CEdMA Worldwide Training Market Barometer
3rd 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.

There were 21 inputs for world-wide (four of which were North America only) and 22 for EMEA.

Contents

Member Profiles

Sample size for 20q3 was 26 for Worldwide and 19 for EMEA.

Worldwide

Company's Business

- Hardware: 4
- Software: 16
- SaaS: 18

Company Revenue

Revenue	Count
$100M or less	2
$101M-$500M	8
$501M-$1B	2
$1-$3B	1
$3B-$10B	5
$10B-$25B	1
More than $25B	2

Company Headcount

Headcount	Count
100 or less	1
101-1000	6
1001-5000	6
5001-10000	3
10001-50000	3
50000+	2

Education Business Model

- Profit Center: 14
- Cost Recovery: 2
- Cost Center: 2
- Hybrid: 2

EMEA

Company's Business

- Hardware: 6
- Software: 19
- SaaS: 19

Company Revenue

Revenue	Count
$100M or less	1
$101M-$500M	2
$501M-$1B	3
$1-$3B	5
$3B-$10B	6
$10B-$25B	1
More than $25B	4

Company Headcount

Headcount	Count
100 or less	0
101-1000	2
1001-5000	5
5001-10000	5
10001-50000	6
50000+	4

Education Business Model

- Profit Center: 14
- Cost Recovery: 5
- Cost Center: 1
- Hybrid: 2

Education Headcount
- 10 or less
- 11-20
- 21-50
- 51-100
- More than 100

Education Revenue

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 2% through 20q3.
EMEA: Having been down to negative 2% in 2014, the trend recovered to positive 2% increase in 2016 and 4% in 2019 but is now negative 1% to 20q3.

Operating Profit is revenue minus all fixed and variable costs, excluding allocations, divided by revenue.
WW: The growth trend is 1% to 20q3, down from 4% in 2016, and 3% in 2018. Cost reduction has helped bring the figure positive from a recent dip into negative territory.
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 to negative 1% to 20q3.

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, negative 7% through 20q1. None occurred in 20q3.
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 fell to negative 5-6% to 20q1. None occurred in 20q3.

Virtual Classroom (VILT) is all revenue for instructor-led training via the web, including virtual labs.
WW: Growth has dropped from 6% in 2015-16, to 3% in 2017, dipped to negative 2% in 2019 but is now showing a 5% growth, probably in the absence of live training.

EMEA: The trend dropped from 6% during 2013 to 1% in 2014-15 but has risen steadily to 10% to 20q3 in the absence of live training.

Public (scheduled) classes is revenue for ILT and VILT.
WW: The trend has dropped to negative 5% through 20q3, 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 6% through 20q3.

Private (one-customer) classes is revenue for ILT and VILT.
WW: It's now showing a trend of negative 8% to 20q3, having been 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 8% through 20q3.

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 7% increase through 20q3, having grown steadily from a 5% increase in 2013 and 11% in 2019. The smaller increase may be that lots of free self-paced was given once live ILT died.
EMEA: After climbing to 11% increase in 2019, it's dropped back to 5% increase year on year in 20q3 but was as low as negative 4% during 2013-14. A lot of free self-paced has been given in 2020.

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 has climbed back to 8% through 20q3, falling from 5% in 2015, but flat since then. The pandemic disruption has pushed many customers back to re-skilling and certification.
EMEA: The trend is up to 6% to 20q3, with more customers seeking certification.

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: While the trend was flat for 2016, it dipped to negative 4% in 2018 but is now showing positive 3% through 20q3.
EMEA: The increase was 3% in 2018 but slipped to flat in 2019 but now is up to 4% again.

Learning Technologies is all revenue generated by learning tools, infrastructure, courseware and directly related training and learning consulting for these technologies.
WW: The trendline through 20q3 is showing 8%, having been as low as negative 6% for 2018 but the data is swayed by large members' reporting with only seven inputs.
EMEA: This is very similar with a 4% increase in 2017 down to flat in 2018 but up to 9% through 20q3. Again, with only four large members reporting revenue, this is unreliable overall.

N**ew Learning Modalities** is all revenue for social learning, gamification, microlearning, mobile.
WW: 2018 showed the trendline at 5%, but it's now negative 2% through 20q3, with only six inputs.
EMEA: The trend has jumped from a steady 1% to 4% to 20q3. There were six inputs in 20q3.

Subscriptions include all revenue from any of the above modalities included in subscriptions.
WW: Subscription revenue has grown from 7% during 2017 to 9% during 2019 but it's now 7% through

20q3. 13 reported revenue.

EMEA: With many companies starting in 2015/16, the increase was 8% over 2016, dipped to 3% in 2017, rose to 11% in 2019, but has fallen back to 7%. 12 reported revenue.

Back to top

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 20q3.

WW	Rev	Prof	Live	Virtual	Self	Cert	Cons	New	Subs
Volume				5%	7%	3%	1%	1%	5%
Revenue Unweighted	-2%	0%		7%	5%	4%	0%	4%	6%
Revenue Weighted	-4%	3%		8%	3%	11%	10%	8%	8%
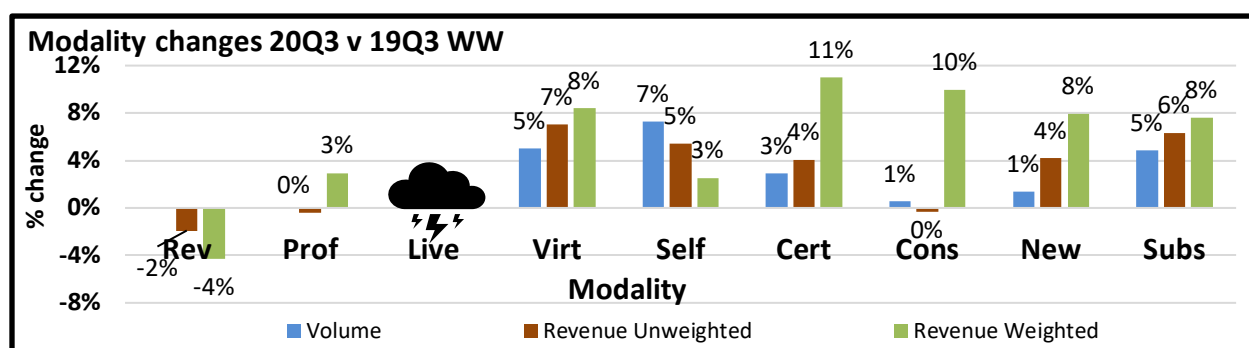
The significant revenue increases for 20q3 compared to 19q3 are virtual instructor-led, certification and subscriptions. Members gave a lot of self-study away free. Live instructor-led simply did not happen.

EMEA	Rev	Prof	Live	Virtual	Self	Cert	Cons	New	Subs
Volume				7%	5%	1%	1%	3%	6%
Revenue Unweighted	-5%	-1%		9%	2%	1%	0%	8%	8%
Revenue Weighted	-4%	-1%		12%	2%	6%	7%	11%	4%
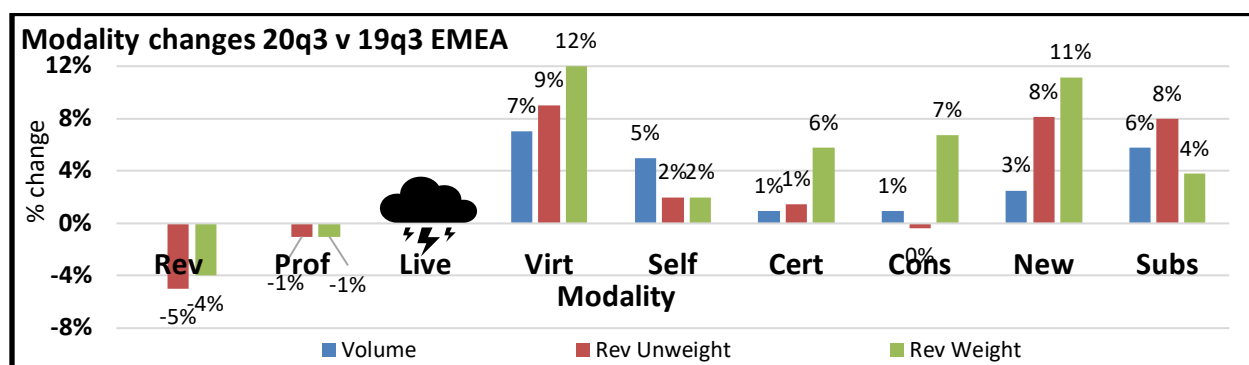
The significant revenue increases for 20q3 compared to 19q3 are virtual instructor-led, certification and subscriptions. Members gave a lot of self-study away free. Live instructor-led simply did not happen.

