Solution Provider Profile

Docebo

August 2023

Company At-a-Glance	
Name of Product/Offered	Docebo Learn (LMS) Docebo Shape (AI-powered content generation) Docebo Content (Licensable content library) Docebo Learning Impact (Learning measurement and reporting tool) Docebo Learn Data (Data cleaning and exporting tool) Docebo Flow (Learning in the flow of work) Docebo Connect (Integrations tool)
Headquarters	Toronto, Ontario, Canada
Year Founded	2005
Geographic Coverage	North America, LATAM, EMEA, UK, and APAC
Number of employees	800+
Revenue	Over $150M in ARR
Market Focus	Docebo serves midsize to enterprise organizations, allowing them to tailor learning to multiple audiences, including employees, customers, and partners.
Key Industry Verticals	Software/IT, Financial Services, Manufacturing, Healthcare, Business Services, Retail, Hospitality, Telecommunications, Public Sector
Top Customers	Amazon Logistics, Zoom, Netflix, Dine Brands, Thermo Fisher Scientific, HP, Caterpillar, Intel, CapitalOne, Thomson Reuters, L'Oreal, BMW, Denny's, Heineken, McKinsey, Orangetheory Fitness, Advance Auto Parts, Sonos, Chipotle, Bridgestone, Lululemon, NCAA and more.
Website	Docebo.com

Docebo OVERVIEW AND VALUE PROPOSITION

Product Overview

Docebo builds technology to help organizations and people learn, grow and succeed. The Docebo Learning Platform provides efficient course delivery, features like social learning and gamification, and in-depth reporting and analytics, all augmented with AI. The platform empowers organizations to create experiences that engage learners and impact business goals in a tangible, measurable way. So, whether you're a learner, administrator, CFO or technology leader, Docebo impacts the goals you care about.

Customers include medium-to-large organizations across all industries. Docebo serves any combination of industry, audience and use case you can imagine. Software companies use Docebo to educate their customers and train their sales teams. Retail organizations use it for its seamless mobile functionality so staff can learn on mobile devices. Nonprofits use Docebo to train their members in addition to their employees, providing a differentiated and personalized experience to each audience. No matter the use case, our learning platform helps organizations make learning a differentiator and competitive advantage.

Equipped with AI capabilities and built to cover the entire learning lifecycle, Docebo adapts to both businesses and individual learners. It delivers the learning people need — when, where and how they need it. And the platform is robust, intuitive and highly configurable, simplifying administration, optimizing the tech stack and easily scaling with customers' learning needs.

All learning materials are centralized within a single Learning Platform, available in both desktop and mobile environments, to expedite and enrich the learning process, increase productivity, and elevate the experiences of both learners and platform administrators.

Products

Docebo Learn (LMS)

Docebo Learn enables a variety of use cases, allowing organizations to deliver tailored learning experiences to internal, external or blended audiences at any time on any device.

Docebo Learn streamlines onboarding efforts, ignites employee development and growth, increases individual and organizational performance, helps to retain top talent, and maximizes customer and partner relationships.

Docebo Learn also centralizes and organizes courses and learning paths, tracks retraining and certifications, and analyzes and measures results with dashboards and custom analytics. Low-code drag-and-drop functionality means that learning admins can create personalized learning experiences for each audience, depending on their needs and

learning styles. With Docebo Learn, organizations can:

- Adapt learning experiences for both internal and external audiences, with the ability to create independent branded/white-labeled domains. For example, an organization can automatically serve the experience designed for each audience, creating a personalized, branded experience for front-line employees, leaders and customers.
- Support personalized learning paths for every learner.
- Automate admin tasks and reduce time to deploy their learning programs.
- Scale learning programs without losing that personal touch.
- Collect and manage impressive amounts of data to help understand the business impact of learning programs.

Additionally, Learn (and other Docebo products) have Artificial Intelligence (AI) capabilities that help automate tasks and provide algorithmically driven personalized learning recommendations. AI capabilities include:

- A virtual coach that studies the entire training library and can answer questions and recommend courses. Because it explores the training materials, it also provides deep and powerful search functionality.
- Auto-tagging functionality improves organization and content categorization while saving time and reducing administrative overhead.
- Recommendation algorithm that suggests the courses learners will find most engaging and that they most need to level-up their performance.

Social Learning with Discover, Coach & Share

Docebo's social learning functionality is called Discover, Coach & Share and combines social learning and content curation into a single, cohesive solution.

