

# Solution Provider Profile

## Intellezy

January 2024



Company At-a-Glance	
Name of Product/Offered	Intellezy
Headquarters	Woburn, Massachusetts
Year Founded	2016
Geographic Coverage	180+ countries
Website	<a href="http://www.intellezy.com">www.intellezy.com</a>

### Intellezy Overview and Value Proposition

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Intellezy is a revolutionary learning solutions company on a mission to disrupt the Learning and Development industry. With a strong focus on empowering individuals with knowledge and skills, Intellezy offers a diverse range of innovative and impactful solutions designed to help forward-thinking companies enhance professional development and drive business success.

At the core of Intellezy's offerings is its **extensive, award-winning library of hundreds of on-demand video courses** covering a wide array of topics. Meticulously crafted by industry experts and thought leaders, these courses focus on the most widely used business software, including Microsoft 365, Google Workspace and Adobe Creative Cloud, as well as in-demand power skills, such as communication, teamwork, leadership, wellness and well-being, remote work best practices, and more.

Intellezy's video courses feature expert instructors who remain on-screen for the duration of each lesson, giving users a face-to-face learning experience that increases engagement. Videos are presented in a succinct "microlesson" format, with each bite-sized lesson lasting just a few minutes. These video courses are consistently refreshed based on the latest software updates, ensuring that learners receive the most relevant and up-to-date information.

Intellezy's training video courses are available in 20 languages through on-screen captions, including:

- English
- French
- German
- Japanese
- Chinese (Simplified)
- Chinese (Traditional)
- Russian
- Hindi
- Spanish
- Arabic
- Canadian French
- Spanish (Spain/Mainland)
- Vietnamese
- Thai
- Korean
- Indonesian
- Portuguese (Brazil)
- Italian
- Dutch
- Turkish

Course projects and assessments reinforce learning, provide hands-on practice and application, and help learners effectively retain the knowledge and skills they need to excel. For greater transparency, the company has developed [a convenient, customer-centric pricing calculator](#) for organizations interested in their industry-leading training video library, [along with an interactive course catalog](#) that provides course descriptions and a list of individual video lessons for each course.

The company's emphasis on innovation has led to prestigious awards and recognition from top thought leaders, including Training Industry, the Craig Weiss Group and eLearning Journal. Industry and business awards that Intellezy has won include:

- Inc. 5000 List — Fastest-Growing Privately Held Companies, 2021, 2022 and 2023
- Training Industry Watch List — Online Learning Library, 2022 and 2023
- Named One of The Americas' Fastest-Growing Companies of 2022 by the Financial Times
- Training Industry Watch List — Training Outsourcing, 2021
- Craig Weiss — Best Technology Video of 2020 and Best Content 2020
- eLearning Journal Global Innovation Award — Online Learning Library of 2020

To provide maximum flexibility, Intellezy's video training library can be accessed directly on Intellezy's world-class learning platform or a client's own SCORM-compliant learning management system (LMS). Intellezy's learning platform is user-friendly and easily accessible, enabling learners to engage with content at their own pace and convenience. Whether individuals prefer to learn in bite-sized chunks or delve into comprehensive learning journeys, Intellezy provides flexibility to accommodate diverse learning styles. Additionally, the platform is compatible with various devices, allowing learners to access their courses anytime, anywhere.

Intellezy's platform is easy for both end-users and administrators to navigate. End-user features include the ability to view videos and courses, view course progress, create and download annotated bookmarks, view course transcripts in 20 languages, download course projects and files, take assessments, watch content at variable speeds, use advanced search capabilities, and more. Intellezy's online learning platform also allows companies to deliver their own eLearning content through the platform.

Platform administrators can create course campaigns by assigning specific lessons and courses to learners, ensuring that employees are training on exactly what they need to know to excel in their roles and bring value to their organization. Administrators are also able to manage libraries and licensing; message users; and manage, tag and report on users and user groups. In addition, administrators can access a variety of insightful data that can help them optimize their learning and development strategy, including their number of active users, number of video views by timeframe (weekly, monthly, yearly), quiz and supplemental assessment performance, and most popular lessons and courses.

