



The Next Era of Business Thrives on Learning

A promotional graphic for Udemy Business. It features a woman with dark, curly hair wearing a yellow shirt, looking upwards and to the right. The background is a light gray gradient.

**The next era of business
thrives on learning**

In an unpredictable world, a robust
learning program is key to achieving
business outcomes.

udemy business

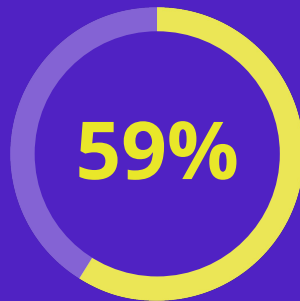
The next era of business thrives on learning

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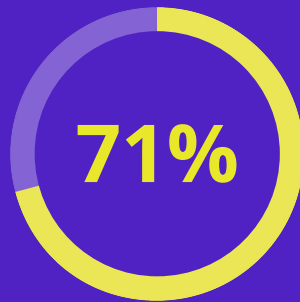
 **udemy** business



Business leaders embrace change by leveraging learning as a key business initiative to scale growth.



59% of HR leaders are prioritizing critical skills building in 2022.¹



In a recent CEO Survey, 71% of CEOs say their organizations are preparing for workforce and talent transformation.²

¹Gartner, "[Top 5 HR Trends and Priorities for 2022](#)," Gartner.com, 2022.

²Deloitte, "[Summer 2021 Fortune / Deloitte CEO Survey](#)," Deloitte.com, 2021.

Drive business results through impactful learning and development programs.

Organizations around the world depend on Udemy to position them for growth through learning.

Udemy's integrated learning solutions can be tailored to help:



Enable talent development across all business functions and levels

Increase employee engagement

Drive real business results

A strategic learning partner that helps achieve business goals



Increase business revenue through innovation



Reduce overhead and training costs



Bridge skills gaps and increase productivity



Develop talent from within and improve retention



Support business continuity through ongoing change



We see Udemy as an extension of our workforce. Even though our people are now better skilled, they also appreciate the investment we make in their development and are staying with us longer.



Sue McLaggan
Learning & Development Lead, Silica

The right learning partner. Real business results.

Udemy's integrated learning solutions drive real measurable business results, but don't just take our word for it.

“ ”

**Our Cloud Institute
relies on Udemy for
best-in-class
self-paced learning.**

Senior Manager
Consulting Business

Company HQ
London, UK

Office Locations
32 locations globally

Industry
Professional services

Employees
300,000+

\$1.04B

2021 revenue growth
supported by Udemy Business

84%

Certification pass rate on
the first time with
Udemy Business

Udemy business

What makes us different makes us better

Udemy is not your traditional learning provider. We're a strategic learning partner, and we tailor our learning solutions to the unique needs and desired outcomes of each customer.

We help organizations level up learning programs in **four distinct ways**, with:

1

A complete collection of course categories curated from our marketplace for all business functions and levels.

2

A unique variety of learning formats and modalities that make learning more impactful, engaging, and effective.

3

A collaborative customer success partner who helps ensure learning programs are strategically focused to boost impact.

4

Powerful analytics and industry benchmarks that allow you to turn learning into a competitive advantage.

Achieve better results with a complete learning solution tailored to your needs

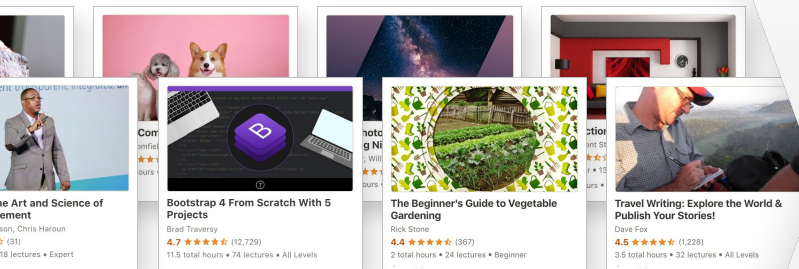


Self-paced on-demand learning for Udemy Business is powered by our marketplace

Our marketplace provides the most up-to-date specialized courses available, delivered by real-world experts. Our curation model for Udemy Business presents only the most relevant top-quality courses that are learner-validated.



