

Learning Content Platforms Buyers Guide

Software Provider and Product Assessment

EXECUTIVE
SUMMARY



***iSG** Research



Key Takeaways

Learning content platforms have evolved from large content libraries into content intelligence environments focused on relevance, utilization and portfolio accountability. Enterprises increasingly expect platforms to make learning assets discoverable, measurable and economically defensible, while connecting content investments to skills development, workforce readiness and internal mobility. Personalization, metadata, recommendations, analytics and interoperability are driving the shift from maximizing content volume toward optimizing content value.

Software Provider Summary

The ISG Buyers Guide™ for Learning Content Platforms evaluates 8 software providers offering products that support content delivery, personalization, metadata management and analytics. The research ranked the top three overall as Udemy, Cornerstone and Skillsoft. Cornerstone and Udemy were rated Exemplary, with Coursera and Skillsoft rated Innovative. ELB Learning and LinkedIn were rated as providers of Assurance, and BizLibrary and Pluralsight were rated providers of Merit.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (50%) and Platform (30%), including adaptability, manageability, reliability and usability. Udemy, Cornerstone and Skillsoft were the Product Experience Leaders. The evaluation emphasizes access to licensed or curated content combined with native delivery, personalization and analytics, while the broader category also prioritizes metadata, search, recommendations and interoperability to improve content discovery, utilization and alignment with enterprise learning priorities.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. Udemy, LinkedIn and Cornerstone were the Customer Experience Leaders and best communicate commitment and dedication to customer needs. Providers with lower performance may lack sufficient information demonstrating customer success, commitment to customer experience or measurable value through TCO/ROI.

Strategic Recommendations

Enterprises should evaluate learning content platforms based on the ability to make content discoverable, relevant, measurable and economically defensible. Assessment should prioritize disciplined metadata, transparent personalization, effective search and recommendations, actionable analytics, interoperability with learning and HCM systems, and governance and licensing visibility. Organizations should also evaluate capabilities to identify redundant or underperforming content and support evidence-based curation, renewal and retirement decisions that improve workforce readiness and skills development.



The Findings

The software providers and products evaluated in this research offer product and customer experiences, but not every feature is equally valuable to every enterprise or is needed to support the relevant business processes and use cases. Moreover, having too many product capabilities may be a negative factor for an enterprise if it introduces unnecessary complexity. Nonetheless, you may decide that a more comprehensive set of capabilities is important and meets your enterprise's requirements.

An effective customer relationship with a software provider is vital to the success of any investment. The overall customer experience and the full lifecycle of engagement play a key role in ensuring satisfaction and long-term success. Providers with dedicated customer leadership, such as chief customer officers, tend to invest more deeply in these relationships and prioritize customer outcomes in line with TCO and ROI expectations. It is equally important that this commitment to customer success is evident throughout the provider's website, the buying process and the customer journey.

Overall Scoring of Software Providers Across Categories

The research finds Udemy atop the list, followed by Cornerstone and Skillsoft. Providers that place in the top three of a category earn the designation of Leader. Cornerstone and Udemy have done so in five categories, Skillsoft in four and LinkedIn in one category.

Learning Content Platforms Overall

Providers	Grade	Performance
Udemy	A-	Leader 84.0%
Cornerstone	A-	Leader 82.0%
Skillsoft	B++	Leader 76.8%
LinkedIn	B+	73.6%
Pluralsight	B+	72.5%
Coursera	B+	71.6%
BizLibrary	B	68.0%
ELB Learning	B	65.7%



Source: ISG Research
Learning Content Platforms Buyers Guide
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Matthew Brown leads the HCM software expertise at ISG. With over two decades of experience, Matthew guides HR and business leaders through his research covering the full range of HCM processes and software. Topics include employee experience, learning management, payroll management, talent management, total compensation management and workforce management.



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