

Degreed Connects All Forms of Learning Across an Organization

Degreed
Best Advance in Content Management Technology
February 2017



Company Background



Company At-a-Glance	
Headquarters	445 Bryant Street, San Francisco, CA 94107
Year Founded	2012
Revenue	Private
Employees	130+ (and growing)
Global Scale	Clients across North America, Europe, Asia and Australia. Employees across the United States and in the Netherlands.
Customers/Output, etc.	Degreed integrates organizations' internal talent systems with the world's largest ecosystem of open learning resources – over 3 million courses, videos, articles, books, podcasts, and more from nearly 1,400 sources. As a result, organizations and their people can discover, share and track all their development, however, and wherever, they learn. Degreed has nearly 100 customers, including some of the most sophisticated, pioneering employers in the world like MasterCard, Microsoft, EMC, and Xerox.
Industry	Learning & Development, Corporate Learning
Stock Symbol	N/A
Website	https://get.degreed.com

Value Proposition

Degreed is revolutionizing the way today's workers build their skills, fuel their careers and explore their passions. By questioning the traditional learning model and ensuring all learning experiences – both informal and formal – can be captured, portable and tracked throughout a person's life, Degreed delivers a fresh approach that improves organizational and individual performance.

Degreed's mission is to make ALL learning matter throughout the course of a person's career and life. As Degreed has taken root in many of the world's largest organizations, it is helping people track their learning – traditional academic education and corporate training as well as self-directed development.

Through this extensive expertise, the Degreed team delivers advanced learning solutions at a time when most companies struggle to leverage learning and development programs effectively and address learner needs of the modern worker; recent research by ATD found that only 38 percent of managers believe their learning programs meet their learners' needs. Another study found that only 12% of learners say they apply skills learned from training to their jobs. And with learning now taking place in multiple ways beyond the classroom, companies often lack a centralized platform for managing these activities, leading to a fragmented and incomplete learning experience.

Degreed's comprehensive platform connects all the world's best learning and development experiences (corporate learning management systems, training content and people), embedding learning into workers' everyday lives. Revolutionizing learning and development, the company has transformed the process from one of management to one of empowerment, enabling businesses to connect their teams with more than 250,000 courses and millions of informal learning resources, including online videos, articles, books, blogs and podcasts, from thousands of platforms and providers.

Customers can provide their employees with access to relevant, personalized, cost-effective professional development to increase their value to their organizations and advance their careers as well as gain a better understanding of the learning taking place across the organization.

Testimonials

“Degreed allows organizations to inventory their existing employees, train them, and track it all. And, when employees do have external training or experience, have the company give them credit for it – I think that’s critical.” –Mark Cuban, American businessman, investor, and owner of the Dallas Mavericks

“It came back to the assessment of how they learn and why. Degreed complemented their current learning behaviors.” –Juli Weber, Organization Development Manager, Purch

“With Degreed, our people were empowered to do something immediately, and it was at zero cost to the learning team, other than the time to build the pathways. We are able to create learning empowerment. We can always talk about money and time savings but the success is really about what the learner has discovered they can do now.” – Steve Boucher, Vice President of Global Talent for the Operations & Technology teams at MasterCard

“To remain competitive and an industry leader, we recognized the need for a more innovative approach to learning – one that allowed our more than 100,000 employees to engage, connect and grow every day. In searching for a cost-effective, comprehensive learning ecosystem that could inspire our entire global employee network, Degreed delivered exactly what we were looking for. We have already seen significant increases in employee engagement as employees take learning into their own hands, and we expect continued positive results going forward.” – Gina Ann Richter, Ph.D., senior consultant/learning strategist for Conduent Learning Solutions

Product or Program Innovation

People today often work anytime, anywhere and their learning isn’t limited to structured, formal courses or training. We also grow every day – informally – through self-directed and social learning. If you want a culture of continuous development that supports today’s workforce, you need it all.

The only platform to connect the world’s best learning experiences – systems, content, and people – so they can work better together, Degreed emphasizes and supports life-long learning habits and preferences that meet both individual and organizational needs. Built for how today’s workers build skills and grow their careers, Degreed puts learners in control through instantaneous access to the best learning resources, complete with personalized recommendations and learning pathways.

