

Solution Provider Profile

Instructure



Company At-a-Glance

2008
Year Founded

1,800+
Number of Employees

10+ Million
Total Users

Website
www.instructure.com

**Name of
Product/Services
Offered**

Canvas Career (Skills-based LMS)
Canvas Catalog (Program storefront and enrollment management)
Parchment Award Digital Badges (Digital credentialing and skills verification)

Headquarters

North America Headquarters in Salt Lake City, Utah
European Headquarters in London, England
Asia Pacific Headquarters in Manila, Philippines

Geographic Coverage

Global: North America, EMEA, APAC and LATAM

Top Customers

Intelvio, Utah Fire Marshal, USA Swimming

Instructure

Overview and Value Proposition

Instructure exists to set potential in motion. The Instructure learning ecosystem is open, adaptable and future-ready, built to help learners thrive in a perpetually changing world. Continuously strengthened by the industry's largest user community and partner network, it is highly customizable, accessible by design and works with the tools organizations already use. Customers get more than a product; they get a partner invested in their success, a global community of peers and a team that stands behind what it builds.

Instructure is helping organizations move beyond traditional learning systems to ones that build and demonstrate real capability. In a market saturated with content, Canvas Career focuses on what matters most: what people can actually do as a result of learning. By connecting skill development, verification and real-world application, organizations can move beyond tracking activity to demonstrating outcomes at scale. As AI makes information more abundant and accessible, applying knowledge well matters more than simply having access to it.

Canvas Career is designed for this shift. For learners, that means clear progress and momentum toward career goals. For administrators, it brings program management, reporting and insights into one place, so the work of running learning does not get in the way of improving it. Today's learner is continuous, self-directed and focused on outcomes. For leaders, it replaces assumptions with evidence: clear, real-time proof that training is building capability and delivering returns.

Skills are the new currency of growth, and organizations increasingly compete on how quickly they can build, measure and adapt capability rather than on access to knowledge alone. Canvas Career supports this shift by connecting skills directly to measurable, real-world outcomes. Built-in AI, powered by IgniteAI, Instructure's secure, in-context AI solution, makes that visibility and efficiency possible at scale. It accelerates content creation, automates the reporting that used to eat up afternoons and surfaces personalized insights so teams spend less time on administration and more time on the work that actually moves learners forward.

Canvas Catalog, Canvas Career and Parchment Digital Badges operate as a unified skills ecosystem that moves learners from discovery to development to verification. Catalog lets learners understand outcomes before enrolling, Canvas Career builds skills through structured pathways and Digital Badges validate those skills into portable, shareable credentials. This integrated system ensures learning is recognized, applied and carried forward.

The platform is mobile-first, built on the same backend architecture as Canvas and benefits from its proven stability. Learners can access Canvas Career on the go via the mobile app, with an average rating of 4.7 out of 5 across 2 million reviews. Canvas Career is available in 33 languages and connects with leading HRIS and CRM platforms, so learning data lives where the rest of the business does.

The convergence of AI, evolving workforce expectations and the rise of skills-based hiring has created a tipping point. Static credentials and episodic learning are no longer enough. Canvas Career enables continuous, skills-driven development aligned to real-world demand.

Modules & Features**Descriptions****Canvas Career (LMS)**

A skills-based learning management system that delivers personalized, role-based programs aligned to real-world competencies, powered by IgniteAI for automated content creation and reporting

Skillspace

A learner-facing dashboard giving real-time visibility into skill growth and progression toward career goals, building motivation and completion

IgniteAI

Instructure's secure, in-context AI engine that accelerates course authoring, automates reporting and surfaces personalized insights for administrators

Canvas Catalog

A branded storefront where learners discover programs, view outcomes and enroll, with built-in checkout and automatic provisioning into Canvas Career

Parchment Digital Badges

Portable, OB 3.0-compliant credentials that verify skills earned in Canvas Career and can be shared with employers or added to professional profiles

Modules & Features

Descriptions

Partner Ecosystem and Community

Native integrations with AWS, Salesforce, Workday, Zoom and others, backed by a community of more than 2 million members and a 72 percent forum solution rate

Canvas Career: Skills-Aligned Learning

Canvas Career delivers skills-based learning at scale. Organizations design personalized, role-based programs aligned to real-world competencies so learners build skills that actually translate on the job.

Use cases include:

- Map programs to in-demand competencies so every learning experience connects directly to real-world skill development.
- Learners track their own skill growth in real time through SkillSpace, building momentum and having clear visibility into their progression.
- Role-based pathways show learners exactly how training connects to their career goals, driving motivation and completion.
- Adaptive content recommendations surface relevant training based on role and career stage.
- Collections support just-in-time micro-learning for professionals who need flexibility and prefer self-directed learning.
- A custom skills taxonomy lets organizations define the competencies that matter to their business, rather than trying to fit into a generic framework.

IgniteAI: Fueling Innovation and Efficiency

Powered by IgniteAI, Canvas Career eliminates the manual work that slows L&D teams down and gives leaders real-time visibility into training effectiveness.

Use cases include:

- IgniteAI accelerates course authoring by generating draft lessons, modules and assessments so teams can build faster without sacrificing quality.
- Automated reporting surfaces real-time dashboards without manual data pulls.
- Centralized workflows and configurable automation reduce duplication across HRIS, CRM and other systems.
- AI-generated dashboard widgets surface the insights administrators need without requiring IT support.

Measuring What Matters

Canvas Career gives leaders a direct line from training activity to business impact, connecting completion data to the capability and ROI questions executives actually ask.

