



Computer Education Management Association
Europe

CEdMA Worldwide Training Market Barometer 1st Quarter 2020

Introduction

This report is compiled by CEdMA for its members about their Education businesses. It is based around a series of absolute growth or decline percentages in the range +/- 12.5%. Revenue and volumes refer to training services delivered in the quarter and not future bookings. Members provide their data from the global business and/or EMEA. Note that in this report, u/f/d is the number of members reporting up/flat/down, respectively.

We now only show history since 16q1 in this report as well as commentary on most recent trends. Both worldwide and EMEA output is shown together for comparison.

However, if you wish to see the longitudinal charts without commentary but which show Worldwide and EMEA since 2011, please use this [link](#).

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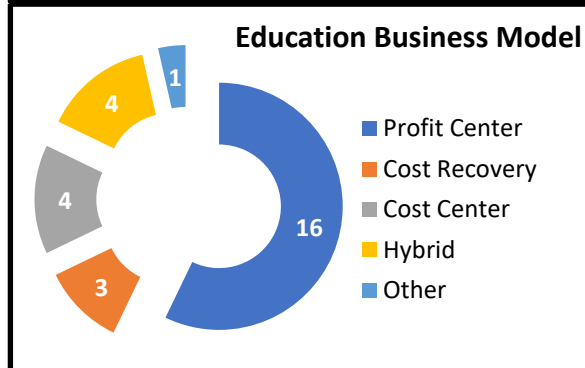
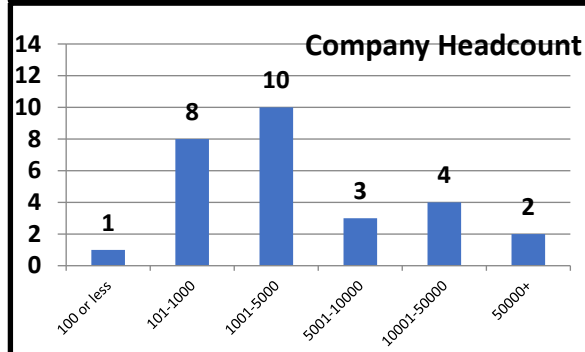
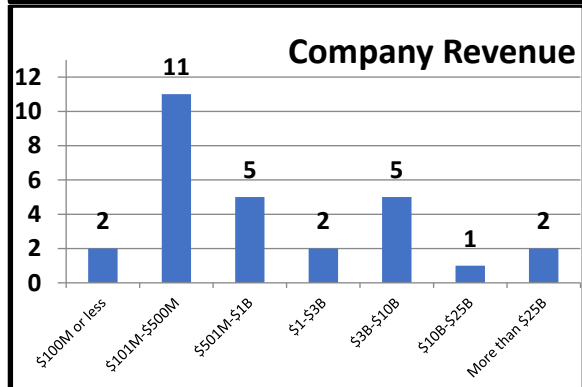
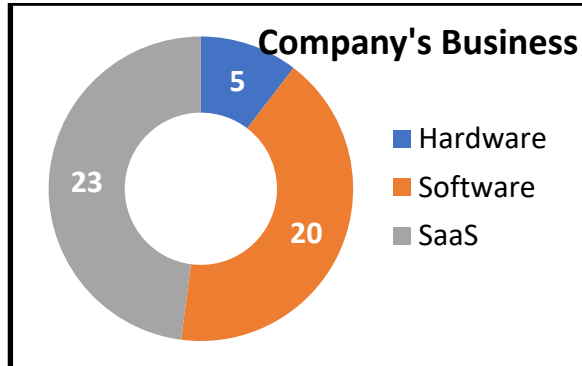
[Two greatest business challenges in last 3-6 months](#)

[Observations on the state of the IT training market](#)

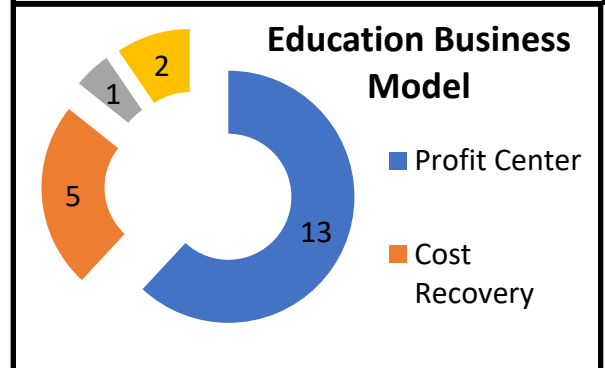
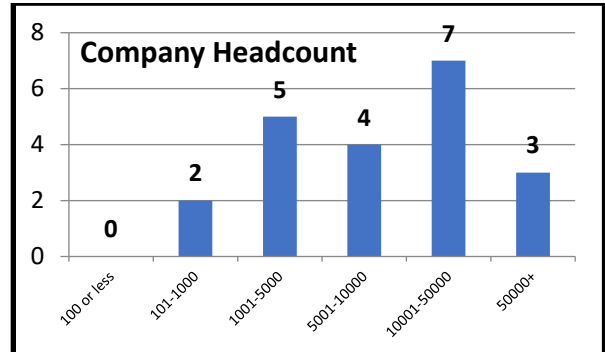
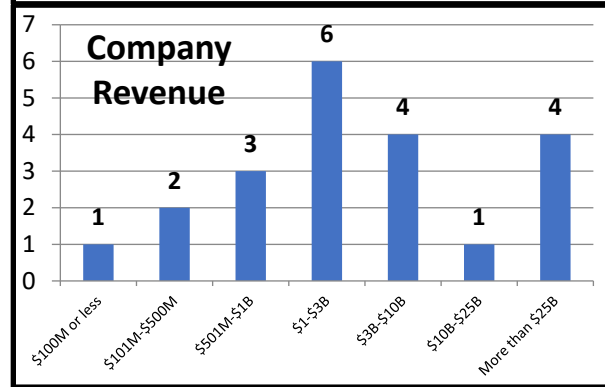
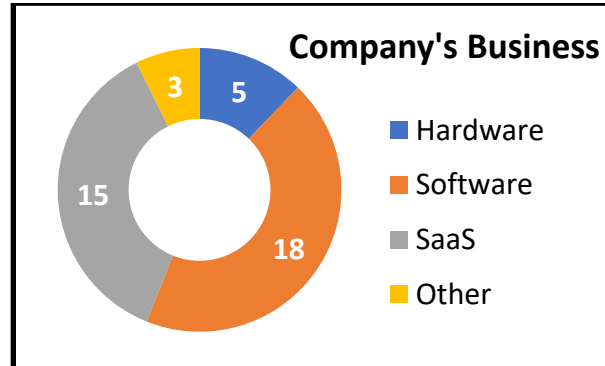
Member Profiles

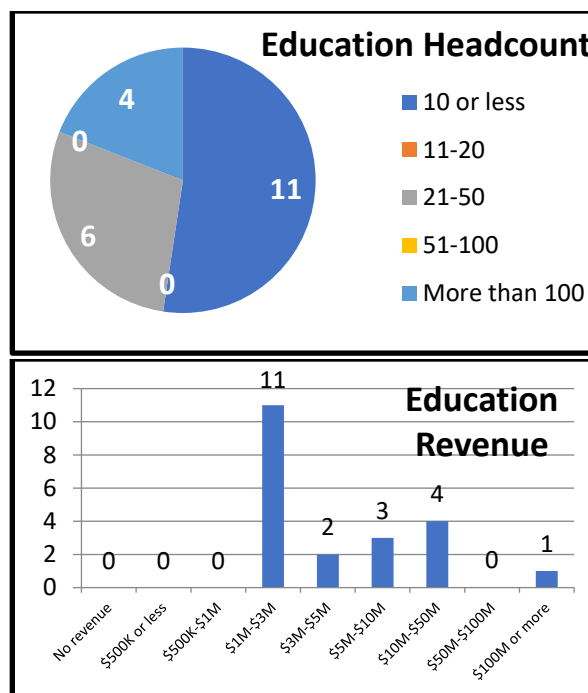
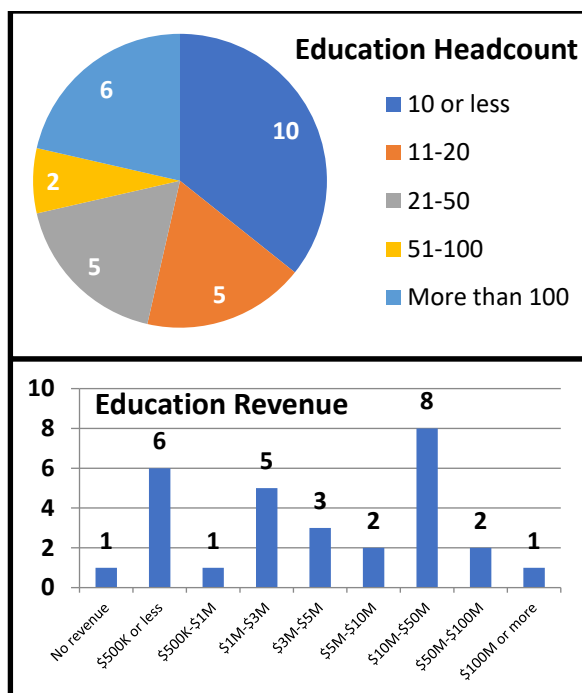
Sample size for 20q1 was 28 for Worldwide and 21 for EMEA.

Worldwide



EMEA





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Summary

The unweighted average uses all responses as entered, whereas the weighted average uses the size of the revenue, taking the relevant education revenue value, so larger companies have a bigger impact.

Growth observations are weighted and based on trendlines of 4-period moving averages.

Total Revenue is defined as all recognized revenue.

WW: The trend was 4-5% in 2016, dropped to 2-3% in 2017 and is now negative 1% through 20Q1.

EMEA: Having been down to negative 2% in 2014, the trend recovered to positive 3% increase in 2016 and 4% in 2019 but is now back to positive 3% to 20q1.

Operating Profit is revenue minus all fixed and variable costs, excluding allocations, divided by revenue.

WW: The growth trend is just below flat through 20Q1, down from 4% in 2016, and 3% in 2018.

EMEA: The trend has recovered from a low of negative 2% during 2013 to a 3% increase in 2017-18, a 2% increase in 2019 but is now down positive 1% to 20q1.

Live Classroom (ILT) is all revenue when the instructor is in the same physical location.

WW: Growth was flat in 2013-14, 2% in 2015-17 but has now dipped to negative 7% through 20Q1.

EMEA: It fell to negative 2% during 2014, recovered to flat in 2015, showed a 2% decrease in 2017, was flat in 2017-18 but is now back to negative 5-6% to 20q1.

Virtual Classroom (VILT) is all revenue for instructor-led training via the web, with or without virtual labs.

WW: Growth has dropped from 6% in 2015-16, to 3% in 2017 but is now flat through 20Q1.

EMEA: The trend dropped from 6% during 2013 to 1% in 2014-15 but has risen steadily to 8% to 20q1.

Public (scheduled) classes is revenue for ILT and VILT.

WW: The trend has dropped to negative 3% through 20Q1, having peaked at 1-2% in 2014, and been flat in 2015-16, but negative since 2017.

EMEA: The trendline was negative 3% in 2019 but is now negative 2-3% in 20q1.

Private (one-customer) classes is revenue for ILT and VILT.

WW: It's now showing a trend of negative 6% to 20Q1, having been 3% in 2014, 2% in 2015 and 4-5% in 2016-17.

EMEA: The trendline was showing 4% in 2016, 5% in 2018-19 but now is negative 2% after three bad quarters.

Self-paced is all revenue generated by training students without instructors, such as eLearning, video, and can be paid per use or by subscription.

WW: It's showing a 11% increase through 20Q1, having grown steadily from a 5% increase in 2013 and 9% in 2017. Note that 24 reported revenue for self-paced.

EMEA: After climbing to 11% increase in 2019, it's dropped back to 9% increase year on year in 20q1, but was as low as negative 4% during 2013-14.

Certification is all revenue for certification business, such as exam fees and exam prep services, but excluding any exam prep training which is accounted under ILT/VILT/self-paced.

WW: The trendline is 2% through 20Q1, falling from 5% in 2015, but flat since then. 24 reported revenue.

EMEA: The trend is now just under 1% to 20q1, down from a high of 4% in 2014-15.

Learning Consulting is all revenue generated by non-training education business like learning needs analysis, customization of material assessments, and mentoring/coaching after training.

WW:

EMEA: While the trend was flat for 2016, it dipped to negative -3% in 2017 but is now showing flat through 20q1. Only 7 members reported revenue.

Learning Technologies is all revenue generated by learning tools, infrastructure, courseware and directly related training and learning consulting for these technologies.

WW: There were increases of 1% in 2016, but the trendline through 20Q1 is showing negative 1%, having been as low as negative 4% for 2018. 14 members reported revenue.

EMEA: It was 4% in 2017, flat in 2018, 2% in 2019 and has even risen to 4% to 20q1. However, with only 2 members reporting revenue, this is unreliable.

New Learning Modalities is all revenue for social learning, gamification, microlearning, mobile.