Degreed helps L&D teams, managers and individual employees to discover, curate and measure all their learning, wherever it happens, giving organizations insight into more of their learning activity and capabilities. The solution empowers organizations to track and share all the informal learning their employees accomplish inside and outside of work, not just the mandatory training they receive on the job.

Degreed has extensive integration capabilities to connect clients' existing learning and talent systems and external vendor content with millions of free, open and low-cost learning resources from nearly 1,400 sources.

The Degreed Client Experience team approach follows a simple, yet detailed, methodology to implement and launch clients for success. The average time frame from readiness, that sets the foundation to ensure a successful launch, to rolling out Degreed to the organization, is 12 weeks. The readiness phase walks clients through all technical aspects of integration, configuration, and customization.

Degreed will also work with clients to build out the program based on business needs, goals, and projected outcomes. During the launch phase, Degreed will create a marketing and communication plan and an approach to launching Degreed to the appropriate audiences. With the launch and transform phases, Degreed will continue to build out the marketing and communication pieces as well as building a robust plan for growing user engagement within clients' organizations and achieving business goals.

Figure 1: Approach and Process

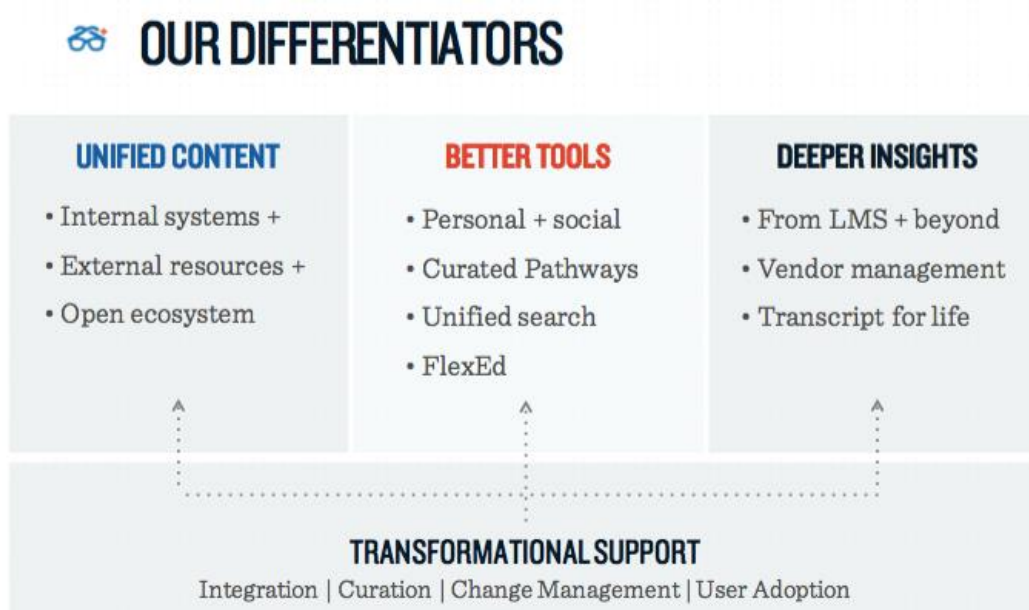


Source: Degreed 2016

- **Pricing Model.** Standard SaaS per-user licensing fee. Fee is based on the size of the user group or audience population, the duration of the contract, and the complexity of the client environment.
- **Development Methods.** Agile software development, monthly release schedule.
- **Market Position.** Degreed is the only learning platform that connects all learning happening across an organization: informal and formal, peer to peer, push and pull. Degreed is also the only platform that integrates internal learning and talent systems external training content, and nearly 1,400 external sources of free, low-cost and open learning resources in any format.
- **Approach.** Provide L&D organizations with a toolkit for personalizing, curating and tracking all learning activities happening across the organization, from any source.