**Back to top**

Overall Training Revenue
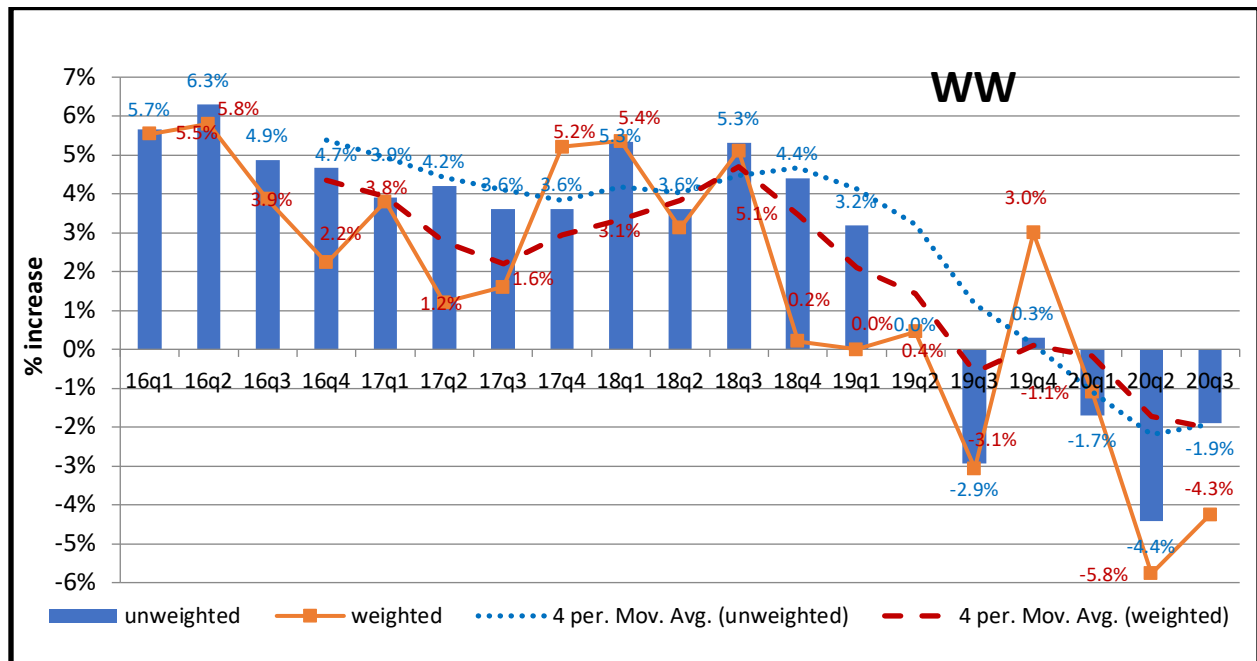
The unweighted total training **revenue** decrease for 20q3 (u=8, f=1, d=12) was -1.9%. The weighted total training **revenue** decrease was -4.3%. The 4-period moving average is currently showing -2% for both unweighted and weighted. This decrease started before COVID-19.
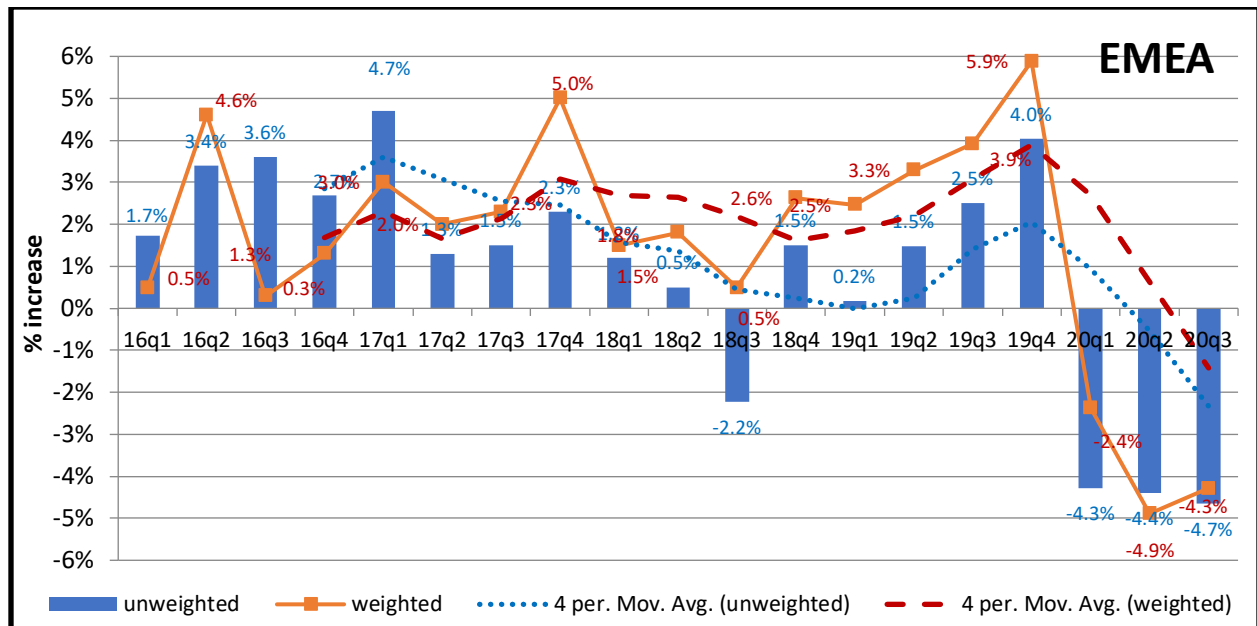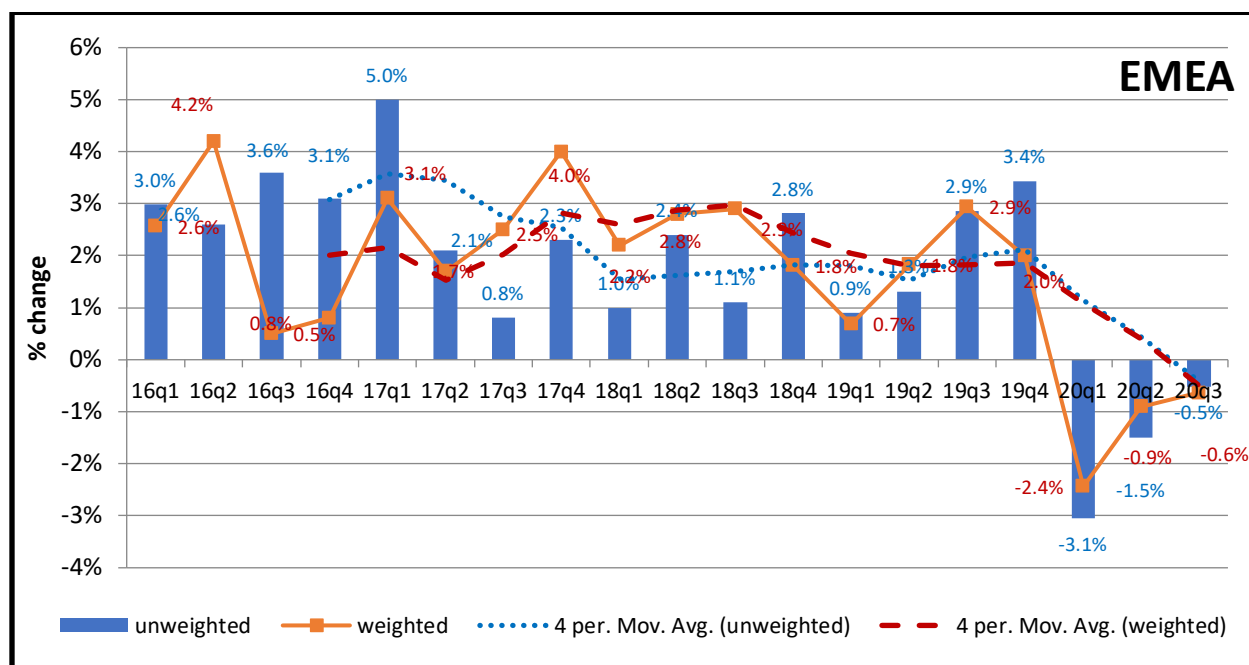

The unweighted total training **revenue** decrease was -4.7% in 20q3 (u=5, f=3, d=14). When considering the weighted numbers, it was -4.3%. However, the weighted trendline still shows an decrease of 1% over the last four quarters when size of company is considered. This decrease started with COVID-19.
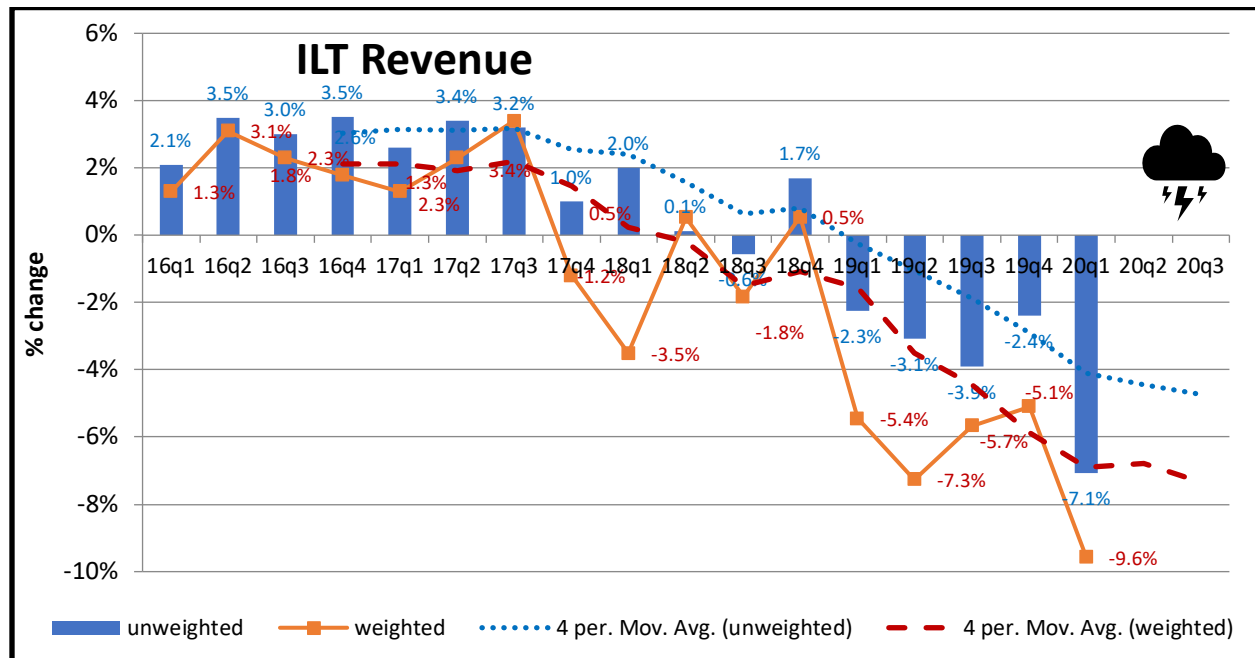**Back to top**