WW: 2016 showed the trendline at 7%, but it's now negative 2% through 20Q1, having been 5% in 2018. 9 members reported revenue.

EMEA: The trend of 8% increase across 2016 has not been maintained but has remained around 1% during in 2018-19 and even now. Only 4 members reported revenue.

Subscriptions include all revenue from any of the above modalities included in subscriptions.

WW: Subscription revenue has grown consistently 7% from 2017 and it's now 8% in through 20Q1. 20 reported revenue.

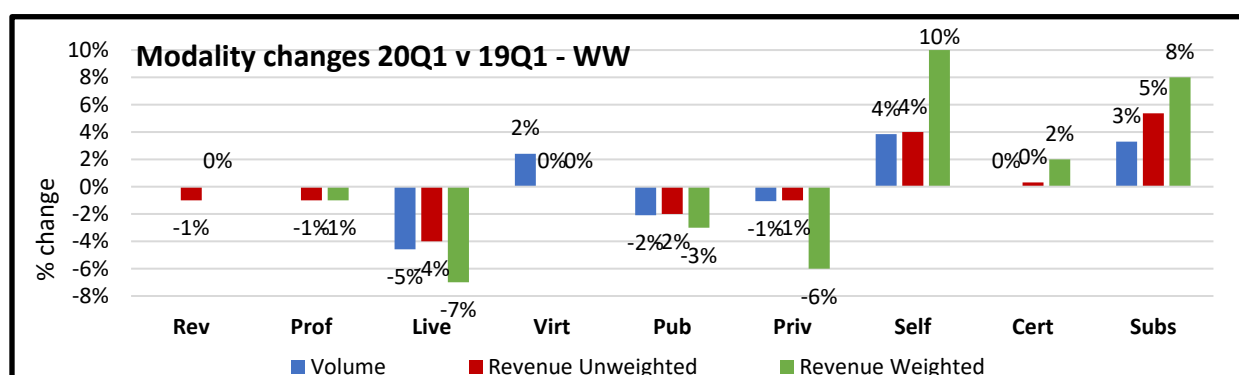
EMEA: With many companies starting in 2015/16, the increase was 8% over 2016, 3% over 2017, and even 11% in 2019, but has fallen back to 9%.

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Volumes as well as revenue

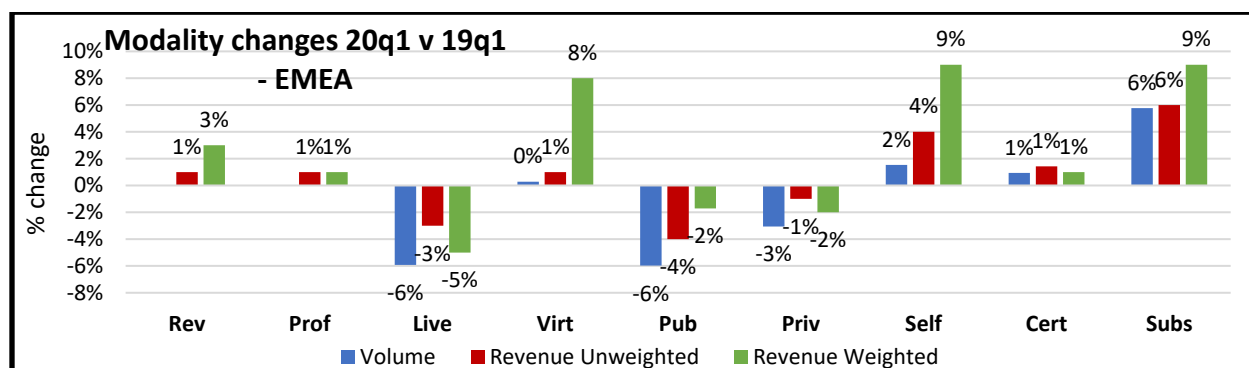
We now ask for percentage movement of modalities by volume of students in addition to or instead of revenue. Of course, volume averages will only be for unweighted input. Here's the comparison for 20Q1.

WW	Rev	Prof	Live	Virtual	Pub	Private	Self	Cert	Subs
Volume			-5%	2%	-2%	-1%	4%	0%	3%
Revenue Unweighted	-1%	-1%	-4%	0%	-2%	-1%	4%	0%	5%
Revenue Weighted	0%	-1%	-7%	0%	-3%	-6%	10%	2%	8%



The significant revenue increases: self-paced and subscriptions. Live instructor-led especially private classes is significantly down.

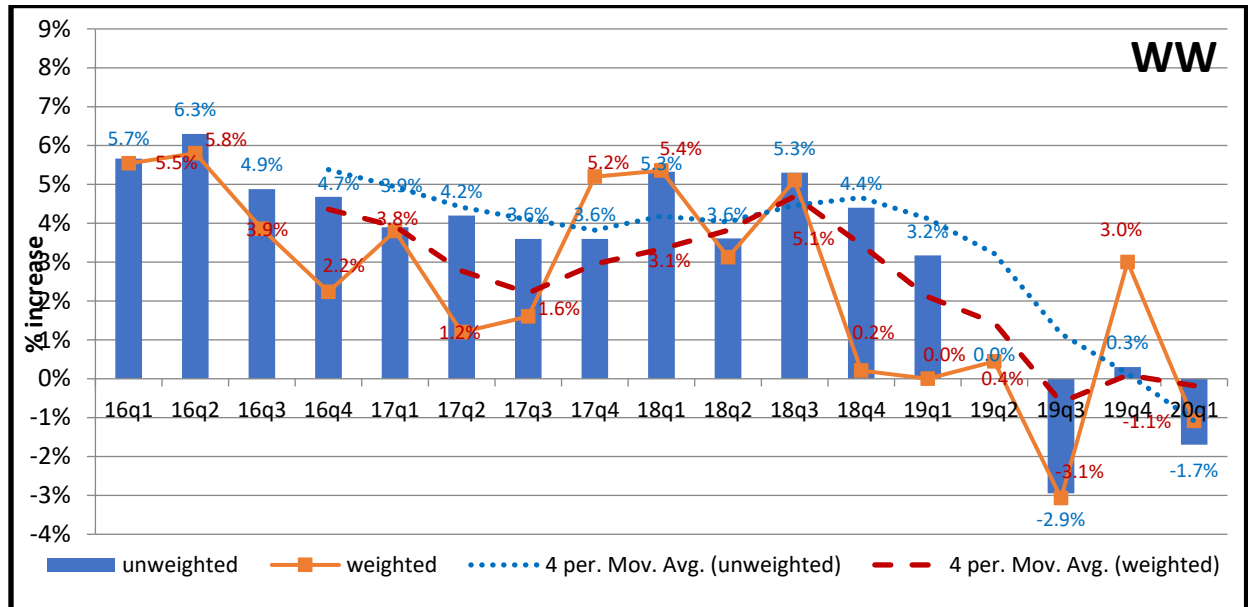
EMEA	Rev	Prof	Live	Virtual	Pub	Private	Self	Cert	Subs
Volume			-6%	0%	-6%	-3%	2%	1%	6%
Revenue Unweighted	1%	1%	-3%	1%	-4%	-1%	4%	1%	6%
Revenue Weighted	3%	1%	-5%	8%	-2%	-2%	9%	1%	9%



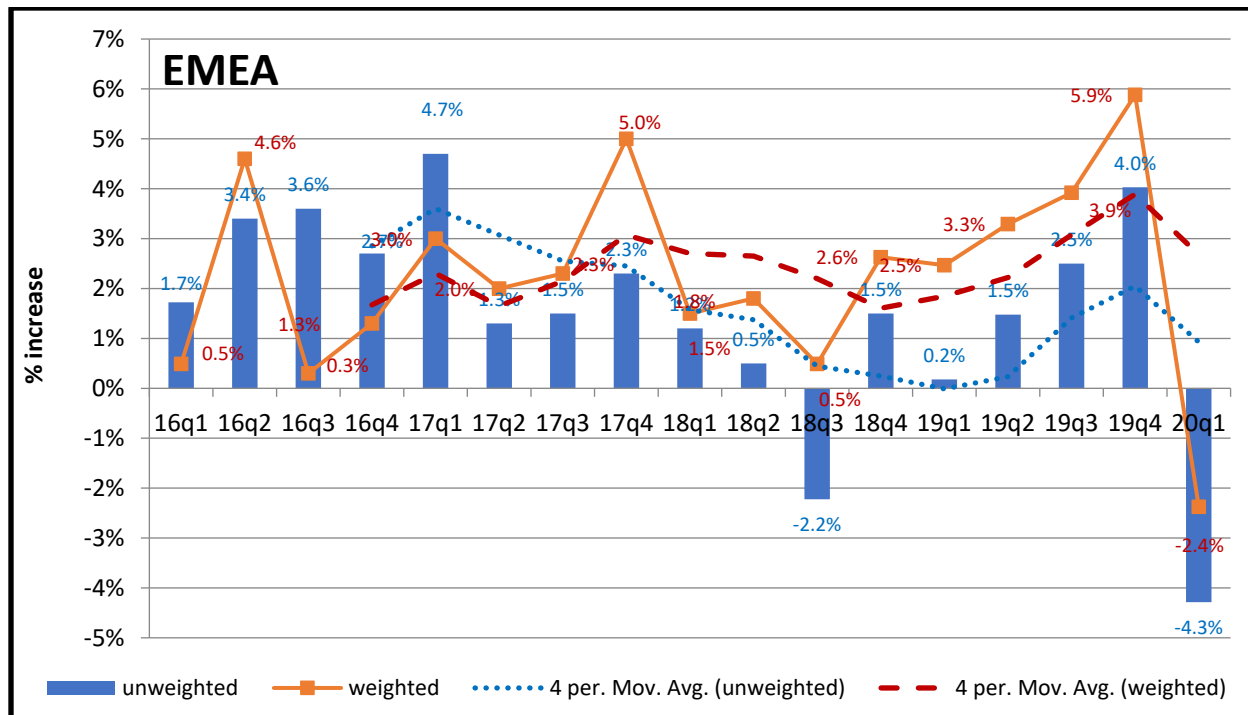
The significant revenue increases for 20q1 compared to 19q1 are virtual instructor-led, certification and subscriptions. Live instructor-led is significantly decreased.

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Overall Training Revenue

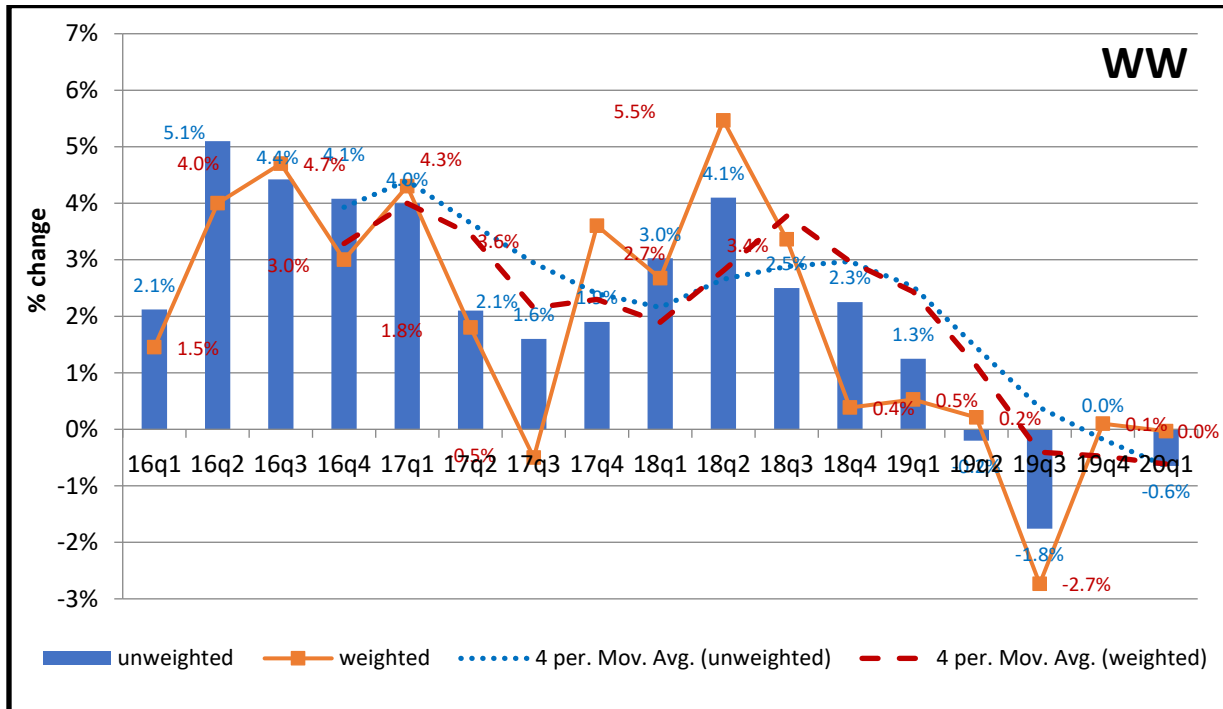


The unweighted total training **revenue** decrease for 20Q1 (u=10, f=3, d=15) was -1.7%. The weighted total training **revenue** decrease was -1.1%. The 4-period moving average is currently showing -1% for unweighted and flat for weighted.