Unique Differentiators

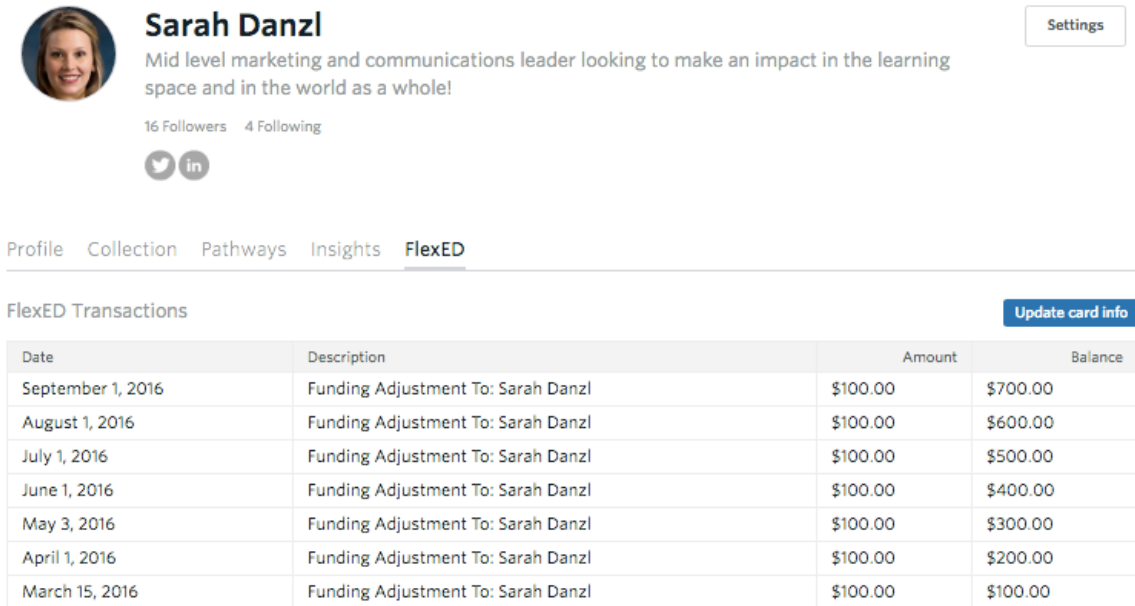
Figure 2: Differentiators



Source: Degreed 2016

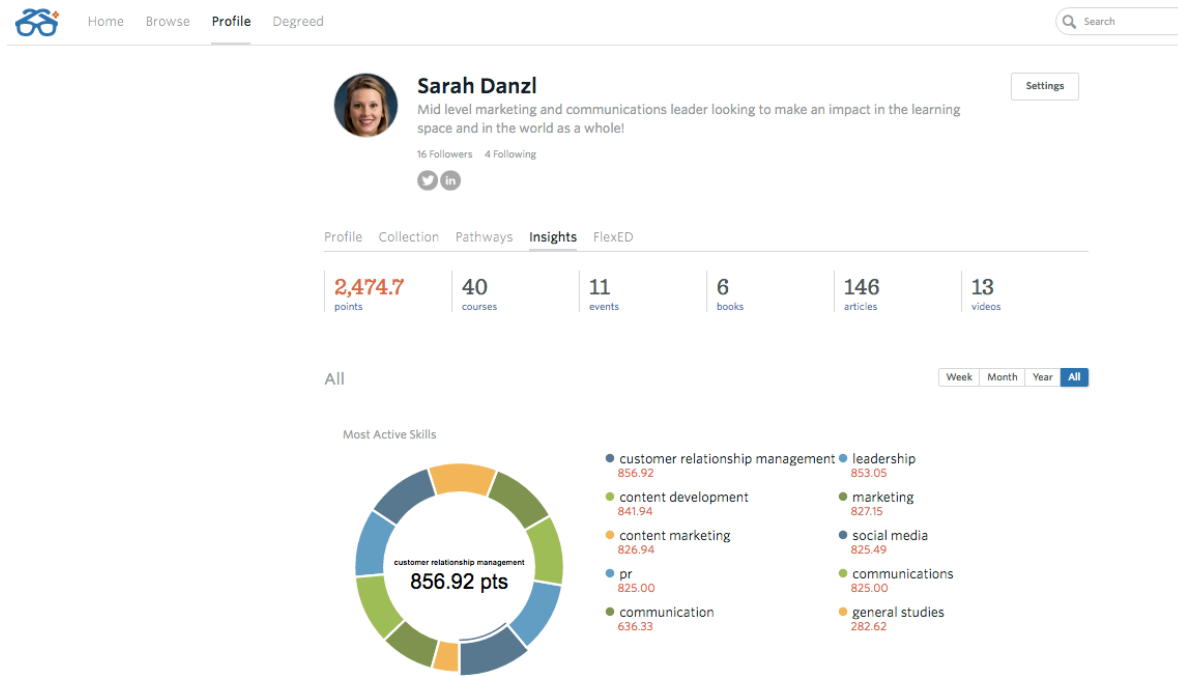
Degreed is the only organization that tracks all learning over the course of a career.