Use cases include:

- Unified, customizable dashboards connect skills, engagement and learner progress in one view.
- Role-based reporting ties learning outcomes directly to organizational goals.
- Drill-down filters analyze data by learner, cohort, or program.
- Exportable insights make it simple to communicate ROI to executives, boards and stakeholders.
- Leaders see who completed a course, who is progressing in capability, where learners are stalling and which programs are worth scaling.

Canvas Catalog

Before learners can build skills, they need to find the right program and Catalog is the front door. Registration and payment happen in one seamless flow and the handoff into Canvas Career is automatic, with no manual reconciliation, disconnected systems or access delays.

Use cases include:

- Branded storefront gives learners one place to discover programs, view details and enroll without the organization having to maintain a separate website.
- Built-in checkout connects to trusted payment processors, tying payment to enrollment instantly and eliminating manual reconciliation and access delays.
- Self-enrollment automatically provisions learners into Canvas Career, supporting both self-service and traditional enrollment methods without separate systems.
- Revenue and enrollment analytics give administrators a clear view of program performance, filterable by catalog, listing, student and date.

Parchment Digital Badges

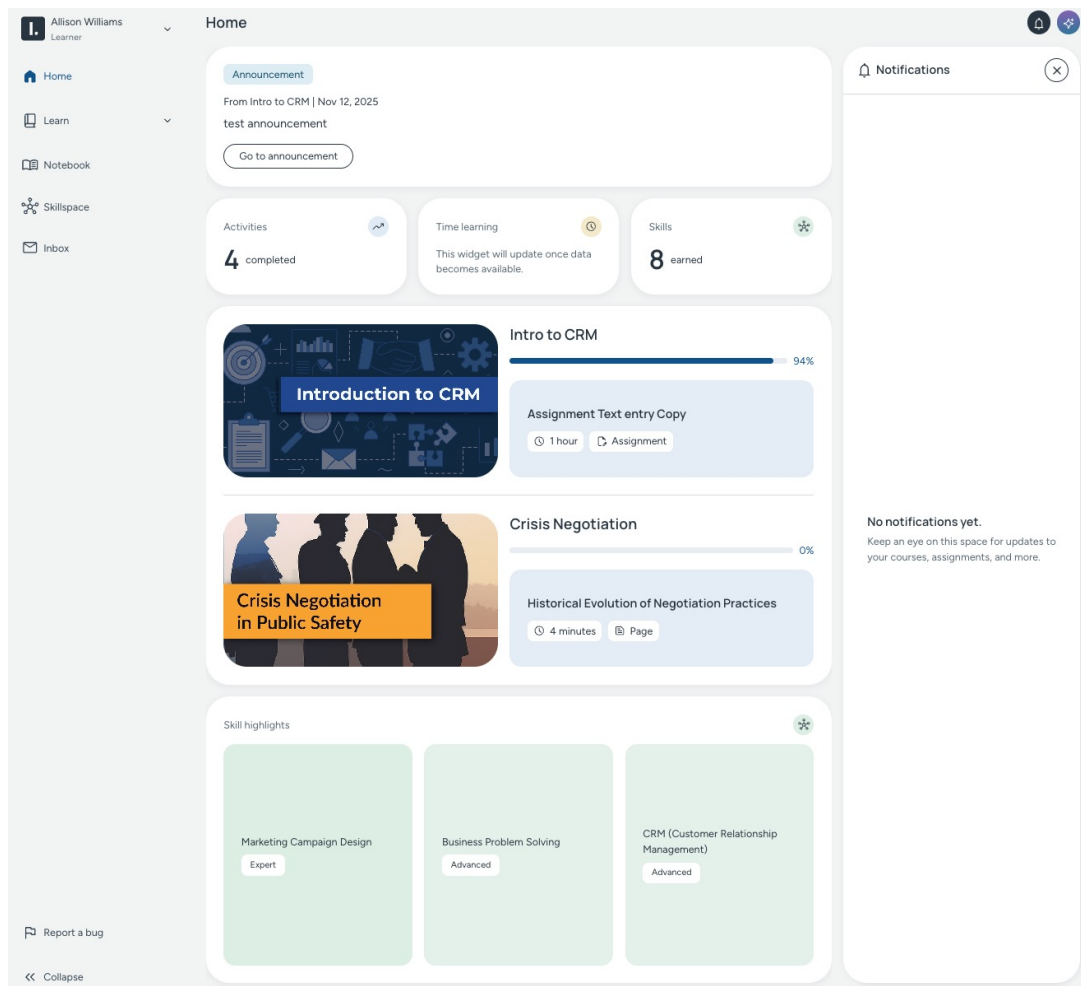
Canvas Career builds skills. Digital Badges prove them. Learners receive portable, verifiable credentials tied to in-demand competencies they can share with employers, add to LinkedIn and carry throughout their careers.

Use cases include:

- Personalized, badge-aligned pathways give learners clear visibility into how their skills connect to in-demand careers, supported by real-time labor market insights from Talent Neuron.
- Portable, OB 3.0-compliant credentials give learners verifiable proof of achievement they can share with employers and carry throughout their careers.
- Automated badge issuance ensures learners are recognized the moment they earn it, eliminating spreadsheets, manual workflows and the delays that kill momentum.
- Integrates fully with Catalog, surfacing badge-aligned credentials up front to drive enrollment and demonstrate program value to prospective learners.

