

Solution Provider Profile

Continu

October 2025



Company At-a-Glance	
Headquarters	New York City, NY
Year Founded	2012
Number of Employees	50
Geographic Coverage	Global (Primary focus: North America, APAC, EMEA)
Top Customers	Instacart, SoFi, Warner Music Group, US Foods, GoPro, Qantas Airlines
Industries	Technology, Healthcare, Financial Services, Aviation, Professional Services, Manufacturing
Website	www.continu.com

Continu Overview and Value Proposition

Continu is an Enterprise Learning Platform founded in 2012, and built in partnership with customers such as Instacart, SoFi, Warner Music, and US Foods to provide best-in-class training for their employees, partners, and customers. Continu is an award winning LMS and was recently awarded the #1 spot in 4 major categories in G2’s Summer 2025 reports, beating out many legacy incumbents.

By meeting learners wherever they are and delivering the right content at the right time, Continu increases engagement, reduces inefficiencies, and drives measurable ROI. This enables organizations to scale growth, strengthen compliance, and improve customer retention through learning.

Continu solves workplace learning problems for Employees, Customers, and partners.

Continu launched Eddy, a major product innovation in September 2025 that builds upon the core platform and will uniquely enable the most effective learning outcomes, not possible with any other LMS.

While AI Agents themselves are becoming more common across the enterprise, Continu's AI Agent is unique as it will give learners access to training wherever they are (that is, in whatever platform they work within - such as Slack, Teams, or even SMS), thereby freeing them from having to go to the LMS for their training. Learning happens everywhere, and now answers can be at learners' fingertips whenever they need them.

The Continu platform is still essential for longer-form training, but with Continu's AI Learning Agent, not only will learners be happier not having to always go to a separate platform, but the C-Suite will be too: by enabling learning in the direct context of their employees' or customers' workflow, they'll see increased productivity by reducing context switching.

Technology Foundation

User Experience

Continu is consistently ranked #1 in enterprise LMS usability. A clean, intuitive design drives adoption, while AI-powered authoring and automation reduce admin workload and speed up deployment. This “usability first, complexity beneath the surface” approach differentiates Continu from legacy vendors and directly translates into stronger engagement, faster time-to-value, and measurable ROI.

Advanced Segmentation & Deep Reporting

Continu offers Smart Segmentation™ that dynamically updates learner groups, ensuring precise targeting at scale. Its reporting suite combines executive dashboards with drill-down insights, supported by AI-powered natural language queries. Leaders can instantly answer questions like compliance gaps, program ROI, or trending skills. Unlike competitors who stop at surface metrics, Continu connects learning to performance and business outcomes.