Figure 3: Tracking Learning Over the Course of a Career Image 1



Source: Degreed 2016

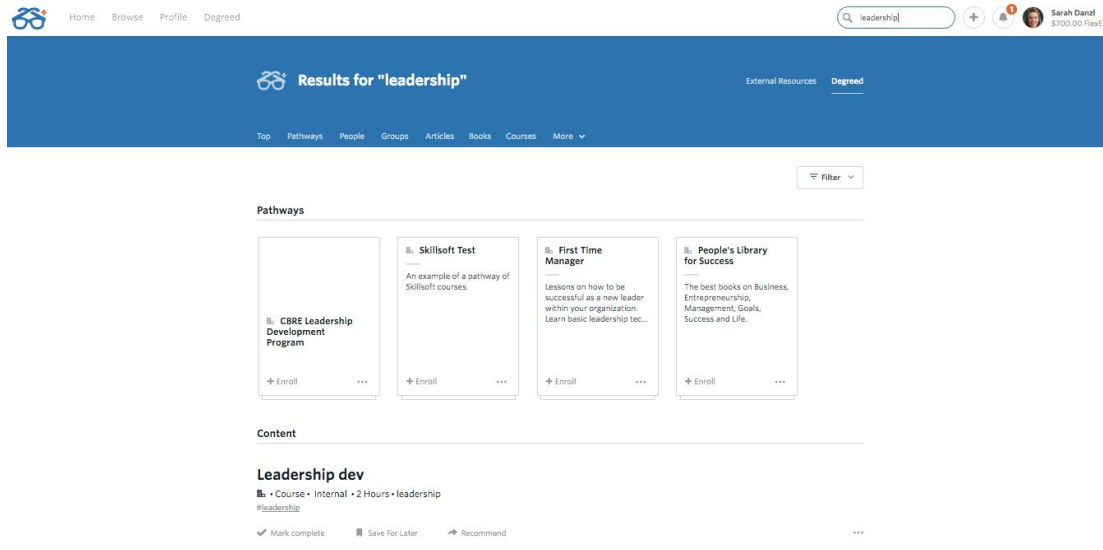
Figure 4: Tracking Learning Over the Course of a Career Image 2



Source: Degreed 2016

- **Universal Search.** Search the internal catalogue or the entire resource library, learners can refine by what they are looking for, i.e., article, course. If unsure, there are standard, out-of-the-box pathways for them to use.

Figure 5: Universal Search



Source: Degreed 2016

- **Recommendations.** Five daily learning recommendations are based on profiles and personalized to individuals.

