Fosway AI Insights 2026:
AI Market Assessment for Digital Learning

The 2026 Fosway 9-Grid™ for Digital Learning found that AI is already making a big impact on the industry. Whilst marketing is still moving faster than real-world AI usage, considerable progress is being made with proactive companies actively exploring AI-driven solutions for clear needs. Some customers are still holding back though, waiting for the market to stabilise and for more AI capability to be made available before making investment decisions. But as AI advances beyond content and further into coaching, simulations and the customisation of experiences and solutions, the cost of inaction is high.

The Fosway AI Market Assessment for Digital Learning 2026 provides buyers with a clear analysis of the AI innovation in the Digital Learning market, and the progress vendors are making on their AI roadmaps in 2026. It uses a clear, data-led view of the reality of AI in Digital Learning today, showing where vendors are innovating with AI, what is live with customers, and where AI is heading next. It draws a clear line between aspirational AI marketing and operational AI capability by:

- *Mapping AI features by actual status, separating substance from spin through feature segmentation*
- *Highlighting where real innovation sits and where vendor investment is converging across the market*
- *Comparing vendors side by side, to determine who is walking the AI talk and who is not*

Note: This report is part one of a two-stage process for Digital Learning in 2026. This stage focuses on AI roadmaps, reality and innovation. In stage two of this research, Fosway will be analysing AI adoption and value too. Those findings will form a separate ***AI Value Assessment Report****, to be published later this year.*

April 2026

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AI Profile: GP Strategies

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This version of the paper is licensed to GP Strategies, who are rated as follows in the 2026 AI research.

Fosway AI Feature Segmentation: GP Strategies vs. Feature Segments

Table A shows a summary of GP Strategies' AI by feature segment with live capability vs. stated roadmap. The numbers in brackets show the year-on-year increase or decrease. For a description of the segmentation model, please refer to section AI Feature Segmentation, starting on page 19.

Segment	Total Features 2026	GP Strategies Live	GP Strategies Roadmap
Mainstream	14	93% (+68%)	93% (+43%)
Next Wave	44	100% (+74%)	100% (+68%)
Edge Advantage	14	100% (+95%)	100% (+95%)
Mixed Consensus	48	96% (+93%)	96% (+93%)
Niche Play	6	86% (+86%)	86% (+86%)