Screenshots: Provided by Instructure

Figure 1: Learner Homepage



The screenshot displays the Instructure Learner Homepage for Allison Williams. The interface includes a left-hand navigation menu with options: Home, Learn, Notebook, Skillspace, and Inbox. The main content area is titled 'Home' and features several widgets:

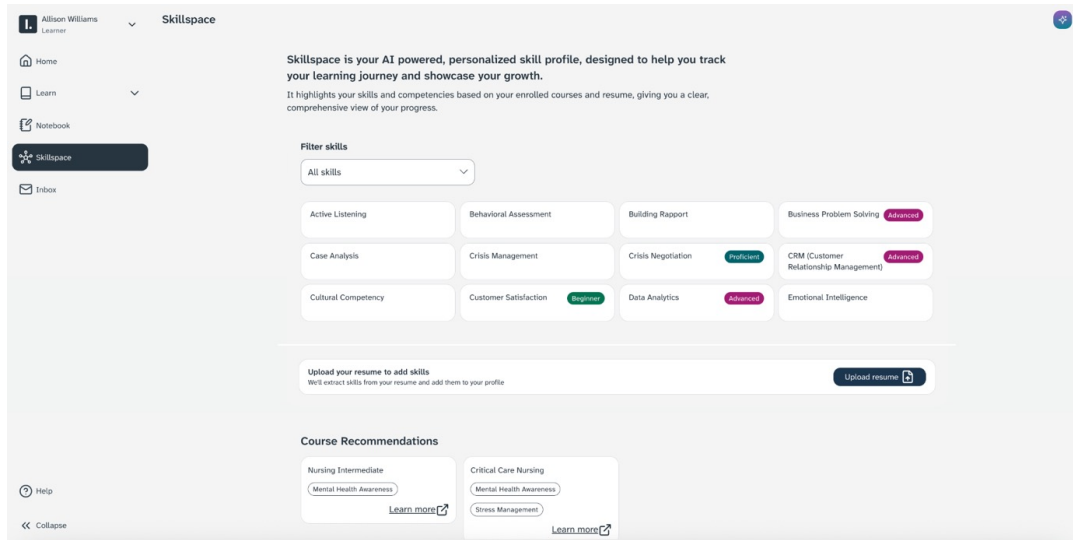
- Announcement:** A message from 'Intro to CRM' dated Nov 12, 2025, with a 'Go to announcement' button.
- Activities:** A widget showing '4 completed'.
- Time learning:** A widget indicating 'This widget will update once data becomes available.'
- Skills:** A widget showing '8 earned'.
- Course Progress:** Two course cards are visible:
 - Intro to CRM:** Progress is at 94%. It includes an assignment titled 'Assignment Text entry Copy' with a duration of 1 hour.
 - Crisis Negotiation in Public Safety:** Progress is at 0%. It includes a page titled 'Historical Evolution of Negotiation Practices' with a duration of 4 minutes.
- Skill highlights:** A section with three skill cards: 'Marketing Campaign Design' (Expert), 'Business Problem Solving' (Advanced), and 'CRM (Customer Relationship Management)' (Advanced).

On the right side, there is a 'Notifications' panel with the message: 'No notifications yet. Keep an eye on this space for updates to your courses, assignments, and more.'

At the bottom left, there are links for 'Report a bug' and 'Collapse'.

Screenshots: Provided by Instructure

Figure 2: Skillspace + AI Course Recommendations



Skillspace

Skillspace is your AI powered, personalized skill profile, designed to help you track your learning journey and showcase your growth. It highlights your skills and competencies based on your enrolled courses and resume, giving you a clear, comprehensive view of your progress.

Filter skills

All skills

Active Listening, Behavioral Assessment, Building Rapport, Business Problem Solving (Advanced), Case Analysis, Crisis Management, Crisis Negotiation (Proficient), CRM (Customer Relationship Management) (Advanced), Cultural Competency, Customer Satisfaction (Beginner), Data Analytics (Advanced), Emotional Intelligence

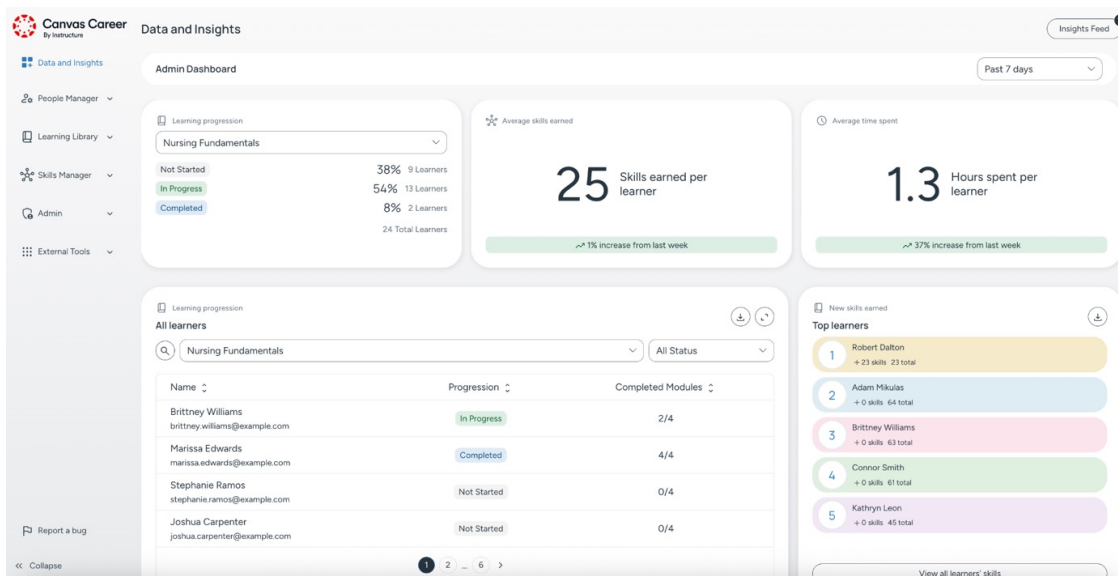
Upload your resume to add skills

We'll extract skills from your resume and add them to your profile. [Upload resume](#)