Figure 6: Recommendations

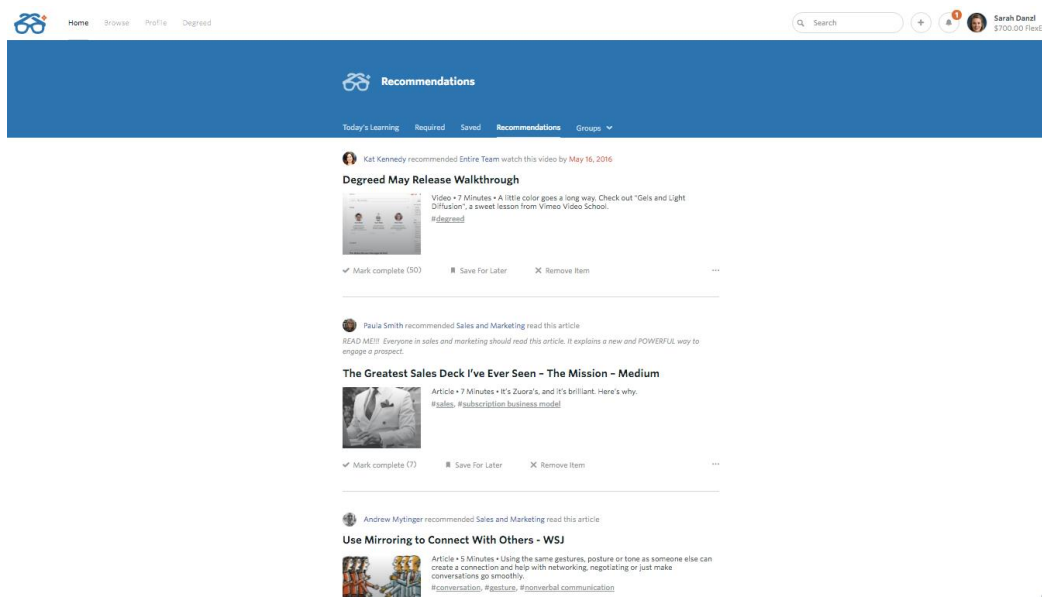
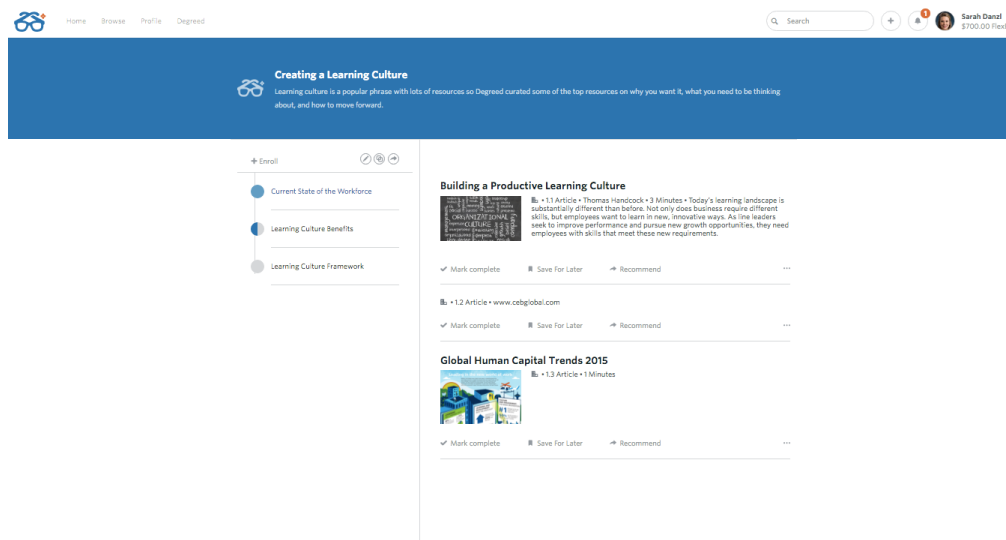


Figure 7: Pathways



Source: Degreed 2016

The world has changed and so have employees' needs and expectations. From the explosion of learning content and the rise of informal learning opportunities, L&D and HR departments are struggling to keep up.

People want more than what they can find in a typical L&D course catalog. Degreed manages content by having thousands of courses and content in one place, offering learners the flexibility to learn at will. Administrators gain the ability to better manage and understand where and what learners are spending their time on and what they have in their personal knowledge bank, and a simplified way to manage all employees' learning. With Degreed, employees gain access to more than 225,000 courses from more than 1,300 learning platforms and providers. Employees and administrators alike can collaborate, curate, and recommend any content piece, improving efficiency and engagement by enabling workers to find mentors and share expertise.

A user-favorite feature is customizable-learning pathways, a structured collection of content from multiple sources and modalities on one subject or topic. Organizations encourage employee learning and development with departments, creating their own learning goals and pathways while the organization nurtures a culture of consistent learning.

Used by thousands of individuals and organizations to discover, track, and measure all learning, Degreed enables learners to quantify and organize their learning from any

source – formal and informal – to unlock relevant employment and learning opportunities to support their current roles as well as future career aspirations.

Based on recent Degreed research, workers invest 3.3 hours per week on average in their own personal growth and development. Over 60% say they would put in even more time if they received credit or recognition. With Degreed, organizations can track and recognize all learning happening – formal and informal – to help identify emerging talent and skills.

Measureable Result

Purch, a digital content and commerce company, services more than 100 million customers world-wide, making it the largest publisher in the tech vertical [comScore]. Purch takes pride in its company culture, but did not have a strong learning culture. Like many companies, Purch wanted a learning culture that could improve employee engagement. More than just training employees, Purch wanted to empower their learners to develop a daily learning habit, and they wanted employees to feel supported in their roles now and in the future.