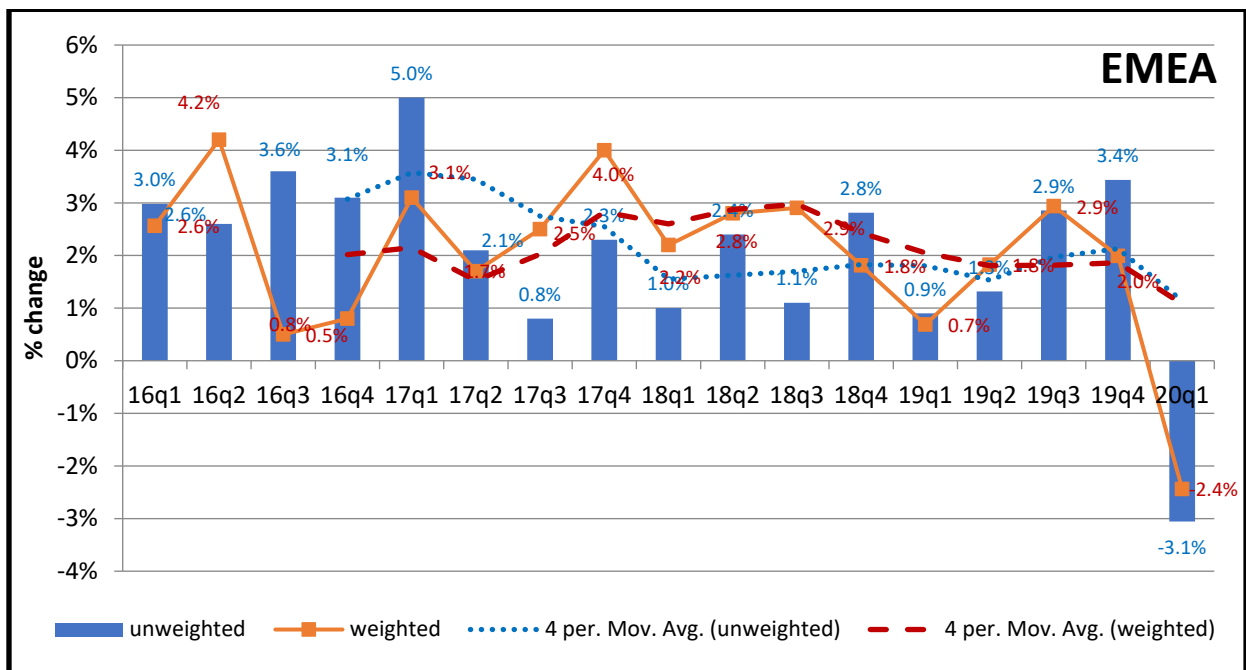


The unweighted total training **revenue** decrease was -4.3% in 20q1 (u=5, f=1, d=15). When considering the weighted numbers, it was -2.4%. However, the weighted trendline still shows an increase of 3% over the last four quarters when size of company is considered. [Back to top](#)

Training Profit

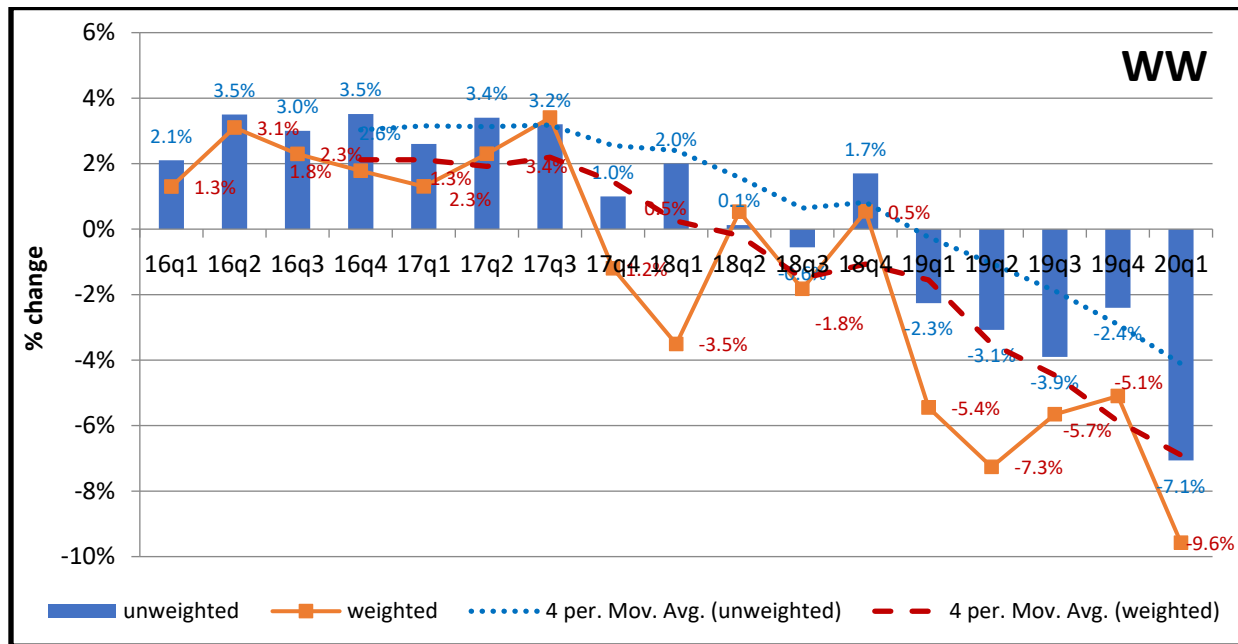


Training profit in 20Q1 (u=9, f=4, d=13) decreased -0.6% for unweighted and -0.7% for weighted. The training profit weighted trendline to 20Q1 is flat.

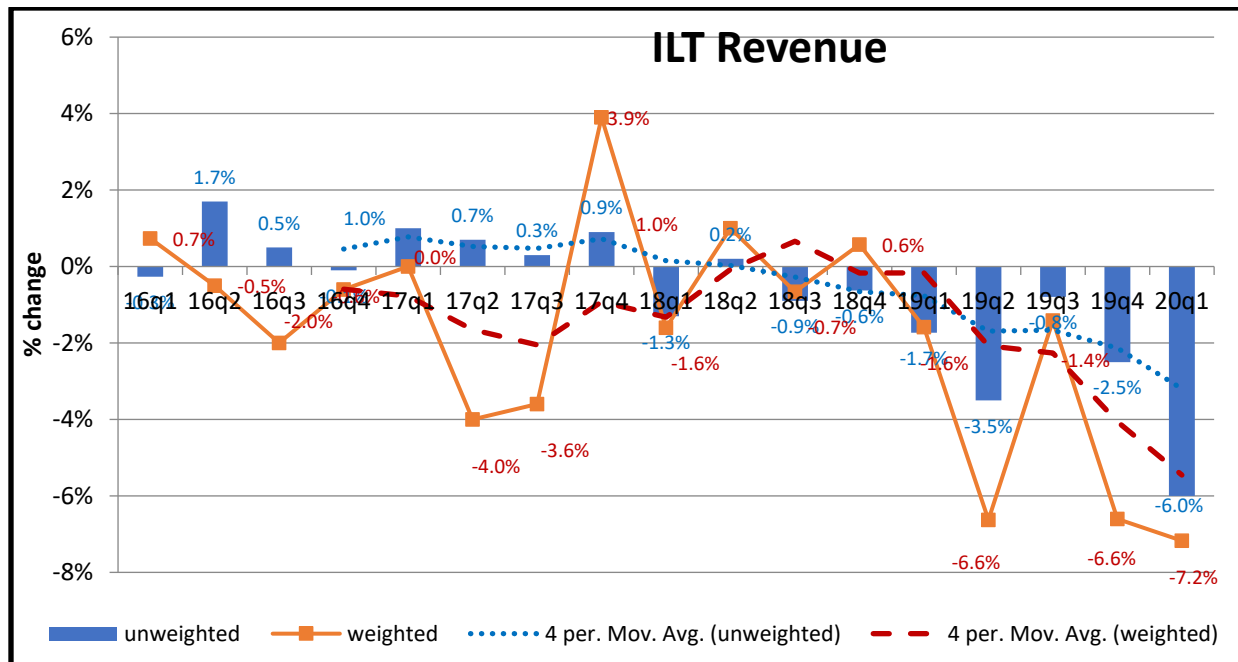


The unweighted total training profit fell -3.1% in 20q1 (u=3, f=4, d=11). And, with the weighted numbers, there was also a decrease of 2.4%. The weighted trendline shows an ongoing profit increase of just over 1% over the last four quarters when size of company is considered. [Back to top](#)

Live Instructor-led Training

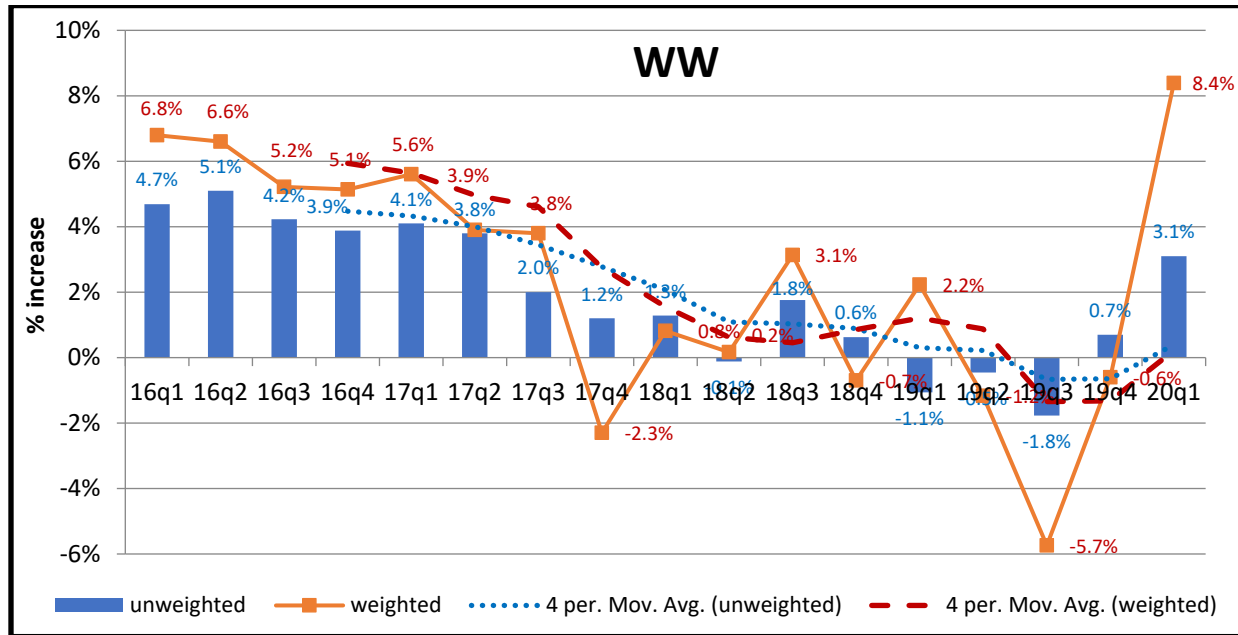


The unweighted live classroom **revenue** decrease for 20Q1 (u=2, f=2, d=19) was -7.1%. Weighted was down to -9.6%. The decrease in **volume** was -4.6%. The weighted 4-period moving average is now negative 7%. This is a further downturn in ILT revenue.