AI Learning Agent — Eddy

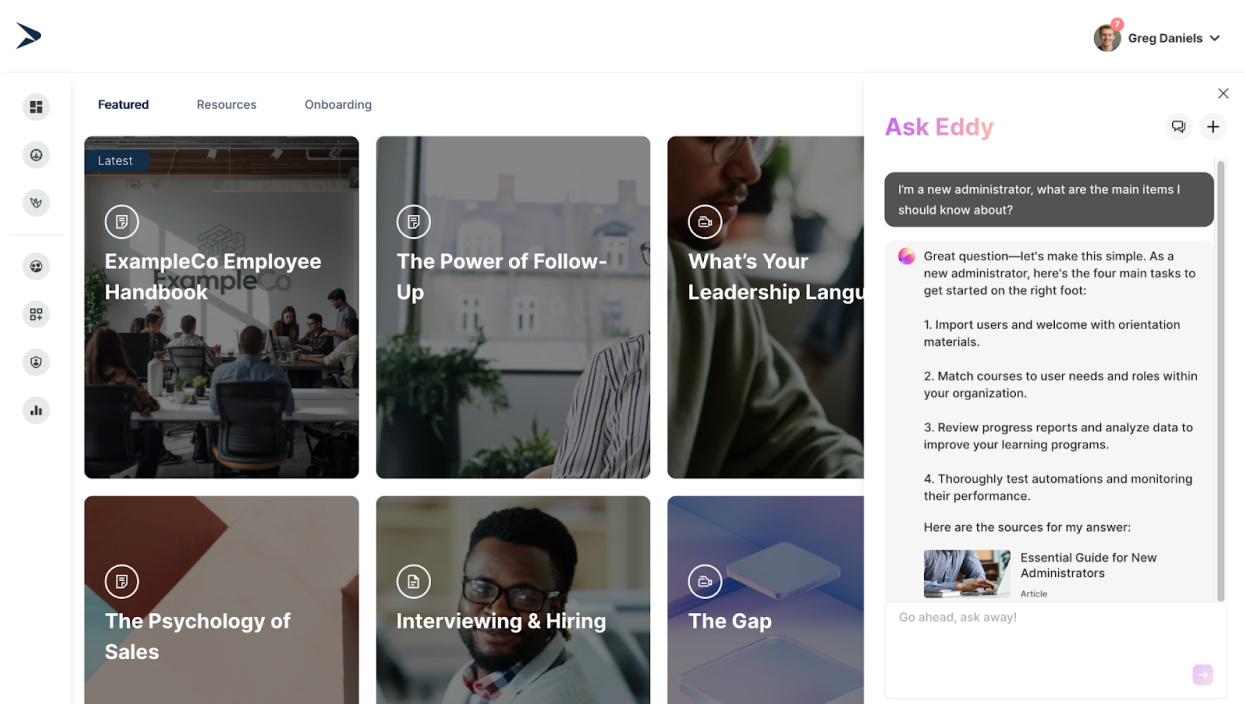
Unlike generic AI bots, Eddy, Continu's AI Learning Agent delivers training directly in the flow of work—Slack, Teams, SMS, or email—eliminating the need to log into the LMS. The platform still supports structured programs, but Eddy ensures knowledge is accessible at the exact moment of need. For the C-Suite, this means higher productivity and less context switching.

Strategic Differentiator

Continu blends intuitive design with advanced AI capabilities, positioning it as the enterprise LMS that's both easy to use and powerful enough to drive measurable business impact.

Screenshots

Explore Dashboard, Featuring Eddy:



Learner Dashboard

Continu Team ▼

Continu Team

- Dashboard
- Assignments 1
- Bookmarks
- Recently Viewed
- Recommendations
- Workshops 2
- Achievements

Welcome back, Continu!

Thursday, September 11th
Started February 2024

You Have 1 Assignments Due Show All Assignments →

100 DAYS OVERDUE

WORKSHOP
Interview Skills Workshop — In P...

No Additional Assignments

View All

Learner Workshop Details (ILT/vILT)

Continu Team ▼

Leadership Skills for First-Time Supervisors and Managers ✕

Details
Discussion

Transform from individual contributor to confident leader in one day.

Making the leap from team member to team leader is one of the most challenging transitions in any career. You're suddenly responsible not just for your own work, but for guiding, motivating, and developing others—often with little to no formal training.

OCT
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Leadership Skills for First-Time Supervisors and Managers

