

Udemy for Business

Where people choose to learn



11M people
make the
choice to
learn on
Udemy
everyday



Udemy for Business is a forward-thinking new learning platform that empowers organizations to address their biggest workforce challenges, no matter what they are. Built for businesses striving to be at the forefront of innovation, Udemy for Business offers fresh, relevant learning anytime, anywhere.

We offer consumer-first content that helps you build a culture of learning

Companies with strong learning cultures are at an advantage



More likely to be first to market



Greater employee productivity



Better response to customer needs



More prepared to meet future demand

High Impact Learning Culture: The 40 Best Practices for Creating an Empowered Enterprise, David Mallon, Head of Research, Bersin by Deloitte.

We believe in consumerizing the learning experience at work

People want **choice, self direction, and the freedom to learn** what they need when they need it. They want an intuitive and engaging learning experience that emulates how they learn in their daily lives. Udemy for Business gives people engaging learning technology they can use at work.

FRESH, UP-TO-DATE CONTENT

We stay on top of the latest topics and tools so that your organization is always prepared to handle what's new. We offer courses as quickly as the market needs them so that your team is equipped with the latest skills.

EXPERT INSTRUCTORS

Our unique content model sources information from around the world. Our network of experts and real-world practitioners ensures that your organization gets real, applicable content.

ENGAGING LEARNING

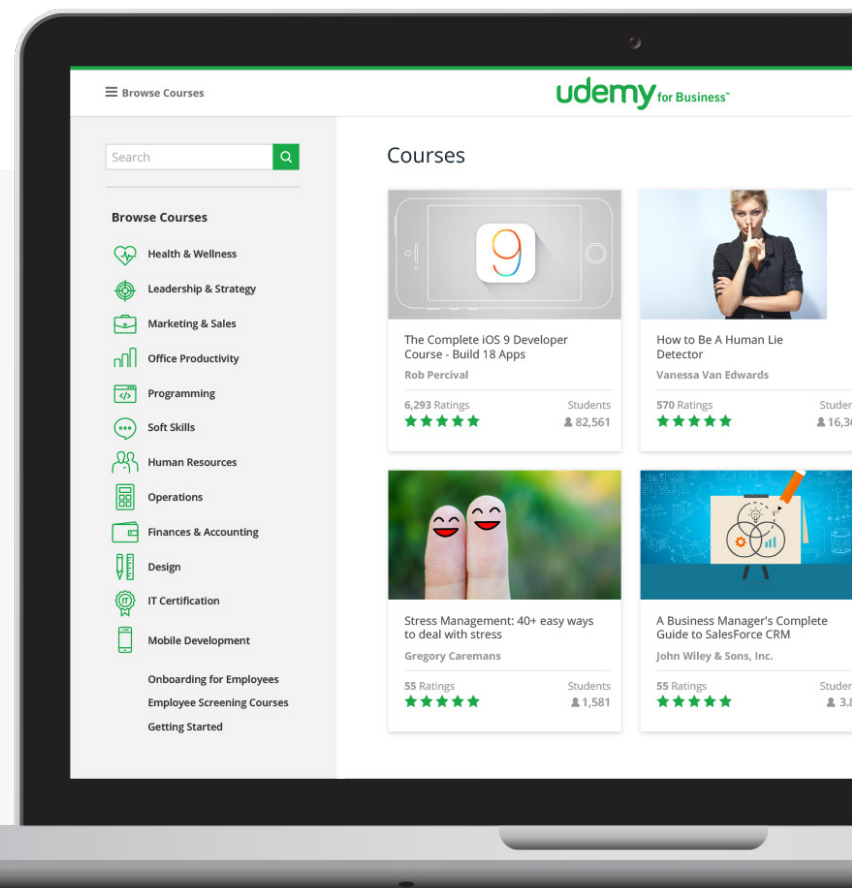
People enjoy engaging with our content. Our courses have been vetted by 11 million people around the world. We offer the highest quality business-relevant courses that drive learning and development.

ANYTIME, ANYWHERE

Extend your organization's learning hours. Udemy's content is on-demand, accessible on any mobile device, and lets people to learn on their own time.

Why Udemy for Business?