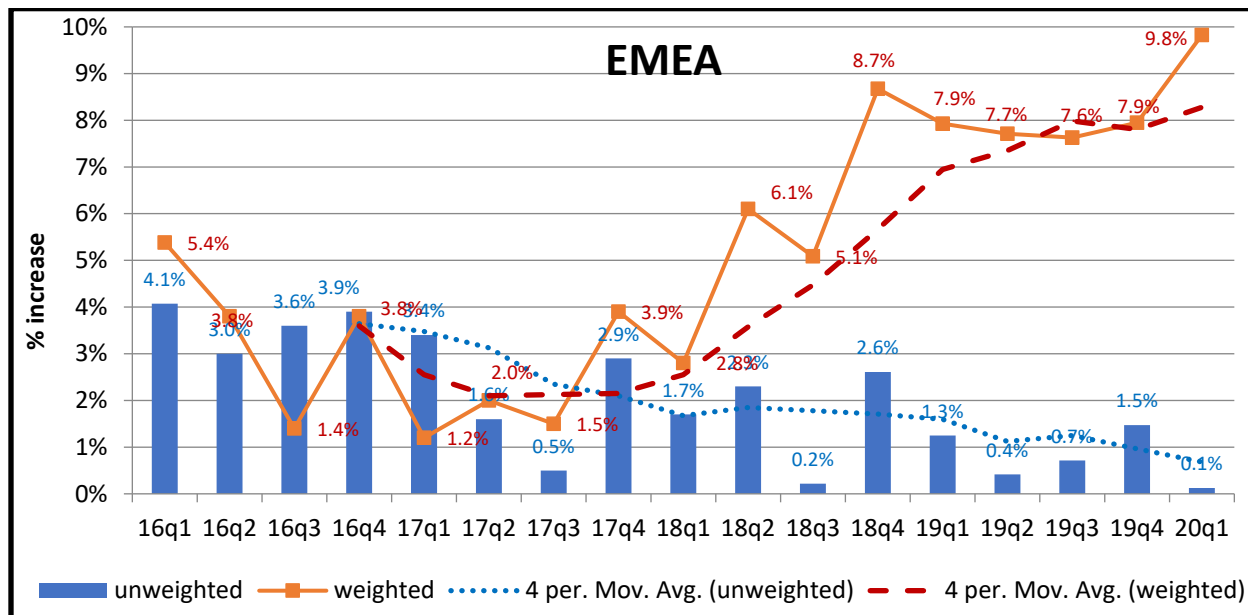


This chart suggests that ILT **revenue** for the larger companies has been the main cause of lower overall training revenue increases. The unweighted 20q1 **revenue** decrease was -6.0% (u=4, f=0, d=16) and the weighted number a decrease of -7.2%. The decrease in **volume** was 5.9%. The weighted trendline shows ILT revenue over the last four quarters decreasing by -5%. [Back to top](#)

Virtual Instructor-led Training

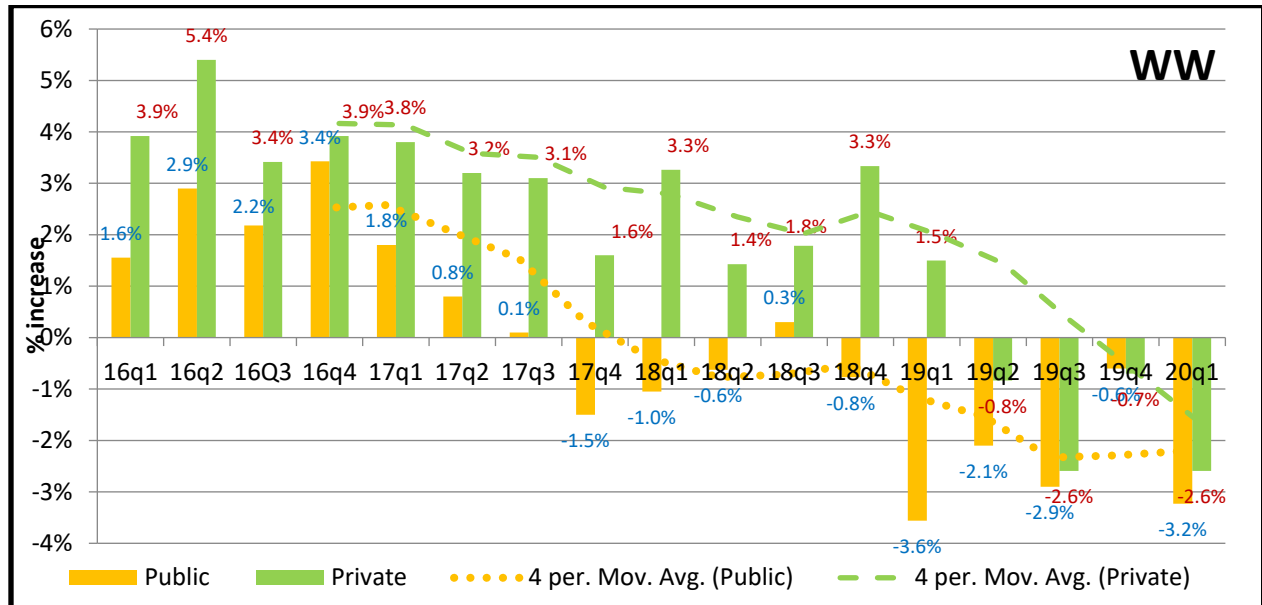


Virtual classroom however has had an upturn. The unweighted virtual classroom **revenue** increase for 20Q1 (u=13, f=6, d=6) was 3.1%, with the weighted **revenue** increase at 8.4%. The increase in **volume** was 2.4%. The 4-period moving average for weighted is now flat, down from 3% in 2017 and 6% in 2015-16. Note that 25 reported revenue.

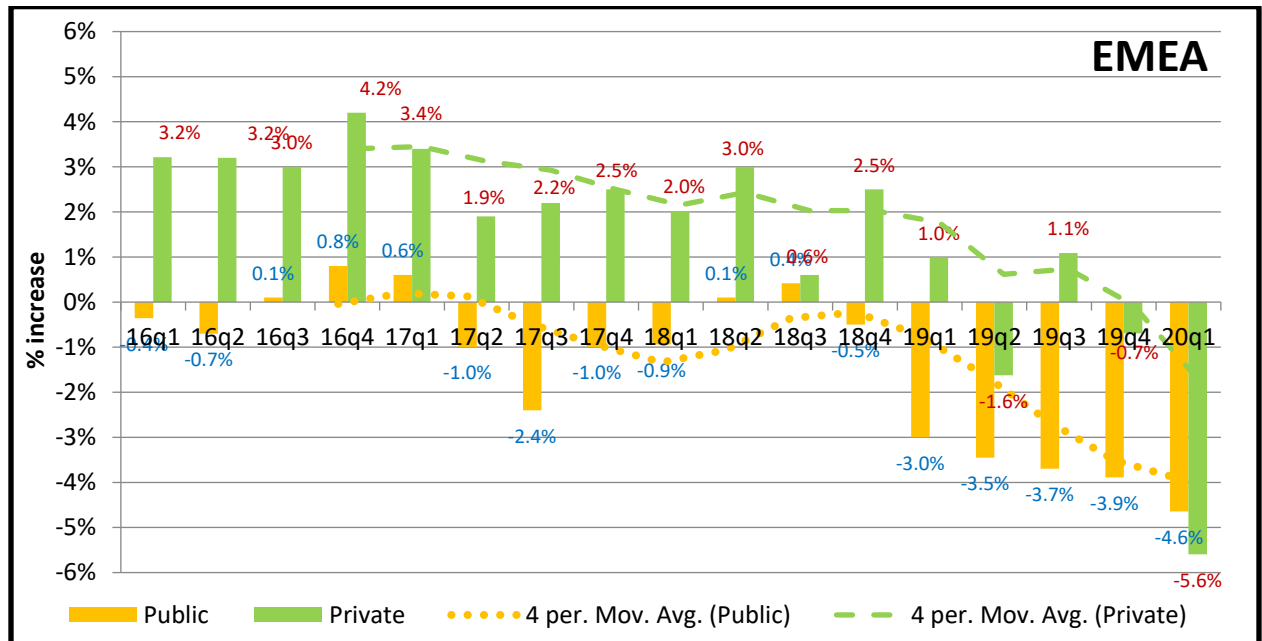


On the other hand, the VILT increase shows no bounds. Although the unweighted 20q1 **revenue** increase is 0.1% (u=9, f=1, d=10) the weighted increase is 9.8%. The increase in **volume** was 0.3%. The weighted trendline shows an ongoing VILT increase of 8% when size of VILT revenue is considered, but it was 3-4% in 2016, having been 1% in 2014. All 21 members reported VILT revenue. [Back to top](#)

Public v Private Unweighted

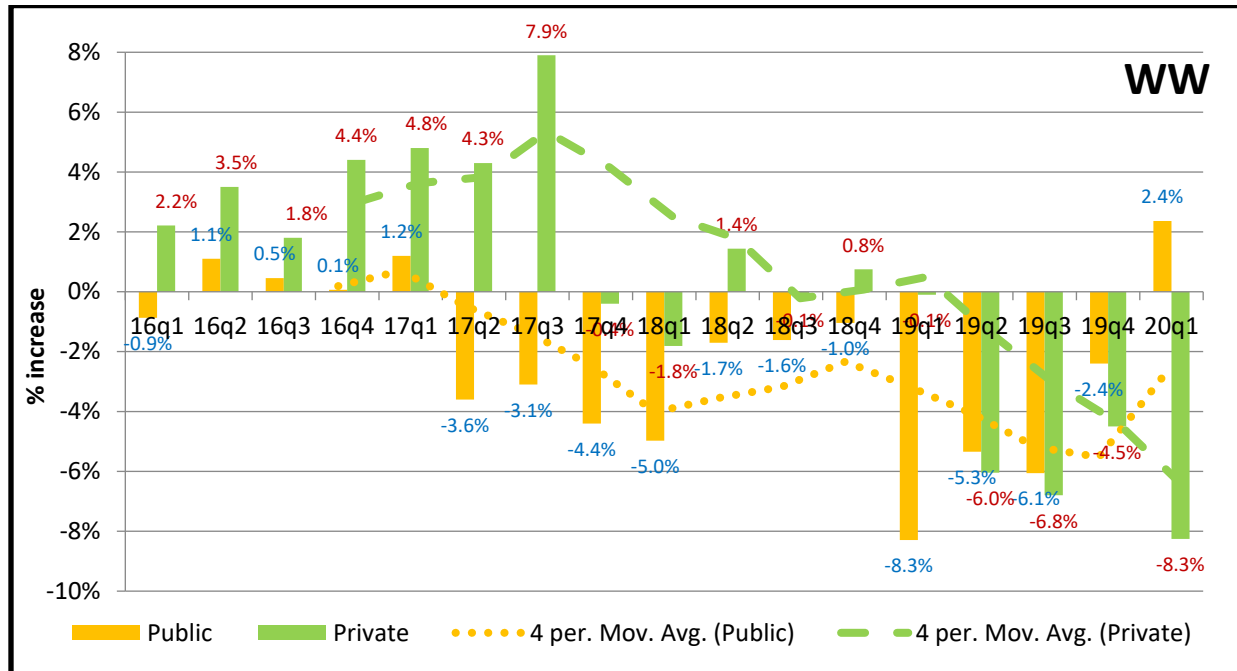


We include questions on public classes and private classes. Unweighted public **revenues** have decreased in 20Q1 by -3.2% and private decreased by -2.6%. The decrease in **volume** was -2.1% for public and 1.1% for private. The trendline for public has dropped to negative 2-3% and to negative 1-2% for private. (Note that public is u=4, f=5, d=15 and private u=8, f=3, d=16.)

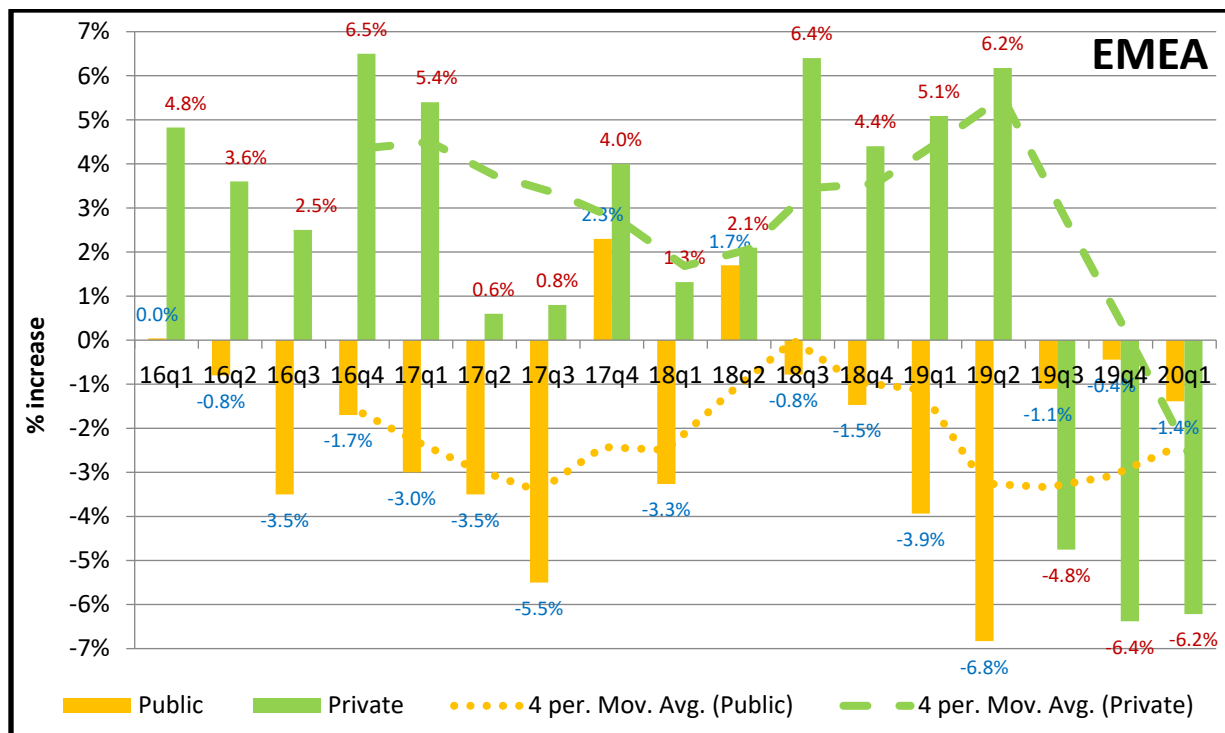


We are now asking you to forecast both public (u=5, f=2, d=14) and private (u=4, f=2, d=15) classes and have enough history to show that private classes show **revenue** is falling 1% over the last four quarters, whereas public classes are decreasing 4%. **Volumes** decreased -6.0% for public and -3.1% for private. This shows unweighted values. [Back to top](#)