Course Recommendations

Nursing Intermediate, Critical Care Nursing, Mental Health Awareness, Stress Management

Figure 3: Admin Dashboard



Canvas Career Data and Insights

Admin Dashboard

Learning progression

Nursing Fundamentals

Not Started	In Progress	Completed	Total Learners
38%	54%	8%	24 Total Learners

Average skills earned

25 Skills earned per learner

1% increase from last week

Average time spent

1.3 Hours spent per learner

37% increase from last week

Learning progression

All learners

Nursing Fundamentals

Name	Progression	Completed Modules
Brittney Williams brittney.williams@example.com	In Progress	2/4
Marissa Edwards marissa.edwards@example.com	Completed	4/4
Stephanie Ramos stephanie.ramos@example.com	Not Started	0/4
Joshua Carpenter joshua.carpenter@example.com	Not Started	0/4

New skills earned

Top learners

- Robert Dalton
+ 23 skills 23 total
- Adam Mikulas
+ 0 skills 64 total
- Brittney Williams
+ 0 skills 63 total
- Connor Smith
+ 0 skills 61 total
- Kathryn Leon
+ 0 skills 45 total

Screenshots: Provided by Instructure

Figure 4: Admin Dashboard (with Insights Feed)

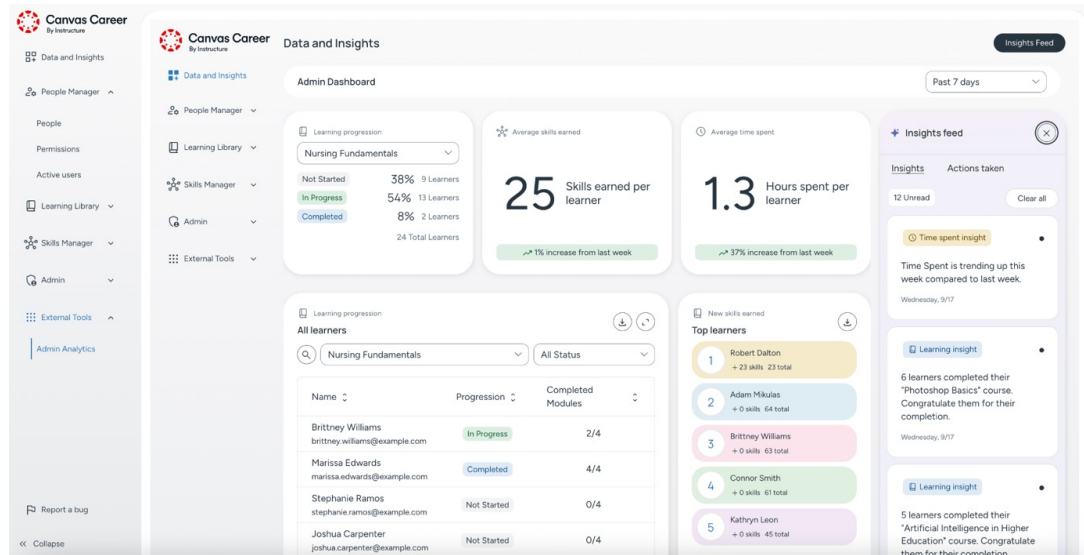
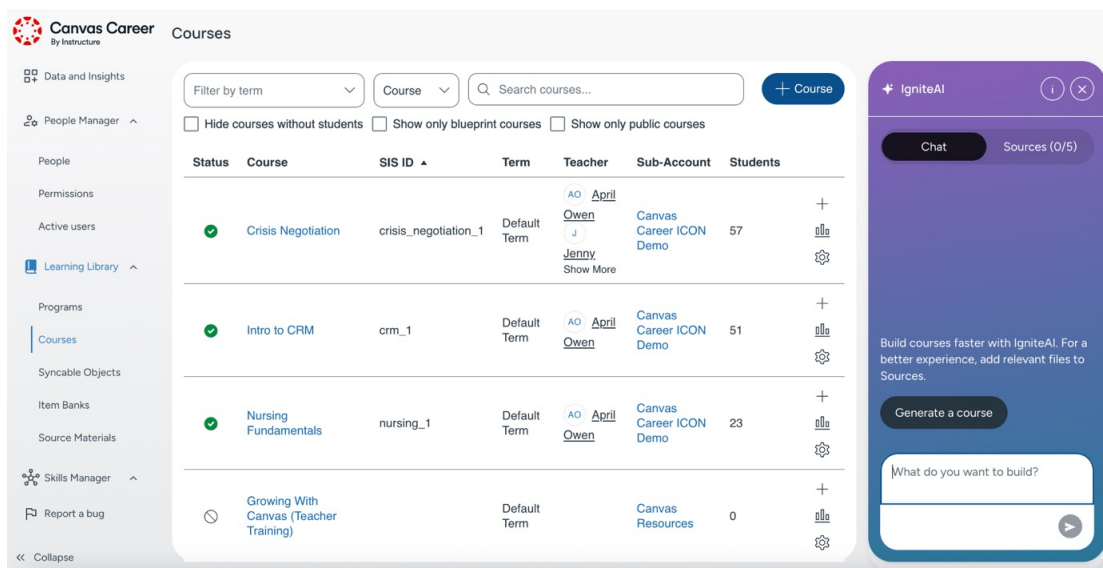


