



# Learning Marketplaces

Supporting the creation, delivery, and monetization of online learning

Q1 2019

## LEARNING MARKETPLACES

CANVAS NETWORK  
COURSERA  
INFOSYS WINGSPAN  
KHAN ACADEMY

CONSTELLATION  
ShortList™

9  
solutions  
to know

LYNDA BY LINKEDIN  
PLURALSIGHT  
SALESFORCE TRAILHEAD  
UDACITY  
UDEMY

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The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis, and briefings with vendors and partners.

### About Constellation Research

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation.

Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

### About This Constellation ShortList™

Learning Marketplaces provide a platform for online education, bringing the content of teachers to learners. These online marketplaces often include features of learning management systems, which allow courses and skills to be taught on-demand and at a student's pace. Most online marketplaces offer both free and paid content.

Performance and learning can be measured by evaluations, and course work can go toward a defined curriculum. Self-paced instruction often incorporates interactive capabilities with video chats, online communities, mentoring, live classes, and live feedback.

Learning marketplaces differ from traditional corporate learning management systems (LMS) with the ability to author, assemble, and sell courses. Many of these marketplaces can feed into corporate systems or enable classes to be hosted as needed.

## Threshold Criteria

Constellation considers the following criteria for these solutions:

- Offer online courses and course libraries
- Deliver gamification and incentives
- Provide assessment tools
- Facilitate online communities
- Deliver live feedback
- Enable content authoring
- Support outside content
- Create virtual classrooms
- Host and sell courses
- Provide commerce and marketplace capabilities
- Provide a curriculum set
- Support SCORM compliance
- Ensure regulatory and compliance management
- Integrate into learning management systems

## The Constellation ShortList™

Constellation evaluates over 35 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- Canvas Network
- Coursera
- Infosys Wingspan
- Khan Academy
- Lynda by LinkedIn
- Pluralsight
- Salesforce Trailhead
- Udacity
- Udemy

## Frequency of Evaluation

Each Constellation ShortList evaluation will be updated every 180 days as needed.

## Evaluation Services

Constellation clients may work with the analyst and research team to conduct a more thorough discussion of this Constellation ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

## Business Themes



Future of Work

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Visit [www.constellationnr.com/ShortList](http://www.constellationnr.com/ShortList)  
or email [shortlist@constellationnr.com](mailto:shortlist@constellationnr.com)



### R "Ray" Wang Founder and Principal Analyst

R "Ray" Wang provides insight into how disruptive technologies and new business models, such as digital transformation, impact brands, enterprises and organizations. He also focuses on harnessing innovation, creating next-generation business and IT leadership, and applying the new rules of business. Wang has held executive roles in product, marketing, strategy, and consulting at companies including Forrester Research, Oracle, PeopleSoft, Deloitte, Ernst & Young, and Johns Hopkins Hospital.