John Smith

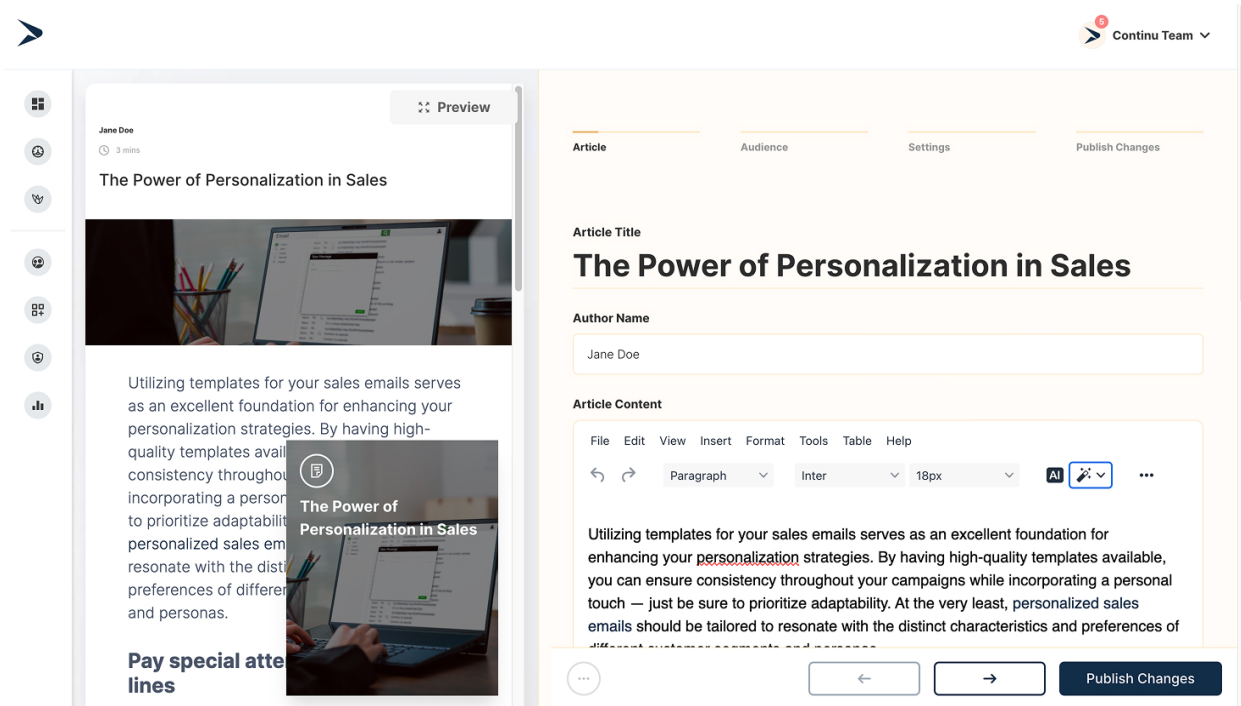
Join Workshop

Date & Time
Oct 4, 2025 2:00pm - 5:00pm EDT

Attend Online
URL will be provided after registration

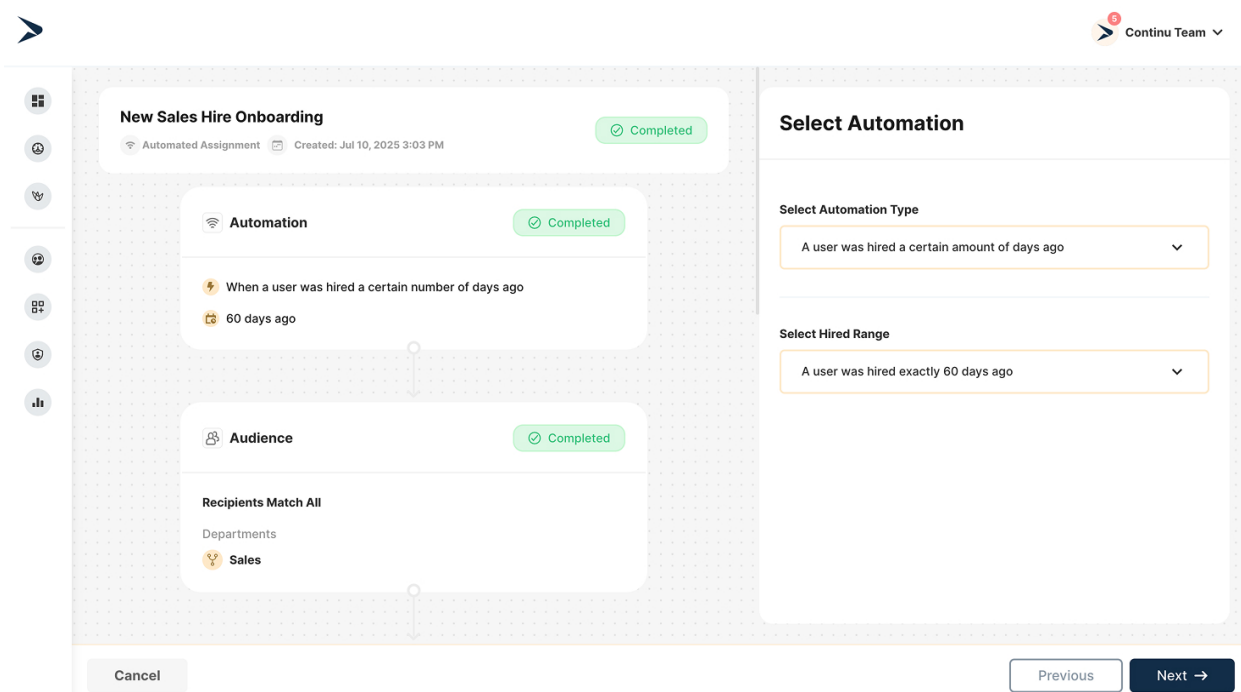
Add to Calendar

Administrator View: Content Authoring (With AI Authoring Capabilities)