Training Profit
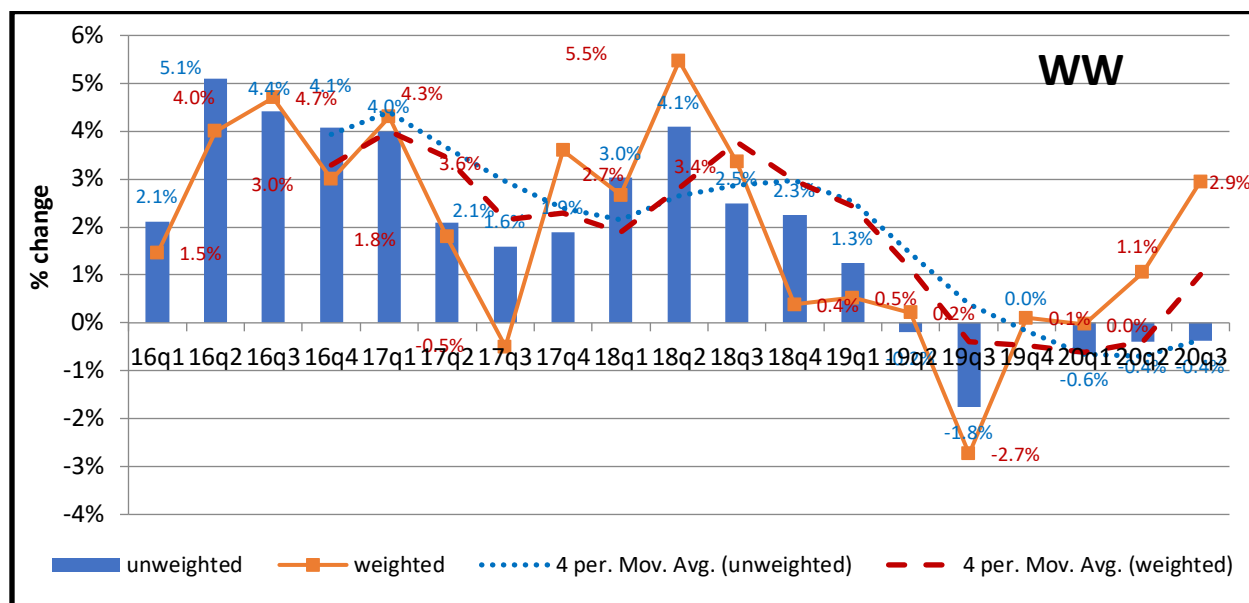
Training profit in 20q3 (u=9, f=3, d=8) decreased -0.4% for unweighted but increased 2.9% for weighted. The training profit weighted trendline jumped to positive 1%. Larger members reacted to cut costs.
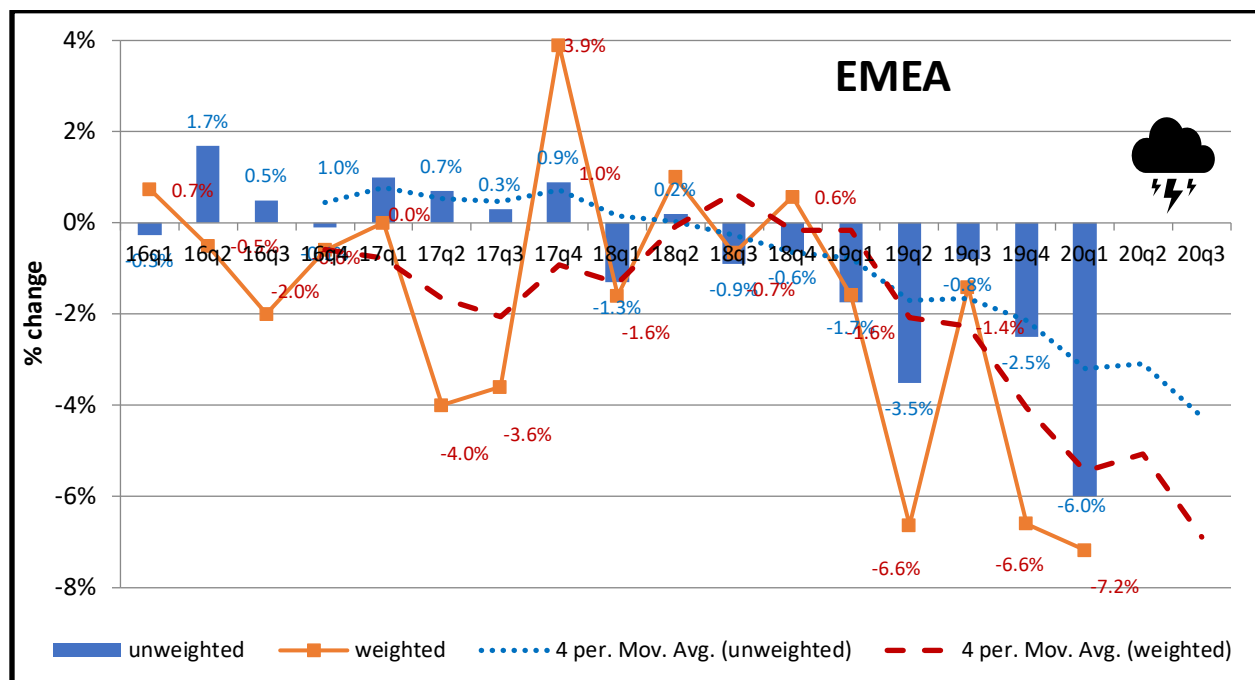

The unweighted total training profit fell -0.5% in 20q3 (u=5, f=7, d=7). And, with the weighted numbers, there was also a decrease of 0.6%. The weighted trendline shows an ongoing profit increase of flat for the last four quarters when size of company is considered.

Back to top
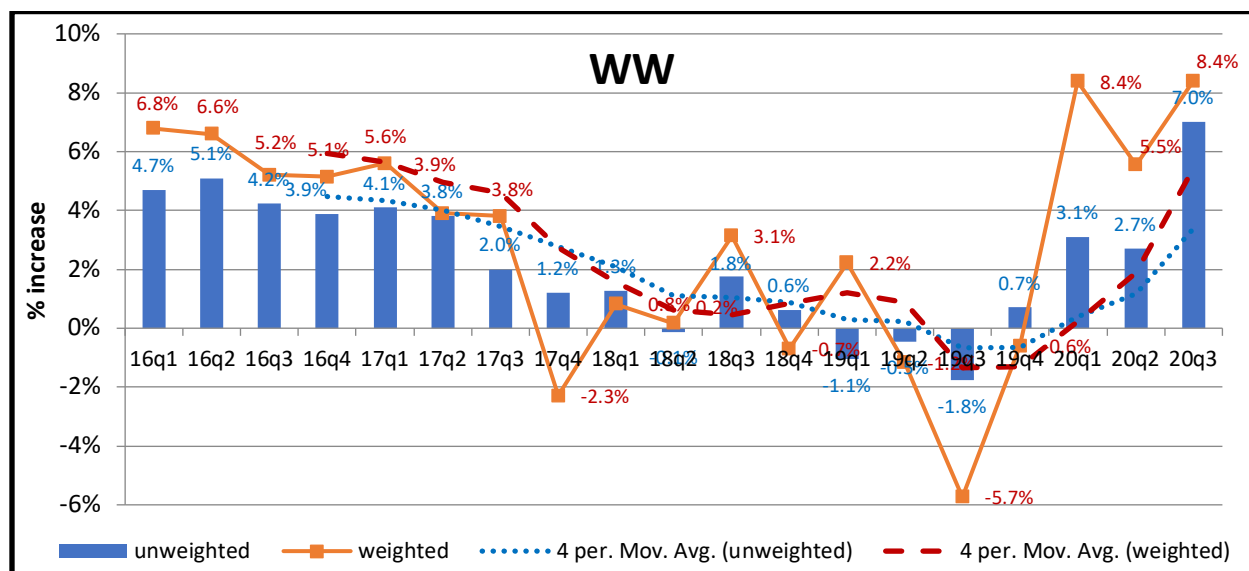
Live Instructor-led Training

There was no live ILT delivered in 20q3.

There was no live ILT delivered in 20q3.

Back to top

Virtual Instructor-led Training

Virtual classroom has continued its upturn. The unweighted virtual classroom **revenue** increase for 20q3 (u=15, f=2, d=3) was 7.0%, with the weighted **revenue** increase at 8.4%. The increase in **volume** was 5.0%. The 4-period moving average for weighted is 5%, up from 3% in 2017 and -1% in 2019. COVID-19 sparked this recovery. Note that 20 reported.
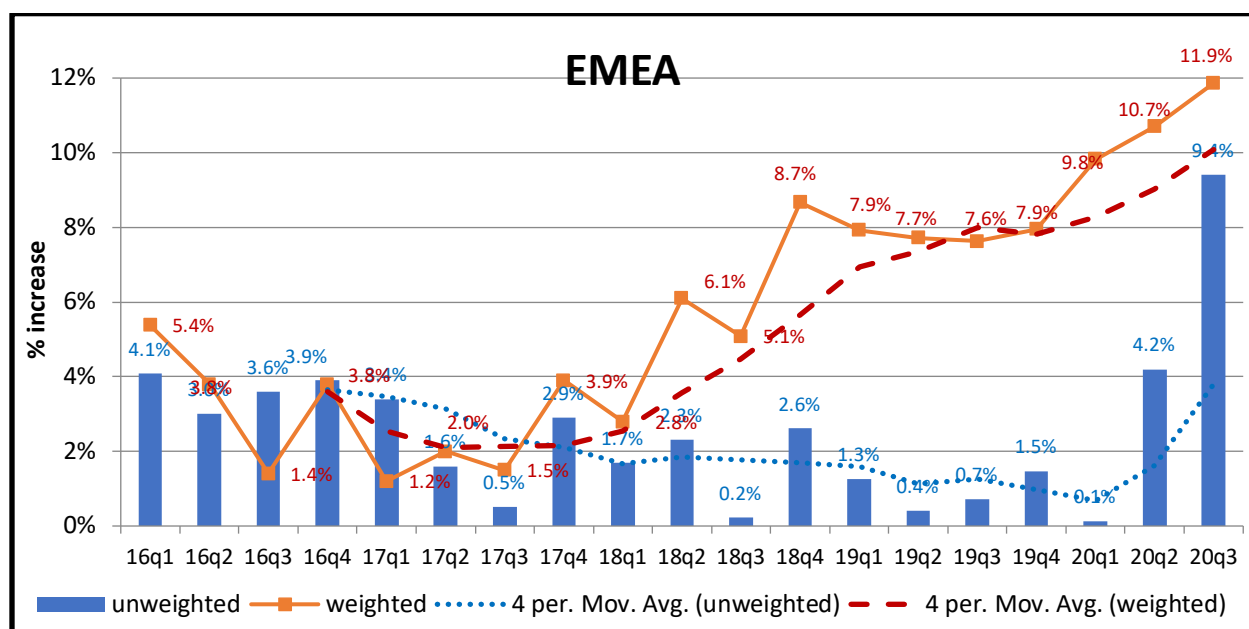
To compensate, the VILT increase was even greater than before. The unweighted 20q3 **revenue** increase is 9.4% (u=19, f=0, d=2) and the weighted increase 11.9%. The increase in **volume** was 7.1%. The weighted trendline shows an ongoing VILT increase of 10% when size of VILT revenue is considered, but it was 3-4% in 2016 and 8% in 2019, having been 1% in 2014. 21 companies reported.