In addition to the company's comprehensive training video library, Intellezy also [engages with organizations to create customized eLearning](#) that keeps employee skills sharp and relevant. With their knowledgeable group of Learning and Development experts and in-house video production team, Intellezy collaborates with a client's organizational leadership to develop expert eLearning content designed around client objectives, tailored to learners' roles and reflective of the client's brand. Intellezy's team of Learning and Development professionals are industry veterans who are well-versed in leading eLearning development software, including Camtasia, Captivate, Articulate 360, Vyond, Canva, Genially, Premiere Pro and PowerPoint, as well as other rapid development and design tools.

Intellezy offers three tiers of custom eLearning solutions:

- **Basic Course**
  - Often referred to as "click and read"
  - Simple eLearning with minimal interactivity
  - On-screen text without voiceover
  - Appear as automated PowerPoint presentations
  - Created in rapid development tools
- **Interactive Course**
  - Higher level of interactivity
  - Drag and drop and tabbed interactions
  - Timelines, knowledge checks, and more
  - Limited branching
  - Voiceover synchronized with screen animation

- **Advanced Course**
  - Significant branching
  - Advanced animations
  - Gamification options
  - Embedded multimedia
  - Custom-designed iconography and images

Intellezy also collaborates with clients to design, develop and implement tailored blended learning solutions that incorporate immersive learning modalities, including augmented reality, virtual reality, mixed reality and 360 video. [The company's extended reality solutions](#) enhance training experiences, increase engagement and improve learning outcomes.

All of Intellezy's services are supported by their team of certified change management and L&D experts, which help clients maximize ROI by providing personalized, end-to-end strategies to ensure user proficiency, all based on clients' specific needs.

### **Bridging Skills Gaps**

Digital and soft skills gaps have proven to be a persistent challenge for organizations worldwide, with the rapid pace of technological and societal change creating an ever-increasing need for continuous learning, training, and upskilling. Recent data highlights just how pressing this issue is:

- 87% of organizations know they have a skills gap or will have one within the next few years.
- The number of skills required for a single job increases 10% annually.
- Three in four workers today don't have the digital skills needed by businesses.
- Almost 75% of employers say they have a hard time finding candidates with the soft skills their companies need.

Intellezy's entire suite of solutions is designed to create engaging learning experiences that maximize knowledge retention, close skillset gaps, and drive personal and organizational performance and growth.

### **Improving Employee Retention**

Amid increasing turbulence in the workforce, people are increasingly seeking out opportunities for training, learning and development, and they're willing to leave their jobs to pursue these. Research shows:

- 57% of U.S. workers want to update their skills and 48% would consider switching jobs to do it.

- 91% of employees want more training opportunities from their employers.
- 94% of workers would stay at their company if their company invested in their careers.

Intellezy's learning solutions allow organizations to provide their employees with clear opportunities for growth and development, thereby improving employee retention and decreasing costs associated with turnover.