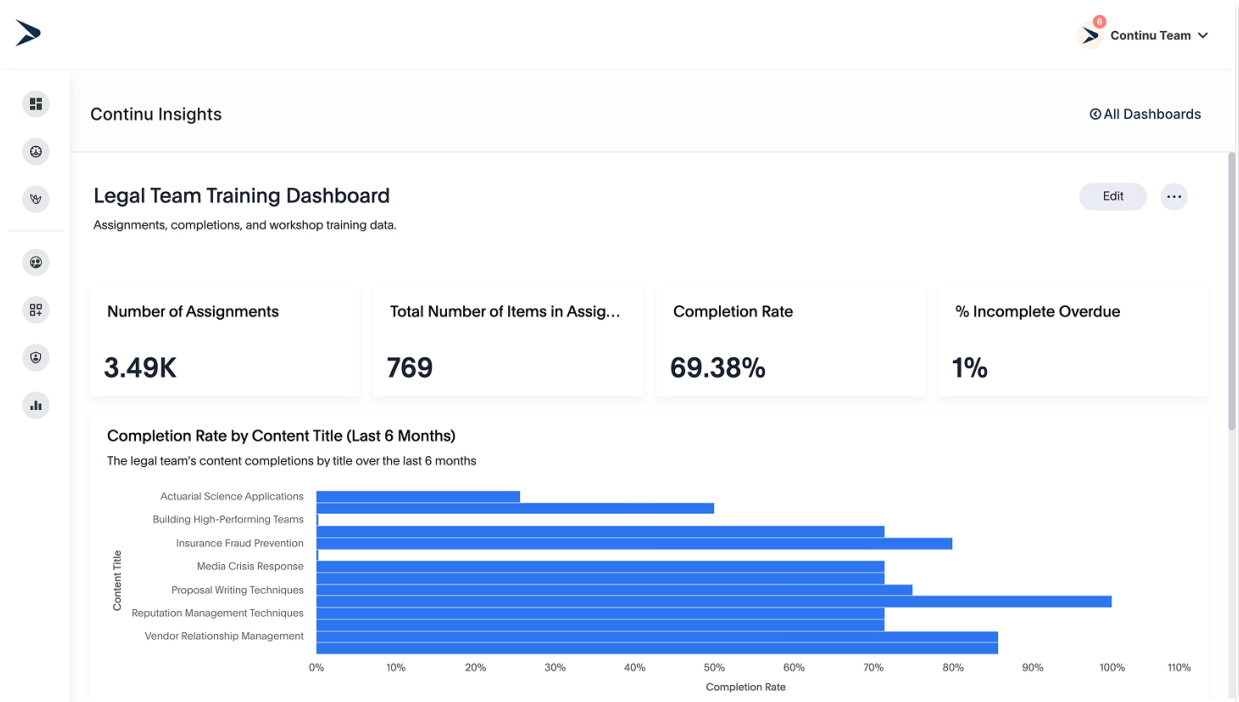
The screenshot shows the 'Content Authoring' interface. On the left is a preview pane for an article by Jane Doe, titled 'The Power of Personalization in Sales'. The main area is the editor, which includes tabs for 'Article', 'Audience', 'Settings', and 'Publish Changes'. The 'Article' tab is active, showing the article title, author name (Jane Doe), and a rich text editor with a menu (File, Edit, View, Insert, Format, Tools, Table, Help) and an AI icon. The article content is a paragraph about sales email templates. At the bottom right, there are navigation arrows and a 'Publish Changes' button.

Administrator View: Assignment & Workflow Builder



The screenshot shows the 'Assignment & Workflow Builder' interface. The main area displays a workflow for 'New Sales Hire Onboarding', which is 'Completed'. The workflow consists of two steps: 'Automation' (Completed) and 'Audience' (Completed). The 'Automation' step is triggered 'When a user was hired a certain number of days ago' (60 days ago). The 'Audience' step is defined by 'Recipients Match All' criteria, specifically 'Departments' set to 'Sales'. On the right, the 'Select Automation' panel shows two dropdown menus: 'Select Automation Type' (A user was hired a certain amount of days ago) and 'Select Hired Range' (A user was hired exactly 60 days ago). At the bottom, there are 'Cancel', 'Previous', and 'Next' buttons.