In early 2015, Purch embarked on the journey to build a learning culture, and implement a learning tool, like a Learning Management System. To better understand the learning needs at Purch, the organization conducted a Learning Needs Assessment via a company-wide survey designed to understand employee learning habits, skill needs, and barriers to learning. The results were eye-opening.

- **Self-directed Learning Dominates.** The survey asked what was more effective in helping them to be successful in their professions. 73% of Purch's employees said self-directed learning was more useful than employer directed training.
- **Employees are Constantly Learning.** The survey also showed that this self-directed learning was happening all the time – not just through conventional Learning & Development solutions. 24% of employees said they had learned something useful from an article, blog or video, in the last day. Almost all employees, 92% had learned something that month.
- **Using Google for Learning.** Even more shocking, 70% of employees were using Google to find learning first. Almost no one was going to HR for learning resources.

Based on the Learning Needs Assessment results, Purch realized that it needed to work with an organization that could empower employees with the autonomy and resources

to drive their learning, going beyond merely training employees, and actually helping to develop them, while facilitating their progression to the next job.

Other requirements for the solution:

- A diverse set of learning content, at low cost.
- Integration with Lynda.com, a content provider Purch had already purchased.
- Enterprise-network integrations, like SSO and HR system synchronization.
- Social aspects – a tool that encourages conversations around learning.
- Gamification – an important requirement was to make learning fun.
- Personal reporting for employees and managers so they could track their progress.

A traditional LMS was not comprehensive enough. Degreed offered Purch a comprehensive tool to create a learning culture that is driven by organic, autonomous, value-added learning activities, sprinkled with social aspects and fun.

A major benefit of Degreed is that it comes with the world's largest ecosystem of learning content with 250,000 online learning courses from top content providers, and three million informal learning activities from more than 1,200 sources – everything from live, virtual, and eLearning courses to videos, MOOCs, boot camps, articles, books, podcasts, webinars, and more. Degreed offers engagement tools like social and gamification to help motivate employees. Degreed also provides organization insights into all the learning that is happening – not just the required learning.

Today, Purch employees are learning constantly and can easily track and be recognized for their learning. With Degreed as the company's central hub for all learning, Purch now has insight into what people are learning, including articles and videos found on Google, Purch compliance training, Lynda.com content, and so much more.

When Purch creates custom training, they gave a better idea of what will drive the greatest impact and leverage Degreed to create curriculum results with significant time savings.

Traditionally, one hour of classroom training required eight hours of development. With Degreed Pathways, Purch curates content from the best sources. Two hours of training takes about two hours of development time. Now, curriculum development takes one eighth of the time. The time savings is especially important because it allows the Learning and Development team to focus on other priorities.

About Brandon Hall Group

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

Inspiring a Better Workplace Experience

Our mission: Empower excellence in organizations around the world through our research and tools each and every day. At the core of our offerings is a Membership Program that combines research, benchmarking and unlimited access to data and analysts. The Membership Program offers insights and best practices to enable executives and practitioners to make the right decisions about people, processes, and systems, coalesced with analyst advisory services which aim to put the research into action in a way that is practical and efficient.

Membership Offers Tailored Support

Our membership delivers much more than research. Membership provides you direct access to our seasoned team of thought leaders dedicated to your success, backed by a rich member community, and proactive support from our client services team.

RESEARCH ACCESS & EVENTS

- Reports
- Case Studies, Frameworks & Tools
- DataNow® & TotalTech®
- Webinars and Research Spotlights
- Annual HCM Conference

ADVISORY SUPPORT

- Ask the Expert
- 1 on 1 Consultations
- Research Briefings
- Benchmarking

CLIENT SUCCESS PLAN

- Your Priorities
- Executive Sponsor
- Client Associate
- Monthly Meetings

Strategic Consulting Offers Expert Solution Development

Our consulting draws on constantly updated research and hundreds of case studies from around the globe. We provide services that simplify and target efforts to produce business results.

BENCHMARKING

- Competitive/Comparative
- Maturity Model
- Custom Research

STRATEGY

- Business Case
- Planning
- Organization & Governance

TECHNOLOGY SELECTION

- Vendor Selection
- Architecture Design
- Systems Evaluation

DEVELOPMENT & INTEGRATION

- Program Design
- Assessment
- Survey
- Process Integration

For more information, contact us at success@brandonhall.com.