Public v Private Weighted

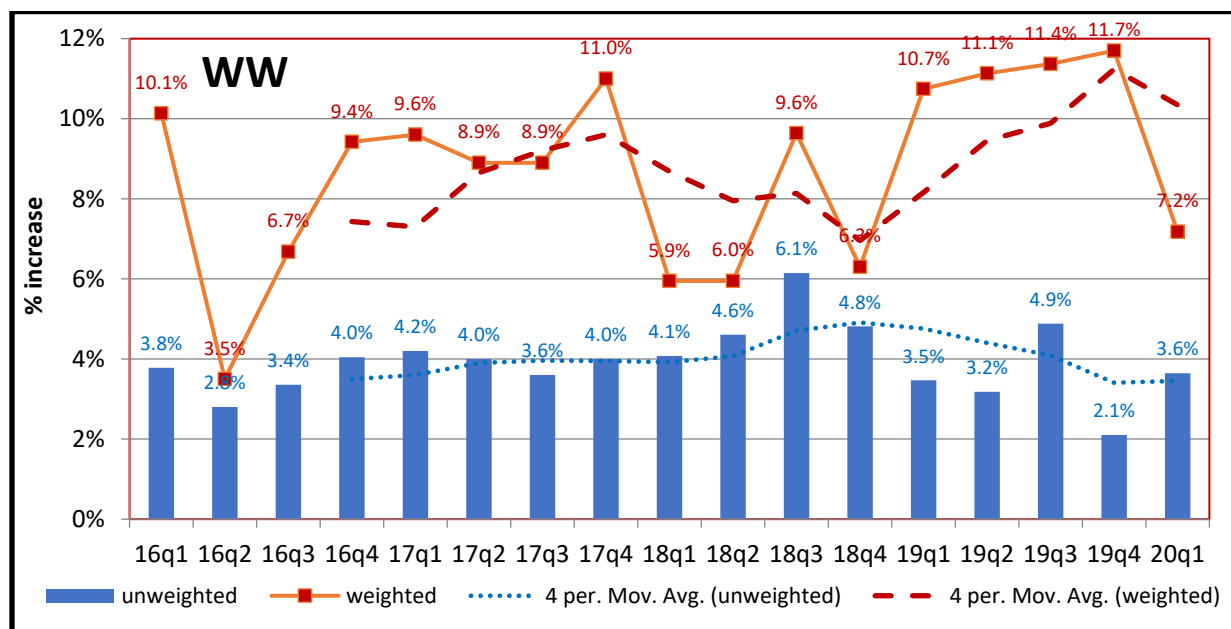


When weighting is considered, the changes are more dramatic. In 20Q1, public **revenue** has decreased by -2.5% and even private **revenue** decreased -8.3%. The 4-period moving average is negative 3% for public and negative 6% for private.

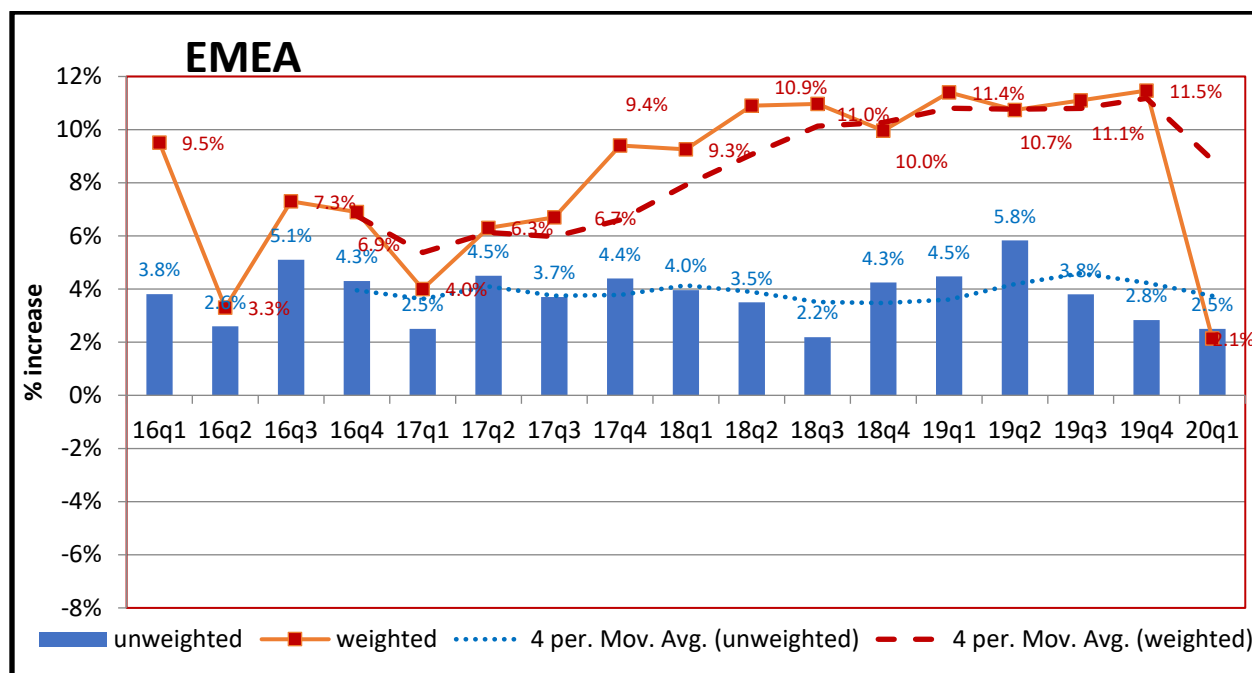


Weighted values have the **revenue** trendline for public showing negative 2-3%, private -2%. [Back to top](#)

Self-Paced

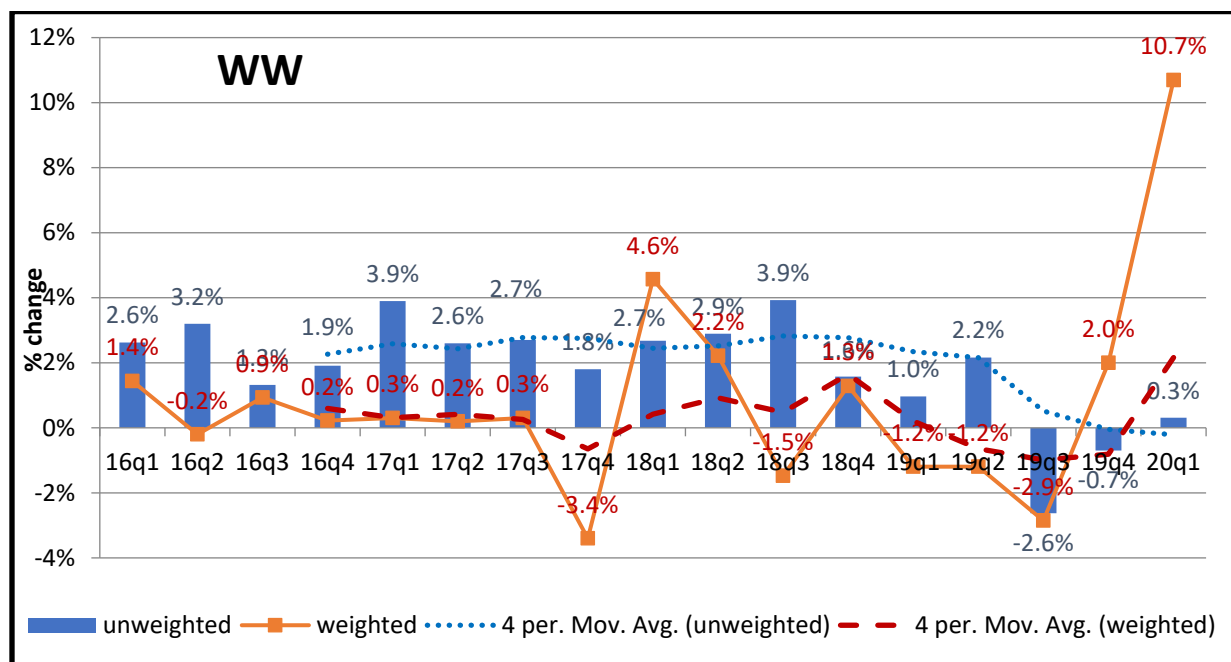


The unweighted self-paced **revenue** increase in 20Q1 (u=15, f=3, d=6) was 3.6%. However, the weighted self-paced **revenue** increase was 7.2%. The increase in **volume** was 3.8%. The 4-period moving average shows 11% for weighted. Note that 24 reported revenue.

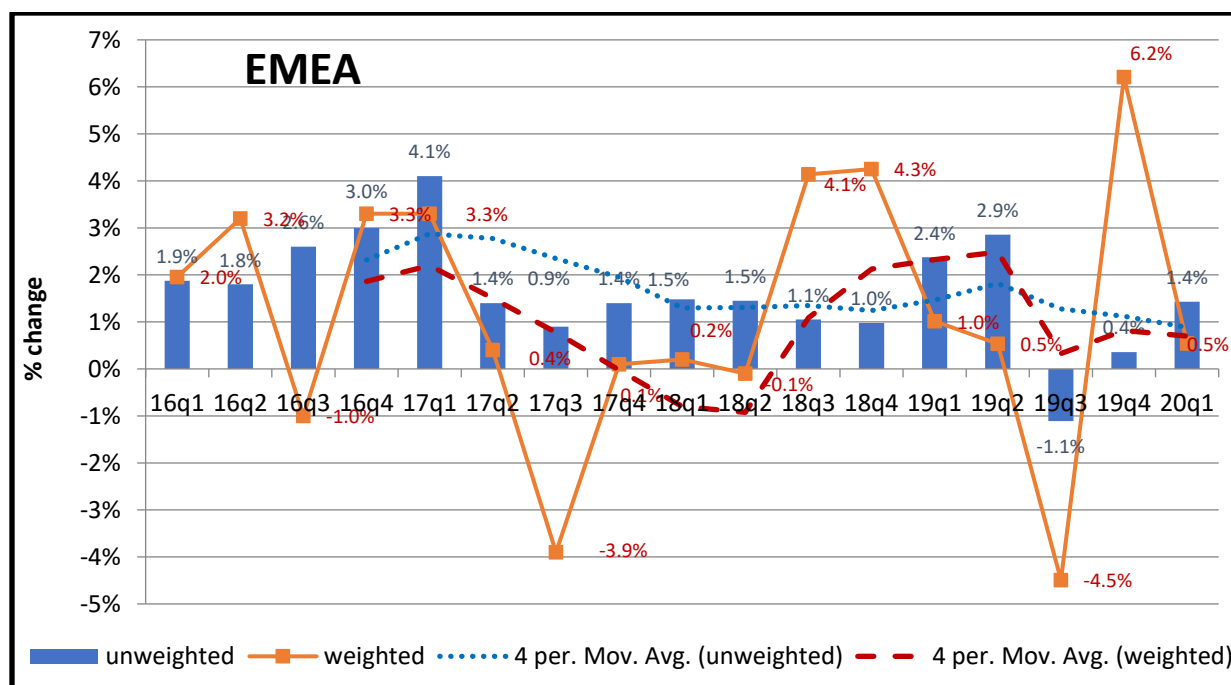


The results for 20q1 (u=7, f=6, d=4) were 2.5% increase unweighted and 2.1% increase weighted. The increase in **volume** was also 1.5%. Larger companies didn't have a significant effect on these averages this last quarter. The 4-period moving average shows an 9% increase for weighted. 17 members reported revenue. [Back to top](#)

Certification

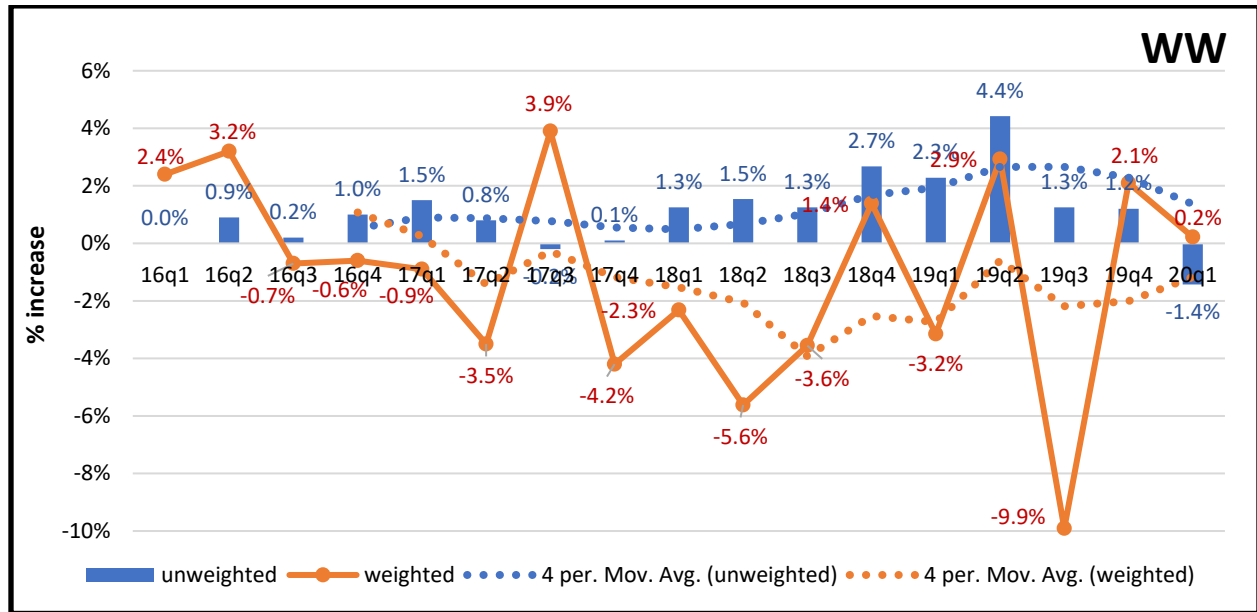


The unweighted certification **revenue** increase for 20Q1 (u=9, f=7, d=8) was 0.3%, but the weighted certification **revenue** increase was 10.7%. **Volume** was flat. The weighted 4-period moving average is 2%. Note that 24 reported revenue.