Figure 5: AI-Powered Course and Content Creation



Screenshots: Provided by Instructure

Figure 6: Canvas Catalog

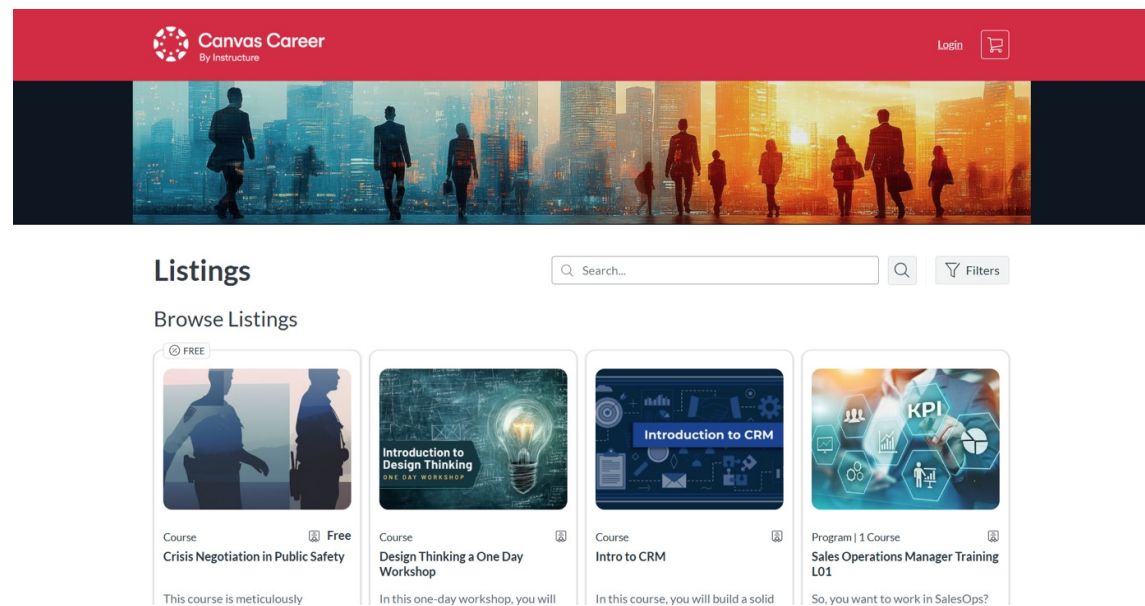
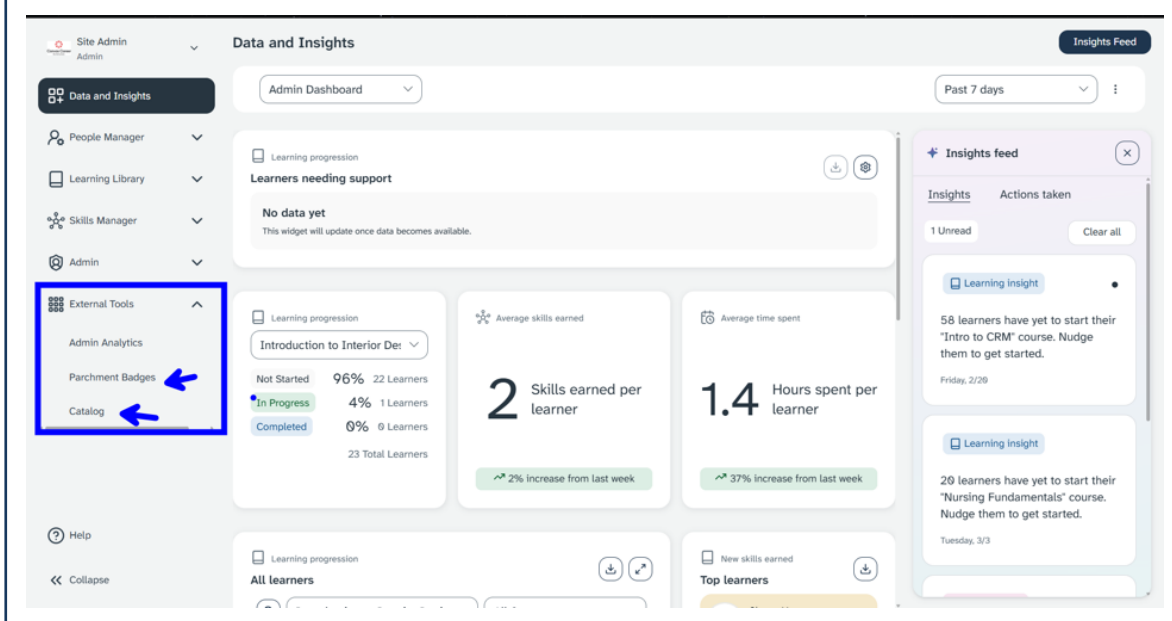
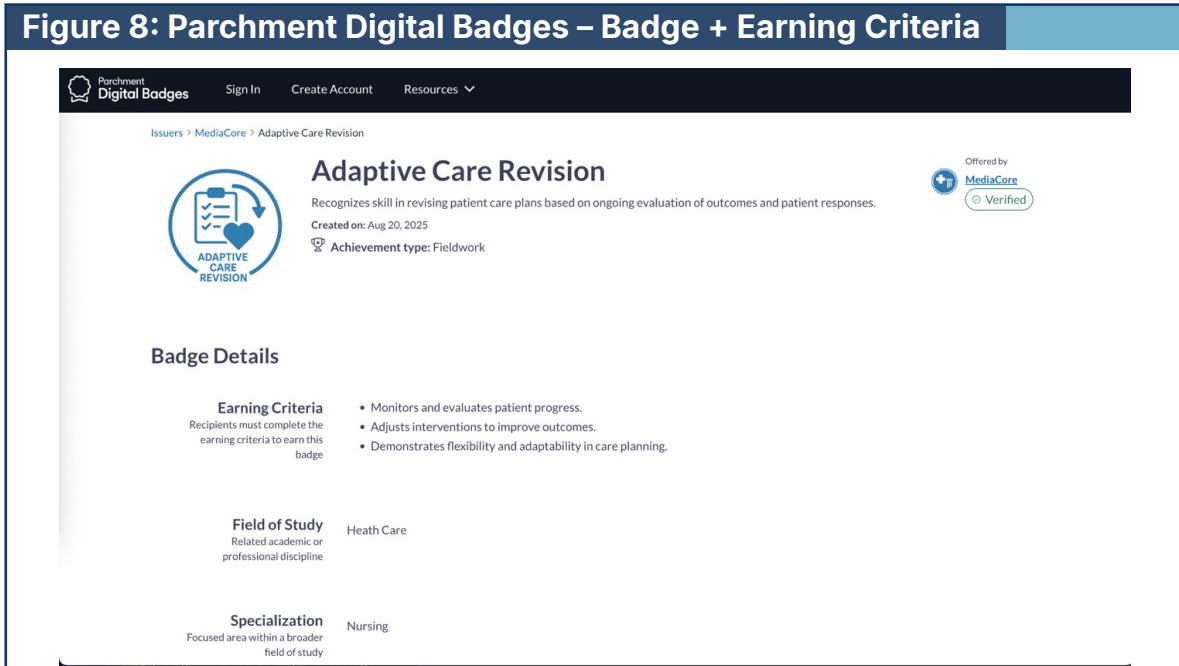


