

Solution Provider Profile

Edflex



Company At-a-Glance

2016

Year Founded

100+

Number of Employees

1.5M+

Total Users

Websitewww.edflex.com/en**Name of
Product/Services
Offered**

AI-powered learning platform, including a Curated Content Catalog, Content Publisher Network, AI Roleplays, AI Learning Coach and Edflex Assistant

Headquarters

Paris, France (with offices in Italy, Spain and North America)

Geographic Coverage

Global

Top Customers

PwC, Bulgari, Ferragamo, Allianz, Air France/KLM, BNL Paribas, AXA

Edflex



Overview and Value Proposition

Edflex was founded in Paris in 2016 by three students, Clément Meslin, Raphaël Droissart and Rémi Lesaint, who ran into a common problem while studying: finding relevant learning content online meant sifting through overwhelming and scattered results themselves. Philippe Riveron, a 25-year veteran of the learning industry, joined shortly after as chairman to help take the idea to market. The company reached 50 customers by 2018, signed its 100th customer in 2020 as COVID-19 accelerated demand for digital learning, and closed its first funding round in 2021.

Edflex crossed 850,000 users and 200 client organizations by 2022, raised a \$14 million round in 2023, and acquired OfcourseMe, the Italian leader in content aggregation and curation, in 2024. In 2025 the company opened a US office and closed a third funding round of \$18 million. Edflex now employs more than 100 people across France, Italy, Spain and North America, serving more than 300 client organizations and 1.5 million users worldwide, including Air France, Orange, Club Med, AXA, PwC, Hermès Paris, Generali, Institut Pasteur and SNCF.

Edflex organizes its offering around what it calls a continuous learning loop: assess a learner's skill gaps, deliver personalized content from a curated catalog, build practical confidence through AI-guided practice, then apply the skill on the job. The curated catalog spans more than 100,000 pieces of content across roughly 5,000 skills and more than 25 formats, drawn from open web sources and a network of more than 50 licensed publishers. Two AI-powered products extend that catalog into practice. AI Roleplays give learners unlimited scenario-based practice with real-time feedback, and the newer AI Learning Coach assesses a learner's level and personalizes an individual live session around the specific gap identified, rather than routing every learner through the same fixed course.

Edflex integrates with more than 20 LMS, LXP and HRIS platforms, including Workday, SAP SuccessFactors, Docebo, Cornerstone, Degreed and 360Learning, and is ISO 27001 certified and SOC 2 compliant, with US and European data centers to support global compliance needs.

Modules & Features

Descriptions

Curated Content Catalog

More than 100,000 pieces of curated content spanning roughly 5,000 skills and more than 25 formats, including articles, podcasts, video, e-learning, masterclasses and mini-series. Content is organized under Edflex's own taxonomy and refreshed continuously by Edflex's learning experts rather than left as a static library.

Content Publisher Network

Layers premium, licensed content from more than 50 named publishers and content partners, including Cegos, Microsoft Learn, Traliant, Open-Classrooms, Pinktum, MindTools and Mindscaling, on top of Edflex's open web curation. The network also includes an academic partnership with the POLIMI Graduate School of Management.

AI Roleplays

Includes hundreds of ready-to-use, interactive scenarios spanning management, sales, customer conflict and public speaking, with new scenarios added monthly. Learners get real-time coaching feedback and a session-end performance analysis, and can replay each scenario as many times as they want. Edflex reports three times the retention and application over content-only training.

AI Learning Coach

An individualized live-session format, launched in 2025, that assesses a learner's starting level, teaches the specific gap identified, demonstrates the skill, then moves the learner through guided and independent practice before generating a before-and-after action plan. Sessions can be deployed in 48 hours across more than 35 languages.

Modules & Features

Descriptions

Edflex Assistant

This is an AI tool that draws on Edflex's curated database across roughly 5,000 core skill areas to help learning teams assemble learning pathways faster from existing catalog content rather than building new content from scratch.

Ecosystem Integrations

Certified integrations are maintained across more than 20 platforms, including LMS and LXP systems such as Docebo, Cornerstone, Degreed, 360Learning, CrossKnowledge and Rise Up, HRIS systems including Workday, SAP SuccessFactors and 365Talents, and everyday tools such as Microsoft Teams.

Enterprise Security and Compliance

ISO 27001 certified and SOC 2 compliant, with solution data, including AI Learning Coach data, hosted on US or European infrastructure to meet regional data residency requirements. Edflex's AI systems are classified low-risk under the EU AI Act following an external legal review, with TLS 1.2+ encryption in transit and AES-256 encryption at rest.

Global, Multilingual Reach

Content is delivered in more than 35 languages and AI-powered experiences in more than 20 languages, supported by teams and offices across France, Italy, Spain, the United States and Canada.



