



Market Overview

Video Solutions for Corporate Learning – 2017 Learning Management Systems Market

Special Report on the Application of
Video for Corporate Learning

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Overview

An emerging subset of Human Capital Management (HCM) / Learning Management System (LMS) platforms have begun to add video capabilities to their platforms in recent years. Dozens of HCM vendors and hundreds of LMS vendors are available to the marketplace, but a select, forward-thinking group of vendors – while remaining focused on the mission-critical applications of HCM and training and compliance – has been the first to see value in adding video features for intra-enterprise and extended enterprise learning.¹

Evolving Technologies in the Context of Corporate Learning

For many years, corporate learning technologies were based on instructor-led training (ILT) needs in the training center. Typical tools of the trade have included computers and laptops, projectors, DVD / CD players, simulation software / authoring tools, and testing / polling / learner response systems. From a learner management perspective, the LMS has ruled the enterprise, and from a content perspective, authoring tools have ruled the trainer's desktop.

Yet even with the advent of e-learning, virtual classroom, on demand video, online forums and learning communities, less than half of all learning hours in the enterprise are delivered using technology. But technology continues to slowly take hold: according to the Association for Talent Development (ATD), "in 2015, 41 percent of learning hours used at the average organization were delivered by technology-based methods, which is nearly 10 percentage points higher than in 2008 and more than 15 percentage points higher than in 2003."²

ILT has not gone nor is likely to go away, but 2015 was the first year that ATD noted delivery slipped below 50% for the delivery of formal learning hours³.

Technology is allowing for much greater on-the-job, often in-the-moment-of-need learning. This informal learning, be it ad hoc learning, microlearning, social learning, coaching, or mentoring all fit into a modern learning ecosystem that has grown increasingly important in Learning and Development (L&D).

These trends stand in conjunction with an emerging technology that produces a specific type of data asset growing in importance to the enterprise: *video technology*.

Video technology is in play for both informal and formal corporate learning. Within a classroom environment or as a blended / virtual activity prior to or following a training event, video engages and instructs learners. Videos can be stand-alone references or part of a larger course. They can be job aids and demonstration of good practice, and they may provide essential components to certification and accreditation. And we hear over and over from end users and vendors alike that video is coming to be a powerful method of capturing subject matter expertise – particularly with the hundreds of thousands of Baby Boomers now leaving the workforce for retirement.

Methodology

This report is based on primary research conducted by Wainhouse Research analysts and researchers. Wainhouse Research (WR) has been covering the markets for conferencing and collaboration technologies since 1999, distance education and e-Learning markets since 2002, and more recently corporate learning and talent markets, and collects detailed statistics from leading vendors, channel

¹ Wainhouse Research has published [Video Solutions for Corporate Learning – 2017](#), a broader overview. In addition to HCM / LMS platforms, it covers Informal Learning and Coaching and Video Streaming platforms that are L&D-oriented.

² Maria Ho, *2016 State of the Industry Report*, Editor Melissa Jones (Alexandria, Virginia, ATD Research, 2016), p. 11.

³ Ho, *2016 State of the Industry Report*, p. 34.

partners and end users around the world. For this report, our senior analysts held multiple briefings and demonstration sessions between December 2016 and February 2017 with more than 25 vendors that have products that contribute to video learning. The WR team also drew upon a Fall, 2016 WR survey of over 1,800 knowledge workers that explores streaming video behaviors for learning and other applications. This is a licensed excerpt of the full [Wainhouse Research Video Solutions for Corporate Learning – 2017](#) market overview.

Video Learning Use Cases and Customer Benefits

In consultation with L&D leaders and vendors, WR has identified five use cases: Blended Learning, Onboarding, Personal Development, Performance Support, and Coaching that rely on aspects of video learning. Figure 1, a Use Case – Functionality Table, describes five leading use cases and the functionality needed to successfully implement each.