Figure 7: Canvas Career Directly Connects to Digital Badges and Catalog



Screenshots: Provided by Instructure

Figure 8: Parchment Digital Badges – Badge + Earning Criteria



Adaptive Care Revision
 Recognizes skill in revising patient care plans based on ongoing evaluation of outcomes and patient responses.
 Created on: Aug 20, 2025
 Achievement type: Fieldwork

Badge Details

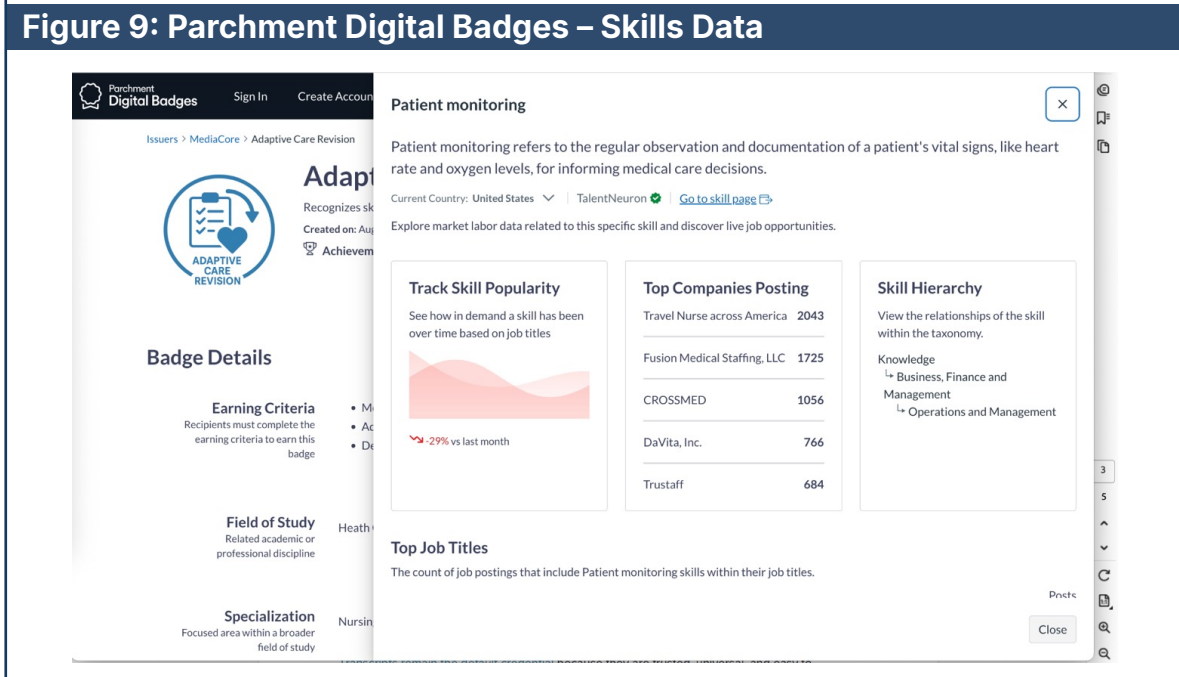
Earning Criteria
 Recipients must complete the earning criteria to earn this badge

- Monitors and evaluates patient progress.
- Adjusts interventions to improve outcomes.
- Demonstrates flexibility and adaptability in care planning.

Field of Study
 Related academic or professional discipline
 Health Care

Specialization
 Focused area within a broader field of study
 Nursing

Figure 9: Parchment Digital Badges – Skills Data



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 Recognizes skill in revising patient care plans based on ongoing evaluation of outcomes and patient responses.
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 Nursing

Patient monitoring

Patient monitoring refers to the regular observation and documentation of a patient's vital signs, like heart rate and oxygen levels, for informing medical care decisions.

Current Country: United States | TalentNeuron | [Go to skill page](#)

Explore market labor data related to this specific skill and discover live job opportunities.

Track Skill Popularity
 See how in demand a skill has been over time based on job titles
 -29% vs last month

Top Companies Posting

Travel Nurse across America	2043
Fusion Medical Staffing, LLC	1725
CROSSMED	1056
DaVita, Inc.	766
Truststaff	684

Skill Hierarchy
 View the relationships of the skill within the taxonomy.