### **Driving Performance and Growth**

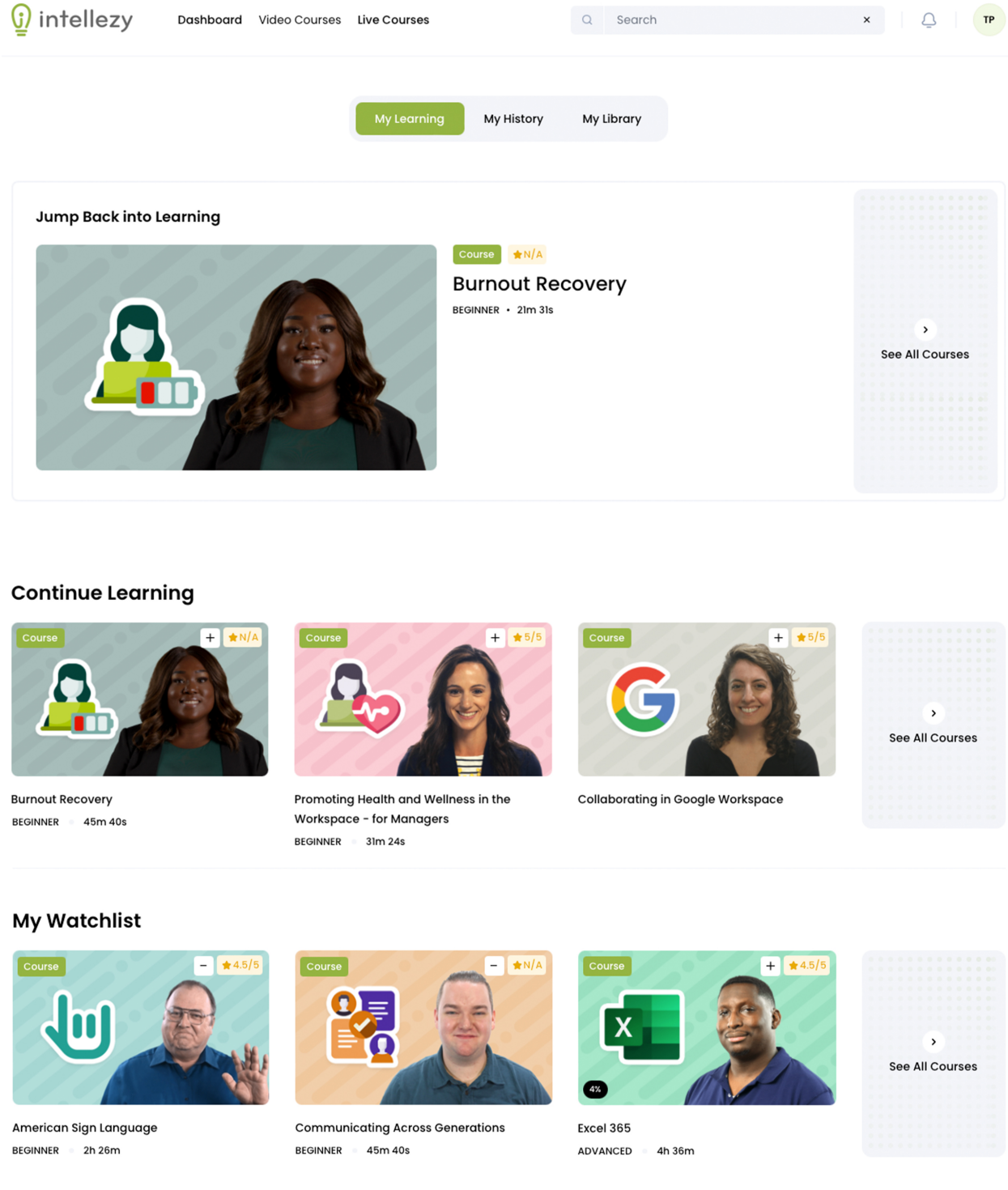
Various studies have found a direct correlation between employee training and productivity.

- Companies with comprehensive training programs have 218% higher revenue per employee than companies without formalized training.
- These companies also experience 24% higher profit margins.


Intellezy's innovative and impactful services result in increased performance, higher productivity, and accelerated organizational growth.

# Screenshots



Figure 1: Intellezy Platform User Dashboard — Main View



**Figure 2: User Course View**



[Dashboard](#)
[Video Courses](#)
[Live Courses](#)

## Excel 365

▶ Video Course


ADVANCED
04:36:58 + Assessment
CC

Playlist
Bookmarks
Transcript

Info
Book1 - Excel
Ethan Cane

**Protect Workbook**  
Control what types of changes people can make to this workbook.

**Inspect Workbook**  
Before publishing this file, be aware that it contains:  
• Author's name and unique path

**Manage Workbook**  
There are no unsaved changes.

**Browser View Options**  
Pick what users can see when this workbook is viewed on the Web.

**Properties**

Size: Not saved yet

Title: Add a title

Tags: Add a tag

Categories: Add a category


**Related Dates**

Last Modified: Today, 10:15 AM

Created: Today, 10:15 AM

Last Printed:

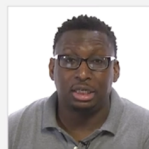
**Related People**

Author:  Ethan Cane

Last Modified By: Add as author

Last Modified: Not saved yet

Show All Properties



Overview
Files
Assessments
Instructors

### Overview

Release Date: Apr 14, 2022

This course will teach students advanced concepts and formulas in Microsoft Excel 365. Students will learn functions such as SUMIF, AVERAGEIF, and COUNTIF, advanced lookup functions, and complex logical and text functions. Additionally, students will experiment with auditing formulas and error checking, use the What-If Analysis tools, learn the options for worksheet and workbook protection, review advanced use of PivotTables and PowerPivot add-in, work with Macros, use form controls, and ensure data integrity in their worksheets and workbooks. Students will also learn about Excel's many collaboration features and import and export data to and from their workbooks.