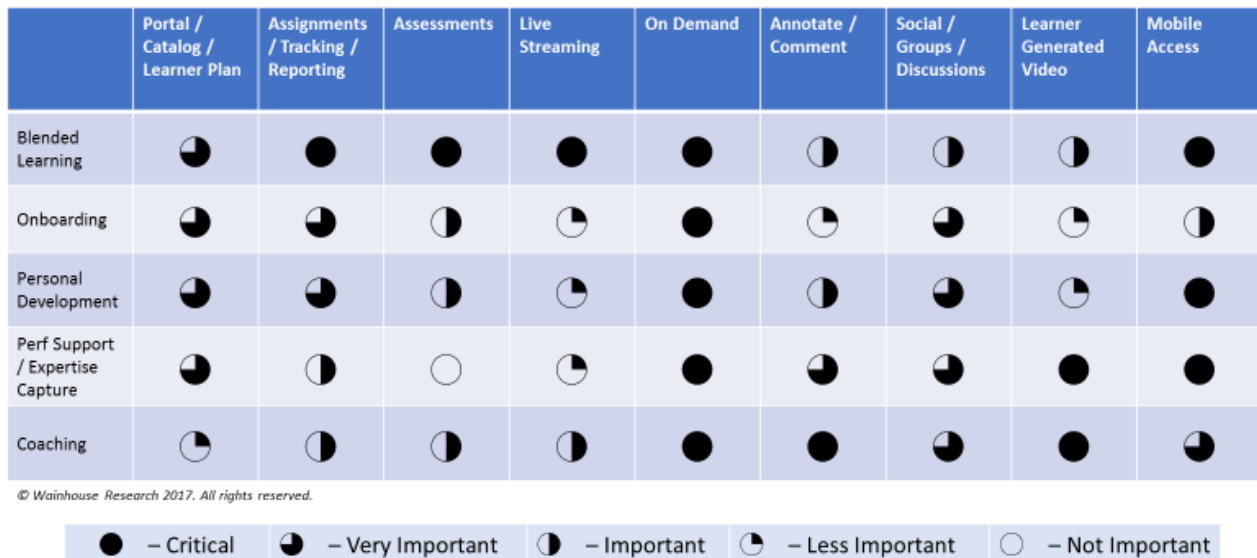


Figure 1: Use Case - Functionality Table

The benefits of incorporating video into learning programs support learners and organizations across the spectrum of formal and informal learning. In the learning use cases, video plays a critical role, and WR believes that video as a part of an L&D environment is necessary to achieving the most effective learning programs. Video-based learning content helps accelerate problem resolution and onboarding, and saves time for both employees and SMEs. Improving formal learning and improving sales skills are also often cited and explained below.

Needs-Based and Just-in-Time Productivity

On-demand video provides employees with access to the information they need when they need it, and is the medium of choice as organizations shift to microlearning. Best practice and step-by-step videos allow employees to solve their immediate problem, without having to identify and connect with a subject matter expert.

Time Savings

WR has also seen an increase in the internal production of video that address company-specific workflows, often by the learners who are SMEs on a process or practice. This can help minimize interruptions of the SMEs, help new hires adapt more quickly, and the company maintains a best practice

on record. One enterprise described to WR how its HR systems expert created a short video for new hires showing them how to update their profile. The eight-minute video was viewed over 400 times in its first six months.

More Efficient and Effective Formal Learning

The same videos can also be used to improve formal learning programs. Onboarding, sales training, leadership development, and even compliance training usually benefit when learning departments take a blended approach, working in live and on-demand video with virtual and traditional classroom instruction.

Improving Sales with Video Coaching

Asynchronous sales training is an emerging niche reliant on video learning. Giving the employee a challenge, she or he can practice and then when satisfied, submit their video to their coach, who then provides feedback. Coaching is well suited for customer-facing employees, and vendors are reporting measured improvements of up to 25% higher sales win rates using structured video coaching.

Attracting and Retaining Employees

Video learning is emerging as a core element in career development programs, where forward thinking organizations are allowing their employees to explore careers and take related training, both formal and informal. By making advancement readily accessible, employees are more likely to stay with a company.