Closing the Manager and Leadership Skills Gap

Organizations struggling to develop frontline and mid-level managers can pair Edflex's curated leadership content with AI-guided practice so managers build both knowledge and applied confidence, rather than knowledge alone.

Use cases include:

- Assigning AI Roleplay scenarios on delivering difficult feedback or leading through change to new managers before they face the real situation.
- Pairing curated leadership and management content from Edflex's publisher network with roleplay practice so managers build both knowledge and applied confidence.
- Using AI Learning Coach sessions to assess a manager's starting skill level and personalize theory delivery to the specific gap identified.
- Tracking the before-and-after action plan generated by each session to show measurable movement in manager readiness over time.

Extending a Global Learning Ecosystem Without Replacing It

Multinational organizations with an existing LMS, LXP or HRIS can add curated content and AI-guided practice on top of what they already run, rather than replacing it, using Edflex's certified integrations and rapid deployment model.

Use cases include:

- Connecting Edflex's curated catalog directly into an existing Workday, SAP SuccessFactors, Docebo, Cornerstone or Degreed environment through certified integrations.
- Deploying AI Learning Coach sessions in 48 hours and in more than 35 languages to support new-market or new-hire onboarding without waiting on custom content development.
- Layering premium publisher content, including academic content from the POLIMI Graduate School of Management, into an existing catalog to add a credentialed source alongside open web curation.
- Giving learning teams a single point of access to more than 100,000 pieces of curated content spanning roughly 5,000 skills, rather than managing separate contracts with dozens of individual publishers.

Screenshots: Provided by Edflex

Figure 1: Featured Content

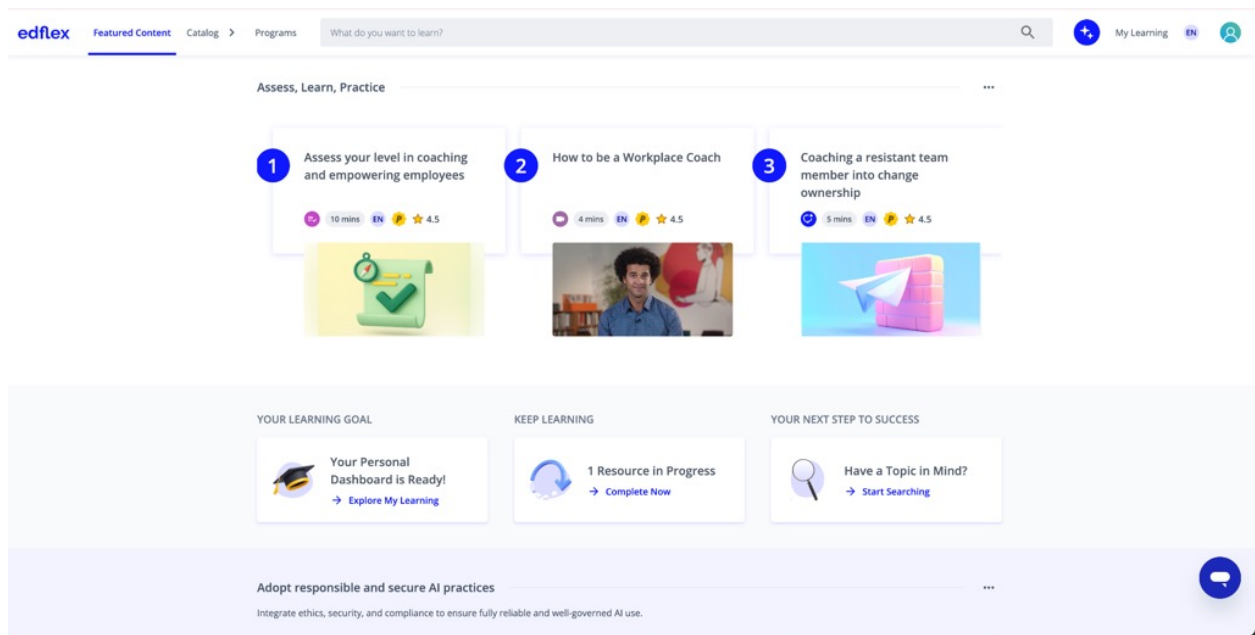


Figure 2: AI Roleplays



Analysis by Brandon Hall Group™

Situational Analysis

Content Is the Backbone of a Market Larger Than Learning Technology Itself

The global corporate content market is larger than the HR technology and learning management markets combined, encompassing both off-the-shelf catalogs and content organizations build internally. As delivery moves further into everyday tools rather than a single destination platform, the providers that control curation sit underneath every other investment an organization makes in learning technology.

Most Learning Organizations Cannot Build What They Outsource

Brandon Hall Group™ research consistently finds that 65 to 70 percent of content is outsourced, and 80 to 90 percent of that outsourced content covers technical skills, leadership development and professional and soft skills. These are the areas that most learning organizations lack the internal expertise to build themselves.

