



# Vendor Profile

## Learning Services

# IBM

### Report Abstract

September 2023

Nikki Edwards

Principal Research Analyst

NelsonHall

25 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

## Who is this Vendor Assessment for?

---

NelsonHall's Learning Services profile on IBM is a comprehensive assessment of IBM'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 IBM's offerings and capabilities in Learning Services.

International Business Machines Corporation (IBM) is an American multinational information technology company headquartered in Armonk, New York, in over 170 countries. IBM's Skills Transformation Services (formerly known as Talent Development Optimization Services) reside in the Talent Transformation consulting practice, which is part of IBM Consulting (one of four business segments).

IBM's offerings comprise learning content, delivery, admin, tech, and consultancy services. It has expertise in learning (and broader talent) services and technologies. IBM continues to develop advanced capabilities in automation and AI, with the release of a new platform in 2023.

Large or mid-sized organizations looking for an innovative learning (and broader talent) services and technology provider should consider IBM, especially if they want a joint human/technology approach, driven by automation and AI, that improves how work happens, modernizes the employee experience, manages the cost to operate, and delivers return on value.

## Scope of the Report

---

The report provides a comprehensive and objective analysis of IBM's learning services 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 Services Vendor Assessments available for:

---

Capgemini

GP Strategies

IBM

Infopro Learning

Infosys

NIIT MTS

Ozemio (formerly G-Cube)

Seertech

Tesseract Learning

Vertex Professional Services.

## 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](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., 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](mailto:guy.saunders@nelson-hall.com)

### Boston

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

### London

29 Rose Hill  
Binfield  
Bracknell, RG42 5LH  
Phone: +44(0) 208 638 7282

### 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.