Organizations can measure and draw insights from social learning by curating knowledge capital, filling knowledge gaps, and cultivating a culture of learning.

Discover, Coach & Share:

- Encourages users to share their knowledge and foster a sense of community through social and experiential learning.
- Centralizes knowledge capital and captures expert insight from subject matter experts.
- Provides a high-quality, personalized, curated content stream that updates with fresh content every few hours, eliminating the time admins would otherwise take searching for the most recent and relevant content for each user. Learners are served new content without ever having to leave the platform.

Content Creation (Docebo Shape) and Content Licensing (Docebo Content)

Learning programs are inherently content-hungry and Docebo provides several solutions to meet customers' content needs.

Docebo Shape is a content-creation tool with AI capabilities. You drop documents or presentations into Shape, which automatically analyzes those assets, distills the essential information and outputs a presentation or video highlighting the most important points. Anyone can use it, democratizing content creation and knowledge sharing.

Docebo Content is a subscription-based service that unlocks thousands of courses from the industry's top providers. This:

- Reduces the time and cost of creating and maintaining relevant learning content.

- Eliminates the need to invest in external content providers.

- Gives learners a say in their professional development.

**Integrations for Salesforce and Other Platforms (Docebo Connect)
and Learning in the Flow of Work (Docebo Flow)**

Building integrations can be expensive, time-consuming, technically complex and among the most significant bottlenecks when implementing and delivering an enterprise-level learning strategy. Among Docebo's key strengths is its ability to quickly and effectively integrate with customers' software systems to enhance their learning strategy and offer learning in the flow of work. Docebo offers 400+ out-of-the-box integrations with popular platforms like Microsoft Teams, Google Drive, Salesforce, Zendesk, Shopify, Asana and many more, and can build custom integrations as well. Learning platform integration can provide exceptional value with systems like these:

- HCM/HRIS, allowing automatic dashboards/course/learning plan assignments and making the HCM/HRIS the source of truth for user information.

- CRM, making it easy to train sales teams with relevant content in the flow of work to accelerate deal velocity, generate more revenue, and connect more directly with customers before, during and after a sale. It also facilitates product onboarding, feature adoption, ongoing customer training and overall customer success.

- Pre-built eCommerce and payment integrations provide quicker, safer and more creative options for selling learning content and receiving payments securely. Integrations include Shopify, Stripe, PayPal and more.

- Authoring tools, for admins to easily manage, publish and organize learning assets across languages, geographies and audiences.

- Web conferencing for engaging instructor-led training and webinars. Docebo integrates with GoToMeeting, GoToWebinar, Zoom and many more platforms.

- Single Sign On (SSO) for simple, secure login and authentication.

- APIs: Docebo offers a complete and robust API system for its customers to perform any integration related to managing user accounts, courses and training materials, enrolling users, statistics, etc.

Docebo can also integrate with any web-based application to deliver learning content directly in-app or in-browser. This can be incredibly useful for enabling learning in the flow of work or for embedding learning into customer-facing web tools to drive customer engagement, adoption, and education.

Data, Analytics and Measurement (Docebo Learning Impact and Learn Data)

It's critical for organizations to measure the impact of their learning programs and tie learning to tangible business outcomes. Docebo offers customers multiple ways to do this:

- Learning Impact provides organizations insight into the effectiveness of learning activities through ready-to-use surveys and reports applied to formal learning activities. The tool also provides detailed performance benchmarks by industry, based on tens of thousands of data points from other organizations, to help customers understand where they are excelling and where they still can improve.

