

# Offering Subscription-based Training Solutions for Increased Market Reach

## Client Story



## About the Client

Cloud Credential Council (CCC) is the leading provider of vendor-neutral certification programs that empower IT and business professionals in their digital transformation journey.

The CCC certifies foundation level programs on Cloud, IoT, Big Data and Blockchain, and professional role-based certifications for Cloud since 2013. CCC partners deliver classroom and virtual training programs across all types of industries and governmental agencies throughout the globe.

As of 2020, the CCC Partner network has over 200 registered training providers in over 75 countries and engages directly with professionals to offer self-study or online learning programs.

## CCC Product Portfolio

	Foundation Level	Professional Level
Cloud	Cloud Technology Associate	
	Cloud Technology Associate+	Professional Cloud Service Manager Professional Cloud Security Manager Professional Cloud Solutions Architect Professional Cloud Administrator Professional Cloud Developer
IoT	Internet of Things Foundation	Internet of Things Advanced <small>coming soon</small>
Big Data	Big Data Foundation	Big Data Analytics <small>coming soon</small>
Blockchain	Blockchain Foundation	
AI	Artificial Intelligence Foundation <small>coming soon</small>	



## Business Challenge

### Adapting to change by capitalizing on the potential of online marketplaces

Blended learning is the evolution of classroom and virtual based training and education services. The next evolution sees the introduction of online-based training and education platforms.

This evolution in the market is being driven by two significant factors:

1. Organizations are moving away from traditional classrooms and virtual deliveries
2. Organizations want a new blend of traditional, virtual and online platforms

The entire training and education supply chain needs to adapt to these changes. There needs to be a new evolution; blending classroom, virtual and online learning as well as development platforms, learning methods, and delivery models.

If the industry addresses these challenges, it will present a significant new and growing marketplace for everyone to share. New opportunities will present themselves as blended learning adapts, evolves, and changes.

However, failure of the training and education supply chain and ecosystem to embrace, use, and exploit online marketplaces will lead to declining revenues, dissatisfied clients, and loss of business.

This is today's challenge in the Learning & Development industry.



# EdCast Marketplace Solution

## An e-commerce platform offering scalability and on-demand training delivery

As the market is demanding change, the CCC examined numerous online learning and development portals and marketplaces. We carefully evaluated options to address the market challenges we face in this industry, add to our global delivery capability, and meet the changing needs of learners and organizations.

After thorough consideration, the CCC found EdCast Marketplace addressed these market challenges and opportunities. EdCast Marketplace is an excellent platform that offers pay-per-use and subscription-based training solutions in a global e-commerce environment.

A leader in the field of L&D marketplaces, EdCast Marketplace provides a very intuitive user interface enabling learners access to a world-class digital customer experience.

EdCast Marketplace also enables learning organizations and training partners to sell their products and services to a global market. The platform provides sophisticated process automation and custom digital tools. These capabilities enable unified transaction management, authoring, publishing, distribution, and agile learning delivery.

## Business Benefits

### Increased market reach, global recognition, and greater value to training partners

Online training platforms open up new markets and opportunities for how organizations deliver on their Learning and Development (L&D) initiatives and commitments.

For training and education establishments this offers huge potential to 'tap' into a new cohort of learners and organizations.

Additional benefits include:

- Creating a new global market and business opportunities
- Addressing the changing needs of learners, organizations and L&D functions
- Evolving the learning and development supply chain to meet new market demands
- Granting new options to learners, organizations and training providers
- Providing a global online marketplace for training providers to sell their products and services

Direct benefits of the EdCast Marketplace include:

- The **opportunity** and **convenience** of reaching over 2,000 buyers in more than 100 countries
- The ability to offer its training programs on a **flexible pay-per-use or subscription-basis**
- **Operational efficiencies** and end-to-end process support for sales and fulfillment
- The **choice** to offer training solutions through the classroom as well as virtual or blended learning opportunities
- The **convenience of onboarding** its training partners on to the Marketplace through a unified and automated contracting engine
- The **full support** of the Marketplace team at every step of the process
- The advantage of EdCast's **AI-enabled personalized learning experience** and a best-in-class content catalog

End-to-end process support for sales and fulfillment.



Convenience of onboarding.



Training programs on a more flexible, pay-per-use and subscription-basis.



Reaching over 2000 buyers in more than 100 countries.



AI-enabled personalized learning experience.



Classroom, virtual or blended training solutions.





## Mark O'Loughlin

Mark O'Loughlin is the Managing Director of the Cloud Credential Council (CCC). Mark is internationally recognized as a global thought leader and published author in digital IT, cloud computing, DevOps, cloud service management, and IT Service Management.

Mark works as a senior executive, managing director, consultant, and strategist helping organizations to improve their business development, sales, marketing, service delivery, customer services, and digital transformations. He has provided consulting services to global organizations including Microsoft, IBM, HP, and Dell. Mark is a former director at itSMF Ireland, an ITIL® Master and a Fellow of the Irish Computer Society.

Visit Cloud Credential Council (CCC): [www.cloudcredential.org](http://www.cloudcredential.org)

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