Open edX in the E-learning Technology Space

Presented by
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Over 100 Million learners reached (edX and Open edX)

+32 Languages supported

Trusted by Thousands of initiatives
1. Online learning tech market configuration
2. Market reports and reviews
3. Criteria to evaluate
4. Self assessment
5. Open edX Vs Alternatives
The Online Learning Technologies Market

LMS
Learning management system

- CMS
  Course Management Systems

- LCMS
  Learning Content Management Systems

- LXP
  Learning Experience Platforms

- Microlearning Platforms

- Mobile Learning Platforms

- LRM
  Learning Relationship Management

- Adaptive Learning Platforms

- Online Courses and MOOC
Applications

Basic
- LMS - Learning Management System
  - Desktop
  - Mobile
- LCMS - Learning Content Management System

Complementary
- Web content - Course discovery
- eCommerce
- Analytics
Market Verticals

- K-12 Education - LMS
- Higher Education - LMS
- Corporate Learning
- Online Learning Operators
Market Verticals

K-12 EDUCATION - LMS

- Blended learning – Flipped classrooms
- Gammification
- Common core content integration
- Student – Parent – Teacher
- SMS – School management systems
Market Verticals

- Web conferencing & collaboration
- Blended learning
- Student tracking & support
- Career paths - credits
- Digital Libraries - Repositories - Labs
- SMIS - Student management Information systems
Market Verticals

CORPORATE LEARNING

- Employee onboarding - training - coaching
- Talent management
- Learning paths per role
- Recruiting
- Knowledge management
- Customer training - engagement
ONLINE LEARNING OPERATORS

Market Verticals

- Web Content Management
- CRM and marketing tools
- Ecommerce
- Content and learning delivery
- Engaging learning experience
- Proctoring
- Identity verification
- Credentials
2 Market Reports & reviews
Challengers
Niche Players
Visionaries
Leaders

Ability to excel
Completeness of vision

Magic Quadrant

Critical Capabilities

Company A
Company B
Company C
Company D
Company E
Company F
Company G

MARKET REPORTS & REVIEWS
Crowdsourced Reviews
Consultant Analysis Tools

Software Advice

TrustRadius
How does Open edX Rank?
Learning Management Systems

Front Runners

April 2021
Why?

- Lower fit with the more established verticals.
- Lack of aggressive marketing efforts.
- Confusion between edX and open edX.
- Mismatch between open source and the consultant methodologies.
How does Open edX rank within "open source and free"?

### Software Advice
1. Atutor
2. Forma LMS
3. Odoo
4. Open edX

### GoodFirms
1. Moodle
2. Talent LMS
3. Forma LMS
4. ILIAS

### TrustRadius
1. Moodle
2. Atutor
3. Sakai
4. Google Classroom

### eLearning Industry
1. Moodle
2. Chamilo
3. Open edX
4. Totara Learn
3 Criteria to evaluate
<table>
<thead>
<tr>
<th>LEARNERS</th>
<th>EDUCATORS</th>
<th>MANAGEMENT</th>
<th>TECHNOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning Content</td>
<td>Special component type</td>
<td>Course enrollment</td>
<td>Hosting</td>
</tr>
<tr>
<td>Progress/certification</td>
<td>Assesment Types</td>
<td>Web content management</td>
<td>Multitenancy</td>
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<tr>
<td>Accessibility</td>
<td>Formats for learning content</td>
<td>Reporting</td>
<td>Licencing</td>
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<tr>
<td>Platform usability</td>
<td>Course Creation</td>
<td>User Management</td>
<td>i18n</td>
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<tr>
<td>Discussions</td>
<td>Assesment configurations</td>
<td>eCommerce</td>
<td>Scalability</td>
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<tr>
<td>Collab Learning Tools</td>
<td>Social learning tools</td>
<td>Learner grade</td>
<td>Extensibility</td>
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<tr>
<td>Personal Learning space</td>
<td>Authoring Platform</td>
<td>Custom branding</td>
<td>Data protection compliance</td>
</tr>
<tr>
<td></td>
<td>Content libraries</td>
<td>Mass communication</td>
<td>CMS integration</td>
</tr>
</tbody>
</table>

**CRITERIA TO EVALUATE**
Assessment
### Management
- Certificate Management
- Learner grade management
- Course enrollment management
- Reporting
- Course management
- Ecommerce capabilities
- User management
- Mass communication
- Custom branding capabilities
- Automated notifications
- Web content capabilities

### Technology
- Scalability
- Multitenancy
- Licencing
- i18n
- Extendibility
- CMS integrations
- Hosting
- Data protection compliance
5 Open edX Vs Alternatives
# Open edX in the E-Learning Space

## Conclusions

- Complex and competitive market with high growth.
- Potential to be a **stronger player** or to be amongs the **leaders**.
- Not widely visible in the Industry’s reports & tools.

## Challenges ahead:
- Fit into other verticals
- Marketing efforts

## Plenty of strengths
- Features
- Quality of the UX
- Robustness
- Scalability
- Brand

- Gaps to better cover the use cases that differ from the one at edX.org
Thank you for your attention!
Got questions?
Type them in the chatbox!
(To: "Everyone" )