Back to top
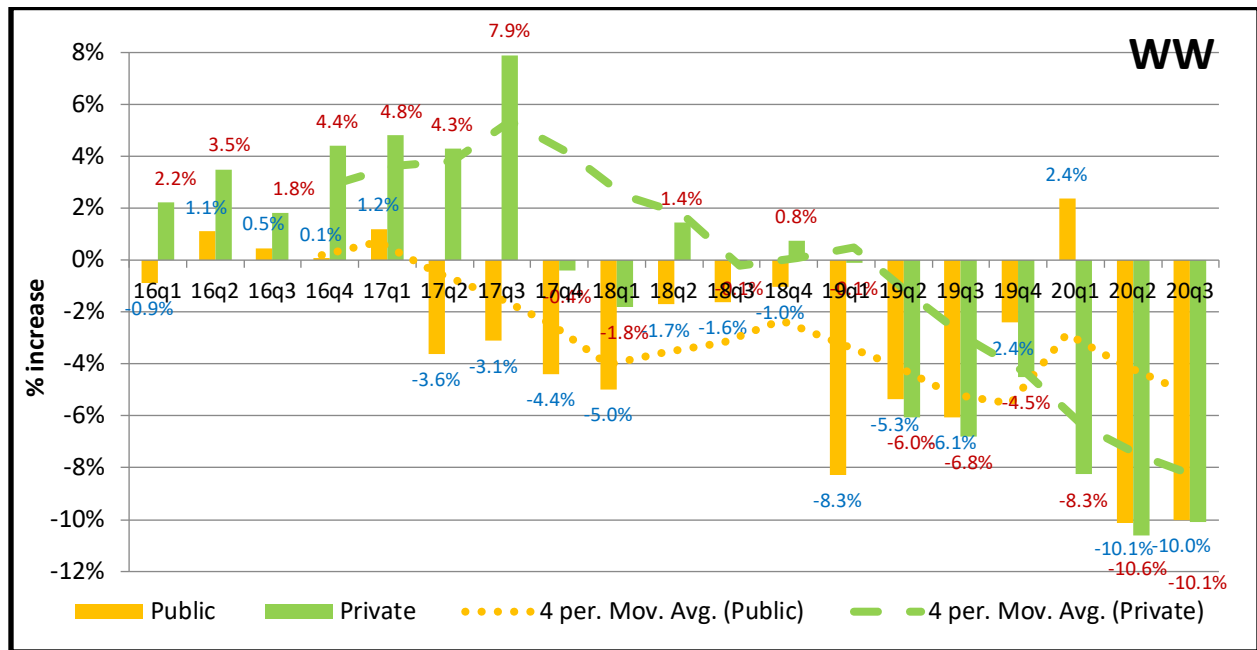
Public v Private Unweighted
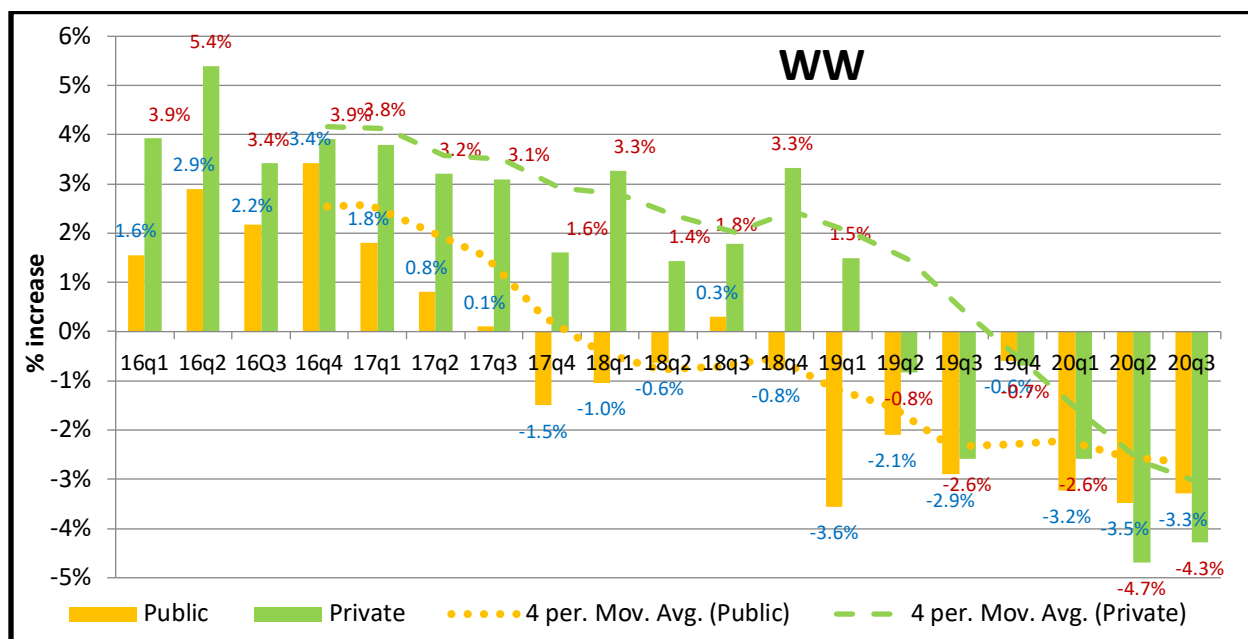
We include questions on public classes and private classes. Unweighted public **revenues** have decreased in 20q3 by -3.3% and private decreased by -4.3%. The decrease in **volume** was -1.1% for public and -2.6% for private. The trendline has dropped to negative 3% for public and private. (Note that public is u=5, f=2, d=12 and private u=5, f=3, d=13.)
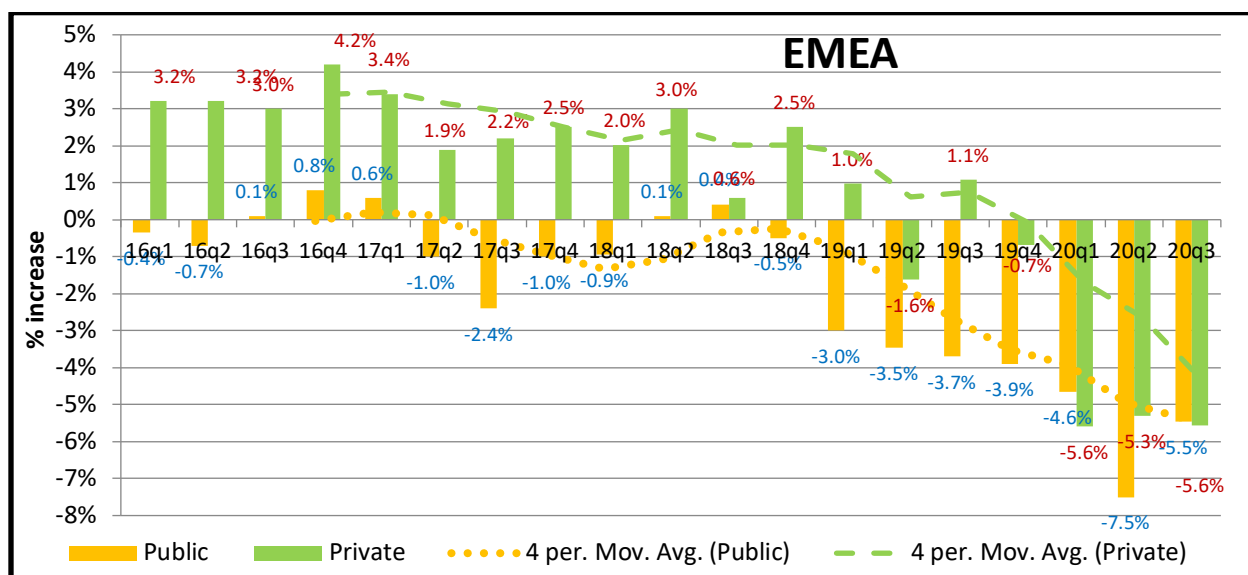

We are now asking you to forecast both public (u=5, f=0, d=17) and private (u=3, f=3, d=16) classes and have enough history to show that private classes show **revenue** is falling 4% over the last four quarters, whereas public classes are decreasing 5-6%. **Volumes** decreased -5.4% for public and -3.2% for private. This shows unweighted values.

**Back to top**

Public v Private Weighted

When weighting is considered, the changes are more dramatic. In 20q3, public **revenue** has decreased by -10.0% and private **revenue** decreased -10.1%. The 4-period moving average is negative 5% for public and negative 8% for private.
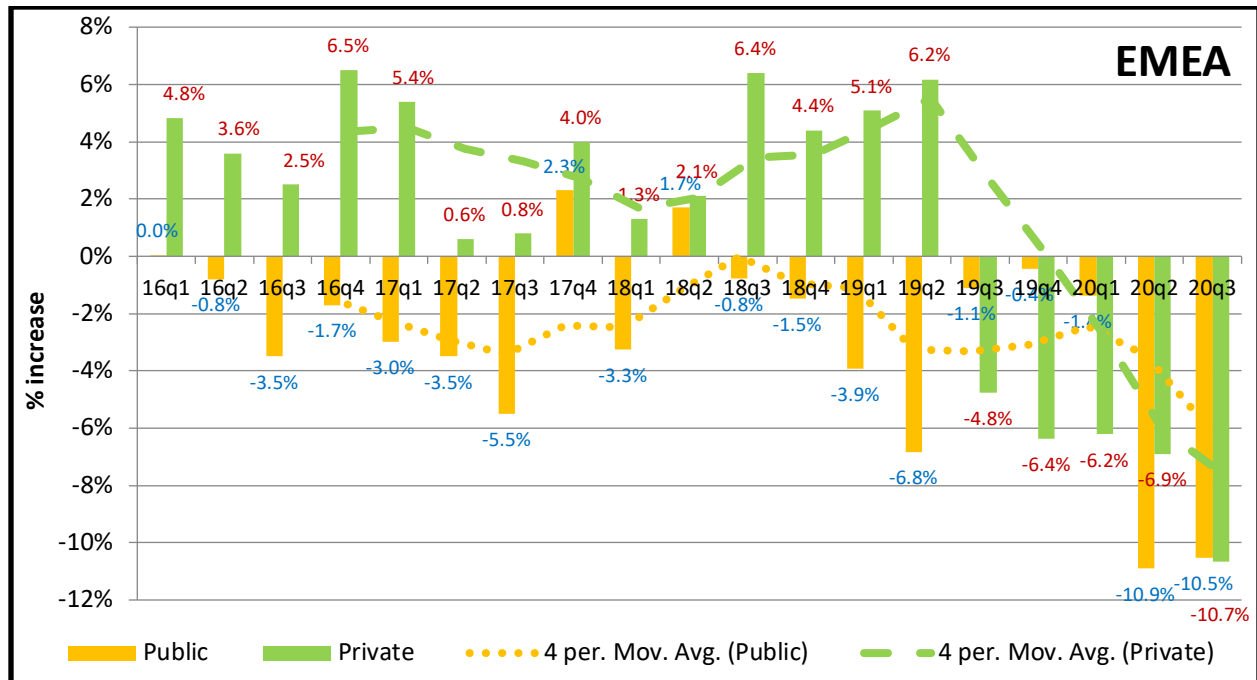
Weighted values have the **revenue** trendline for public showing negative 6%, private negative 7%.
Back to top