Administrator View: Continu Insights (AI Analytics)



Administrator View: Utilities

Admin Utilities Continu Team

Developer Tools

Leverage Continu's API in other applications and subscribe to webhooks.

[Configure](#)

Core Fields

Manage Categories, Locations, Departments, Teams, Levels, Grades, Groups, and Skills.

[Configure](#)

Profiles

Create and manage Profiles that provide custom user permissions.

[Configure](#)

Products

Create and manage E-Commerce Products and Landing Pages.

[Learn More](#)

Extend

Create and manage Extend instances that have unique branding and seat counts.

[Configure](#)

Custom Fields

Create and manage custom user fields that can be attributed to users in profiles and reporting.

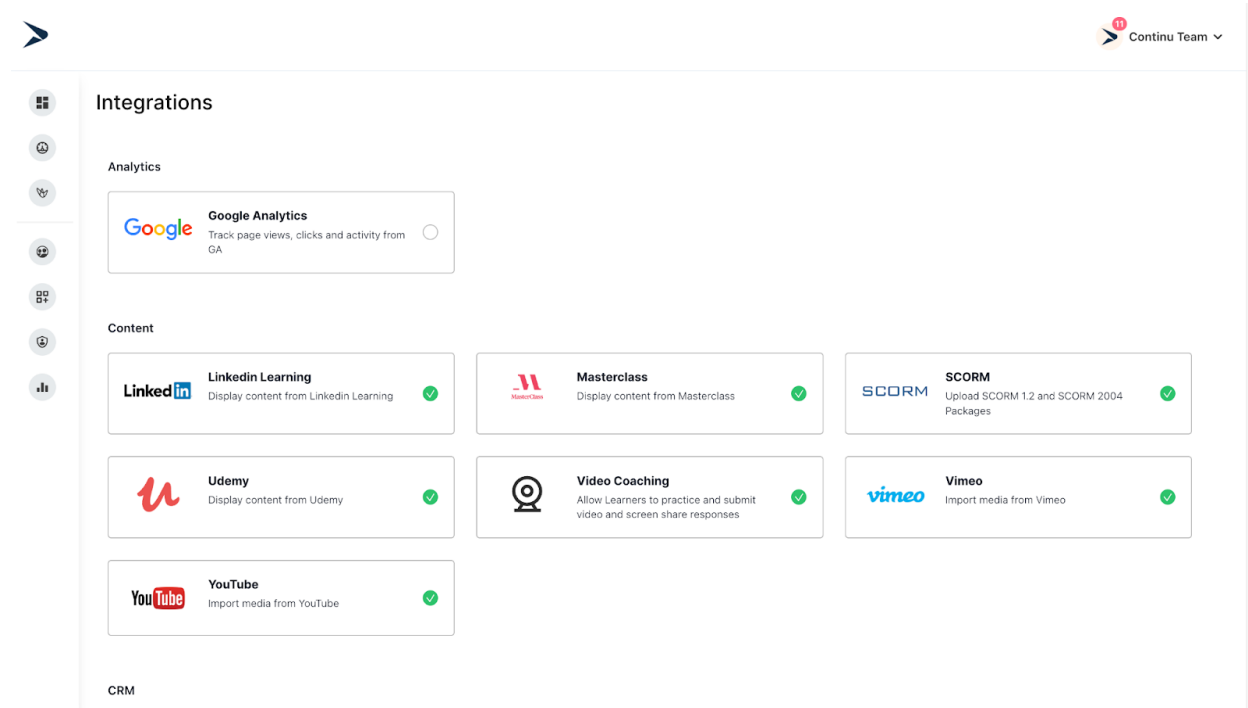
[Learn More](#)

Registration Forms

Create and manage custom user registration forms to facilitate self-serve registration.

[Learn More](#)

Administrator View: Integrations



All screenshots provided by Continu.