4%
Course Progress

Autoplay On

Introduction
01:21
✓

Customizing Excel
29:58
2/6

Customizing the Ribbon
09:10
✓

Customizing the Quick Access  
Toolbar
05:53
✓

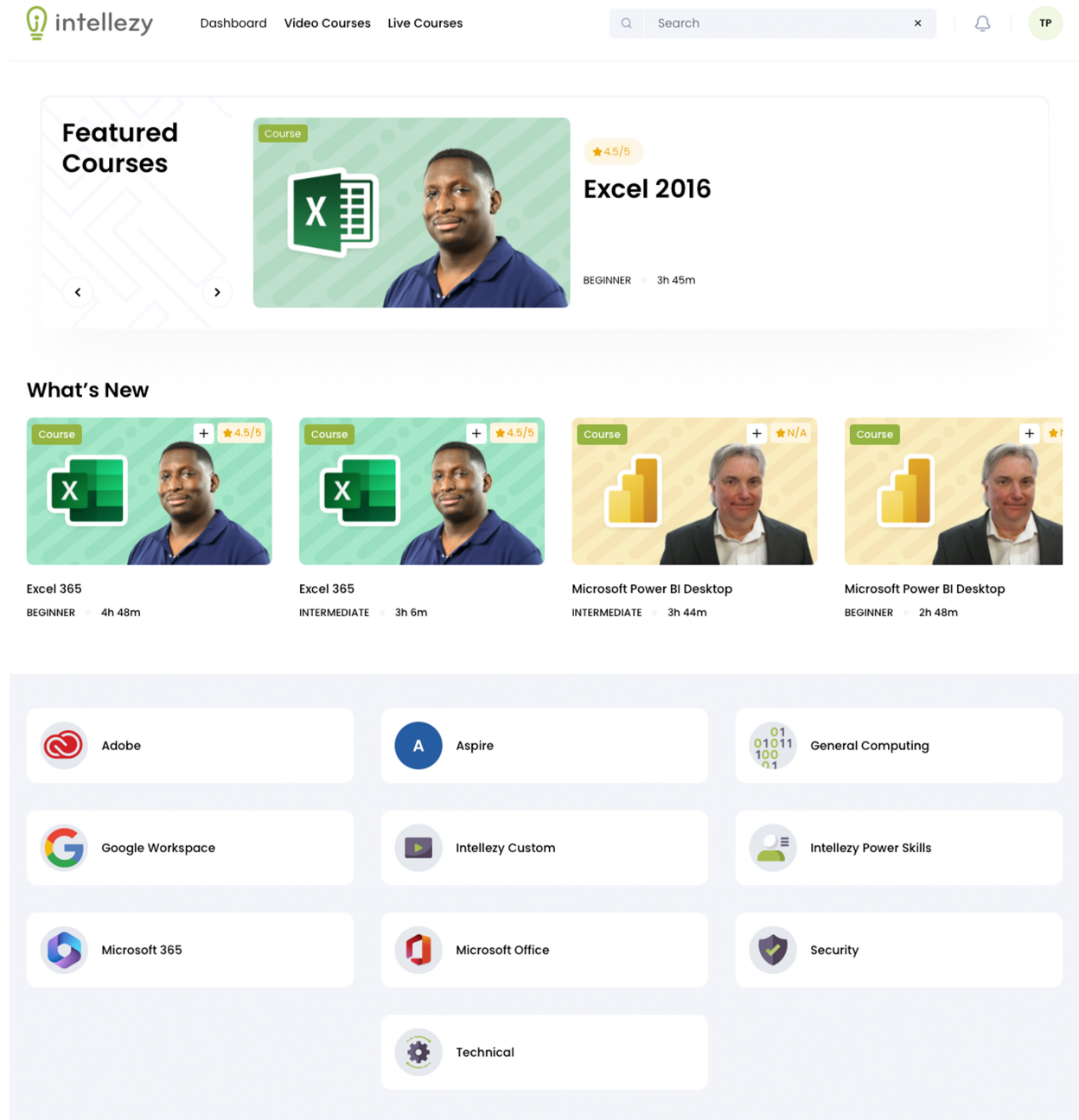
Customizing the General and  
Formula Options
04:07
○