Table A: Fosway AI Feature Segmentation – GP Strategies

Vendor AI Reality Chart: GP Strategies

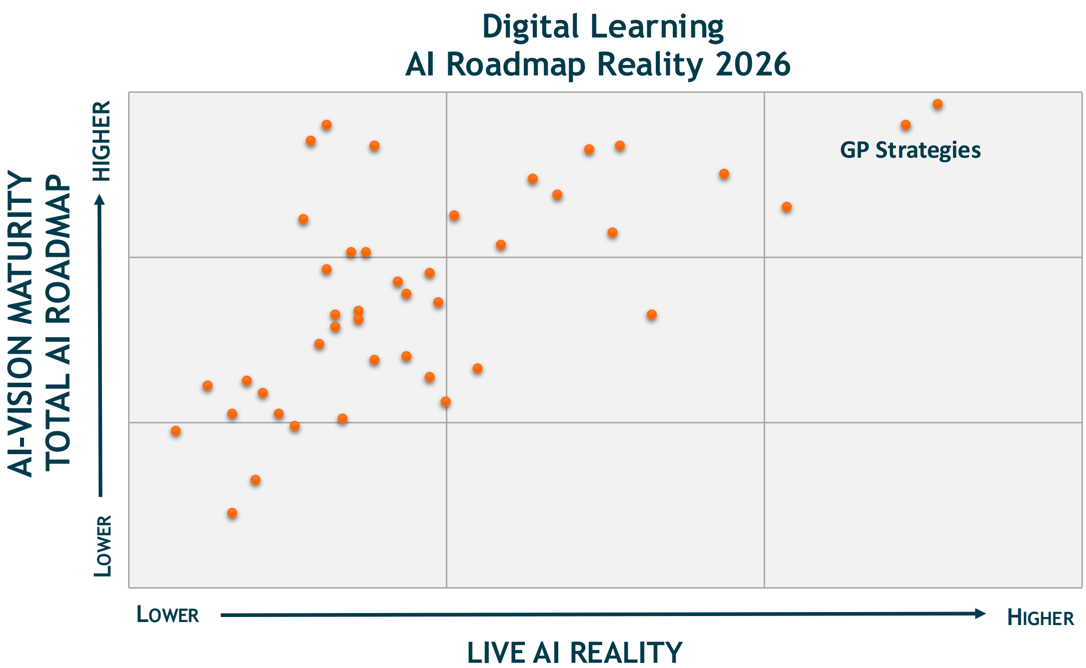

Figure A: AI Roadmap Reality – GP Strategies

The Vendor AI Reality Chart shows GP Strategies' AI roadmap comparatively to the other vendors in this digital learning AI market analysis, comparing their live delivery versus total AI roadmap (including live). For more details, please refer to section Vendor Benchmarking & Assessment, starting on page 30.

Vendor AI Benchmarking Summary: GP Strategies

GP Strategies' overall AI Benchmarking chart compares the functional depth of their AI roadmap versus market average and versus 'market best' across the Digital Learning functional model.

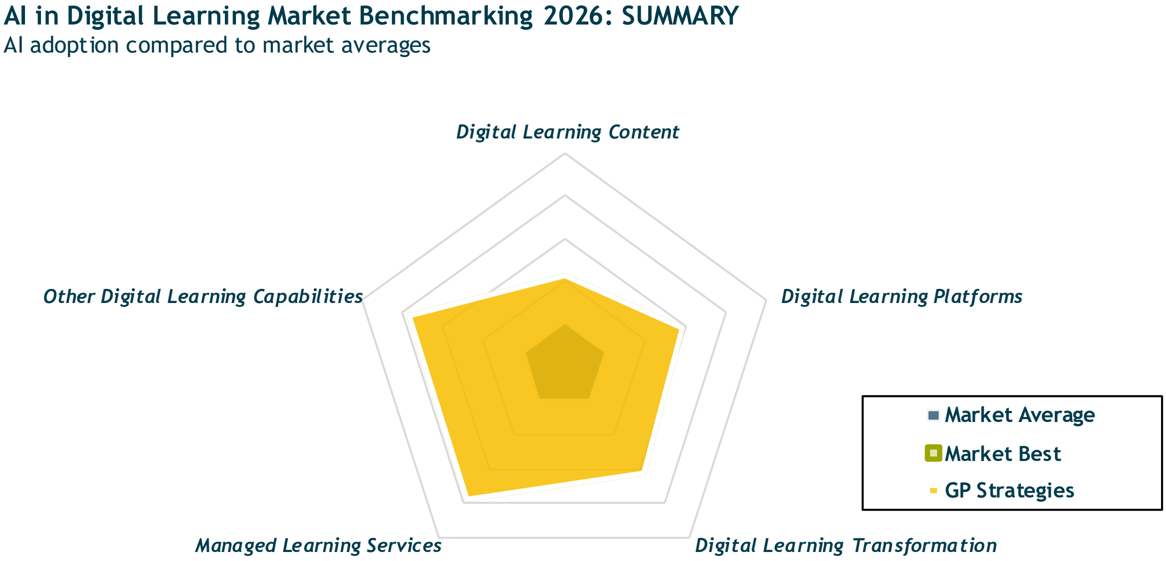

Figure B: Fosway AI Vendor Market Benchmarking – GP Strategies

GP Strategies' AI capabilities are strongly above market average across all functional areas and 'at market best' comprehensively. Compared to 2025, the year-on-year movement reflects rapid development across the board, from a significantly lower base.

Functional area	Benchmark vs. AI market avg.	Year-on-Year Change
Digital Learning Content	214%	+183%
Digital Learning Platforms	292%	+245%
Digital Learning Transformation	314%	+114%
Managed Learning Services	386%	+386%
Other Digital Learning Capabilities	382%	N/A (added in 2026)

Table B: Fosway AI Roadmap Reality – GP Strategies

Regarding live features, GP Strategies' 2026 position sits at the higher end of the market distribution, with a greater number of Live AI features than most other vendors included in this research and showing significant growth on a much lower base the previous year.