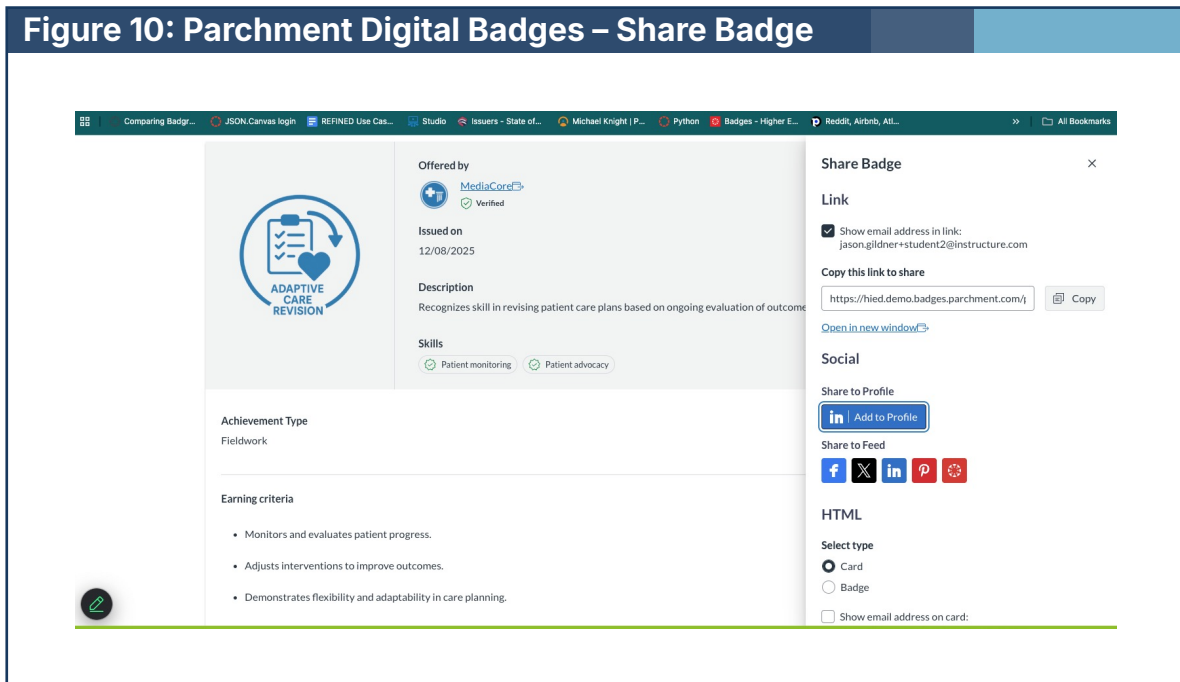
Knowledge

- Business, Finance and Management
- Operations and Management

Top Job Titles
 The count of job postings that include Patient monitoring skills within their job titles.

Screenshots: Provided by Instructure

Figure 10: Parchment Digital Badges – Share Badge



Analysis by Brandon Hall Group™

Situational Analysis

The Corporate Learning Market Is Overcrowded and Underperforming

With more than 1,200 LMS solution providers competing for attention, companies have cycled through platform after platform and remain frustrated for the same reason. Most systems were built for administrators and compliance calendars, not for the people doing the learning. Providers that enter this space from backgrounds where learner outcomes drove design, rather than internal enterprise requirements, bring a fundamentally different design philosophy than the one that built most current systems.

Skills-Based Development Is Moving From Aspiration to Reality

Businesses are consolidating learning and talent functions and demanding that development programs connect directly to workforce planning. Employees, particularly those earlier in their careers, arrived at work expecting the learner-centered experiences they had in school. Platforms built around that expectation are gaining ground. Where most corporate LMSs treat skill development as a reporting problem, the providers pulling ahead treat it as a design problem and build the solution in from the start.

Artificial Intelligence Is Compressing How Skills Stay Valuable

As roles change faster than annual training calendars can track, organizations need a way to verify capability on an ongoing basis rather than certify it once and move on. Generative AI is accelerating that shift on both sides. It shortens how long a given skill stays current, and it gives platforms the tools to keep pace, generating content, surfacing insights and adjusting pathways in real time instead of relying on a static course catalog. Solution providers are racing to build that AI capability into their platforms, though the market is still working out which capabilities buyers expect to pay for and which they expect bundled in as table stakes.

Ecosystem and Community Now Shape Buying Decisions

A solution provider's community, support responsiveness and partner network have become part of the purchase decision, particularly for teams that will live inside the tool for years. Providers with large, active user communities and strong forum resolution rates hold a proof point that smaller, more siloed vendors cannot easily replicate. That matters more as buying committees expand beyond L&D to include IT, procurement and sometimes talent acquisition, each weighing different criteria before signing off.

Challenges to the Business

Compliance Reporting Is a Non-Negotiable Baseline for Buyers

Platforms that lack depth in regulatory tracking, continuing education credits and audit-ready documentation face resistance regardless of their other strengths, and new entrants need a clear roadmap for closing those gaps as they scale into enterprise accounts. Buyers also arrive with entrenched tech stacks and expect integrations to feel native. A broad partner ecosystem is a genuine asset, but the depth of those integrations gets tested during procurement.

Buyers Without a Skills Taxonomy Need a Starting Point

A content-led approach that builds a working framework from what an organization already has is a meaningful answer to that problem, and providers who can walk buyers through that conversation before the demo hold a competitive advantage in deals where the prospect does not yet know where to start. As vendors continue to position around career development and promotability, buyers will also push on how skill dashboards and role-based pathways connect to performance management, talent mobility and workforce planning. The integration story from any skills platform to those adjacent systems needs to be concrete.