Customizing the AutoCorrect  
Options
03:15
○

Customizing the Save Defaults
04:05
○

Customizing Advanced Excel  
Options
03:28
○

Figure 3: User Dashboard — Video Courses View



intellezy Dashboard Video Courses Live Courses Search x TP

### Featured Courses

Course **Excel 2016** ★4.5/5  
BEGINNER 3h 45m

### What's New

<p>Course <b>Excel 365</b> + ★4.5/5</p> <p>Excel 365 BEGINNER 4h 48m</p>	<p>Course <b>Excel 365</b> + ★4.5/5</p> <p>Excel 365 INTERMEDIATE 3h 6m</p>	<p>Course <b>Microsoft Power BI Desktop</b> + ★N/A</p> <p>Microsoft Power BI Desktop INTERMEDIATE 3h 44m</p>	<p>Course <b>Microsoft Power BI Desktop</b> + ★</p> <p>Microsoft Power BI Desktop BEGINNER 2h 48m</p>
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Adobe

Aspire

General Computing

Google Workspace

Intellezy Custom

Intellezy Power Skills

Microsoft 365

Microsoft Office

Security

Technical

### Trending Video Courses

<p>Course <b>PowerPoint 2007</b> + ★N/A</p> <p>PowerPoint 2007 BEGINNER 1h 48m</p>	<p>Course <b>Access 2007</b> + ★N/A</p> <p>Access 2007 ADVANCED 2h 45m</p>	<p>Course <b>SharePoint 2007</b> + ★N/A</p> <p>SharePoint 2007 BEGINNER 1h 25m</p>	<p>Course <b>SharePoint 2010</b> + ★N/A</p> <p>SharePoint 2010 BEGINNER 2h 50m</p>
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Figure 4: Administrator Dashboard — Main View