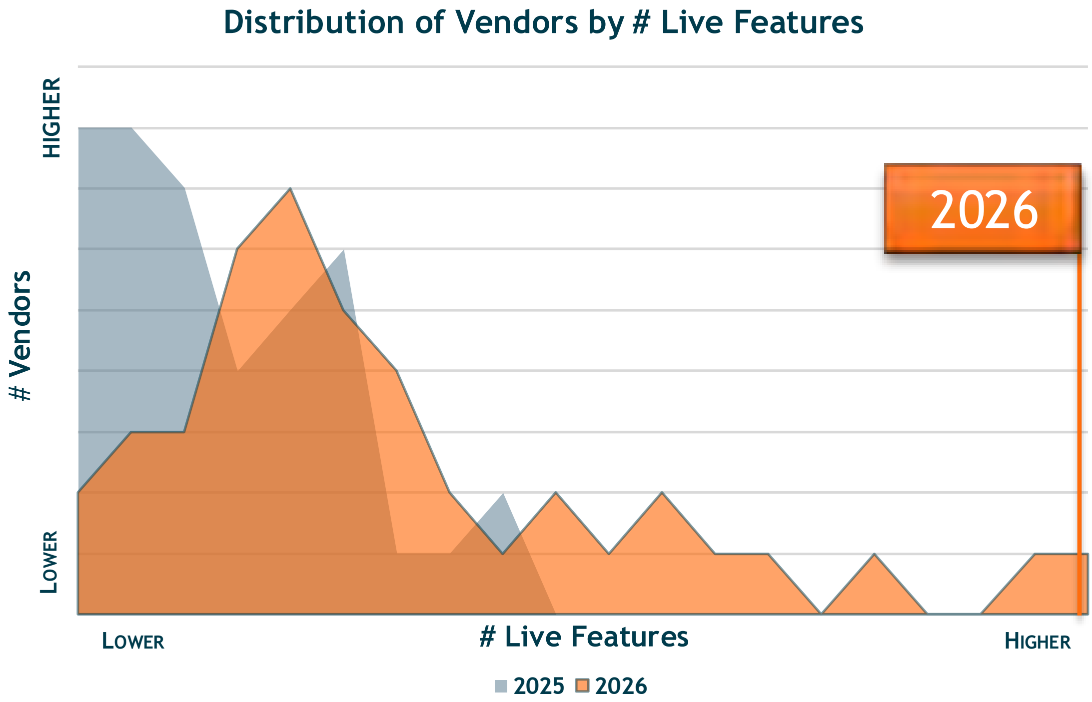

Figure C: Fosway AI Vendor Market Benchmarking – GP Strategies AI Live: 2025 vs 2026 Position

Fosway Summary: GP Strategies
GP Strategies is a Strategic Leader in the 2026 Fosway 9-Grid™ for Digital Learning. Significant increase in Live AI features from 2025 to 2026, and one of the largest number of Live AI features in this research. Overall, very strong in Live AI features across all feature segments, including 93% of Mainstream features and 100% of Next Wave and Edge Advantage. GP Strategies' roadmap also has 96% coverage of Mixed Consensus features and 86% of Niche Play. AI capabilities are 'at market best' across all categories of the functional model, other than in Off the Shelf Services & Support.

