



# Vendor Profile

## Learning Services

# G-Cube

### Report Abstract

April 2022

By Nikki Edwards

Principal Research Analyst

NelsonHall

23-pages

### Contents of Full Report

1. Background
2. Revenue Summary
3. Key Offerings
4. Delivery Capability and Partnerships
5. Target Markets
6. Strategy
7. Strengths & Challenges
  - 7.1. Strengths
  - 7.2. Challenges
8. Outlook

## Who is This Vendor Assessment For?

---

NelsonHall's Learning Services profile on G-Cube is a comprehensive assessment of G-Cube's offerings and capabilities, designed for:

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

## Key Findings & Highlights

---

This NelsonHall vendor assessment analyzes G-Cube's offerings and capabilities in Learning Services.

G-Cube is an eLearning services company that designs, develops, and delivers technology-based learning cost-effective and results-driven solutions. Its solutions help organizations improve their performance by using learning as a tool. Established by three young entrepreneurs in 2000, it has emerged as an eLearning solution provider catering to the global market, including India, APAC, the U.S., Europe, and the Middle East. In 2021, G-Cube was acquired by MRCC Group.

G-Cube's offerings comprise learning content, admin, tech, and consultancy services. It enhanced existing services in 2021. It provides proprietary tech with a robust development plan in place. It also uses third-party technology. In 2022, it will develop services and tech further and expand its sectoral and geographic footprint.

## Scope of the Report

---

The report provides a comprehensive and objective analysis of G-Cube's Learning Services offerings and capabilities, and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, 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 service delivery organization (including delivery locations).

## Learning Services Vendor Assessments also Available for:

---

Aptara

Capgemini

Conduent

IBM

Infopro Learning

Infosys BPM

LTGplc

NIIT Ltd

QA

Seertech Solutions

Tesseract Learning

UpsideLMS

Vertex PS.

## 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 Recruitment Process Outsourcing (RPO), Managed Service Program (MSP)/Contingent Workforce Services (CWS), and Learning.

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](mailto: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., and Continental Europe, 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. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on 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](mailto: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

4 place Louis Armand, Tour de l'Horloge, 75012 Paris  
Phone: + 33 1 86266 766

Copyright © 2022 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.