- Learn Data grants customers access to deep, ready-to-analyze data about learning behaviors and outcomes. By using Learn Data, organizations can go deeper than vanity metrics like "engagement" or "course completions" and uncover the impact learning has on business KPIs.
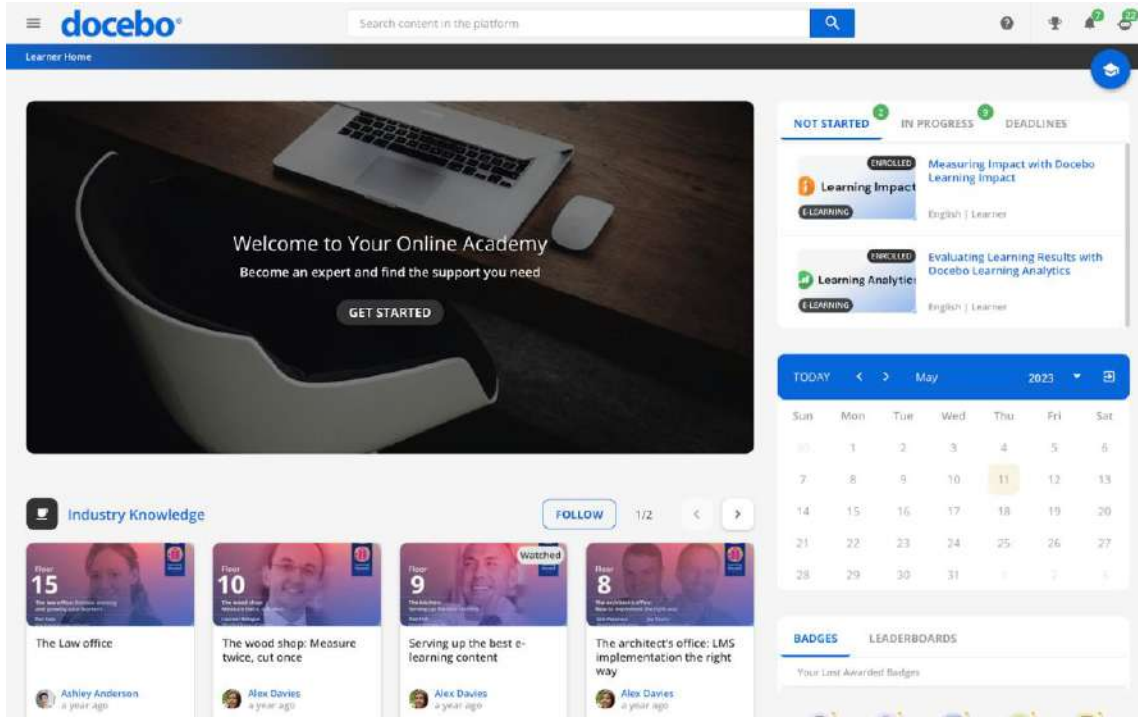
SCREENSHOTS