Vendor Discussion – Learning Management Platforms

In alphabetical order, top HCM / LMS players we discuss include:

- Adobe
- Blackboard
- Cisco
- Cornerstone
- Docebo
- Fuse Universal
- Oracle
- Saba
- SAP SuccessFactors
- SumTotal
- Wisetail
- Workday

WR evaluates the vendor community based on a variety of both objective and subjective factors, examining the respective completeness of offerings, depth of vision, support for learning processes, and ability to partner with other vendors or service providers. This snapshot analysis takes into consideration each vendor's:

- Capacity for - or history of - technical innovation.
- Agility in developing new products or responding to evolving market conditions.
- Involvement in standards development.
- Support for learners, trainers, administrators, and management.
- Record in sales and deployment successes.
- Size and global footprint.
- Approach to partnerships.

We considered over 70 vendors out of the hundreds of learning management and streaming video providers. Our vendor analysis examines various factors related to how the HCM and LMS incorporate or otherwise support video for learning.

The vendor positioning chart that follows (Figure 2: Comparison of Learning Management Platforms for Video Learning) is divided into four quadrants. For this exercise, we have combined briefings and in some instances product demonstrations with almost all of these vendors, along with conversations with end

users and online research. For the vertical axis, we rate each vendor in two ways: on a specific set of criteria based on its focus on learning, and on a specific set of criteria based on its focus on video as an asset.

Figure 2 can best be viewed as a broad assessment of who’s hot, who has the resources to get hot, who has a broad portfolio of products that might support end-to-end solutions, and who is fading or just “holding steady.” For the horizontal axis, we evaluate the company’s financial standing with respect to its goals in the marketplace, if it has related product, such as a talent management suite or learning authoring tools that provide a competitive advantage, and how focused it is on learning with video.

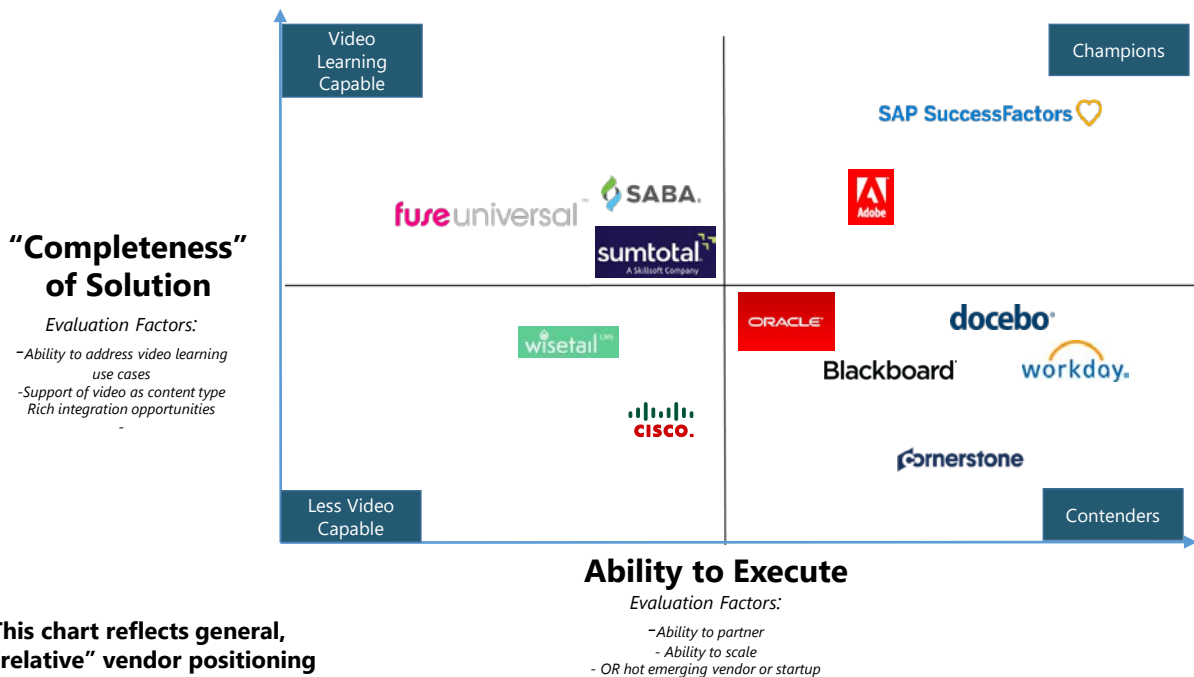


Figure 2 Comparison of Learning Management Platforms for Video Learning

Upper-Right Hand Quadrant: High Ability to Execute with strong learning and video capabilities, champions