Reference Lists Often Skew Toward Mid-Market Wins

Newer entrants to the skills-based learning space often carry reference lists weighted toward mid-market and specialized verticals rather than brand-name enterprise wins. Credible proof points in a single vertical are not the household names that typically anchor a Fortune 500 buyer's confidence. Providers need visible, named wins in large corporate accounts to move upmarket credibly. Until those references exist, enterprise buyers evaluating any newer platform against incumbent LMS vendors may discount its enterprise readiness regardless of actual capability.

A Single-Sector Origin Cuts Both Ways for Vendors

Experience built inside K-12 and higher-education institutions produces learner-centered design, but it also invites a natural question from corporate buyers: does a company built for campuses understand the compliance, reporting and workforce-planning demands of a large HR organization? Vendors with that kind of history need to actively manage the perception in enterprise sales conversations rather than assume the heritage sells itself.

Implications for the Business

MARKET OPPORTUNITY



Organizations are looking for tools that connect development to career advancement in terms employees can see and act on, and platforms that give learners real-time visibility into skill growth meet that need directly. The documented disconnect between how people learned in school and how most corporate platforms work creates an opening for providers who have spent years getting the learner experience right in educational settings.

THE CHALLENGE



Any new entrant will be judged against enterprise buyers' non-negotiable requirements for compliance depth and native-feeling integrations before its learner-experience advantages get a fair hearing. Organizations without a defined skills taxonomy also need a clear on-ramp before they can act on a skills-first platform at all.

COMPETITIVE FRAMING



The relevant benchmark for any new entrant is the smaller set of platforms that treat skill development as a design problem rather than a reporting function. Providers with a track record of learner-centered design hold an edge in that category.

IMPLICATIONS FOR BUYERS



Skills-intensive verticals, including health-care, public safety and professional associations, are particularly receptive to platforms where outcomes and accountability are built in from the start. Portable, standards-compliant credentialing gives providers a concrete answer in those markets that most LMS vendors cannot match.

The Learner Experience Gap Compounds

Completion rates and engagement stay low when platforms are built for the administrator rather than the learner, and the cost shows up in training investments that never convert into measurable capability. Providers with a history of learner-centered design, built where learner outcomes were the only thing that counted, carry a foundation most corporate LMS vendors are only now discovering they need.

The Market Window Is Time-Bound

The convergence of AI capability, skills-based hiring and rising learner expectations has created an opening for platforms designed around the learner rather than the administrator. That window will not stay open indefinitely, and the providers who move fastest into enterprise accounts will capture the largest share of it.

Questions to be Answered by the Business

Organizations evaluating a skills-based learning platform should probe several areas before moving forward.

1.

What is each vendor's roadmap and timeline for closing compliance reporting gaps, and how will providers communicate that trajectory to enterprise prospects currently in evaluation?

2.

How does a given platform connect to existing skills clouds, competency frameworks and upstream talent planning tools, and what does the integration story look like for organizations that have already invested in those systems?

3.

How does a provider position its platform relative to the talent management layer, and is the long-term goal to extend into performance, IDP and mobility, or to integrate cleanly with the platforms that own those workflows?

4.

How much runway remains before competitors with skills-based platforms lock in the enterprise relationships your organization will need, and what does waiting another budget cycle cost in that scenario?

Instructure as the Answer

1

A Different Kind of Entrant

Instructure is not another dot on the LMS quadrant. It is a fundamentally different kind of entrant: a proven education technology company with 15 years of learner-centered design, a platform trusted by tens of millions of users and a clear-eyed view of where corporate learning has gone wrong. That distinction matters more right now than it ever has. The corporate learning market has spent the better part of two decades building systems that optimize for the administrator and ignore the learner, and the result shows up in low completion rates, weak engagement and training that rarely connects to anything a business can measure. Instructure did not arrive at these conclusions through market research. It arrived at them the hard way, by spending 15 years inside educational institutions where learner outcomes were the only thing that counted.

2 **Skillspace Makes Progress Visible**

Canvas Career is the product of that background applied to a new problem. It is built around the learner rather than the compliance calendar, the quarterly audit or the report that proves training happened without proving anything actually changed. Skillspace gives employees real-time visibility into what they are building and how it connects to where they want to go. When a learner can see in real time that finishing a course advances them toward a promotion or qualifies them for a new role, they have a reason to log back in. Most corporate LMSs have never been able to make that case. Canvas Career makes it by design.

3 **The Architecture Reflects the Philosophy**

IgniteAI reduces the administrative burden that consumes L&D teams, including course authoring, reporting and enrollment management, so those teams can spend more time on what actually moves the needle. The content-led skills taxonomy builds a working skills framework from what an organization already has, rather than demanding that customers complete a year-long competency mapping project before they can use the product. The Catalog and Digital Badges integration closes the loop from program discovery to verified, portable credential without switching systems. Together, they reflect a coherent view of how learning should actually work rather than a collection of unrelated features.

4 The Timing Favors Movement

Skills-based talent development has been discussed for nearly a decade, but the organizational infrastructure to support it has lagged behind the ambition. That gap is closing. Organizations are consolidating learning and talent functions. Executives are demanding that L&D prove its impact in the same language the rest of the business uses. The traditional learning module, with its completion checkbox and its disconnection from anything an employee actually cares about, is running out of runway. Canvas Career is positioned to fill the space that opens when organizations decide they are done tolerating platforms that were built for lawyers instead of learners.

Brandon Hall Group™ views Instructure as a credible, well-positioned solution provider for organizations ready to treat skills development as a design problem rather than a reporting exercise.

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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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- Reduce risk in workforce transformation and strategic investments.
- Accelerate the execution of HR, talent, leadership, and learning initiatives.
- Build organizational capabilities that create lasting business value.
- Learn from proven practices of organizations recognized by the Excellence Awards Program.

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