Analysis by Brandon Hall Group™

Situational Analysis

The corporate learning landscape is undergoing massive transformation. Traditional learning management systems, designed for a different era of workplace training, increasingly struggle to meet the demands of modern organizations. Today's workforce expects consumer-grade digital experiences, just-in-time access to knowledge, and seamless integration with existing workflows. Meanwhile, L&D leaders face mounting pressure to demonstrate ROI, drive measurable business outcomes, and do more with constrained resources.

The proliferation of workplace technologies has created both opportunities and challenges. While employees now work across multiple platforms and channels, this fragmentation makes it difficult to deliver consistent, accessible training. The traditional model—requiring learners to log into a separate LMS—creates friction that undermines engagement and limits learning effectiveness.

Simultaneously, the rapid advancement of artificial intelligence presents unprecedented opportunities to reimagine workplace learning. However, many organizations struggle to

distinguish between AI hype and genuine innovation that drives practical business value.

Challenges to the Business

Organizations face several interconnected challenges in corporate learning:

- **Engagement and Adoption Crisis** — Traditional LMS platforms suffer from low voluntary engagement. When learning requires logging into a separate platform, navigating complex interfaces, and pulling away from work, adoption remains stubbornly low.
- **Complexity and Administrative Burden** — Legacy learning platforms can overwhelm administrators with complexity. Content creation is time-consuming, reporting requires technical expertise, and managing learner groups involves constant manual updates. This administrative burden prevents L&D teams from focusing on strategic initiatives that drive business impact.
- **Disconnection from Business Outcomes** — Most organizations struggle to demonstrate learning's connection to business performance. Surface-level metrics like completion rates fail to capture whether training actually changes behavior or improves outcomes. Without clear ROI demonstration, learning initiatives struggle to secure executive support and adequate resources.
- **Extended Enterprise Learning Gaps** — Training external audiences — partners, customers, distributors — presents unique challenges. These learners need different experiences than employees, yet most platforms force organizations to choose between separate systems (creating silos) or compromising on functionality.
- **Skills and Compliance Pressures** — Organizations must simultaneously address urgent skills gaps while maintaining rigorous compliance standards. Balancing these priorities requires sophisticated targeting, tracking, and reporting capabilities that many platforms cannot deliver.

Implications for the Business

Organizations that fail to address these challenges face significant consequences that extend far beyond the learning function itself. When employees lack timely access to knowledge and skills, organizational agility suffers fundamentally. Competitors with more effective learning ecosystems can adapt faster to market changes, innovate more readily in response to emerging opportunities, and execute more effectively on strategic initiatives. This competitive disadvantage compounds over time as the gap between learning-enabled organizations and those hampered by legacy approaches continues to widen.

The productivity implications are equally substantial. Context switching between work and learning platforms creates measurable efficiency losses that accumulate across thousands of employees. When workers cannot access needed information in the flow of work, they face an impossible choice: interrupt productive time to hunt for knowledge in a separate system, or proceed without adequate information and risk errors or suboptimal performance. Both outcomes carry significant costs that traditional learning platforms fail to capture in their ROI calculations.

Talent retention represents another critical area of risk. High-performing employees increasingly expect modern learning experiences that actively support career development and skill building. Organizations saddled with poor learning technology find themselves at a distinct disadvantage in talent wars, losing top performers to competitors offering better growth opportunities and more sophisticated development tools. In tight labor markets, this talent flight can cripple organizational performance and innovation capacity.

Compliance and regulatory risk exposure grows when training and tracking systems prove inadequate. Without robust automation and comprehensive reporting capabilities, organizations struggle to demonstrate due diligence to regulators and auditors. The financial penalties and reputational damage from compliance failures can far exceed the investment required for effective learning technology, yet many organizations maintain systems that leave them vulnerable.

For organizations with extended enterprise learning needs — partner networks, franchisees, or customer education programs — the revenue implications are direct and measurable. Poor learning experiences translate immediately to lost revenue through lower partner sales effectiveness, reduced customer product adoption, and higher churn rates. When partners cannot easily access the training they need to sell effectively, or when customers struggle to learn how to use products successfully, revenue suffers accordingly. These missed opportunities represent not just foregone gains but competitive advantages ceded to rivals with more effective extended enterprise learning strategies.

Questions to be Answered by the Business

- Does our current learning technology support or hinder employee productivity and engagement?
- Can we demonstrate clear ROI from our learning initiatives, or do we rely on activity metrics?
- How much time does our L&D team spend on administrative tasks versus strategic initiatives?