Of HCM / LMS platforms that include video streaming and sharing technologies, we find that Adobe offers one of the best and broadest portfolios for delivering video-based Learning, from authoring tools to a feature-rich LMS to the virtual classrooms provided in Adobe Connect.

Adobe Captivate Prime was created based on input from Adobe customers who were dissatisfied with competitive LMS platforms. The Adobe Captivate Prime LMS is well integrated with the industry-leading authoring tool Adobe Captivate 2017. It’s also integrated with Adobe Connect such that users can achieve several tasks: 1) create and schedule virtual classroom sessions; 2) launch sessions with a single click; 3) automatically track attendance, completion, and time spent; and 4) view post-session recordings. All of this can be done from within Adobe Captivate Prime.

Other top Adobe video tools consist of Premiere Pro, Creative Cloud, Presenter for transforming PowerPoint presentations into e-Learning content, and Presenter Video Express for creating interactive, high-quality instructional videos. Woven throughout these platforms are social, content delivery, and analytics tools. Net result? A very video-content-friendly learning platform with a universal player (which Adobe calls a fluidic player) that handles multiple content types on disparate devices very well.

Adobe's LMS customer count has grown well since the introduction of Captivate Prime LMS. Between the creation tools, its web conferencing product and the LMS, Adobe has achieved a great deal of workflow automation. The company is well positioned to build on its enterprise sales and early-to-the-cloud approach to deepen its reach into L&D.

Technology and Market Trends – Going Forward

Wainhouse Research sees several trends in the markets and technologies related to video learning. We share here three trends that we believe Adobe in particular is well-suited to address and help advance.

- **Conversion and Delivery of Video.** The many video formats that have been developed over the years often are optimized for different devices, operating systems, or network speeds. While the video platforms have largely solved the delivery problem, as vendors move away from Flash and make HTML5 the standard for delivery of web-based video, some will differentiate on playback (like Adobe's Fluidic Player) and features to annotate, telestrate, comment, and share.
- **Data Insights – Learning Effectiveness.** Vendors have made great strides in recent years, collecting data on learner activities and effectiveness of content, and making these data readily available in easier-to-use report writer tools. However, the data available from such packages is often useful at the course or learner level, but not yet well aggregated in creating outcomes-oriented data tracking. Most vendors are aware of this significant shortcoming and are taking several approaches, which include building on the xAPI standard to help consolidate data from enterprise systems, incorporating more of the [Kirkpatrick evaluation model](#) into their analytics engine, and leveraging the application of artificial intelligence to help with content curation and recommendations. While the talent suite vendors will claim an advantage here, as data related to learning and performance are both resident in the same system, the reality is that there are precious few case studies with real customers demonstrating this link. We expect to see progress on this in 2017 and 2018.
- **Mobile Learning.** Delivery of content to mobile devices is not simple, and there are both end user concerns (easy to understand UX) and IT management concerns (bandwidth usage, device support, security). Perhaps because of this, the video platform vendors are attacking the challenges via innovations in compression technologies, management tools, and network tools. Meanwhile, most LMS vendors have mobile apps that replicate much of the PC-based functionality their platforms provide, and the most useful are those that have focused on use cases and content that is well suited for mobile access, such as performance support and personal development. We expect this to become even more of an area of innovation in 2017 and beyond.

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About Wainhouse Research: WR provides strategic guidance and insight on products and services for learning, collaboration and conferencing applications within Unified Communications. Our global client base includes established and new technology suppliers and service providers, as well as enterprise users of voice, video, streaming, and web collaboration solutions. The company provides market research and consulting, produces conferences on technology trends and customer experiences, publishes a free newsletter, and speaks at client and industry events. [More about WR](#).

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