



UTILIZING LISTEDTECH DATA PORTAL FOR MARKET SHARE INSIGHTS

EXPLORING PORTAL ADOPTION BY
ONE LEADING LEARNING
MANAGEMENT SYSTEM COMPANY

FALL 2024



CHALLENGES in Expanding Market Insight Beyond the LMS Sector

One of the major players in the EdTech industry offers a range of educational solutions including a learning management system. As the company continues to grow and diversify its product offerings in more product categories, it faces challenges in understanding its market share beyond the LMS space. While its solution is one of the top 10 in the LMS sector, the company struggles to obtain comprehensive and granular data for adjacent products like video management systems, credentialing platforms, and AI tools. Its current insights are focused heavily on LMS-related data, leaving gaps in knowledge about how its other products compare to competitors. This limits its ability to make informed decisions, justify investments, and guide strategic direction in non-LMS product categories.

Strategic Expansion Using ListEdTech's Data Portal: Addressing Market Gaps Beyond LMS

This leading company uses ListEdTech's Data Portal to gather valuable insights into the edtech landscape, primarily focusing on LMS data to track competitors and market trends.

However, to address its challenge of limited market knowledge of non-LMS products, it sought to extend its use of the portal into new categories.


1. Exploring Non-LMS Categories

It identified that its data needs to extend beyond LMS and requested more detailed insights into areas such as:

- Credentialing systems and the emerging Comprehensive Learner Record (CLR).
- Video management tools.
- Assessment tools and AI-based solutions in educational technology.

2. Customized Data Segmentation

ListEdTech's data portal provides the flexibility to dive into different regional and categorical data, allowing this corporation to evaluate global market trends, particularly in growing regions such as EMEA, LATAM, and APAC. It can analyze the adoption rates of their products versus competitors, gaining insights into where to direct marketing and sales efforts.





3. *Data Granularity*

This leading LMS company recognized a need for more granular data on the ancillary products within the ecosystem. The fragmented nature of these markets, with universities often using multiple solutions, made it difficult to obtain clear market leaders or trends. It aims to collaborate with ListEdTech to enhance the depth and detail of data available in these sectors, specifically in areas like credentials.

4. *Validating Business Decisions*

Beyond market analysis, it uses the portal to validate business decisions. By tracking trends in product adoption and shifts in the competitive landscape, this solution provider can justify its multi-product strategy and ensure its leadership in non-LMS sectors aligns with market opportunities.

WANT TO LEARN HOW LISTEDTECH CAN HELP YOUR COMPANY?

Contact James Wiley at
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Driving Strategic Growth with Comprehensive Market Insights

By leveraging ListEdTech's data portal, this organization strengthened its market intelligence, particularly in LMS, but is actively working on extending this intelligence to include data on video management, credentials, and assessment. This data helps the company justify strategic decisions, allocate resources effectively, and maintain its leadership role while expanding into new product categories.

