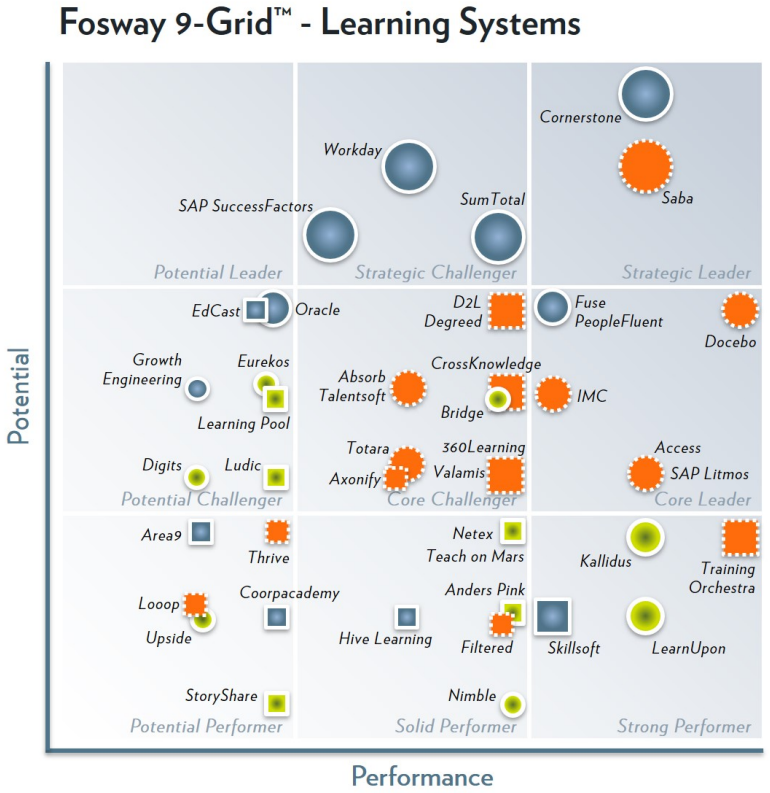
# Any Questions

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  - Cloud HCM
  - Talent Management
  - Talent Acquisition
  - Learning Systems
  - Digital Learning

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# And Remember …

- The 9-Grid™ is just the tip of the analysis iceberg!!
- Fosway's corporate engagement process can provide you with supporting decision tools as well as access to detailed analyst insights

*Why start your procurement process from scratch when Fosway already has the research and insight to help you make better supplier decisions much faster?*

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### Align & Initiate

- Align senior stakeholders and create a mandate for change

### Validate & Advance

- Validate requirements and create framework to act, business case, solution roadmap with vendor shortlist

### Engage & Select

- Accelerate procurement including RfP and selection support, final selection and due diligence

***Why start your procurement process from scratch when Fosway already has the research and insight to help you make better supplier decisions much faster?***

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***Make better HR buying decisions faster …***

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