Self-Paced
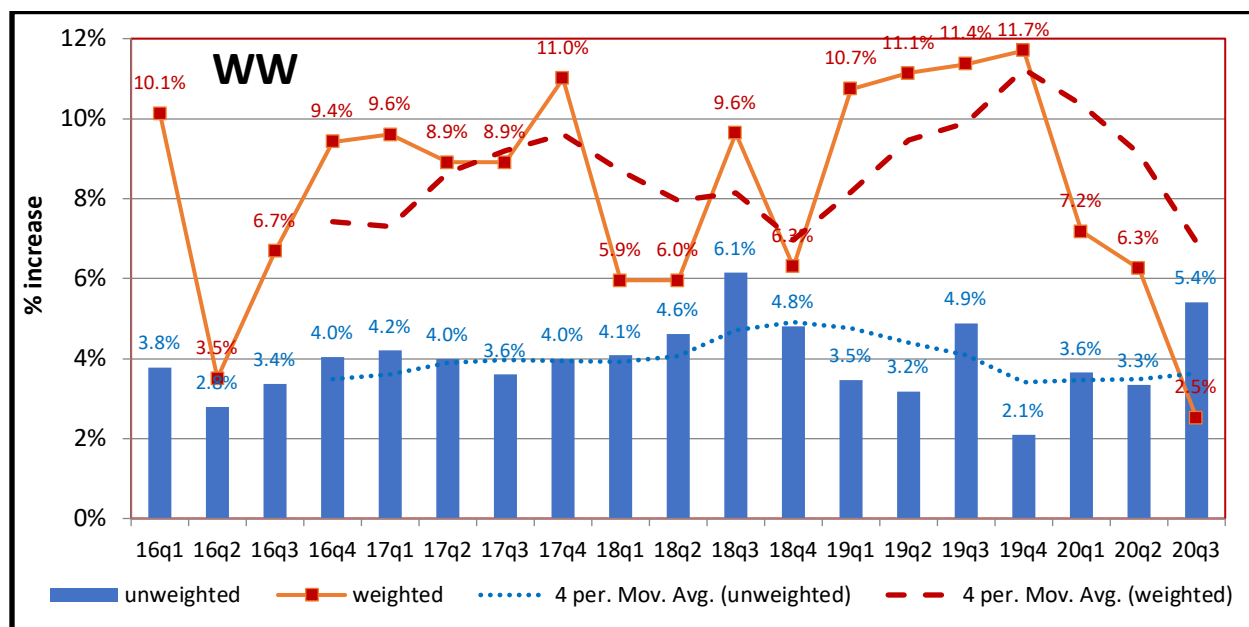
The unweighted self-paced **revenue** increase in 20q3 (u=13, f=1, d=4) was 5.4%. However, the weighted self-paced **revenue** increase was 2.5%. The increase in **volume** was 7.3%. The 4-period moving average shows 7% for weighted. Note that 18 reported revenue.
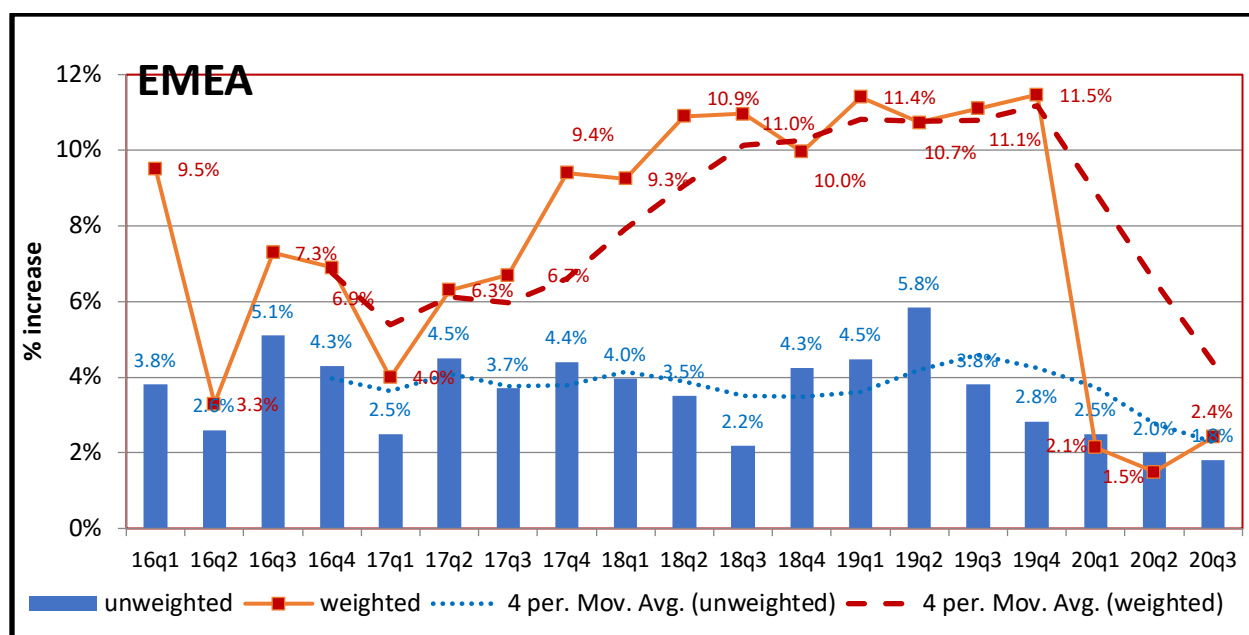
The results for 20q3 (u=10, f=3, d=5) were 1.8% increase unweighted and 2.4% increase weighted. The increase in **volume** was also 4.7%. Larger companies didn't have a significant effect on these averages this last quarter. The 4-period moving average is down to 4-5% increase for weighted, with some companies offering more offerings for free.

Back to top

Certification
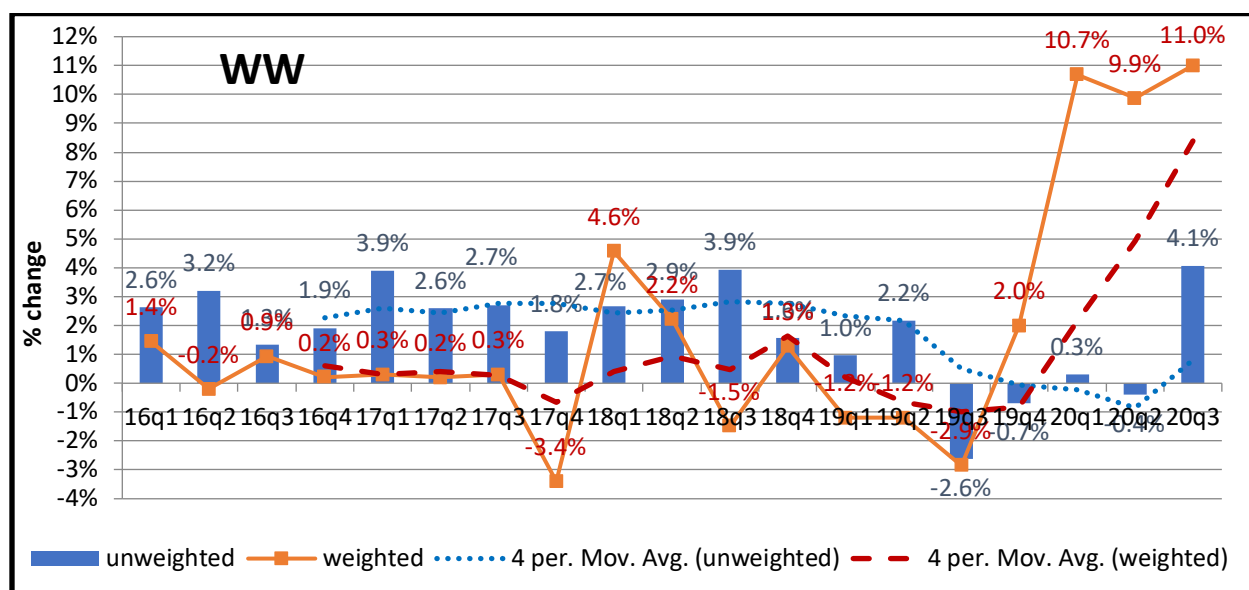
The unweighted certification **revenue** increase for 20q3 (u=9, f=4, d=3) was 4.1%, and the weighted certification **revenue** increase was 11.0%. **Volume** was an increase of 2.9%. The weighted 4-period moving average is 8%. Note that 16 reported revenue. Customers may be taking advantage of the pandemic for re-skilling and certification testing.
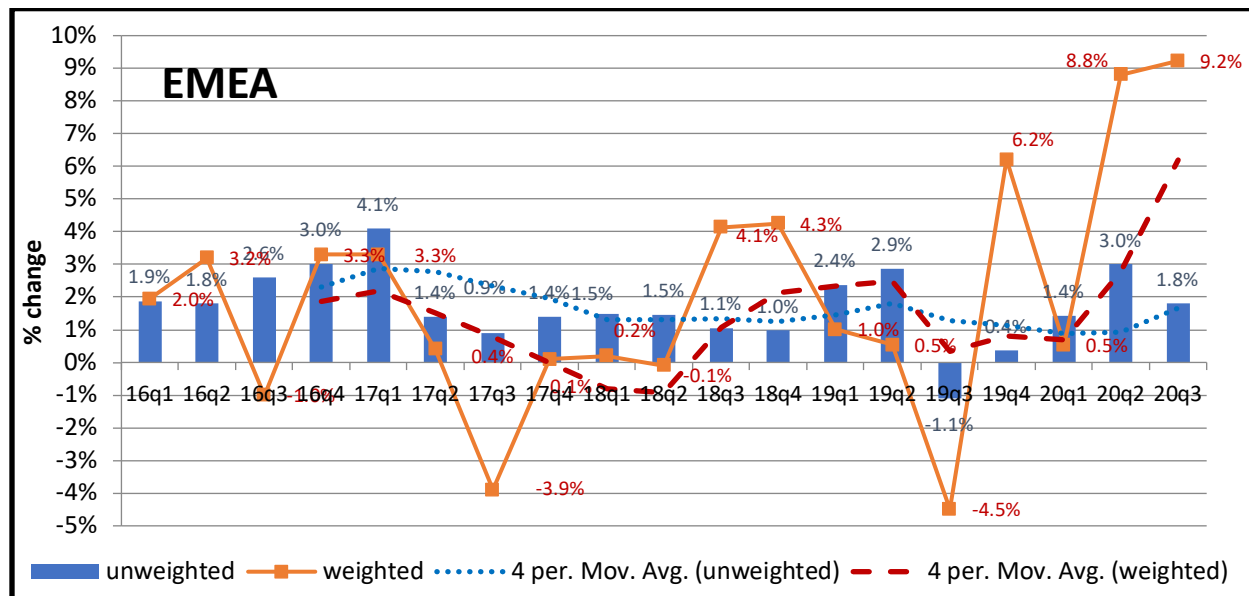
Certification has shown several swings over the last four years. However, the latest large increase has probably resulted from the push by customers to certify more staff. The increase in **volume** was 2.2%. The **revenue** increases for 20q3 (u=8, f=7, d=3) are 2.4% for unweighted and 9.2% when weighted. The weighted 4-period moving average is 6%. 18 members reported.