- Increase worker productivity through self-directed learning
- Increase engagement by offering consumer-first content that people actually enjoy using
- Enable and build a culture of learning within your organization
- Understand how your employees learn and drive adoption with our insights



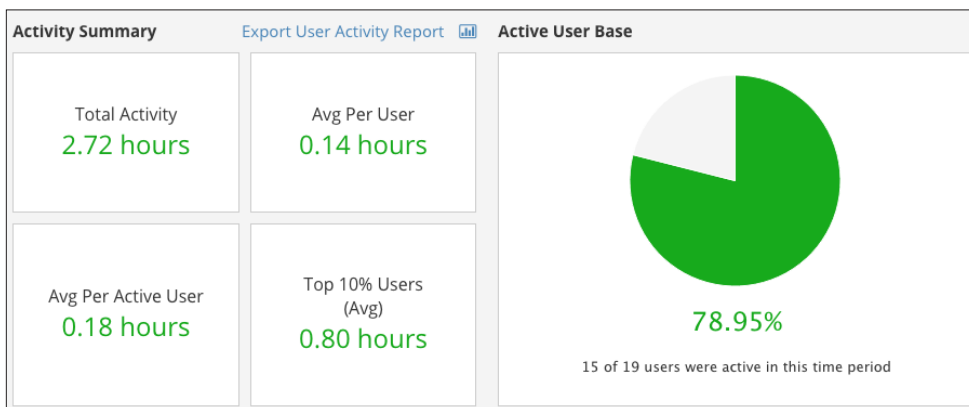
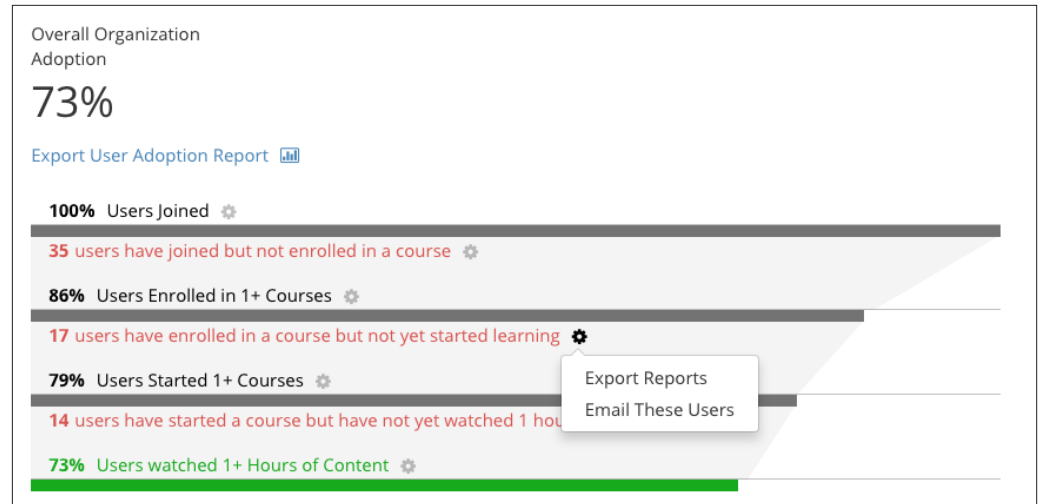
Measure learner engagement with intuitive analytics

Our **intuitive insights dashboards** will help you understand who is learning, how often they are learning, and what they are learning. Take immediate action to drive adoption and engagement.

DRIVE ADOPTION

Understand how people (by organization or team) are engaging in your learning portal.

Take action and encourage people to enroll in and start courses.



UNDERSTAND USAGE METRICS

View a summary of user activity and understand how much time people are learning at work across time or within a specific timeframe.

KNOW WHAT PEOPLE LEARN

Know what people are learning by organization or team. See what course people find most engaging and understand why.

Course Name	Total Enrollments	Assigned Users	Active Users	Minutes Per Active User
How to Build Habit-Forming Products Design	20	20	3	95.57
New to Me @ Udemy All Company Communication	13	0	8	9.56
Udemy Onboarding Made by Udemy Employees	8	0	5	28.65

Unlimited access to 1,800+ high quality and business-relevant courses anytime, anywhere

A curated collection of courses on anything your organization needs

- Marketing
- Sales
- Front-end Programming
- Back-end Programming
- Leadership and Strategy
- Office Productivity
- Software and Systems
- Mobile Development
- Content Management Systems
- Data Science
- HR
- Finance
- Operations
- Design
- Soft Skills
- Team Building
- Social Skills
- Personal Development
- Presentation and Writing Skills
- New Manager

Host your own content in a centralized learning portal

- Use our intuitive course creation features to create the exact training content you need
- Create courses on the fly to roll out for last-minute projects or new employees
- Create courses in minutes. No previous skills or equipment required

A Community of Experts and Real-World Practitioners

DRUCKER INSTITUTE



Guy Kawasaki




WILEY

THE SOUND AGENCY

The world's leading teams use Udemy for Business to upskill their workforce and drive learning forward

ON24

pitneybowes 

PayPal

Optimizely

BARCLAYS

Booking.com

IBM

T-Mobile

Eventbrite

lyft

sappi

Century 21

Drive Learning Forward with Udemy for Business
Call us at 888.278.8566 | Email us at business@udemy.com