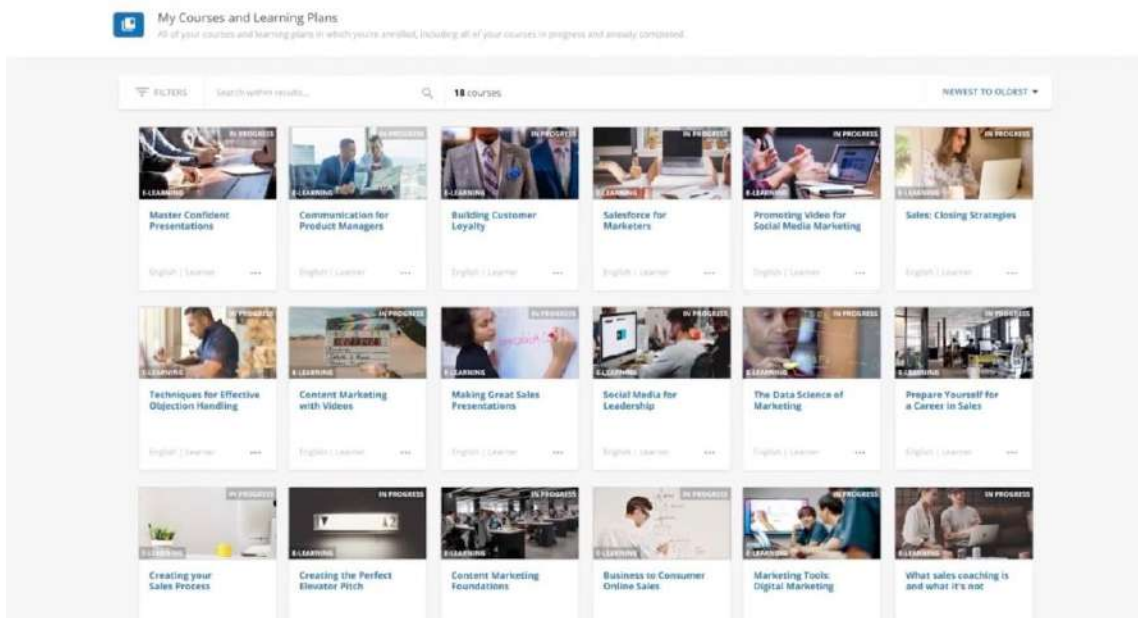**Figure 1: Learner Home**

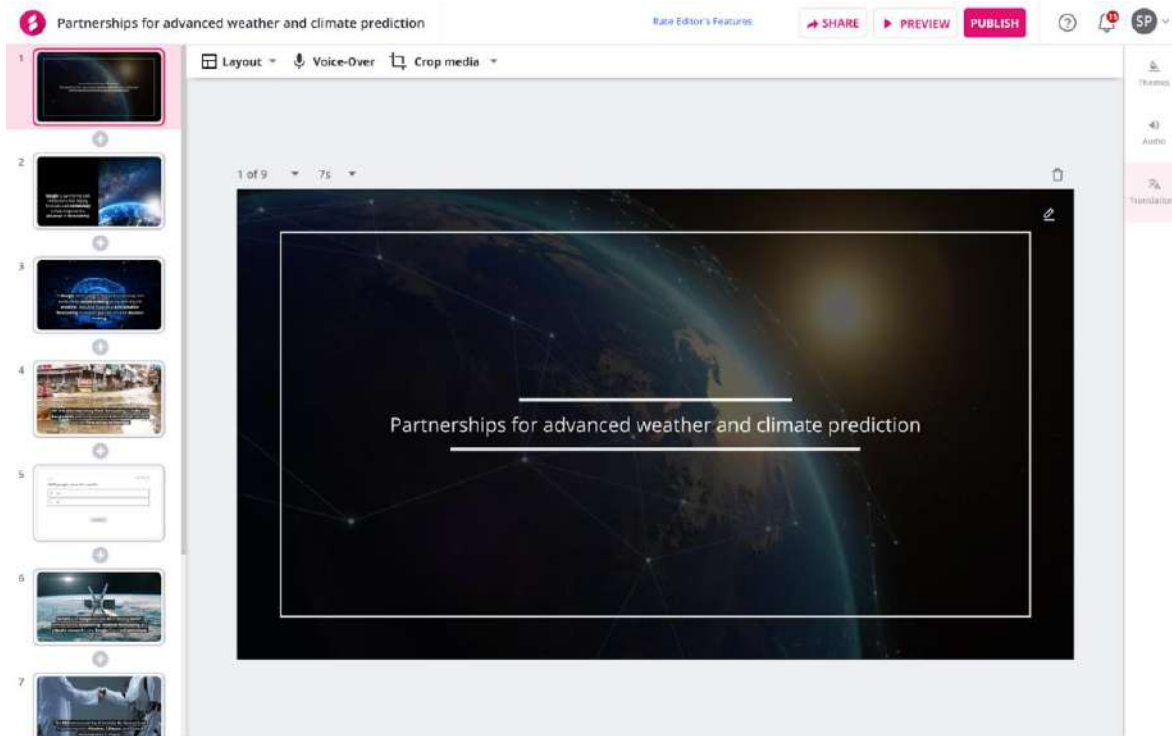**Figure 2: My Courses and Learning Plans**