Back to top

Learning Consulting

WW
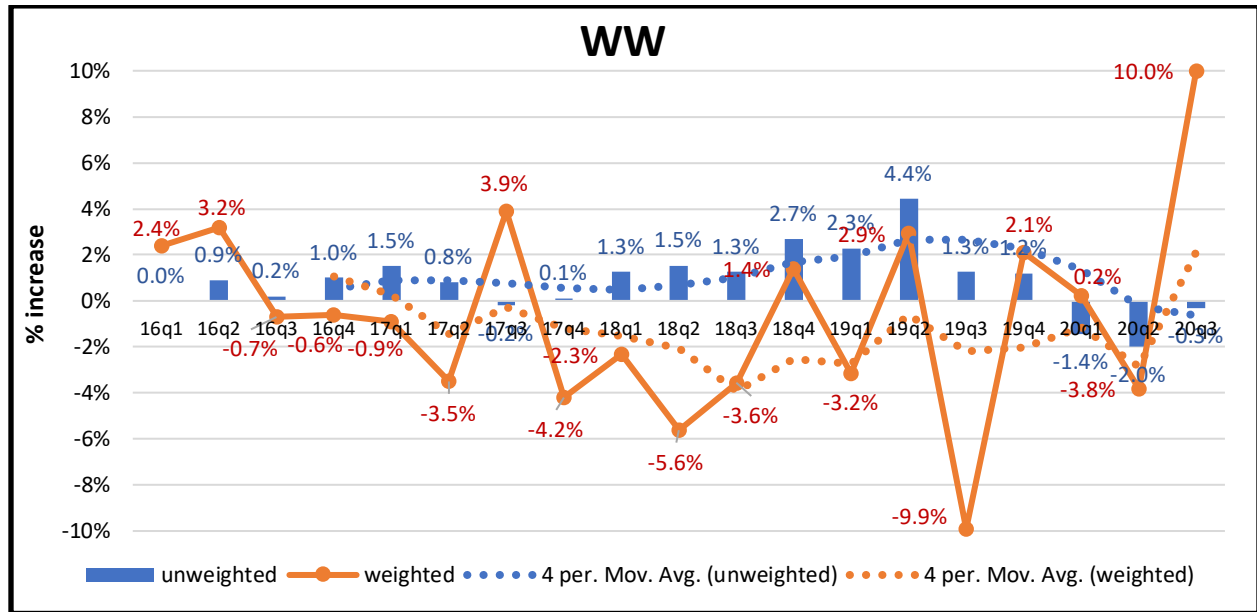
We now have nearly five years reporting this area. Weighted scores have been volatile and show a moving average of positive 2%. The decrease in **volume** was -0.6%. The **revenue** changes for 20q3 (u=2, f=3, d=3) are negative 0.3% for unweighted but positive 10.0% when weighted.
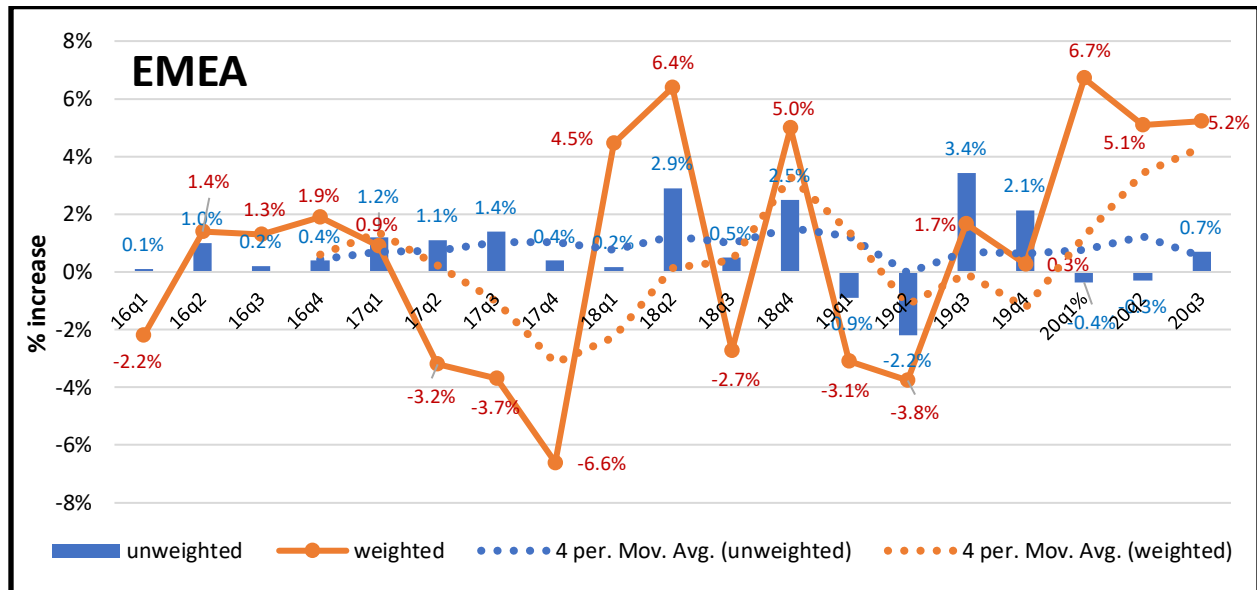
EMEA

We now have nearly five years reporting this area. In that period, the unweighted scores have largely remained flat. However, weighted scores have moved dramatically. The **revenue** increase for 20q3 (u=4, f=1, d=2) is 0.7% for unweighted but 5.2% when weighted. **Volume** was flat. The current four-period average for weighted is 4% increase. Note that 7 reported revenue.

Back to top

Learning Technologies
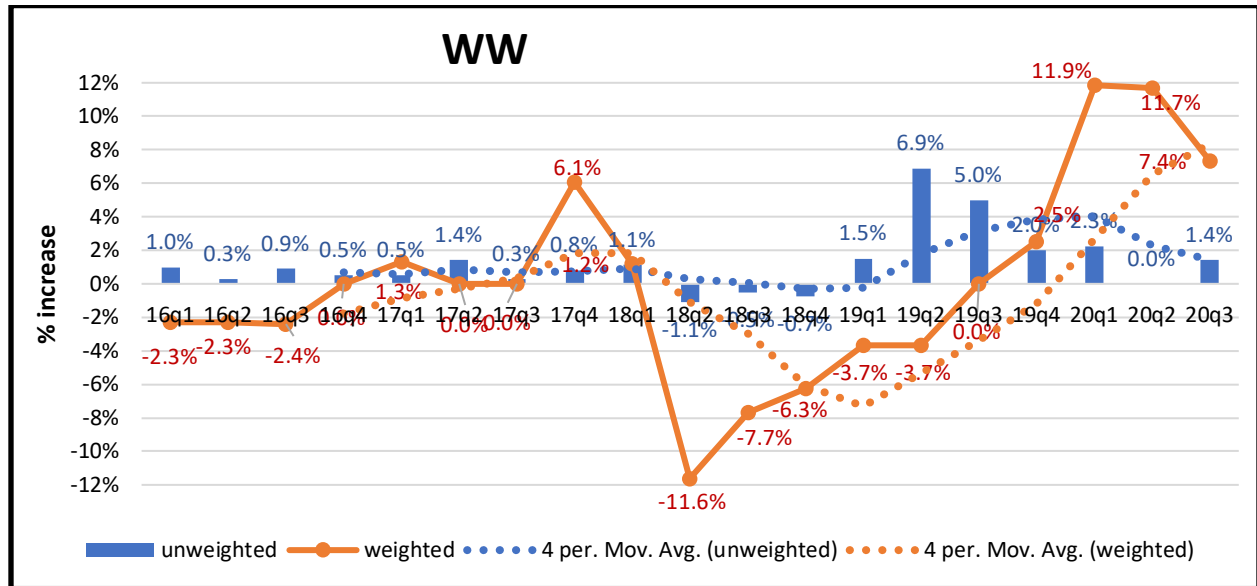
We also now have nearly five years reporting this area. The trendline for weighted scores now shows a 8% increase. The **revenue** increase for 20q3 (u=2, f=5, d=0) was 1.4% for unweighted and 7.4% when weighted. Note that 7 reported revenue.
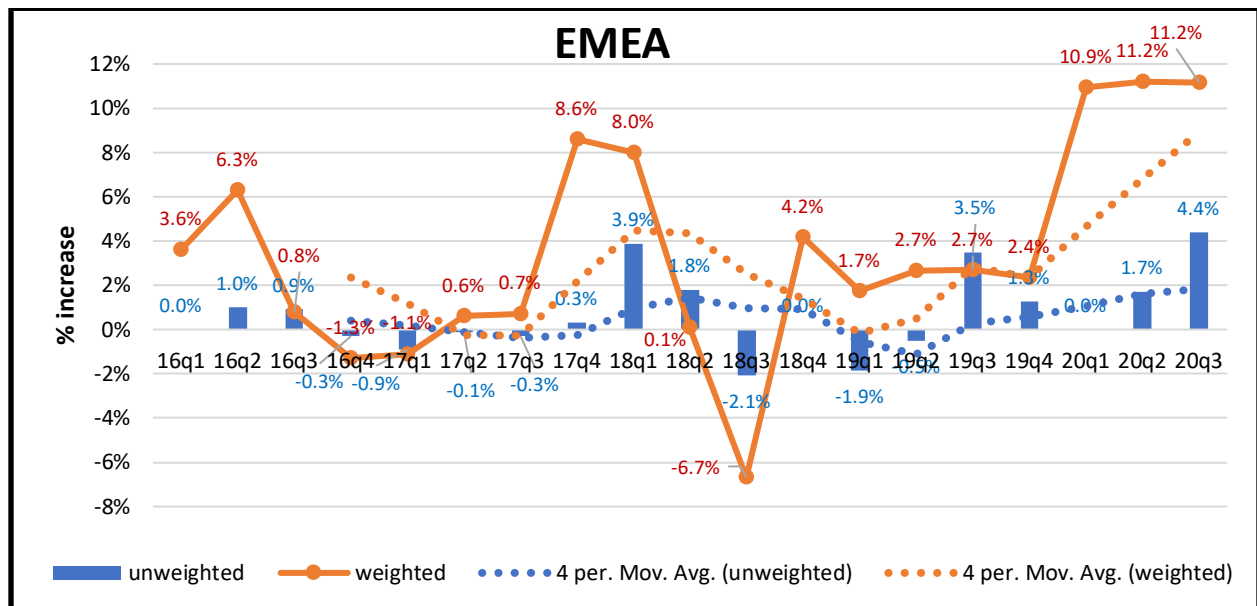
We also now nearly five years reporting this area. In that period, the unweighted scores have recently shown a little volatility. The **revenue** increase was 4.4% for 20q3 (u=2, f=1, d=1) for unweighted and a 11.2% increase when weighted. The trendline for weighted is 9%.