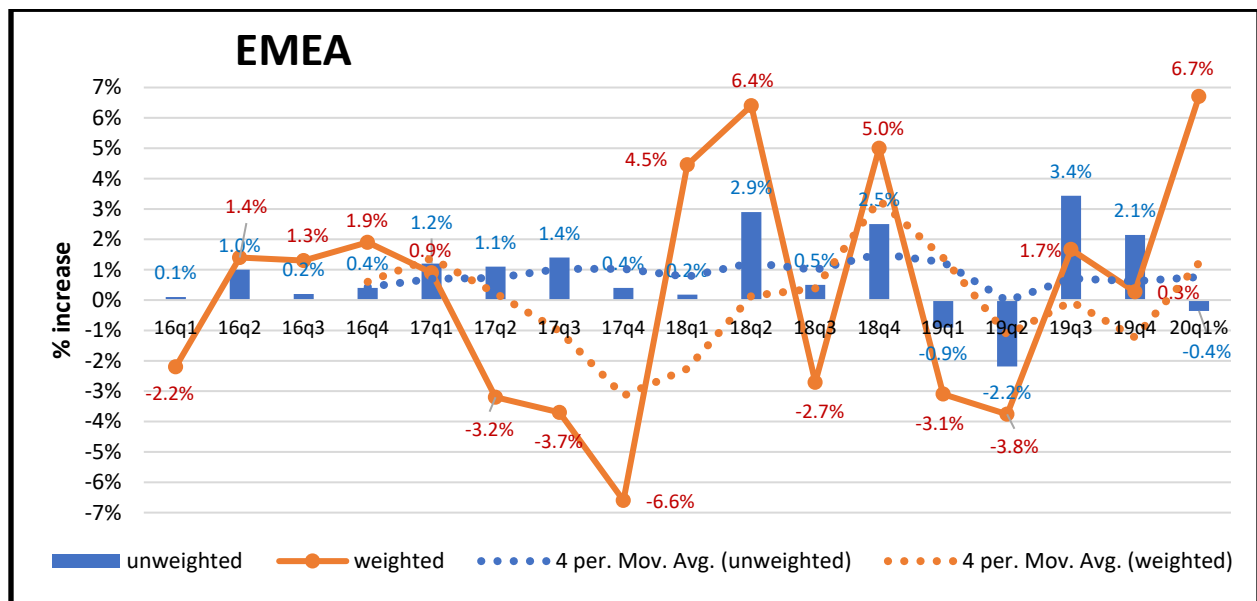


Certification has shown several swings over the last four years. However, the weighted average has largely remained flat. The increase in **volume** was 0.9%. The **revenue** increases for 20q1 (u=5, f=6, d=3) are 1.4% for unweighted and 0.5% when weighted. 14 members reported revenue. [Back to top](#)

Learning Consulting

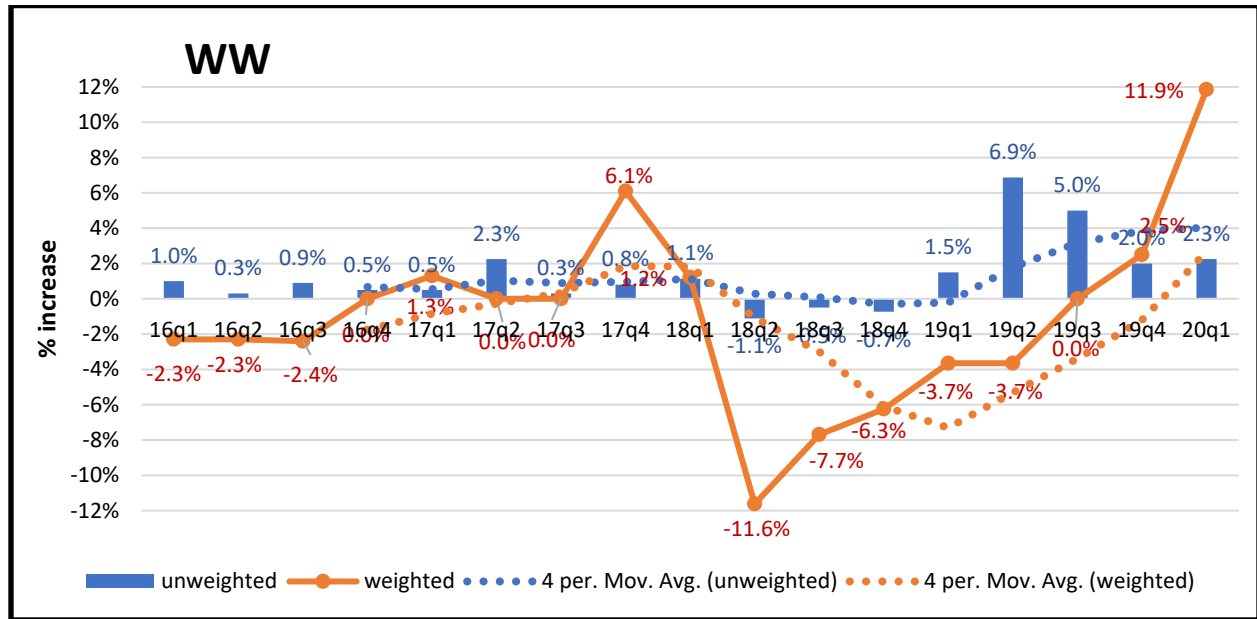


We now have over four years reporting this area. In that period, the unweighted scores had risen only in 2018 and 2019. Weighted scores have been volatile and show a moving average of negative 1%. The decrease in **volume** was -0.4%. The **revenue** decreases for 20Q1 (u=4, f=4, d=6) are -1.4% for unweighted and -0.1% when weighted. Note that 14 reported revenue.

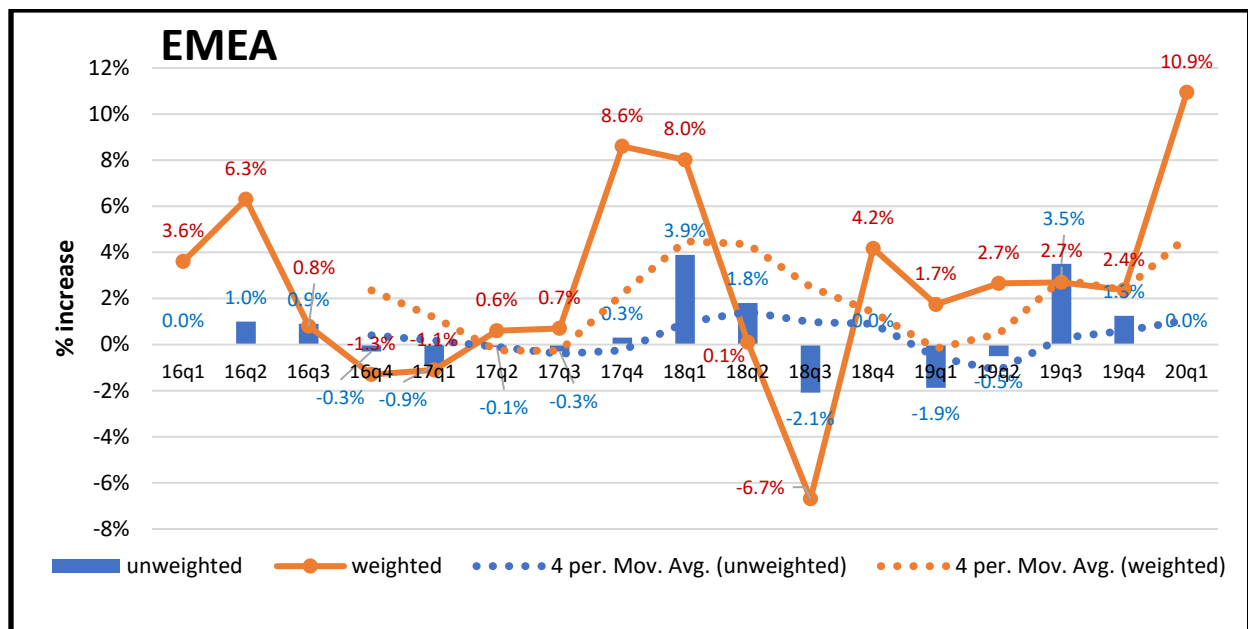


We now have over four years reporting this area. In that period, the unweighted scores have largely remained flat. However, weighted scores have moved dramatically. The **revenue** decreases for 20q1 (u=4, f=0, d=3) is 0.4% for unweighted but an increase of 6.7% when weighted. The increase in **volume** was 0.9%. The current four-period average for weighted is 1% increase. [Back to top](#)

Learning Technologies

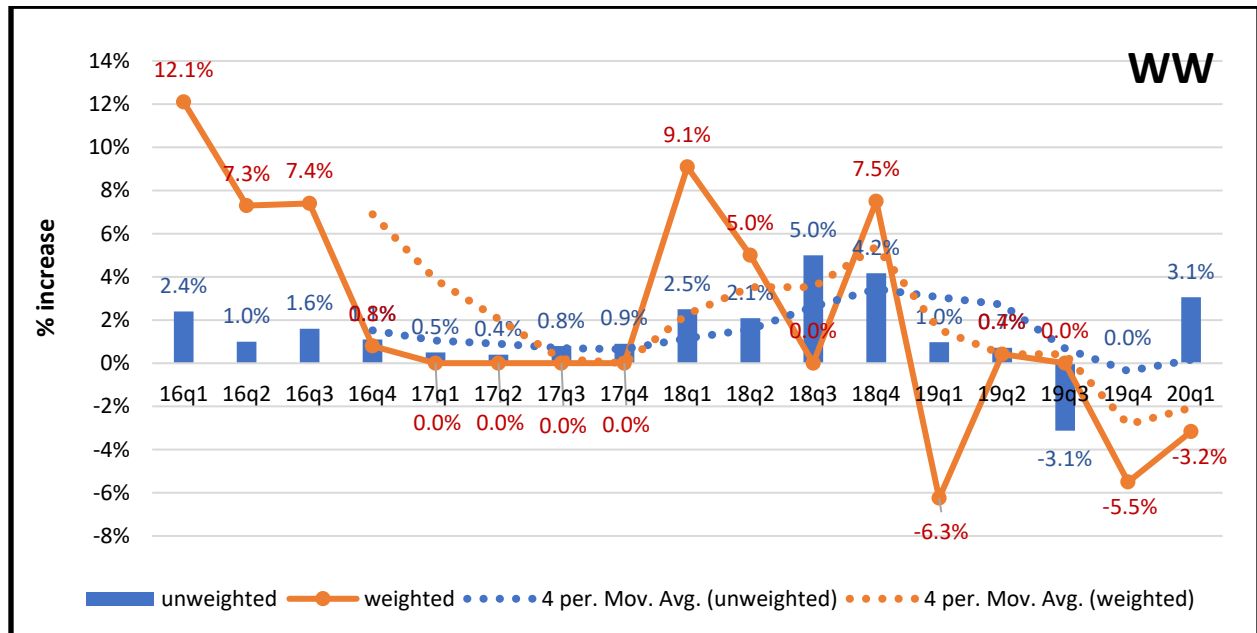


We also now have over four years reporting this area. In that period, the unweighted scores have just started to climb, but the trendline for weighted scores now shows a 2% increase. The **revenue** increase for 20Q1 (u=5, f=5, d=0) was 2.3% for unweighted and 11.9% when weighted. Note that 10 reported revenue.