Figure 3: Publish

Figure 4: Content Marketplace

Figure 5: Google Calendar Trigger and Actions
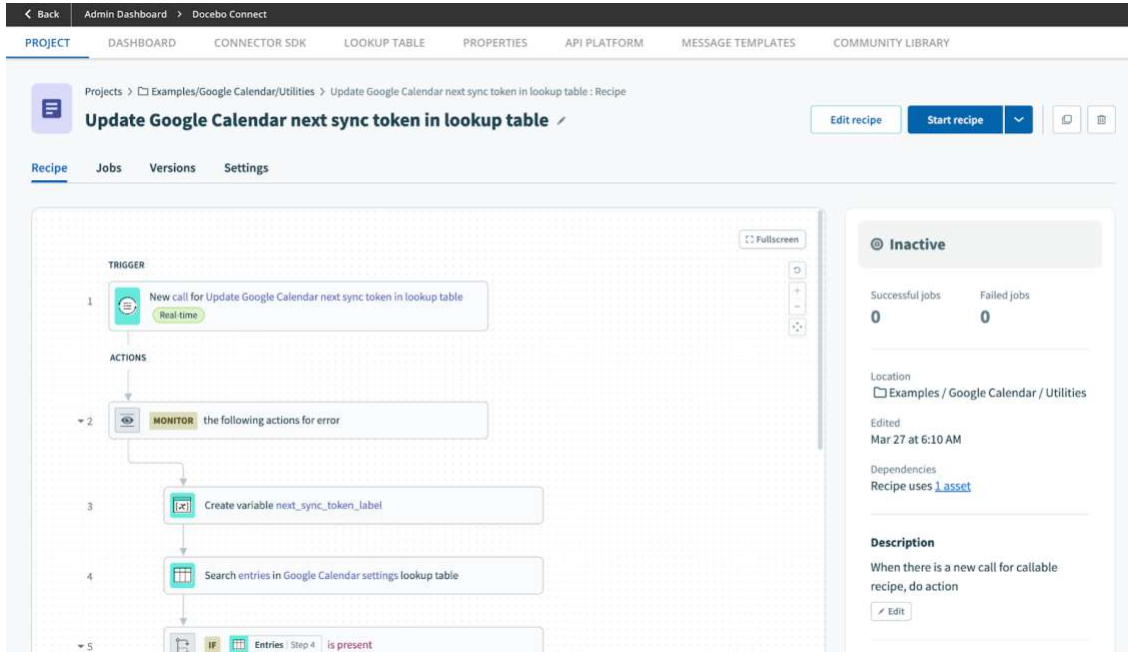