Back to top

New Learning Modalities
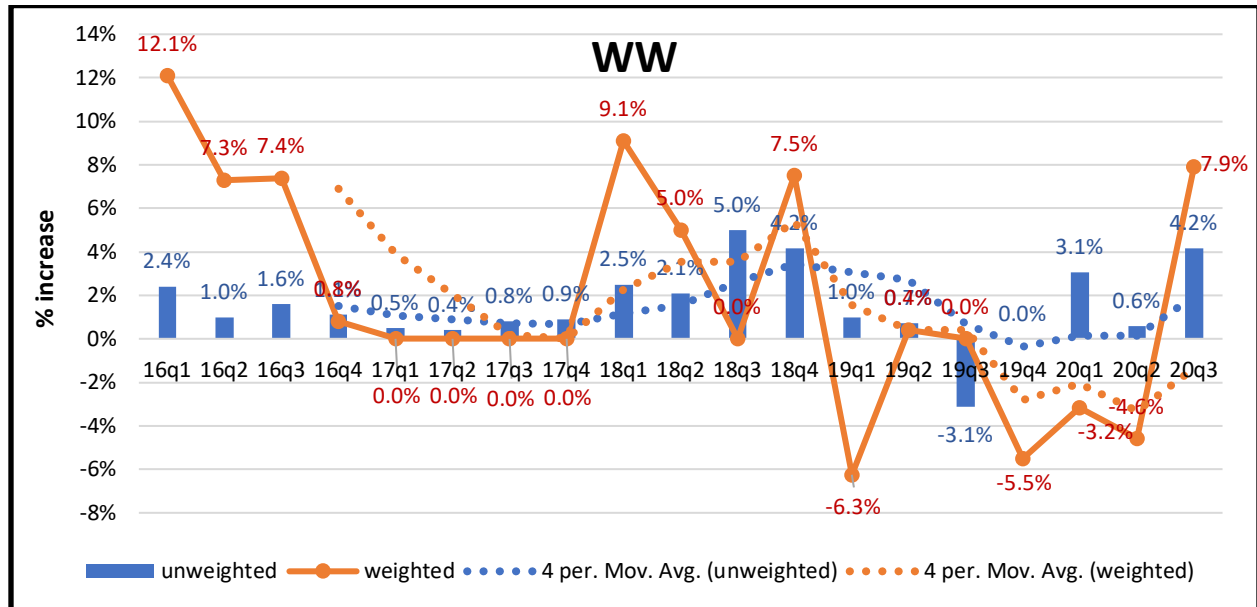
We now have 19 quarterly reports. In the last 12 months, the trendline for unweighted scores is showing positive 2% but for weighted scores negative 2%. The increase in **volume** was 1.3%. The **revenue** for 20q3 (u=4, f=2, d=0) is 4.2% for unweighted and 7.9% for weighted.
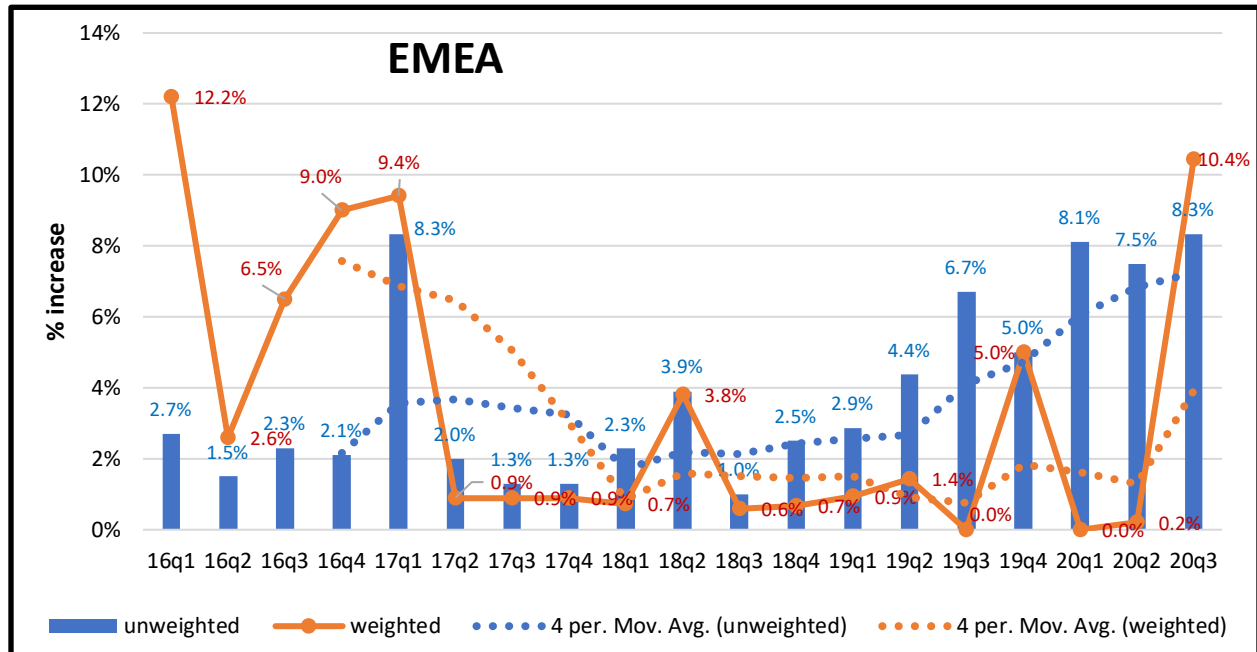
The unweighted trendline is 7%, while the weighted trendline shows 4%. The **revenue** increase for 20q3 (u=6, f=0, d=0) is 8.3% for unweighted and 10.4% for weighted. The increase in **volume** was 2.8%.

Back to top

Subscriptions

WW
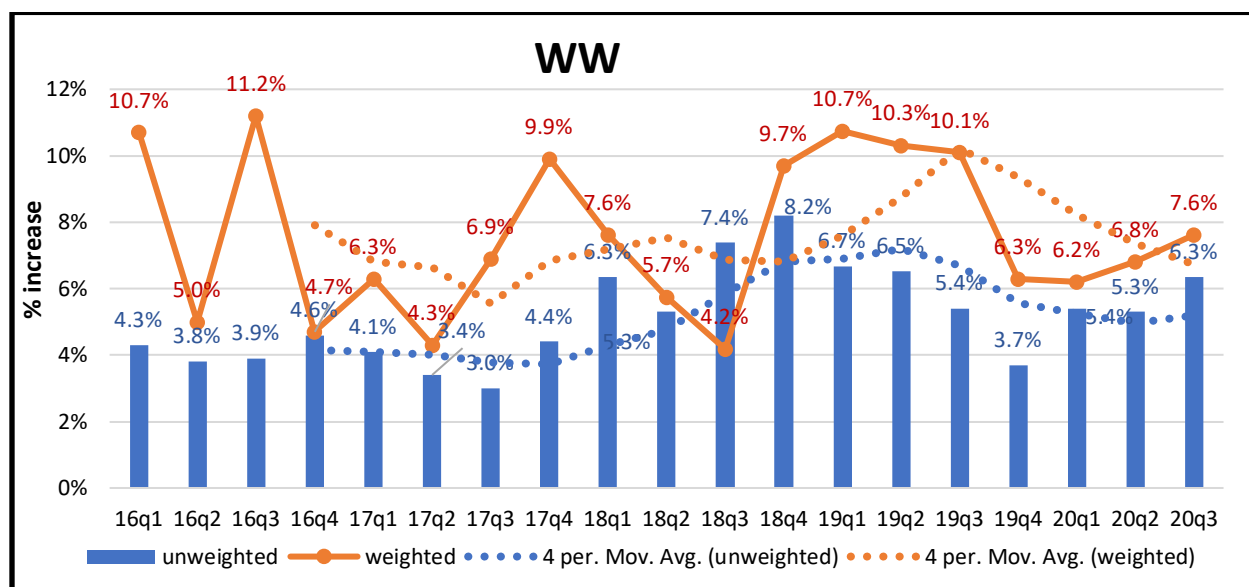
We also have 19 quarterly reports here. Currently, unweighted scores show a 5% increase and weighted scores 7%. The **revenue** increases for 20q3 (u=8, f=4, d=1) are 6.3% for unweighted and 7.6% for weighted. The increase in **volume** was 4.9%. Note that 13 reported revenue.

EMEA
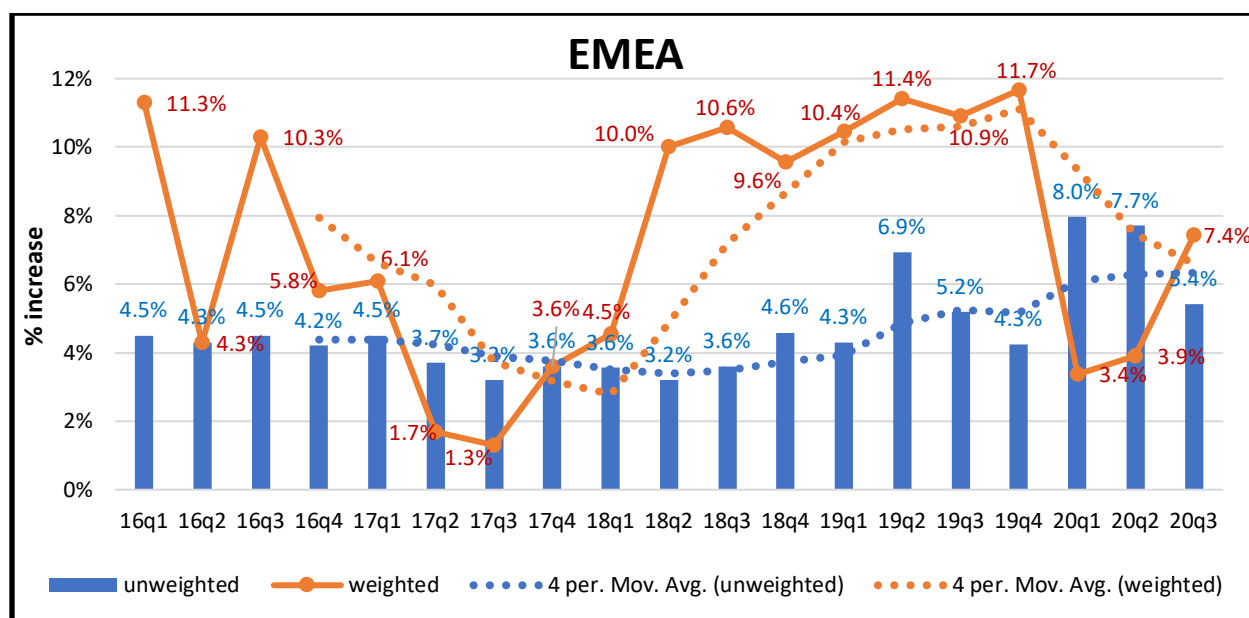
The unweighted trendline is 6%, same as the weighted trendline. The **revenue** increases for 20q3 (u=9, f=2, d=1) are 5.4% for unweighted and 7.4% when weighted. The increase in **volume** was 5.0%. 12 members reported.