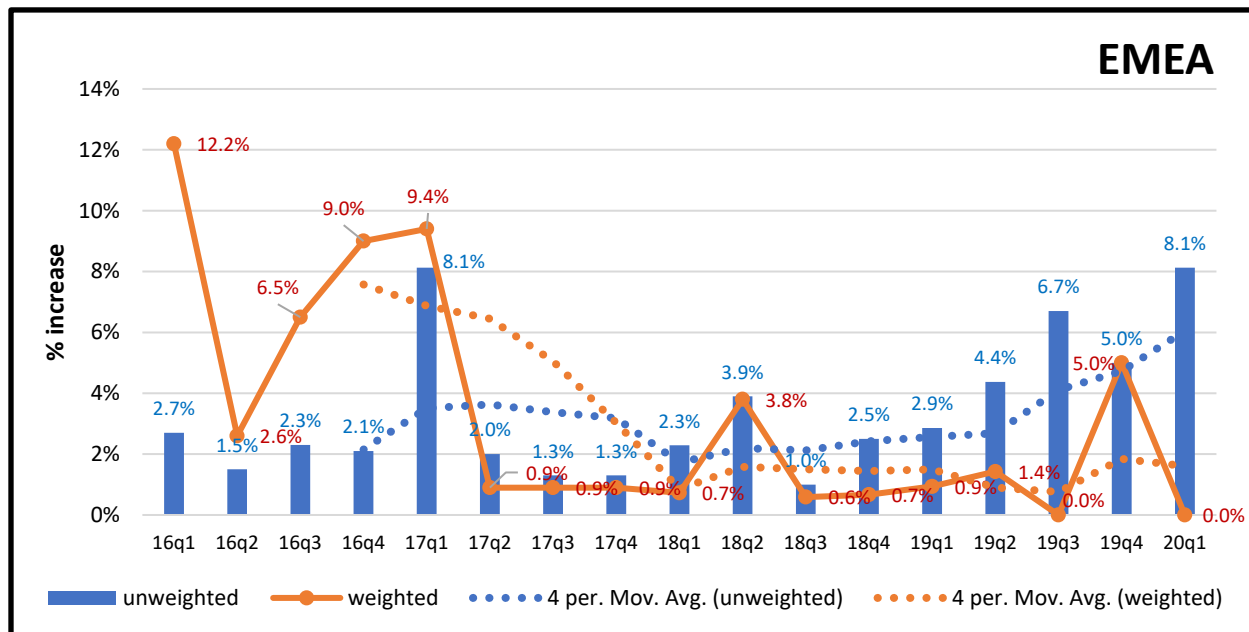


We also now over four years reporting this area. In that period, the unweighted scores have recently shown a little volatility. The **revenue** is flat for 20q1 (u=1, f=0, d=1) for unweighted and a 10.9% increase when weighted. The trendline for weighted is just above 4%. Only 2 members reported. [Back to top](#)

New Learning Modalities

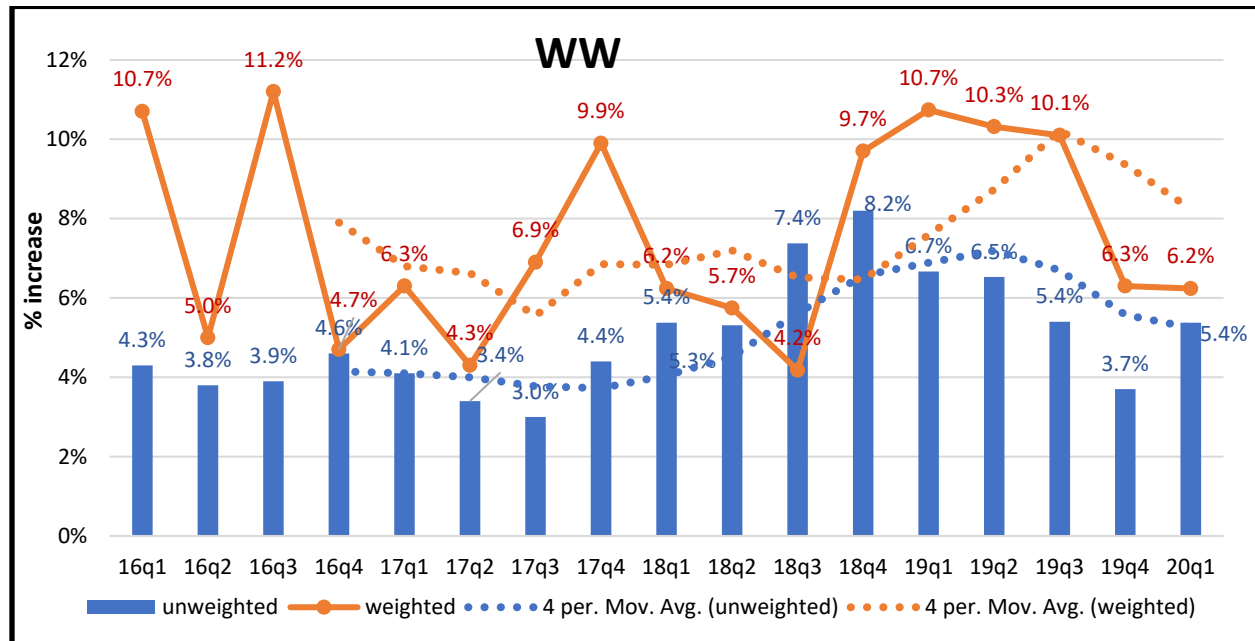


We now have 17 quarterly reports. In that period, the trendline for unweighted scores has fallen to flat and weighted scores negative 3%. The increase in **volume** was 1.2%. The **revenue** for 20Q1 (u=6, f=2, d=1) is 3.1% for unweighted but -3.2% for weighted. Note that 9 reported revenue.

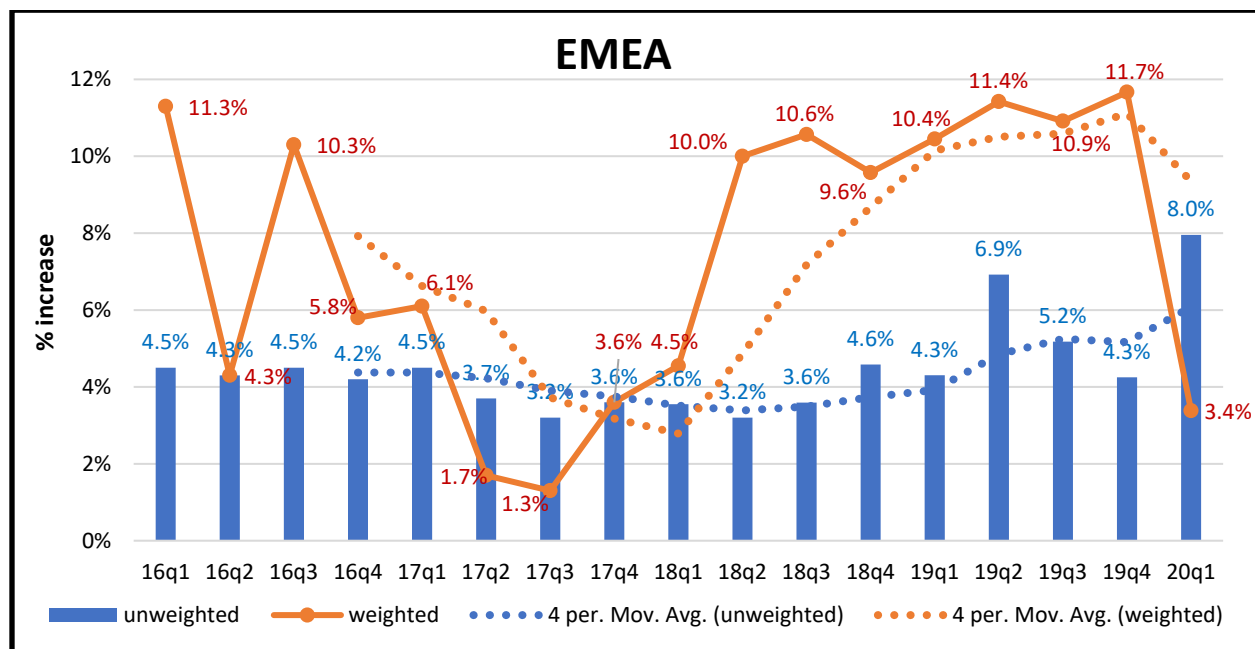


The unweighted trendline is 5%, while the weighted trendline shows 2%. The **revenue** increase for 20q1 (u=3, f=1, d=0) is 8.1% for unweighted but flat for weighted. 4 members reported revenue. The increase in **volume** was 2.5%. 4 reported revenue. [Back to top](#)

Subscriptions



We also have over four years reporting this area. Currently, unweighted scores show a 5% increase and weighted scores just 8%. The **revenue** increases for 20Q1 ($u=11, f=5, d=4$) are 5.4% for unweighted and 6.2% for weighted. The increase in **volume** was 3.3%. Note that 20 reported revenue.



The unweighted trendline is 6% whereas the weighted trendline is showing just under 10% increase. The **revenue** increases for 20q1 ($u=9, f=2, d=0$) are 8.0% for unweighted and 3.4% when weighted. The increase in **volume** was 5.8%. Only 11 members reported revenue. [Back to top](#)

Which subject areas saw the biggest increases in your training revenues in the last 3-6 months?

WW	EMEA
<ol style="list-style-type: none"> 1. 4% growth in Learning Partner activity WW, increases in AMER/EMEA, reduction in APAC. 2. Cloud and Data Quality 3. New courses on new products... 4. 2020 - Code42 has been shifting our business focus from back-up and recovery tool to a Cyber Security company aggressively for the last year. Our education content for security features and tools as a result has seen an overall increase. Our subscription program launched in 2017 and we see that growing. 96% of our education sales are subscriptions. Our subscription program includes our entire portfolio, e-learning, ILT, VILT, customer conference and pre-conference education. 2019 - We made 75% of our on-demand content freely available to the public but our biggest impact with making it available was not watching end to end courses it is the views we receiving in videos we've embedded to our support articles. 5. Virtual Training due to COVID-19. Both basic and advanced courses. 6. IP Audio Essentials; ACS (VMS); Multi-sensors; Camera Interface; Perimeter protection; Inner area protection 7. Subscriptions 8. Virtual Classroom 9. Overall, the business has been down due to lack of support from regional leadership. The custom business was growing but a change in the Americas has caused a large decline. (No change in these statements year over year). There has been a slight pickup in custom learning in EMEA and APAC due to renewed focus but a decline in the Americas due to lack of focus. 10. Subscriptions continue to grow, with COVID complete shift to Virtual Online 	<ol style="list-style-type: none"> 1. Q1 YoY 12% growth in Learning Partner enablement courses - train the trainer in EDU. 2. Hyper Converged; Object storage 3. Cloud, EDC and Axon 4. Commerce and Marketing Cloud 5. Self-Paced Learning Labs 6. Learning Portal creation; Live web delivery; Learning Subscriptions 7. Identity governance 8. On-demand 9. Self-paced 10. AI 11. Microsoft, Storage, IT Service Management 12. Subscriptions - new product offering gradually replacing existing business 13. Self-paced 14. Both public classroom and private courses are up!! We rebranded as Learning Services and this has led to an increase in conversations with the sales team which has helped drive demand 15. Subscriptions 16. Subscriptions 17. Digital Learning 18. Companion software has increased (Self-training software) 19. Subscriptions 20. Partner Enablement

<p>occurred in all geos. Accelerated trend from previous 5-10 years.</p> <p>11. We have seen an increase in taking advantage of the self-serve option for the same ILT courses which contain the same content. it seems people are adjusting to how they learn to see the advantage of a flexible training schedule rather than a committed schedule. It also allows them to see the training materials as more than a box to tick or a one-time thing but a source of reference material in the time of need.</p> <p>12. Developer/API tooling courses</p> <p>13. Core technology Database FastTrack for DevOps</p> <p>14. Identity Governance</p> <p>15. VILT</p> <p>16. Training classes sold with Support Contracts ("Support Contract Attach") continues to grow significantly. We saw large increases in VILT student volumes, due to our moving exclusively to this delivery modality in response to Covid-19. Our eLearning/On Demand training is now accommodating more users than ever before but remains a small part of our overall business.</p> <p>17. Public (scheduled) Classes</p> <p>18. Cloud-based products</p> <p>19. Virtual classroom and self-paced online courses</p> <p>20. Cloud Computing</p> <p>21. Self-paced</p> <p>22. Introductory/Getting Started; Technical Foundations; Product Overview</p> <p>23. Business in APAC and LATAM regions</p> <p>24. Our subscription sales (new and renewals) continue to grow. Subscription contains self-paced, eLearning and low stakes certification.</p> <p>25. Training and certification subscriptions for pharma supply chain software. Now that our subscription program has been in place for a year, we're obtaining revenue on renewals.</p> <p>26. Subscription is now over 75% of total rev.</p> <p>27. Subscription revenue Back to top</p>	
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Which subject areas saw the biggest decreases in your training volumes in the last 3-6 months?