Figure 6: Learning Impact
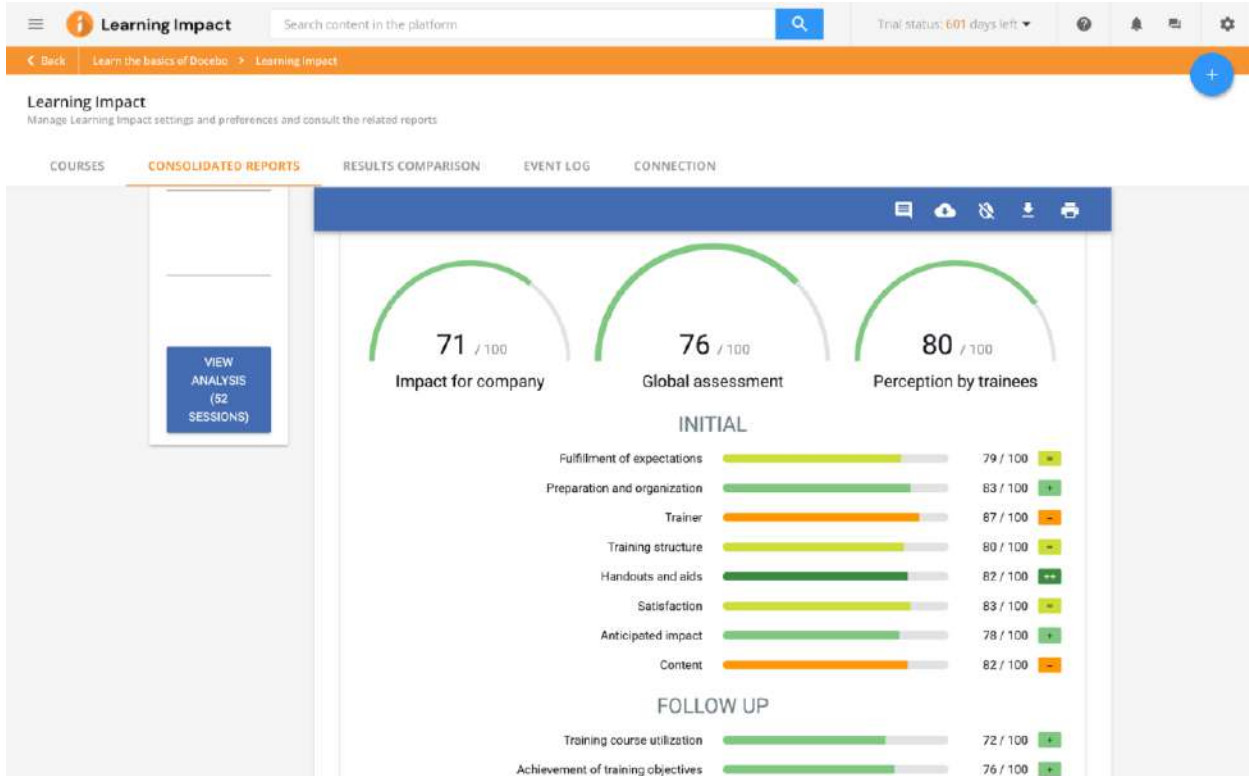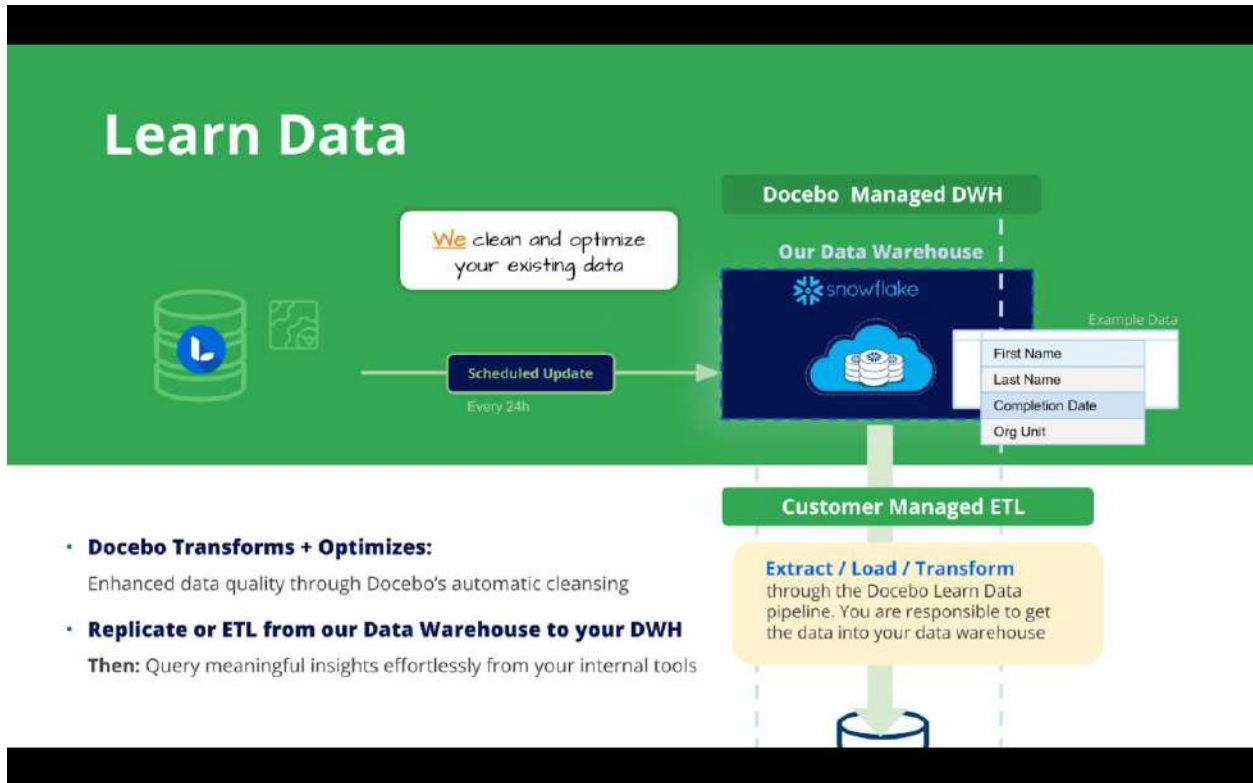
Figure 7: Learn Data