Back to top

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

Worldwide

1. VILT
2. Cloud and Data Quality
3. We launched a new education program around Security and building Insider Threat programs that is available on a third-party site as well as our YouTube and openly available on our learning portal. We saw significant views on this content as it was on multiple platforms and freely available.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.
4. Our subscription revenue (new and renewals) continue to grow. Subscription contains self-paced, eLearning and low stakes certification.
5. 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.
6. 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. Our Virtual Instructor led course revenues and student volumes are increasing nicely, as EMEA students are overcoming past objections to this delivery modality to now embrace it.
7. Virtual classroom and self-paced online courses
8. eLearning
9. Huge increase in VILT - due to Covid we had to move classes to live online delivery.
10. All training went virtual so that has been the largest increase
11. Access Management technologies
12. VILT Delivery and Demand for more VILT. Want VILT to go deeper as well.
13. Self-paced learning, online learning and hands-on labs.
14. Training consulting hours and customized training
15. Cloud-based products
16. Virtual
17. Subscriptions continue to grow, with COVID complete shift to Virtual Online occurred in all geos. Accelerated trend from previous 5-10 years.
18. Core technology Database FastTrack for DevOps
19. Subscriptions. We just launched it in April but already represents 15% of bookings.

EMEA

1. Self-paced, VILT, Certifications
2. Cloud, EDC and Axon
3. Linux, Kubernetes
4. Virtual classes
5. 1. Virtual Instructor Led - due to Covid, we pivoted quickly to move our technical courses to VILT have seen good take up.2. Subscriptions - we launched in Q3 our first eLearning subscription for Enterprise, with 1 large deal in Q3
6. Storage, IT Service Management, Compute
7. all virtual classes
8. No identifiable changes.
9. Seen a slight increase in public scheduled courses
10. Access Management technologies
11. Self-Paced Learning Labs
12. Marketing Cloud & Admin
13. Skill badges, self-paced labs
14. Learning Portal creation; Learning Subscriptions
15. Virtual Classes.
16. >Analytics, virtual classes and hands on labs
17. Companion software has increased (Self training software)
18. Digital Learning
19. VT - since we stopped all ILT Classroom based courses; Subscriptions up 25+% YoY
20. subscriptions
21. Subscriptions and Consulting - offering is moving from pay per seat to subscription so traditional classroom is declining as expected. User Adoption consulting services is the growth area and opportunity for increased revenues outside of the subscription business

Back to top

Which subject areas saw the biggest decreases in your training volumes in the last 3-6 months?

Worldwide

1. Instructor Led Face to Face
2. PowerCenter
3. 2020 Q3 - we saw dip in our on-demand enrolments, we think this due to a change we made on our website not highlighting how to access the on-demand equipment.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.

4. 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.
5. Public (open) enrolments - F2F training - collapsed due to impact of Covid-19Prior to Covid-19 our Learning Consulting business was recovering rather nicely from a poor 2019...but now due to Covid-19 this part of our business is in decline as well.
6. Public classroom training, especially over the last month with the introduction of the COVID-19 travel restrictions and work from home policies.
7. Public schedule classes in a classroom
8. Public ILT - huge drop off in Q2, customers cancelling classes/travel; Q3 we cancelled all pubic, in-person ILT classes.
9. Custom business, live public classes (in person) and on-sites
10. Live onsite Classroom Training.
11. Live classroom (in-person)
12. ILT - non-existent; Moving traditional services revenue over to SaaS model, subscription net new IMSA is down
13. Firewall
14. Public live classroom
15. Private Onsite Training went to zero with COVID; Public Classroom Training went to zero with COVID
16. Search, Analytics and Graph
17. None, growth is 25-30% in all segments at present.

EMEA

1. Face to face onsite/public
2. PowerCenter (Legacy Data Integration)
3. Private classes
4. Public in-person classes - all cancelled. VILT not yet compensating for lost revenue from public in-person classes.
5. Networking, Security
6. ILT classes
7. No identifiable changes.
8. Private courses - decline in ad hoc requests for these
9. Live Classroom.
10. Dedicated onsite training
11. Anything classroom based; Public Schedule classes; Onsite courses
12. Public/F2F.
13. Video based training
14. Classes delivery has decreased
15. Direct onsite Classroom Training - Strategic decision.
16. - Open Enrolment/public scheduled live classes since March (thx to COVID-19) - all cancelled and converted to VT
17. public courses face to face, in general ILT but also some self-paced
18. Traditional pay per seat offerings - as expected

What were the two greatest challenges you faced in running your business in the last 3-6 months?

Worldwide

1. Impact of Covid
2. No clear picture
3. Same two as last time but our renewal rate is up. Q3 2020 Customer Success teams awareness of our training opportunities and having them help drive attendance and consumption. First, getting customers to actually consume the training they purchased, both on-demand and instructor led. Second, renewing the education subscription the second year, we have been running roughly a 50% renewal.
4. Bandwidth - for new subscription content and certifications. We have a roadmap but are resource constrained.
5. 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 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 are 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.
6. 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 APJ customers are still insisting on face to face instruction...meaning recognition of these revenues will be delayed. Fortunately, the vast majority of our instruction in North America was already delivered virtually before the pandemic, so the overall Covid-19 impacts in North America are less pronounced than in other places. And, as noted above our EMEA customers are now embracing VILT deliveries.
7. 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. The latter are now starting to resume but very slowly
8. COVID!!!!!
9. Rolling/Temp furloughs reduced staff capacity by 25%. Content developers were moved to class delivery to reduce contractor spend... at a time when self-paced content is needed more than ever. Resources focused on converting public classes from ILT to VILT, only about 60% are converted. But of those converted, see good traction.
10. Covid-19
11. Moving to freemium model is putting pressure on revenue; Increased pressure to delivery partner training for free
12. Building a new training organization from the ground up and the demand for VILT that we don't yet have.

13. Prove the value of training to overall company revenue and education services results.
14. Headcount attrition; Bringing new people up to speed
15. Accelerating content development time to align with Product; Sales Alignment
16. Eliminating all customer-facing training and shifting to having those classes delivered by our Authorized Training Centers; COVID forcing us to a 100% virtual (live-online) schedule.
17. Customers' ability to travel.
18. Postponement of classes due to COVID. 30% customers did not take the remote delivery option.
19. Finance changed the revenue status of our subscription to no longer count as ARR subscription revenue. This means sales reps do NOT retire quota when selling it.   Also, our LMS Cornerstone is terrible at subscription support making it cumbersome to manage the publishing and sale of it.

EMEA

1. Covid 19 impact
2. Convincing customers to go with virtual sessions instead of ILT; Getting license attached
3. Acceptance of online training as an alternative to classroom
4. COVID impact on ILT business; Budget restrictions for training
5. 1. Covid-19 has forced us to accelerate moving technical courses to VILT, completed 60%, with limited labs (more work to do here) and still have 40% of courses to migrate to VILT, requiring development resources.2. Internal development resources severely impacted - rolling/temp furloughs (reduced 25% capacity) plus developers moved to delivering classes to reduce contractor spend.
6. We have moved our instructor led delivery now completely to virtual delivery in EMEA - and are (finally) seeing EMEA customers embrace this delivery modality in large numbers. Our Learning Consulting business continues to be 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, due to content language issues.
7. Move to partner-based deliveries. Lockdown means no ILT possible
8. Switching all instructor-led classes to remote delivery; Achieving volume/revenue targets
9. New sales have stalled a little whilst people wait to understand the impact of Covid on their business - training is often one of the first things to be removed in deals
10. Moving to freemium model is putting pressure on revenue; Increased pressure to delivery partner training for free
11. Only have 1 or 2 people booked on classes, do we run or cancel. Delegates waiting for face to face classes to resume.
12. Managing through a very volatile climate with many individuals, internal and external in a very stressed mind set
13. Covid-19: pivoting to 100% virtual and online proctored certification
14. Customer unwillingness to switch from Classroom to Live Web for their Onsite courses since COVID. Some customers are still waiting for classrooms to reopen. Switching customers from free offerings made in Q2 to back to paid offerings.
15. Convincing customers that "No I won't make a travel exception just for them". Extensions of training credits for customers waiting for F2F deliveries.
16. show the value of learning for customers and sales team.
17. Define new training experiences; Build a real Certification plan
18. Backlog and development for acquisitions.
19. - keep partners selling/reselling our offerings - the vast majority of the decline we see in the business is actually because partner contribution sharply declined during COVID-19 ... -50% YoY-

make corporate sales and the consulting organization automatically attach training to product deals or Consulting projects.

20. Decreasing overall volume of students; free training offers

Back to top

Please add any other comments or observations you have on the state of the IT Training market

Worldwide

1. Continuous growth
2. 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, but we are hoping to be able to correlate that data yet this year.
3. 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.
4. We continue to pivot to virtual and On Demand delivery. Our latest quarterly results are solid and indicate that we are continuing to recover nicely from our Covid-19 trough earlier this year.
5. Opportunities have arisen through being able to introduce Virtual Classroom training 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). We are reviewing our strategy and aiming to implement online learning subscriptions by Q4
6. I believe the last time I filled this out I may have thought it was for the annual revenue, sorry about that. I have corrected it to reflect Q3 of this year, in case you see a big swing
7. The acceptance of VILT is much greater.
8. We hate COVID due to the insane impact, although people with subscriptions are using them, fill-rates are increasing.
9. Requirement for Training teams to tie into corporate goals more apparent than ever; but reporting on direct influence on Lifetime Customer Value, Churn, Expansion, and so on, is challenging. Discretionary spending in market is drying up; need to align training to specific customer projects to support budgeting. - Interest in subscription/digital training; but still limited engagement over time from end users
10. Most companies like ours are also providing "informal" education e.g Developer Days. Meetups and professional forums are covering reasonable intro to intermediate training. Offering more informal education delivered by customer/developer advocates.
11. Our company is a juggernaut on the rise...training and certification are along for the ride. Keeping pace with executive expectations that we bring on ATPs and go global in Japan and other companies are keeping up busy

EMEA

1. We are in the process of transforming our training offerings into a subscription model
2. There is more acceptance from customers to attend remote training.
3. The pandemic continues to have a dramatic negative impact upon our EMEA-based business. However, we saw in Q4 that these impacts are now moderating.
4. Bite-sized embedded training content requests
5. Hoping to have a stronger virtual business as a result of this as it is more profitable and increases capacity due to not needing to travel between engagements.
6. Big move to Self-Paced acceptance.
7. ATP's core revenues heavily impacted as they switch to 100% virtual.
8. There is less competition from third party grey providers as they don't have the infrastructure to cope with online delivery. However, there is more internal competition from Customer Success/Customer Loyalty/Consulting Teams who have gone into the free Webinar and Skills Transfer business. Will we get them back to more formal Education after COVID? Customers are unwilling to commit to long term projects. Some customers are not willing to think differently about how they consume training. End users are not as receptive to e-Learning as their managers think and often give up half-way through or don't even start. Those that do try to progress via e-Learning are often too easily distracted.
9. French, German and Saudi customers seem most resistant to virtual deliveries. Is there a trend?
10. Now running a pure partner EDU model.
11. we have moved all ILT to VT-only for the next 8 month.
12. Having moved to a Virtual delivery model over 10 years ago, the impact of Covid-19 on customers taking training has been minimal.

Back to top