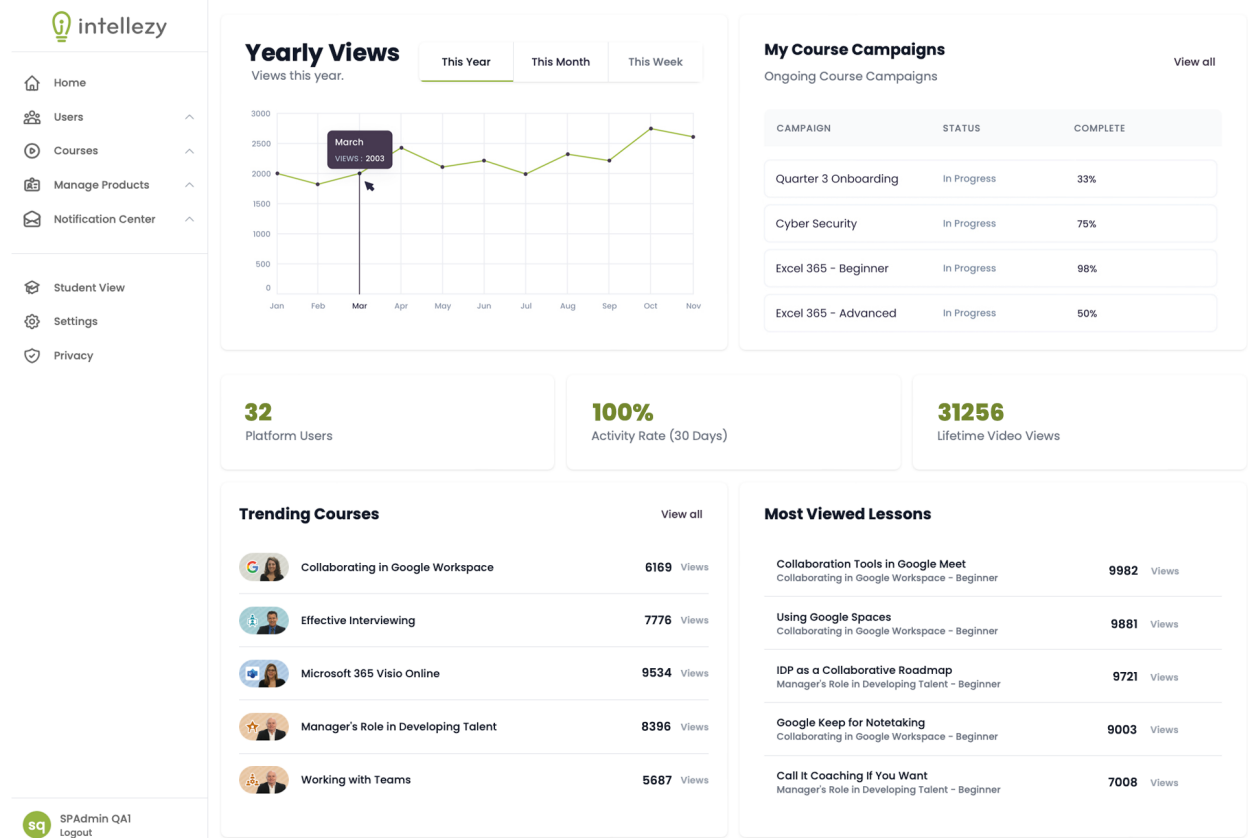











Figure 5: Administrator Course Assignment View


 intelleyz

-  Home
-  Users ^
-  Courses ^
-  Manage Products ^
-  Notification Center ^

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-  Student View
-  Settings
-  Privacy

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 SPAdmin QAI  
Logout

01 **Campaign Name and Courses**  
Name your campaign and Assign Courses.

02 **Dates, Users, and Notifications.**  
Set campaign dates, assign users, and notifications.

03 **Finalize and Submit.**  
Finalize your campaign details.

### Create New Course Assignment Campaign


Get started by naming your assignment and selecting a course. Next choose members to assign and a notification schedule. Once your assignment campaign has been created, courses can no longer be edited.


**Campaign Name**  
Make sure this is short, but informative about this particular campaign.


**Courses (Add up to 3)**


+ Add Course


**Campaign Image**





















  
Upload an Image  
PNG, JPG, GIF




Cancel

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 intelleyz

-  Home
-  Users ^
-  Courses ^
-  Manage Products ^
-  Notification Center ^

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-  Student View
-  Settings
-  Privacy

✔ **Campaign Name and Courses**  
Name your campaign and Assign Courses.

02 **Dates, Users, and Notifications.**  
Set campaign dates, assign users, and notifications.

03 **Finalize and Submit.**  
Finalize your campaign details.

### Assign users, set dates, and notification schedule

Finish up by adding your users, set your start and end times, and set your notification schedule

**Start and End Date**

📅 Immediately

to

📅 2023-10-31

**Add Users**

+

**Notification Reminders**  
Weekly and Monthly reminders will be sent at 8 AM EDT on the day of the week the campaign starts.

**Default**  
A reminder will be sent 3 days before the end of the campaign to incomplete students.

**Weekly**  
A reminder will be sent weekly to incomplete students.

**Monthly**  
A Reminder will be sent monthly to incomplete students.

Cancel

## Analysis by Brandon Hall Group™

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### Situational Analysis

The current state of the video learning market is thriving and rapidly evolving. With the rise of online education and the increasing demand for flexible learning options, video learning platforms have gained significant popularity.

These platforms offer a wide range of courses and tutorials, covering various subjects and skills. They provide learners with the convenience of accessing educational content anytime, anywhere, and at their own pace. The video format allows for engaging and interactive learning experiences, making it easier for users to grasp complex concepts.

One notable trend in the video learning market is the increasing focus on professional development and upskilling. Some platforms cater specifically to professionals, offering courses that enhance job-related skills and knowledge. This aligns with the growing need for continuous learning in today's fast-paced and competitive job market. Another trend is the emergence of niche platforms and specialized content.