Figure 7: Learn Data

All screenshots provided by Docebo

Analysis by Brandon Hall Group™

Situational Analysis

The Learning Management System (LMS) market continues to undergo rapid transformation with the emergence of new technologies and capabilities, the competitive rise and fall of vendor offerings, mergers and acquisitions, and the ongoing drive by most providers to expand their offerings to reach more of the market. With, by some counts, an active LMS company roster of more than 1,000 vendors, learning organizations find technology purchasing decisions more confusing than ever. Add to that newer, sometimes overlapping category of LMS-adjacent platforms such as Learner Experience Platforms (LXP), Learning Record Stores (LRS), and Learning Operations Platforms (LOPs), and it's no wonder many are baffled and at sea.

Challenges to the Business

The very nature of how learning takes place in the workplace has shifted dramatically and that evolution shows no sign of slowing down. The emergence of new technologies and modalities has opened endless possibilities for workplace development professionals. Integral to that is the relentless push to personalization and individualized experience and control while still being able to guarantee compliance and progress and you have a far more nuanced "training program" than ever before. Where once you had an LMS and some spreadsheets, you now have a Learning Technology Stack that could easily rival the most robust and complex business infrastructures.

Implications for the Business

Learning teams must now be able to maintain their expertise in workplace learning as well as become technology architects and specialists. They must also be skilled customer success professionals and be able to bring together the needs and wants of various stakeholder groups to offer solutions that drive success for the individual employee and the business. They must be able to clearly articulate what they need from their LMS provider and translate that into a seamless and easy Learner experience to deliver improved performance across the enterprise.

Questions to be Answered by the Business

- Do we have well-defined use cases for our LMS solution?
- Do we know what capabilities are requirements for the system?
- Are we able to provide the quality of learner experience we want with our current tools?
- Are we able to provide users in multiple roles (learner, administrator, instructor, manager) the tools they need?

- Can we tell the story using the data we are generating in the system?
- Are we able to keep up with the pace of change in our business?

Docebo as the Answer

Docebo has been an industry leader in the learning space for many years. The last round of product additions and upgrades are just another example of how Docebo is transforming the way organizations address learning with their employees, clients and partners.

What's exciting about Docebo's approach is the level of attention paid to optimizing both the learner and administrator experience. Many learning technologies are feature-rich but unwieldy to implement, use and support. Because of this, features become obstacles and the technology experience suffers and ultimately learning fails. In particular, many organizations report that they are using only a fraction of their technology's capabilities, which leads to a perception that they over-invested and are not seeing a return on their investment. This leads to dissatisfaction, and ultimately, a bad break-up between provider and client.

Not so with Docebo. Docebo's product development strategy has been to optimize the user experience by integrating features and functionality into the common learning processes of their clients. This is a classic example of where form meets function. Docebo's clients are provided with an intuitive and integrated platform that offers an unparalleled level of flexibility, adaptability, agility and scalability. Many organizations suffer from system conformity, where they must modify their learning processes to fit their technology. Docebo clients are able to mold the platform to meet their specific needs and requirements — clients build their learning processes and Docebo's platform is ready to support them.

A showcase for Docebo's industry-leading product development prowess is the integration of AI across their platform.

- **Virtual Coach** — Offers a proactive learning coach that is designed to continuously guide learners through every learning journey
- **Content Recommendations** — Administrators of the platform and managers are provided suggestions for enrollment and content based on activity in the platform and/or established learning channels.
- **Deep Search** — Relevant content is brought to the attention of the learner based not just on title and description but what is actually contained in the content.
- **Docebo Shape** — Personalized content creation with easy editing capabilities designed to instantly turn subject matter experts into content creators

- **Skills Tagging** — Learning content is analyzed as it is uploaded to the platform, identifying automatically what skills from the <u>Skills Catalog</u> are most relevant and immediately proposing them to customers as they complete the upload process.

The results of leveraging Docebo's supercharged AI platform are an optimized learning experience for every learner. Learners have access to the right content, at the right time, in the right way to maximize knowledge retention. Learners can accelerate productivity improvements, which leads to faster business impact. Administrators can quickly automate repetitive tasks like content tagging and group management. In summary, Docebo's AI capabilities support hyper-personalization of learning experiences at scale while reducing the need for human intervention. We look forward to further advancements in Docebo's AI product strategy.

Beyond offering great learning technology modalities and an extensive array of content for the modern learner, Docebo also offers an industry-leading approach to measuring the impact of learning. Many organizations continue to struggle with properly measuring the individual, team and organizational impact of learning. This struggle impedes a learning organization's ability to demonstrate a meaningful ROI on learning. Docebo's leading-edge learning analytics package eliminates this struggle and arms learning organizations with insights that show how learning is creating breakthrough results and how to improve learning.

Another important element of learning technology is its versatility, particularly when it comes to delivering learning to employees, clients and partners. Many organizations find themselves using multiple learning technologies to properly address the needs of these highly diverse audiences. Docebo's unique platform design allows organizations to use a single technology.

Learning has become a difficult and complicated process within organizations for many well-known reasons. As the future of work unfolds, many more challenges are revealing themselves. Learning organizations are caught trying to straddle the needs of today and tomorrow. Docebo offers a powerful portfolio of product and services combined with a tireless commitment to its clients. This combination is exactly what learning organizations need to succeed today and tomorrow.

- Michael Rochelle, Chief Strategy Officer and Principal Analyst, Brandon Hall Group™

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About Brandon Hall Group™

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