WW	EMEA
<ol style="list-style-type: none"> Public ILT down - March hit hard by Covid-19 - customers cancelled classes. 23% reduction in WW ILT YoY. PowerCenter Certification 2020 - over the last year Code42 has stopped selling and renewing our on-premise server option as a result our classes for configuring and maintaining have decreased. Instructor-led classes one off seats in a class and onsite training at customer location. In 2019 we continue to struggle filling regional locations of instructor-led deliveries. We'll probably have 3 total this year. Our customer base says they cannot take the time to commit to a 3 day class. Network Video Fundamentals and certification Public Training Public training, although our training business continues to decrease. Custom business, renewal of subscription business, eLearning. Private Onsite Training went to zero with COVID Private training requests (either remote or onsite) have continued to decrease as more and more partners/customers are adjusting their schedules to take advantage of free training offered on a scheduled basis. Also, the same content is being offered on a self-serve basis but without certification. Partners/Customers are focusing more on developing the skills when needed. Search, Analytics and Graph Developer training Instructor Led Public (open) enrollments - F2F training - collapsed due to impact of Covid-19. Prior to Covid-19 our Learning Consulting business was recovering rather nicely from 	<ol style="list-style-type: none"> Q1 EMEA business overall down 20%; Covid-19 March courses - many were cancelled, customer projects on hold. Less large projects - resulting in less Private onsite training. PowerCenter (Legacy Data Integration) Virtual Classroom Public Schedule classes; Traditional Education Projects Developer training Dedicated onsite training Public Networking, Security Live classes Open Enrolment to live classes from March onwards thx to COVID-19; Middleware from a business line ILT classes Direct onsite Classroom Training - Strategic decision. Classroom delivery has decreased Public courses face to face, in general ILT but also some self-paced Live Virtual Classroom

<p>a poor 2019...but now due to Covid-19 this part of our business is in decline as well</p> <p>15. Private (one customer) Classes</p> <p>16. Firewall</p> <p>17. Public classroom training, especially over the last month with the introduction of the COVID-19 travel restrictions and work from home policies. Next Quarter will be worse</p> <p>18. Data Analyst (SQL)</p> <p>19. Onsite training saw the biggest decline</p> <p>20. End User Training</p> <p>21. Public and private classroom delivery on legacy product</p> <p>22. Our ILT and VILT business was \$0 this quarter this year and this quarter last year. We may hold some VILT in Q2 of 2020, but for sure no ILT. Our 1:1 onsite training has also dropped off a cliff due to Covid19 and is being replaced with remote training services.</p> <p>23. We develop global supply chain supply chain software. We get busy when particular countries implement regulations. Last year, EU put their regulations into effect, the year before the US. We're seeing fewer private trainings for those locales. Russia is implementing their regulations this year but the market is smaller so we're seeing some decreases in private training revenue this year. Our individual training subscriptions cover all locales. Individual training subscriptions are increasing slowly but steadily, so the same growth as last year.</p> <p>24. VILT/ILT - bundled as part of subscription program as per our strategy to drive 80% plus subscription. Moving traditional services revenue over to SaaS model</p> <p>25. Partner certification</p>	
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What were the two greatest challenges you faced in running your business in the last 3-6 months?

WW	EMEA
<ol style="list-style-type: none"> 1. Need to update old learning content and convert for self-paced delivery. Covid-19 has forced acceleration of moving public ILT to VILT. 2. Implementation partners competing and taking the training business. sharp decreases in the European software sales and acquisition of new customers. Grey vendors penetrating our Fortune 500 customers. 3. Updating eLearning and ILT classes around our SaaS product lines which change every two weeks. 4. Same two as last time but our renewal rate is up. Getting customers to actually consume the training they purchased, both on-demand and instructor led. Renewing the education subscription the second year, we have been running roughly a 50% renewal. 5. Transferring all training to online worldwide. 6. In person Training 7. Translation of material. The hiring of Instructors with appropriate languages for new countries. 8. Limited license sales; Our Sales organization believes that everyone is offering FREE training. Since we don't do this, they are finding alternative ways to deliver outside of us. 9. A change in leadership in some of the regions and lack of support for global training product roll out. The increase in free content from our Product Business Unit and their free learning offerings. 10. Team capacity - the business and our product direction are changing rapidly; our team does not have the capacity to carry on providing training and generate brand new programs within the required timelines. I stated this last survey and this 	<ol style="list-style-type: none"> 1. Public live ILT courses continue to decline YoY - less appetite for customers to travel. Limited online offerings to compensate for reduction in live classroom; Covid-19 has promoted focus to move our ILT public classes to VILT. 2. Ensuring scalable online capacity. Transferring all classes to online with different government advice in different countries 3. Predicting what public courses would be successful; Getting license attached 4. Transitioning all in-class events to Virtual for both ourselves and our ATPs worldwide almost overnight 5. Dealing with customer enquiries and bookings with a very small Operations team. 6. Customer unwillingness to switch from Classroom to Live Web for Onsite courses since COVID. Organisation desire to please the customer by giving away training. 7. Moving to a faster development model; Increased pressure to delivery partner training for free 8. Covid-19: pivoting to 100% virtual and online proctored certification 9. Declining net new customer base; Consulting services to educate customers; New technologies will not grow as fast as expected; Partner training moving to freemium instead of fully paid 10. Completing Train-the-Trainer programs for ATPs; Supporting growing demand for shorter custom courses 11. Covid 19 has crushed our Face-to-face training business. We have moved this business now completely to virtual delivery, but the majority of our EMEA customers still "reject" this delivery modality and are now delaying their training, waiting for the pandemic to ease so that they can return to the classroom. It

<p>still remains as our biggest challenge. Our second biggest challenge is our organizational structure. Our department has been moved into the Product Development department. So now our budget needs are being weighed against product development which always wins. The methods and tools required to deliver training in this new environment are not being supported by the company. They want the change but don't want to do what it takes to make the change happen as they continue to allocate budget to the product development initiatives. The Education department has been moved across the organization 3 times in <1 year. This has been very disruptive and stagnates (or slows) our ability to deliver, make progress, and plan as we are continually having to re-get company buy in. We had better buy-in and budget allocation when under the Partner Enablement (Services) department.</p> <ol style="list-style-type: none"> 11. Launch of a learning subscription (just a ton of work). we managed to bring a sub to market that is an annual recurring revenue SKU, sold co-termed with client licenses, on multi-year contracts. We don't have to manage renewals at all because it will be handled by the license renewal team. This is going to be a game changer and upend all areas of our business within the year. Always a challenge to get IT projects prioritized in a FAST growing company...it hampers our innovation at times. 12. Postponement of classes due to COVID. 30% customers did not take the remote delivery option. 13. Moving to a faster development model. Increased pressure to delivery partner training for free 14. Scale 15. The pandemic has crushed certain sectors of our business. Our mitigation and recovery efforts have helped stem the bleeding, but our overall business is down. Many of our EMEA and APJ customers are still insisting on face to face 	<p>is of course far from certain as to when this will happen. Our Learning Consulting business has been negatively impacted by Covid-19 as well. Students are moving to On Demand training alternatives but are slower to do this in EMEA than they are in for example North America.</p> <ol style="list-style-type: none"> 12. Resourcing due to long term absences and lack of partner availability; Covid-19 13. Self-paced vs ILT; General weakness on classes with no clear picture on the reasons (competition, product maturity, DIY, etc.) 14. COVID 19 and COVID 19. Luckily, we had a really good start to the year. March was meant to be our best month ever however the brakes were applied on the 13th March and all face to face delivery was suspended. Moved courses to virtual but not much appetite. Only positive is they are deferred rather than cancelled. Now re-approaching customers to see if they have changed their minds given that this is going to go on for a long while. Also, not all instructors had delivered virtual courses before - they have now. 15. Hire new people; Make corporate sales team sell more training 16. Move to partner-based deliveries. Lockdown means no ILT possible 17. Backlog and development for acquisitions. 18. Define new training experiences; Build a real Certification plan 19. Decreasing overall volume of students; Free training offers 20. Resourcing for multiple language requirements for resources and content.
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<p>instruction...meaning recognition of these revenues will be delayed.</p> <p>16. Our current training infrastructure is not able to support the programs we run. Some of the revenue associated with private training is not easily tracked as education revenue.</p> <p>17. We are eliminating all customer-facing training and shifting to having those classes delivered by our Authorized Training Centers</p> <p>18. COVID-19! All 17 of our global public training centres have been shut down and all of our training services at customer sites have been put on hold.</p> <p>19. Accelerating content development time; Simplification of messaging to promote sales adoption</p> <p>20. Customers willing to accept virtual delivery for training. Training partners folding because business unable to pivot to virtual</p> <p>21. Recruitment of SMEs to develop training content; Managing and maintaining legacy content</p> <p>22. New product released that has a different, lower revenue generation model for EDU and declining sales of legacy product</p> <p>23. Covid19 has hurt many of our customer's business which has impacted new sales and implementation projects. Our onsite training workshops (part of new customer implementations) are now being held remotely. This extends the duration of our implementation projects.</p> <p>24. Cancellations of our conferences due to Covid-19 has cut into our certification subscriptions. Our sales team was able to successfully bundle certification subscriptions with conference attendance. Last year our subscription sales spiked prior to the conferences.</p> <p>25. Bandwidth and subscription churn</p> <p>26. Global trade affecting manufacturing industry; Quantity of attach rate of ILT (1 seat no matter deal size)</p>	
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Please add any other comments or observations you have on the state of the IT Training market

WW	EMEA
<ol style="list-style-type: none"> 1. Extra investment planned for Learning Services in 2020 has stopped due to financial impact of Covid-19, at a time when online learning content is needed more than ever. Trying to figure out ways to move classes online, with existing resources. 2. More companies are focused on private team training. We are seeing short incremental bursts of training purchases. 3. In 2020 we did make a 4 hour instructor-led Foundation course available at no charge and we still have limited attendance, customers are more likely to take our self-paced. We are considering making all our foundational/entry level content free to the Administrators of our software. In Jan of 2019 we made 75% of our on-demand content freely available to the public. Our revenue has decreased as expected since we made so much of our on-demand content available for no fee. We don't have enough data yet to say that the customers/prospects that are engaged in the free training are purchasing more licenses or more likely to renew. We are hoping to correlate that data yet this year. 4. Introduction to the market - VILT 5. It's imperative (already underway) that we change our business model. 6. The training business has come to an agreement with the product business unit on the free and fee journey where paid learning is embedded in to the learning journeys to drive some click through from free to paid learning. To date, there has been zero click through from free to paid. 7. Quickly moving customers from onsite to online training was key, were fortunate that we were already 80% online. COVID forced all other customers to our online modalities. 	<ol style="list-style-type: none"> 1. Covid-19 impact seen initially in APAC as our Learning partners started to shutdown schools - Feb/March. In March, customers started to cancel ILT public classes as customers looked inwardly to cope with Covid-19 and projects were paused. 2. The impact of Covid is mixed and varies per country, often dictated by Government policy and funding. France is seeing growth due to Govt funds. Other countries are seeing decline. Also, it's a mix of delaying booking or making short term decision to attend, booking last minute 3. We still have good pipeline and interest despite all that is going on around us. Having made various offers to encourage customers to try Live Web, it's hard to get them across to becoming paying customers again. 4. ATP's core revenues heavily impacted as they switch to 100% virtual. 5. We are in the process of transforming our training offerings into a subscription model 6. I was/am hoping that the move to virtual will mean that we have a strong virtual business at the end of this. This would mean a better work/life balance for the trainers and would reduce costs. I think that it will be challenging to reintroduce face to face training this year as maintaining social distancing in the classroom will be too challenging plus we have a duty of care to our trainers. Customers may not want to send their staff on public transport etc. This will change the way we train people for a long while 7. Now running a pure partner Education model.

<ol style="list-style-type: none"> 8. It is an exciting time as a lot of innovation going on and it seems there is more understanding that 'traditional' learning program methods are not as effective. So there is more buy-in for innovating programs and more technologies available to support these innovations. 9. We've been virtual first in all areas of our program from Day 1. Fortunately, this means we were pandemic-ready when Covid hit... no blip to our business at all. 10. Most companies like ours are also providing "informal" education, such as Developer Days. Meetups and professional forums are covering reasonable intro to intermediate training. Offering more informal education delivered by customer/developer advocates. 11. Continuous growth 12. We will continue to pivot to virtual and On Demand delivery. 13. Big opportunities have arisen through being able to introduce VILT which we never had before. We also received plenty of support from across the org to develop a lot of new self-paced online courses (effectively doubling our portfolio) 14. Requirement for Training teams to tie into corporate goals more apparent than ever; but reporting on indirect influence on Lifetime Customer Value, Churn, Expansions, and so on is challenging. Cloud expanding rapidly 15. Interest in on-demand training and subscriptions is increasing 16. COVID-19 has had an impact in implementation projects, which have slowed down both the instructor led and learning consulting business, with delays expected until end of summer 17. Because we support the pharma industry, which is very important during this time, we are busy developing new products that will optimize efficiencies for the global pharma supply chain. Customers need to continue using our supply chain compliance solutions so our work is steady. 	
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