- Are we effectively training extended enterprise audiences, or do these programs underperform?
- Can our platform scale with organizational growth without proportional increases in administrative burden?
- Does our learning technology position us as forward-thinking and attractive to top talent?
- How effectively can we identify and close skills gaps across the organization?
- Can stakeholders across the organization access learning insights they need without L&D intervention?

Continu as the Answer

Continu's AI Learning Agent, Eddy, fundamentally solves the engagement crisis by removing the need to log into a separate platform. When employees can access training through Slack, Teams, or other tools they already use throughout the day, learning becomes frictionless. This isn't simply convenience — it represents a paradigm shift in learning delivery that aligns with how modern work actually happens.

The impact is measurable: organizations implementing Continu report significantly higher voluntary engagement rates compared to traditional LMS platforms. By meeting learners where they already are, Continu transforms learning from an interruption into a natural part of the workflow.

Continu's "usability first, complexity beneath the surface" approach addresses the administrative burden challenge directly. The platform's intuitive interface and AI-powered authoring tools enable administrators to create and deploy training programs in a fraction of the time required by legacy systems.

Smart Segmentation™ eliminates the constant manual work of updating learner groups. As employees change roles, locations, or departments, they automatically receive relevant training without administrator intervention. This automation doesn't just save time — it ensures training precision at scale.

The result is that L&D teams spend less time wrestling with technology and more time on strategic initiatives that drive business value.

Continu's advanced analytics move beyond completion rates to measure what matters: behavior change, performance improvement, and business impact. The platform's natural language query capability democratizes data access, enabling stakeholders across the organization to answer their own questions about learning effectiveness.

Executives can instantly understand ROI. Managers can identify skills gaps on their teams. L&D leaders can demonstrate strategic value. This transparency and

accessibility of insights enables data-driven decision-making and secures ongoing executive support for learning initiatives.

Continu was purpose-built to serve multiple audiences effectively. The platform's multi-tenant architecture and white-labeling capabilities enable organizations to deliver distinct, branded experiences for employees, partners, and customers—all managed from a single system.

This unified approach eliminates silos while maintaining appropriate separation and customization for each audience. Organizations can track learning across their entire ecosystem, gaining insights into how training drives partner effectiveness and customer success.

Continu's comprehensive capabilities serve both strategic skills development and rigorous compliance requirements. The platform's targeting and automation ensure mandatory training reaches the right people at the right time, while its engaging experience and content flexibility support voluntary skills development.

Organizations don't need to choose between compliance and development — Continu handles both effectively within a single platform.

Continu occupies a distinctive position in the learning technology market. Unlike legacy enterprise LMS vendors that prioritize feature breadth over user experience, Continu delivers sophisticated capabilities within an intuitive, modern interface. Unlike point solutions that excel in narrow areas, Continu provides comprehensive functionality across the full learning lifecycle.

Most significantly, Continu's AI Learning Agent represents genuinely innovative technology rather than AI features added to satisfy market demand. The platform was rebuilt to enable true omnichannel learning delivery—a fundamental architectural advantage competitors cannot easily replicate.

Continu scales effectively from mid-sized organizations to large enterprises without becoming unwieldy. The platform's architecture supports thousands of users across complex organizational structures while maintaining the intuitive experience that drives adoption. Organizations can grow without outgrowing their learning platform.

Continu represents the next generation of enterprise learning platforms—combining innovative AI-powered delivery, superior user experience, and comprehensive functionality in a package that drives measurable business outcomes. For organizations ready to move beyond legacy learning technology and embrace modern approaches to workplace learning, Continu offers a compelling path forward.

The platform's rapid growth, customer success stories, and industry recognition validate its differentiation and value. As workplace learning continues its evolution from periodic training events to continuous, embedded performance support, Continu's architecture and capabilities position it to lead that transformation.

Organizations seeking a learning platform that drives engagement, demonstrates ROI, and positions L&D as a strategic business partner should give Continu serious consideration

— *Claude Werder, Senior Vice President and Principal Analyst, Brandon Hall Group™*

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Michael Rochelle, Mike Cooke, Rachel Cooke, Pat Fitzgerald

About Brandon Hall Group™

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