ELEARNINGNEWS ARTICLE

Year 4 - number 101 Wednesday 26 february 2020

Will 2020 be the turning point for the Learning Experience Platforms (LXP)?

LXPs have now reached a $ 300 million market. Will these platforms dominate the eLearning industry in the future and above all, what are they different from an LMS, Learning Management System?

Learning Experience Platforms, LXP, are a corporate training management tool based on the search for training content. A company's online course library can become very large after several years of online training. LXPs carry out the task of helping students to find the training content they need more easily. Despite the growth of LXPs, their market share remains steady at $ 300 million, against the $ 7 billion of LMS. What are the differences between these two platforms? Will LXPs replace LMSs in the future?

The characteristics of an LXP platform

An LXP platform was created to facilitate users' search for training content. To do this, it directs the trainee not only to corporate content, but also to those found on the net or offered by third parties (users and other companies). The technology used to search for content varies according to the companies and ranges from the algorithm, as search engines like Google do, to systems based on **Artificial Intelligence** which recognize the tastes of each user and offer courses accordingly. The criteria with which to organize the search for content are therefore equally varied and include:

- competence, to offer courses based on the skills to be developed;
- use, suggesting the courses most followed by other users;
- machine learning, directing courses suitable for the level, experience and knowledge of the student.

What are the differences between an LXP and an LMS?

The focus on content and ease with which it is presented is the hallmark of an LXP platform. An **LMS** is instead a complete software for the management and delivery of **courses**, the traceability of progress made by users and the analysis of training data as a tool to improve subsequent courses. Another big difference is that LXP is a platform that acts as an aggregator of different contents created by the trainer, by the users themselves, taken from the network or third parties. In an LMS, however, it is the administrator who uploads the content to the platform and makes it available to students.

What future for LXPs?

LXPs are useful to use when the choice of courses to follow is optional or at the user's discretion. In the case of compulsory courses or when it is necessary to track the progress made by students, an LMS is certainly the most suitable choice. Today's market assigns an overwhelming victory to the LMS, with a turnover of 7 billion dollars in 2019, also demonstrating an excellent reception of the LXP, with 300 million dollars.

What will be the platform of the future? According to Deloitte, LXP platforms have grown 50% from 2018 to 2019 and the double-digit growth trend will continue for years to come. LMS growth estimates are also positive, up 19.1% from 7 billion in 2019 to 26 billion in 2025, according to Forbes estimates.

The future, therefore, still seems to be firmly in the hands of the LMS, especially if we consider the increase in attention to content, personalization, peer training and social learning.