IT Skills for Digital Business

AN IDC CONTINUOUS INTELLIGENCE SERVICE

The IT education market traditionally focused on instructor-led, classroom-based instruction. No longer. During the past 15 years — and particularly during the global COVID-19 pandemic — enterprises seek more efficient mechanisms for providing technology training to their IT organizations and end users. The result is a rapid shift in training delivery. At the same time, IT training markets must also demonstrate relevance and value, causing training vendors — especially the training arms of technology vendors — to continue to adapt offerings and delivery methods to better meet client needs. IDC's *IT Skills for Digital Business* (DX) service helps software vendors, certification sponsors, consulting firms, and independent training companies identify growth areas among the many IT products, topics, and certifications. This service provides key documents on training, certification, and the impact of training on project success and team productivity.

Markets and Subjects Analyzed

- IT education and training
- Worldwide and U.S. certification testing and training
- Top training providers
- IT elearning
- Advanced technology training
- IT skills for cloud adoption
- Importance of DX skills to IT transformation

- IT employment changes
- Delivery of IT training (e.g., instructor-led classroom and technology based)
- Corporate IT education buyers' characteristics and trends
- High-value elements of certification programs as a marketing tool
- Impact of IT training and certification on team performance

Core Research

- IDC Annual IT Skills and Training Buyer Survey
- Worldwide and U.S. IT Education and Training Forecast
- Worldwide and U.S. IT Education and Training Delivery Forecast

- Worldwide Forecast of IT Employment
- IDC MaturityScape: Technology Skill Development
- IT Training Vendors Selection Priorities

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: IT Skills for Digital Business.

Key Questions Answered

1. How is digital transformation changing IT roles and IT skills?
2. How does the looming global skills crisis impact enterprises and their business goals?
3. How is IT employment changing globally?
4. What impact does training have on organizational performance?
5. How critical is a vendor's certification program when prospects are considering purchasing new systems?
6. Do buyers prefer vendor-authorized training content, and are they willing to pay a premium for that?
7. Do IT managers prefer hiring certified employees?
8. How significant is the trend toward outsourcing IT training?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the IT education market, including:

2U, 360training.com, Adobe, ANCILE, Arrow Education Services, Avnet, AWS, Brainbench, CBT Nuggets, CED Solutions, CGS (Computer Generated Solutions), Cisco Networking Academy, CompTIA, CPD-ITT, Dell EMC, EduGroupe, ExecuTrain, ExitCertified, Fast Lane, Firebrand Training, Global Knowledge, GP Strategies, Hewlett Packard Enterprise, IBM, Impact IT Training, INDC, Infopro Learning, InfoSec Institute, Intense School, Learn IT, Learning Tree International, LearnQuest, LinkedIn Learning, Microsoft, NetCom Learning, New Horizons Computer Learning Centers, NIIT, ONLC Training Centers, Oracle, Pink Elephant, Pluralsight, QA, QuickStart, Reed, ROI Training, RWD Technologies, SANS Institute, SAP, Skillsoft, Stormwind, Symantec, Tech Data Academy, TechSherpas, Training Associates, Unitek, and VMware.