

IDC MarketScape

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

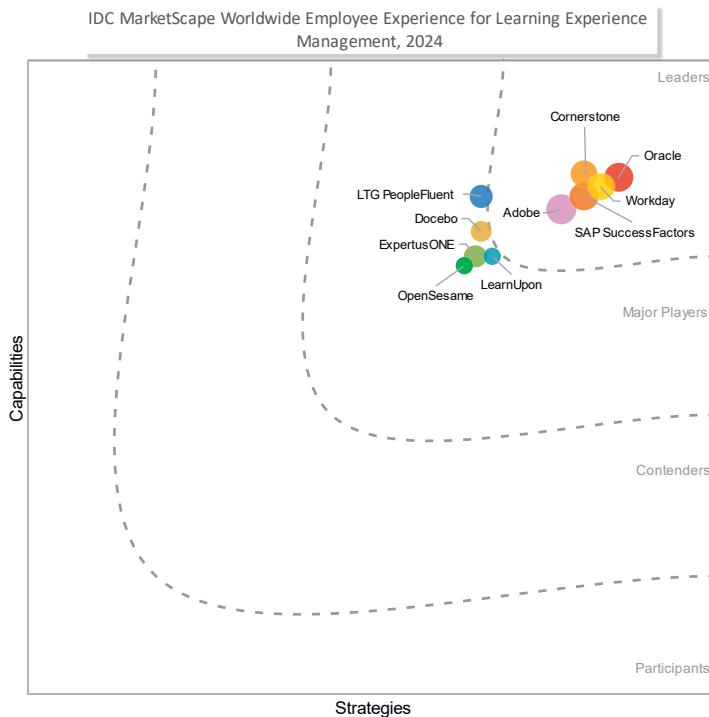
Zachary Chertok

THIS EXCERPT FEATURES ADOBE AS A LEADER

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 #US51741324e).

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 MARKETSCAPE 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.

Adobe

Adobe is positioned in the Leaders category in this 2024 IDC MarketScape for worldwide employee experience for learning experience management.

Adobe Learning Manager offers a user-centric platform integrated with other Adobe tools to personalize immersive content delivery. The platform supports hybrid learning through a unified learning experience that provides a complete view of available content and linked progress, completion, and verification status in a single dashboard. Adobe Learning Manager includes:

- **Content-led learning:** Customers can leverage Adobe's content creation capabilities to develop and facilitate multimedia, multimodal learning experiences that include options for videos, virtual reality, static graphics and content, assessments, and gamification. Each user has a uniquely configured dashboard, with options for AI curation as well as assigning and driving specific content to targeted audiences.

- **Personalized learning paths:** Employee Skills Training uses AI and learner analytics to tailor content and recommendations based on personal progress, goals, preferences, and validated skill levels and aptitudes.
- **Integrations:** The Adobe Learning Manager integrates with the Adobe ecosystem as well as external HR, operations, and collaboration systems to facilitate accurate, insights-driven training optimized to the dynamics of each user's engagement style.
- **Social and peer learning:** Discussion boards, badges, and peer recognition support collaborative learning and encourage knowledge sharing and the social exchange of practices and expertise.
- **Consumer-grade usability:** Adobe optimizes content access points, workflows, and access dashboards for engagement to ensure that users can easily source and navigate information, courses, and insights. Employers can configure portals for branding, but the overall UI employs optimization for efficient resource accessibility and adoption.
- **Learning analytics:** Detailed reporting tools and dashboards help HR and learning administrators track learning resource engagement, completion, and validated training efficacy. Learning key performance indicators (KPIs) helps determine the value of specific training programs and initiatives while linking them performatively to business outcomes.
- **Offline capabilities:** Users can access Adobe Learning Manager offline, enjoying the same optimized personalization and HR and manager prescription. The offline mode relies on course downloads, which users can automate or manually select.

Adobe Learning Manager enables companies to facilitate a combination of personalized and prescriptive learning experiences across the employee life cycle. The platform extends Adobe's capabilities in experience and content design into employee L&D to manage and facilitate complex training requirements and opportunities in a single, accessible location. AI simultaneously supports personalized learning while drilling into learning analytics to help organizations optimize content availability across a variety of metrics and characteristics.

Strengths

Adobe Learning Manager brings a wide range of features to support personalized, experiential learning tracks. Clients take advantage of the tool's integration with Adobe tools to apply content and program design and development with the insights and engagement metadata analytics that Adobe Learning Manager generates and simultaneously consumes. Customers observed notable levels of configurability across programmable and automated learning journeys. Clients found that orchestrated

journeys with embedded nudges in external communications modalities drove upticks in relevant learning, skills, and certifications gap closures, especially with regard to engaging internal and external proprietary content. Employee feedback also reflected stronger interest and alignment with content and programming, which social and collaborative channels drove to them, especially as Adobe Learning Manager archived and retrieved communications and notes attached to content and programs.

Challenges

Customers noted that Adobe Learning Manager is expensive. While the extensibility of the learning use case across the broader organization internally justified the price, clients noted that the extended use case was more complex and bulkier to configure. Internal employee sentiment highlighted that access to the curated learning environment required workers to access content and programming through the LMS even if portal access links were embedded into other communications tools.

Consider Adobe When

Adobe Learning Manager is well-suited to complex, enterprise organizations or those that manage multiple, semi-autonomous sites and divisions, those which span disparate geographies, and those with complex skills requirements. As an LXM provider, Adobe embeds behavioral and engagement models efficiently and effectively to drive curated combinations of prescribed and interest-oriented training to employees. The system's capacity to support complex course threads and journeys that go deeper into structured skill sets counterbalances its limited capabilities for embedded outreach and training in communications tools.

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).

LEARN MORE

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.).

Global Headquarters

140 Kendrick Street
Building B
Needham, MA 02494
USA
508.872.8200
Twitter: @IDC
blogs.idc.com
www.idc.com

Copyright and Trademark Notice

This IDC research document was published as part of an IDC continuous intelligence service, providing written research, analyst interactions, and web conference and conference event proceedings. Visit www.idc.com to learn more about IDC subscription and consulting services. To view a list of IDC offices worldwide, visit www.idc.com/about/worldwideoffices. Please contact IDC report sales at +1.508.988.7988 or www.idc.com/?modal=contact_repsales for information on applying the price of this document toward the purchase of an IDC service or for information on additional copies or web rights.

Copyright 2024 IDC. Reproduction is forbidden unless authorized. All rights reserved.