The video learning market has also seen a rise in user-generated content. Platforms that allow instructors to create and sell their own courses, enabling a diverse range of topics and perspectives. This democratization of content creation has led to a vast library of courses, catering to a wide range of interests and learning needs. As technology continues to advance, we can expect to see further enhancements in the learning experience, such as augmented reality (AR) and virtual reality (VR) integration, personalized learning paths and improved interactivity.

### Challenges to the Business

The video learning market, while thriving, also faces several complexities. Some of these complexities include:

- **Quality and Credibility** — With the abundance of video learning platforms and courses available, ensuring the quality and credibility of the content can be challenging. It becomes crucial for learners to carefully evaluate the credentials and expertise of instructors or the reputation of the platform before investing time and money in a course.
- **Course Relevance and Currency** — The rapid pace of technological advancements and evolving industries make it essential for video learning platforms to continuously update and refresh their course offerings. Ensuring that the courses remain relevant and up to date with the latest knowledge and practices can be a complex task.

- **Engagement and Interactivity** — While video-based learning offers the advantage of visual and auditory engagement, maintaining learner engagement and interactivity can be a challenge. Platforms need to find innovative ways to keep learners actively involved.
- **Accessibility and Inclusivity** — Video learning platforms need to address accessibility concerns to ensure that their content is accessible to learners with disabilities. This includes providing closed captions, transcripts and alternative formats for learners with hearing or visual impairments.
- **Pricing and Monetization** — Determining the appropriate pricing model for video courses can be complex. Platforms need to strike a balance between making courses affordable and ensuring fair compensation for instructors. Additionally, they need to consider factors like subscription models, one-time purchases or tiered pricing options to cater to different learner preferences.
- **Intellectual Property and Copyright** — The video learning market involves the creation and distribution of educational content, which raises concerns about intellectual property and copyright infringement. Platforms need to have robust systems in place to protect the rights of content creators and prevent unauthorized use or distribution of their materials.
- **Data Privacy and Security** — Video learning platforms collect and store user data, including personal information and learning progress. Ensuring the privacy and security of this data is crucial to maintaining user trust. Platforms need to implement strong data protection measures and comply with relevant privacy regulations.

## Implications for the Business

When challenges aren't addressed proactively, there are several implications.

- **Decreased User Trust** — Users rely on video learning platforms to provide high-quality, credible and up-to-date content. If providers do not address the complexities, it can lead to a decrease in user trust. Users may become skeptical about the reliability and relevance of the courses offered, resulting in a decline in user engagement and adoption.
- **Loss of Competitive Advantage** — In a highly competitive market, addressing complexities effectively can provide a competitive advantage. Providers that fail to do so may lose their market position to competitors who offer better quality content, more engaging learning experiences or superior customer support. This can lead to a loss of market share and revenue.

- **Negative Reputation** — Inadequate handling of complexities can result in negative reviews and feedback from users. This can damage the reputation of the platform, making it difficult to attract new users and retain existing ones. Negative word-of-mouth can spread quickly, impacting the platform’s credibility and long-term viability.
- **Legal and Compliance Issues** — Failure to address complexities related to intellectual property, copyright, data privacy and security can lead to legal and compliance issues. This can result in lawsuits, fines and reputational damage. Non-compliance with privacy regulations, in particular, can have severe consequences and erode user trust.
- **Limited Growth Potential** — Neglecting complexities can hinder the growth potential of video learning providers. Users are more likely to choose platforms that offer a seamless and user-friendly experience, relevant and up-to-date content, and robust data privacy measures. Failure to meet these expectations can limit user acquisition and retention, hindering the platform’s growth and expansion.
- **Missed Opportunities for Innovation** — Addressing complexities in a proactive and effective way can drive innovation within the video learning market. Providers that fail to do so may miss out on opportunities to leverage emerging technologies, improve learning experiences and meet evolving user needs. This can result in stagnation and being left behind by more innovative competitors.

