

Delivery Platforms in the Corporate Training Market 2008-2009

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Simba
Information

Simba Information

60 Long Ridge Road, Suite 300

Stamford, CT 06902

Toll-free: 888.297.4622

Int'l: +1.240.747.3091

Fax: 203.325.8195

customerservice@simbainformation.com

www.simbainformation.com

1.888.297.4622

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- iLinc
- Informa
- Intrepid Learning Solutions
- Ken Blanchard Cos.
- Learn.com
- Learning Tree International
- Microsoft Live Meeting
- Mzinga
- New Horizons Worldwide
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- Plateau Systems
- The Richardson Co.
- Saba Software Inc.
- SkillSoft
- Splash Media
- SumTotal Systems

Abstract



As technology evolves, so too does corporate training - particularly how training is delivered in professional environments.

Which delivery platforms are most effective?
Do certain industries tend toward one platform over another?
Is traditional classroom training headed for extinction?

These are just several questions answered in **Delivery Platforms in the Corporate Training Market 2008-2009**.

From LMS systems to live virtual classrooms to blended training product and services, **Delivery Platforms in the Corporate Training Market 2008-2009** covers it all. Gain a clear understanding of which platforms are most lucrative for training providers among U.S. businesses in leading verticals today, and learn which delivery platforms are forecast to grow most rapidly in the next three years.

From the report:

From the very first business-related classroom course, to the CD-ROM-based courses that punctuated the 1990s, to today's increasingly convenient and mobile learning environments, the corporate training industry has come a long way. Gone are the days when job-related skills were only derived from observing other employees. Instead, today's workers gain their knowledge from a multitude of sources. And, the argument in favor of outsourcing the training function is no longer the hard sell it once was due to advanced measurement tools that have helped companies discover the direct link between training and profitability.

No longer having to prove the value behind their very existence has freed training vendors to focus on the development of new and improved learning content, as well as new platforms through which to deliver training content. In order to match the pace of the rapidly changing business landscape these vendors have been continually investing in research and development, with several increasing R&D spending by high double digits during the first half of 2008.

Sample Pages



**Table 4.1:
New Online Training Products Launched in 2008**

Company	Month	Product
AMA ¹	January	Virtual classes and online communities
ESI International	February	
Dale Carnegie	February	
iLinc	April	
SkillSoft	May	
SkillSoft	June	
Splash Media	August	
Element K	September	

¹American Management Association
Sources: Company reports, Simba Information

Training Vendors Launch Several New Products

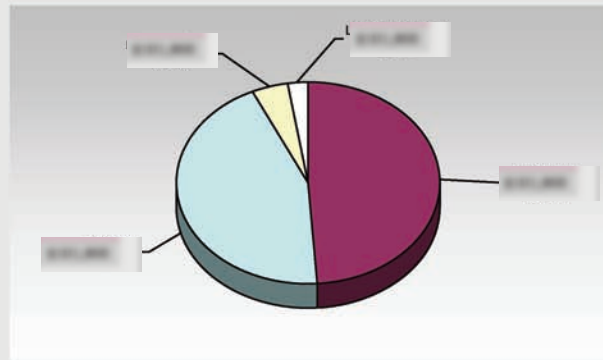
To keep pace with the changing workforce, a number of new online training products have been launched, known for only delivering content via flash on the e-learning bandwagon. For example, virtual classroom, business skills training announced at the beginning of 2008 the programs that combine classroom and online. While the trainer had already been conducting customized on-site seminars, this market actually began as a virtual course.

At the same time, the AMA also launched the Meyers Briggs Type Indicator (MBTI) program, a promise that additional communities for business have been launched in 2008. Both of these offerings allow users to immerse itself in the online arena, a major trend in the launch of pre- and post-Web-based training focused on project management.

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**Table 1.1:
Breakdown of Corporate Training Market by Sector, 2008P**



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Enabling skills-based learning to occur anytime, anywhere has become a top priority within the training industry as client organizations demand solutions that will help close the skills gaps present in their globally dispersed work environments.

Soft Skills Training Dominates the Market, Leadership Is Top Priority

Soft skills training, which consists of but is not limited to instruction in non-technical, business-related skills including communication, leadership, management, team-building, succession planning, sales and customer service, will account for the largest portion of the market. The children's division, comprised of the latter four, holds one of the largest bookshelves of children's literature and includes such titles as Curious George, The Lord of the Rings, Jaffar and The Rise Express. The Rise Express proved to be quite successful for the company as a tie-in to the 2004 film, but Houghton Mifflin Harcourt failed to repeat the success, stumbling from 2005 onward, though still pulling in annual revenue of about \$2.5 billion.

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Simba Information

60 Long Ridge Road, Suite 300

Stamford, CT 06902

Toll-free: 888.297.4622

Int'l: +1.240.747.3091

Fax: 203.325.8195

customerservice@simbainformation.com



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