Tech Stack Training

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Tech Stack Training Market Overview

The Tech Stack Training market consists of any product or service that helps businesses optimize how employees manage & utilize technology to run the business

- Instructor Led Training (ILT) is the most popular type of professional training (inclusive of technology training)
- ILT can take place either in person or virtually
  - Virtual ILT is either synchronous (live video courses) or asynchronous (pre-recorded lectures)
- Hands-on learning (labs and sandbox environments) has proven to be highly effective and is increasingly integrated into ILT curriculums
- Some businesses offer access to Massive Open Online Courses (MOOCs) or content libraries for self-paced learning
  - These platforms are useful for general education but might prove inadequate for highly specific skill development
- Companies spent $82.5B on workplace training in 2020, according to Statista
  - As companies continue to invest in technology, we can expect an increasing percentage of the training budget to be allocated to technology training

96% Organizations that recognize a need to provide upskilling opportunities

71% Technologists that spend 30-120 minutes per week on skill development

13% 2020 YoY decline in technologists' confidence that their skills are adequate for their current role

Source: Pluralsight

Tech Stack Training Product Overview

Tech Stack Training platforms facilitate at least one stage of the education continuum…

…across a broad set of technology domains

- Cloud
- Software Development
- Cybersecurity
- IT
- Data Science

Key Market Trends

Every company is becoming a tech company

- The way in which companies interact with all of their constituents – both internal and external (employees, customers, partners, suppliers, vendors, etc.) – increasingly relies on digital technology
- In order to conduct business, let alone retain a competitive advantage, companies must leverage technology that allows them to maximize their speed of innovation and GTM
  - Cloud technology, data analytics & automation, and cybersecurity are table stakes

Technology is becoming more compilated

- The architecture underpinning our digital infrastructure is changing at an accelerated rate
  - Adoption of microservices and containerization architecture and proliferation of APIs – architecture is becoming more modular
- As technology evolves, technologists must hone relevant skills
  - Failure to upskill accordingly results in lost productivity and an ongoing need to rehire, which is more costly than training

Our education system is broken – shortage of qualified technology professionals

- Rapid technological innovation fuels increased demand for skilled labor
  - But the rising cost of higher education precludes a meaningful portion of the population from pursuing technology careers
- The pandemic caused the skills gap to widen even further
  - Additional talent was required in order to pursue accelerated digital transformation
  - Remote work brought to light skills gaps that had not previously been prioritized

Key Market Trends (Continued)

Increasing number of digital risks

- Companies are "shoring up" their defenses against the increasing number of bad actors
- Developers are incentivized to push out product quickly which results in prioritizing speed of go-to-market over security, compliance, or general risk management
- The consequences of failing to control risk are higher than ever
  - Digital risk management is a top C-Suite priority
- We believe we're in the early days of government regulations for digital risk management

Continuing education and professional growth is a top priority amongst technologists

- Ongoing education is critical to long-term career success in technology – more so than other fields – due to the rapid pace of change
- As compared to previous generations, young people are quick to switch jobs if they are unhappy in their current role or see a better opportunity for professional growth elsewhere
  - Access to high quality training programs leads to higher job satisfaction, which ultimately results in stronger retention and a superior company culture

Hands-on learning is more effective than pure content

- Technologists report that training labs and sandbox environments are the most effective resources for skill development
- There appears to be a universal disconnect between the C-Suite and lower-level employees in terms of what tools work best
  - Organizations have been investing most heavily in online content libraries, Learning Management Systems (LMS) and virtual ILT
  - Pure hands-on learning solutions have gained less traction with decision makers to date

Recent M&A Activity

Recent M&A activity has been most notable at the content layer, and indicates that content providers are aiming to offer end-to-end training solutions across technology domains

Acquirer	Target	Announced
PLURALSIGHT	A CLOUD GURU	June 2021
PLURALSIGHT	next.tech	January 2021
INE	WUVAVI	December 2020
aci LEARNING	IT	October 2020

Acquirer	Target	Announced
SECURE CODE WARRIOR	Adversary	April 2020
learn on demand systems	wadeware	January 2020
A CLOUD GURU	Linux Academy	December 2019
QA	CloudAcademy	July 2019

Market Map – By Technology Domain

Cross-Domain

aci LEARNING
coursera
learn on demand systems
Global Knowledge
INE
INFOSEC
JanBask TRAINING Learn and Grow
LinkedIn LEARNING
OpenSesame
O'REILLY
PLURALSIGHT
skillsoft
UDACITY

Cybersecurity

CLOUD RANGE
CyberTraining 365
CyberVista
CYBRARY
HackEDU
IMMERSIVELABS
RANGEFORCE
SECURE CODE WARRIOR

Cloud & IT

CBTnuggets
CloudAcademy
codecademy
opsgility
QWIKLABS
Skill Me UP

Data Science

datacamp
DATAQUEST

Certifications

Accredible
Credly
NetCredential

Awareness

BEAUCERON SECURITY
COFENSE
Curricula
KnowBe4 Human error. Conquered.
MetaCompliance
NINJIO
proofpoint.
TERRANOVA SECURITY

Note: this landscape is intended to be a representative sampling and is not an exhaustive list.
Please direct inquiries to sidney@catalyst.com, grady@catalyst.com, susan@catalyst.com.

Market Map – By Product Offering

Suite Providers

aci LEARNING
CloudAcademy
CyberVista
CYBRARY
INFOSEC
PLURALSIGHT
Skill Me UP

Training / Labs

CBTnuggets
codecademy
CyberTraining 365
datacamp
DATAQUEST
HackEDU
IMMERSIVELABS
INE
JanBask TRAINING Learn and Grow
learn on demand systems
opsgility
QWIKLABS
RANGEFORCE
SECURE CODE WARRIOR
UDACITY

Awareness

COFENSE
Curricula
KnowBe4 Human error. Conquered.
MetaCompliance
NINJIO
proofpoint
TERRANOVA SECURITY

Content Library

coursera
LinkedIn LEARNING
OpenSesame
Udemy

Certifications

Accredible
Credly
NetCredential

Legacy

Global Knowledge
O'REILLY
skillsoft

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