## Questions to be Answered by the Business

- **What are our specific learning objectives and needs?** It is crucial to identify the organization’s learning objectives and needs before selecting a video learning platform. Consider the skills and knowledge gaps that need to be addressed, the target audience and the desired learning outcomes. This will help in evaluating whether the platform aligns with the organization’s goals.
- **Does the platform offer the necessary features and functionalities?** Assess the features and functionalities offered by the video learning platform. Consider aspects such as content creation and management tools, learner engagement features, assessment and tracking capabilities, integration options with existing systems and mobile accessibility. Ensure that the platform provides the necessary tools to deliver an effective learning experience.
- **What is the quality and relevance of the content available?** Evaluate the quality and relevance of the content library offered by the platform. Look for a diverse range of courses and topics that align with the organization’s needs. Consider factors such as the expertise of instructors, the currency of the content and the availability of niche or specialized courses. Quality content is essential for engaging and effective learning experiences.

- **What is the pricing model and cost-effectiveness?** Consider the pricing model and cost-effectiveness of the video learning platform. Evaluate whether the pricing aligns with the organization's budget and the value provided by the platform. Assess whether the pricing model is based on subscriptions, one-time purchases or a combination of both. Additionally, consider any additional costs such as customization, support or content creation.
- **What is the reputation and customer support of the platform?** Research the reputation and customer support of the video learning platform. Look for reviews, testimonials and case studies from other organizations that have used the platform. Assess the platform's track record in terms of reliability, customer satisfaction and responsiveness to support requests. A reputable platform with strong customer support can ensure a smooth implementation and ongoing support for the organization's learning initiatives.

## Intellezy as the Answer

Intellezy has become a significant player in the video learning library space over the past three years. They have really begun to see their investments in technology and content pay off. Today, their core offerings are their training video library, AR & VR solutions for all and custom eLearning development. Intellezy has the capability to support customer organizations with learning strategy development, live training delivery support and broader change management initiatives.

One key area of focus in 2023 and continuing into 2024 is Intellezy's focus on expanding their overall video training library and improving the types of authors they work with to build out that content. They are doing this by working with internal SME's as well as finding individuals external to the organization that have deep expertise and invite them to become contributors. They are also making AR and VR training solutions viable to all audiences.

Intellezy's approach to including AR and VR capability is smart. They are more focused on adding AR and VR activities into their existing offerings rather than building out a separate AR/VR solution. The advantage to this is that customers who may not have access to or the budget for full VR hardware capabilities can still benefit from the enhanced learner experience these environments offer. They are not headset-dependent and therefore can be utilized by any learner accessing the library.

One thing that distinguishes Intellezy as a solution is its white-label experience. When you purchase access to Intellezy's video training library, you can deliver that content either directly through your LMS or through their online learning platform. So depending on your goals and learning environment, their presence can be seamless to your learners.

For their custom learning development, Intellezy has a team of professionals that works with clients and identified subject matter experts to design, develop and deliver customer eLearning.

These custom solutions include a variety of mixed media and also can incorporate immersive learning technology as discussed above. Because they are building content internally, Intellezy maintains an in-house production studio that allows them to raise the overall production value whether for clients or for their video library.

As part of their growing XR capabilities, Intellezy is able to enhance those offerings using conversational AI. This allows them to have soft skills training that is asynchronous, but learners are able to talk with avatars that respond in real-time to help practice those skills. In addition to this, Intellezy maintains a virtual reality warehouse that is a universal space that allows for the building and deployment of safety training, fire extinguisher training, fire prevention training and the like.

As for the learning experience, Intellezy has a clean interface with an intuitive UX and content is well-organized and easy to find. Their library is heavily weighted to targeted technical skills at a ratio of 60% technical topics and 40% soft skills or power skills topics. This is changing constantly as new content gets added.

The quality of the content is a clear differentiator for Intellezy as is their integrated XR or immersive learning experiences. For smaller organizations, it is a solid choice for entering into the space with tools that are easy to use and offer a high-quality learner experience. For larger organizations, the library deployed inside a larger learning tech stack will add powerful offerings to round out any program.

*- Matt Pittman, Principal HCM Analyst, Brandon Hall Group™*

**Contribution Team:**

Michael Rochelle, Mike Cooke, Rachel Cooke, Claude Werder, Pat Fitzgerald

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