



# Learning Marketplaces

Supporting the creation, delivery and monetization of online learning

Q1 2021

## LEARNING MARKETPLACES

COURSERA  
INFOSYS WINGSPAN  
KHAN ACADEMY  
LINKEDIN LEARNING

CONSTELLATION  
ShortList™

9  
solutions  
to know

PLURALSIGHT  
SALESFORCE TRAILHEAD  
SKILLSHARE  
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 coursework 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 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.

A wave of consolidation is on the horizon as newer technologies such as virtual and augmented reality will enter this market and emerge as key criteria in future evaluations. Expect blockchain to appear as an important technology in providing authentication and verification of skills.

## 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
- Provide credentialing and badging

## The Constellation ShortList™

Constellation evaluates more than 40 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.

- Coursera
- Infosys Wingspan
- Khan Academy
- LinkedIn Learning
- Pluralsight
- Salesforce Trailhead
- Skillshare
- Udacity
- Udemy

## Frequency of Evaluation

Each Constellation ShortList will be updated at least once per year. There could be an update after six months, should the analyst deem it necessary.

## 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.constellationr.com/ShortList](http://www.constellationr.com/ShortList)

or email [shortlist@constellationr.com](mailto:shortlist@constellationr.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.