One of the world's largest online learning platform



200K+ courses
70K+ real-world experts
59M+ learners

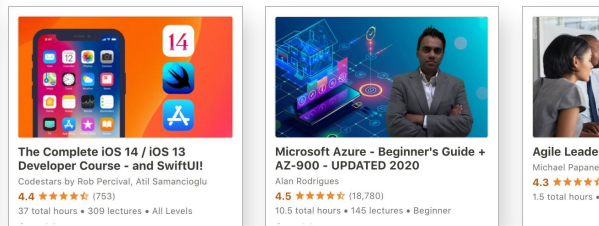
All Udemy Business courses are curated from the top 3% of marketplace courses

Selection criteria:

- ✓ Learner satisfaction
- ✓ Instructor reputation
- ✓ Content relevancy
- ✓ Content engagement
- ✓ Market Demand



8.9K selectively curated courses in English
Plus 12K local language courses



Ongoing course updates
Swift escalation procedures
Active learner feedback monitoring

Our user experience drives impactful learning

Seamless integration with existing learning systems

Intuitive, engaging, and easy-to-use UI

Interactivity to connect virtual teams and avoid zoom fatigue

24/7 access that fits into the flow of work

Virtual sandbox learning environments



Personalized learning experiences

International Collection with localized learning in 14 native languages

Highly rated courses with an average **review score of 4.5¹**

Course availability at the speed of change

Relevant content taught by real-world experts

69% average adoption rate per customer account²

¹Data from September, 2022. ²Internal data from Q3 2022. Account adoption rate is defined as the number of seats where a learner has completed the first lecture per seats sold.

Integrated analytics provide the insights you need to ensure learning programs keep employees engaged, inspired, and loyal.

Explore program data to understand which content is most impactful.

Monitor user engagement, validate learning engagement, and visualize user data for easy-to-understand reporting.

Optimize learning programs by tailoring learning programs based on consumption and learning patterns.

Evaluate industry benchmarks to see how your learning programs compare to others.

“ ”

The broad reach to our employees, and the convenience of anytime/anywhere learning has been addressed. Now we have the opportunity to dig into Udemy's data and better understand what motivates employees to learn.

Senior Manager of HR Development

Acting as an extension of your own team, your customer success partner helps shape learning strategies that boost engagement and help achieve business goals.

Build and optimize learning programs aligned to your business outcomes.

Create a strategic onboarding plan to ensure a successful launch.

Provide best practices and tailor learning programs to drive adoption.

Leverage data to gain actionable insights and demonstrate the value of learning to your organization.

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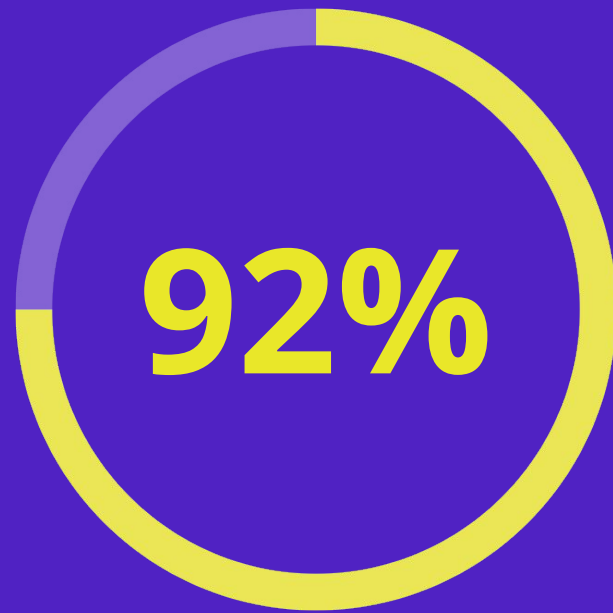
Our Udemy customer success manager has been instrumental in the success of our learning program. I always finish our calls feeling energized and inspired to try new tactics and initiatives within our organization. Her recommendations are always backed by data and driven by the deep knowledge she has of our account.



Laura Santeusanio
Global HR Director, EQS Group

Our learner engagement says it all

The more employees engage with learning, the more impact it has. When it comes to user experience, Udemy is second to none.



Of learners surveyed said they **found Udemy Business helpful**¹

¹Approximately 610K people participated in this survey between 2021-2022.

With the help
of Udemy, your
company won't
just survive the new
era of business;
it will thrive.

Trusted by leading organizations around the world



About Udemy Business

Udemy's mission is to create new possibilities for people and organizations everywhere by connecting them to the knowledge and skills they need to succeed in a changing world. Fueled by the Udemy marketplace, Udemy Business helps companies achieve critical business outcomes and stay competitive by offering fresh, relevant, and personalized on-demand learning. The Udemy Business subscription is a curation of top-rated courses taught by real-world experts from the Udemy marketplace. Our content covers key business and technical topics ranging from development and IT to leadership, marketing, design, stress management, and much more. In addition to a curated content collection, we offer a platform to drive effective learning as well as tools for leaders to host and distribute their own proprietary content.

→ [Learn more at **business.udemy.com**](https://business.udemy.com)



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