Employees Are Already Leaving the Building

Employees increasingly bypass company learning systems altogether in favor of an open internet search or a conversation with an AI chatbot, taking their learning activity and the data about what they are trying to learn outside the organization's view entirely. That behavior predates generative AI, but AI chat has made the free alternative even faster to reach.



Challenges to the Business

AI-Generated Content Threatens the Proprietary Catalog Model

Large language models can now generate serviceable learning content on demand, free of charge, competing directly with the paid catalogs that content providers sell. The open question for the category is whether structured, expert-built pedagogy remains distinguishable enough from a free chatbot to justify the cost.

Finished, One-Size-Fits-All Content Is Colliding With Real Demand for Personalization

Learning platforms have spent recent years promising hyper-personalization while most providers still deliver one finished, one-size-fits-all version of a course. Personalizing at the content level, rather than only the delivery layer, is a far harder problem to solve than personalizing pacing or sequencing around a fixed course, and few providers have proven they can do it at scale.

Credentialed Content Is Pulling Trust Back Toward Named Experts

As free, AI-generated content floods the market, organizations are pulling back toward content backed by a named, credentialed source willing to put its reputation behind it. Named partnerships alone do not offset a catalog still weighted toward openly sourced content, so the mix matters as much as the credential.

Newer Entrants Carry a Shorter Track Record in Some Markets

Vendors whose client base and funding history were built largely around one region enter new markets with a shorter track record and a smaller reference base than they have at home. That gap shifts more of the underwriting burden onto reference calls and pilot results rather than brand recognition.



Implications for the Business

MARKET OPPORTUNITY



Multinational organizations, especially those with distributed workforces and multilingual delivery needs, are best positioned to benefit from a curation-and-practice layer added on top of existing systems.

THE CHALLENGE



Proving that a curation-first model still adds value when employees can reach a free, AI-generated answer in seconds is the central challenge facing this category.

COMPETITIVE FRAMING



The realistic comparison set is not just other content platforms, but the free alternative of an employee typing a question into a chatbot. That is the behavior any curation-first model needs to intercept to prove its value.

IMPLICATIONS FOR BUYERS



Organizations already running Workday, SAP SuccessFactors, Docebo, Cornerstone, Degreed, 360Learning or CrossKnowledge can evaluate a new content and practice layer as an addition without replacing existing LMS, LXP or HRIS investment.



Questions to be Answered by the Business

1.

How often do our employees turn to an open internet search or an AI chatbot instead of our own learning systems?

2.

Does our current content library build awareness only, or does it also give employees structured, repeatable practice they need before applying a skill on the job?

3. Does our learning technology personalize the delivery of a course, or does it personalize the content itself to close each learner's specific skill gap?
4. How would we weigh curated, credentialed content from named academic or publisher partners against free AI-generated answers of unknown origin?
5. What governance and data protections do we require before deploying an AI-powered learning tool at scale?



Edflex as the Answer

1

Built From the Start to Intercept the Free Alternative

Edflex was founded in 2016 by three students who ran into the same problem Brandon Hall Group™ has flagged: employees' first instinct when they want to learn something isn't the company LMS, it's an open search. Edflex's original model of curating open web podcasts, articles and video back into a managed catalog was built to solve exactly that leakage before AI chatbots existed, and the problem has only grown more relevant since.

2

Practice Built Into the Product, Not Bolted On

AI Roleplays give learners unlimited, repeatable practice on real-world scenarios, from managing an upset customer to leading through a difficult change, with real-time feedback and a session-end performance analysis. Edflex reports three times the retention and application compared with content-only training.

3 A Second Layer That Personalizes at the Content Level

Where most learning platforms personalize only the delivery of a fixed course, Edflex's AI Learning Coach assesses a learner's starting level in real time, then teaches only the specific gap identified before moving into guided and independent practice with a before-and-after action plan. Edflex can deploy a session in 48 hours across more than 35 languages.

4 A Credibility Layer Alongside the Open Web

Alongside its open web curation, Edflex has built content partnerships with recognized specialist publishers and at least one academic institution, the POLIMI Graduate School of Management, giving buyers a named, credentialed source to point to as faculty-backed content makes a broader comeback against unverified AI-generated material.

5 AI Applied Quietly, With Data Kept in Europe

Edflex's AI systems, including the Virtual Classroom instructors, are classified low-risk under the EU AI Act. They are hosted exclusively on European infrastructure and built by Edflex's own pedagogical team rather than presented as an open-ended chatbot.

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Shaping Excellence in the Future of Work

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A world where every HR organization drives business transformation through human capital excellence.

Our Mission

To provide CHROs, CLOs, and workforce leaders with the intelligence, tools, and community they need to drive business transformation through human capital excellence.

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Organizations partner with Brandon Hall Group to:

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- Build organizational capabilities that create lasting business value.
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