Who's Who Among e-Learning Providers

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The e-learning market is segment-
ed in three main areas: content, technology, and services, with vendors and providers targeting each segment.

Content providers author and publish intellectual property that may use a variety of delivery systems, such as printed media, digital files, or online courses. This segment is focused on developing and delivering content. Technology providers develop and market the tools and technologies used to deliver e-learning, such as LMSs, assessment tools, and virtual classrooms. Service providers offer consulting, support, and other services to help organizations implement e-learning solutions.

Content providers targeting a corporate training environment include DigitalThink, Learn2.com, and NetIQ. DigitalThink provides interactive content, which can be delivered via the Internet or other platforms. Learn2.com offers a learning portal that focuses on the consumer market with a broad spectrum of courses available both online and offline. NetIQ is a subsidiary of Boston-based Harcourt Gulf Inc., a developer of technology-based training (TBT) and one of the major players in the IT industry. They offer a comprehensive portfolio of over 1,000 multimedia courses in several languages, covering professional, technical, and personal development skills. Through its learning management system, NetIQ is positioned to provide a comprehensive solution for e-learning technology standards.

LSIs, a specialized type of ASP, offer learning and content management services, training delivery, software development, and other enabling technologies and services on a hosted/remote basis through diverse business models. Categories of LSIs also include providers offering assessment and testing services, certification and degree granting, online tutoring and mentoring, Internet-based collaboration services, and media production and delivery services.

Headlight.com is an example of an LSI aggregator focused on the business-to-business market with a focus on small to medium-sized companies. With nearly 3,000 online courses in 19 learning channels in the areas of IT training, IT certification and business skills, Headlight.com has aggregated one of the largest collections of training courses available on the Internet. Other professional services include contract content developers and distributors, consultants, Web integrators and hosts, and network and IT service providers.

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