



Vendor Profile

Learning Platforms

Bridge

Report Abstract

June 2023

By Nikki Edwards

Principal Research Analyst

NelsonHall

17 pages

Contents of Full Report

1. Introduction
2. Revenue Summary
3. Key Offerings
4. Delivery Capabilities
5. Target Markets
6. Strategy
7. Strengths & Challenges
 - 7.1. Strengths
 - 7.2. Challenges
8. Outlook
9. Appendices

Who is this Vendor Assessment for?

NelsonHall’s Learning Platforms profile on Bridge is a comprehensive assessment of Bridge’s offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of learning platforms and identifying vendor suitability for learning platform RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the learning platform sector.

Key Findings & Highlights

This NelsonHall vendor assessment analyzes Bridge’s learning platform.

Bridge, established in 2015, is an LTG plc company that strives to help organizations achieve their strategic people development goals by facilitating connection, alignment, and growth. It provides companies with the learning and performance tools to build holistic learning cultures. Its brand philosophy is “People Matter Most,” which underpins Bridge’s internal culture and is shared with its clients.

Bridge combines learning management (via Bridge Learning), performance management and career development (via Bridge Performance), and engagement measurement (Bridge Engagement). These modules have several proprietary built-in tools covering analytics (Bridge Analytics), content authoring, and video creation (Bridge Advanced Video).

Potential clients should take note of this report’s discussion of Bridge’s proprietary tools to make administration and content creation quick and easy for administrators and its legacy of partnering with high-growth small organizations. With the scope to add learning services and learning/HR tech from the wider Group, Bridge offers organizations a one-stop-shop for learning/HR solutions.

Scope of the Report

The report provides a comprehensive and objective analysis of Bridge’s offerings, capabilities, and market and financial strengths, including:

- Identification of the company’s strategy, emphasis, and new developments
- Analysis of the company’s strengths, challenges, and outlook
- Revenue estimates
- Analysis of the profile of the company’s customer base, including the company’s targeting strategy and examples of current contracts
- Analysis of the company’s offerings and key service components
- Analysis of the company’s delivery organization, including the location of delivery centers.

Learning Platform Vendor Assessments available for:

Bridge (LTG plc)

Degreed

Edflex

Fuse Universal

G-Cube

Infopro Learning

Infosys

Komensky

Learning Pool

NIIT Ltd

Seertech Solutions

Totara

UpsideLMS.

About The Author

Nikki is a Principal Research Analyst at NelsonHall, with shared responsibility for HRO research globally. Nikki is responsible for HRO research in the areas of Learning Platforms, Learning Services, Managed Service Program (MSP), and, previously, Recruitment Process Outsourcing.

Nikki has a wealth of operational experience across the entire HR function, including talent acquisition, talent development, employee engagement, employee relations, compensation, benefits, payroll, employment law, and HR systems. She also has significant experience in leading and managing business transformation/integration and cultural change projects, including outsourcing key business functions, accelerated growth via TUPE transfers, organization and process redesign, and M&A initiatives (including due diligence, rebranding, cultural realignment, and compensation and benefits changes).



Nikki can be contacted at:

- Email: nikki.edwards@nelson-hall.com
- Twitter: @NikkiE_NH

About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the “art of the possible” in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton Massachusetts 02466
Phone: +1 857 207 3887

London

Unit 6, Millars Brook, Molly Millars Lane, Wokingham, RG41 2AD
Phone: +44 (0)203 514 7522

Paris

115 rue de Reuilly, 75020 Paris
Phone: +33 (0)6 23 81 17 54

Copyright © 2023 by NelsonHall. All rights reserved. No part of the publication may be reproduced or distributed in any form, or by any means, or stored in a database or retrieval system, without the prior written permission of the publisher. The information provided in this report shall be used only by the employees of and within the current corporate structure of NelsonHall’s clients, and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organization without prior written consent of NelsonHall. NelsonHall exercises its best efforts in preparation of the information provided in this report and believes the information contained herein to be accurate. However, NelsonHall shall have no liability for any loss or expense that may result from incompleteness or inaccuracy of the information provided.