Background & Methodology

Background & Methodology

Fosway AI Market Assessment for Digital Learning

The Fosway AI Market Assessment for Digital Learning (DL) brings together multiple analytical models to give HR and L&D leaders a clear, data-driven view of vendor AI capability and market direction. This includes:

- A series of **AI Roadmap Flow Maps** using Sankey charts to trace vendor AI R&D activity across Fosway's functional model for Digital Learning, revealing where AI development is converging as well as timescales for delivery with customers
- The analysis of every AI feature using **Fosway AI Feature Segmentation Analysis**, comparing AI features by vendor roadmap consensus and what is live, classifying individual AI capabilities as Mainstream, Next Wave, Edge Advantage, Mixed Consensus or Niche Play
- The **Vendor AI Reality Chart** analysing where the vendors are positioned in terms AI roadmap vs live delivery, highlighting 'who's walking the talk?' and mapping the comparative advantage and maturity of AI delivery between vendors
- Finally, individual **AI Benchmarking Charts** allowing us to compare the functional depth of the AI roadmap for specific vendors vs. market average vs. market best across the Fosway functional model

Together, this analysis translates raw research data and product analysis into a set of cohesive tools, allowing buyers to benchmark AI offerings, interrogate vendor claims and time their AI adoption with precision.

Functional Model

As the scope of digital learning is constantly evolving, we have based this AI analysis on the 2026 **Fosway Digital Learning Functional Model** (see Figure 1). AI and non-AI features have been part of our 9-Grid™ analysis for many years. For the purposes of the AI Market Assessment, we also extracted the dedicated AI capabilities from the functional model and have expanded it to include new innovations and features as the market has developed. New items are identified from Fosway's engagement in corporate RFPs and RFIs, through corporate interviews, vendor briefings, and other sources.

AI in digital learning is moving very fast. In 2025, the Fosway AI functional model consisted of 83 AI capabilities/features. In 2026, this has expanded to 126 Fosway defined features, plus vendors are also able to submit their own unlisted capabilities, extending beyond those defined by Fosway.

Digital Learning Content	Digital Learning Platforms	Digital Learning Transformation	Managed Learning Services & Operations	Other Digital Learning Capabilities
• Off-the-Shelf Content • OTS Diagnostics • OTS Support • Custom Content & Experiences • Custom Media • Blended Learning Experiences • Custom AR VR & XR Experiences	• Portals & Portal Delivery Platforms • Mobile Platforms • Collaborative / Social Learning • LMS, LXP & LRS • Content Authoring / Management	• Digital Learning Strategy Consulting • Learning Technology Consulting • Implementation & Integration Services • Technical Delivery & Support Services	• Learning Service Management & Administration • Service & Solution Governance • Digital Learning Quality Assurance Services	• Quality Assurance Standards • Digital Learning Accessibility Services

Figure 1: Fosway Digital Learning Functional Model, 2026

Sources of Data

In 2025, Fosway initiated a strategic research programme to examine the reality of AI in HR, talent and learning, and to assess the benefits organisations are realising. This paper provides an update to the vendor analysis from that work, plus new perspectives based on changes between 2026 and 2025. All findings in this report are derived from vendor self-reported data collected by Fosway Group between late 2025 / early 2026. 'Live' status reflects that a feature is technically live for adoption by customers but does not differentiate between full enterprise rollout and limited pilots.

Some elements of the year-on-year comparisons should be treated with some caution, as the 2026 submission set is not identical to 2025. Whilst the overall analysis and feature segmentation is robust, a few vendors that reported live capability in 2025 did not resubmit in 2026, and the 2026 analysis includes some additional vendors on top of those in the 2025 data set. This may mean that some year-on-year comparisons are not totally like-for-like and may understate the level of underlying market progress.

Note: For the purposes of this paper, we also do not differentiate the sophistication of the feature but recommend looking at the corresponding Fosway 9-Grid™ analysis of that segment, where AI innovation is a key part of the analysis, or engaging with Fosway analysts to dive deeper.

Beyond Roadmaps; assessing AI Adoption and Value

As most corporates were very early in their AI adoption journey, in 2025 our research mainly focused on tracking corporate attitudes to AI[1] together with a deep vendor-side analysis, captured in the 2025 **AI Market Assessment**[2] report and **AI Roadmap Benchmarking** sessions for both corporates and vendors.

In 2026, this updated AI Market Assessment is just the first part of a two-stage process, with stage two focusing on analysing the adoption and value of AI capabilities within customers. This is of course a very different perspective, and arguably, much more important. Innovation without adoption has no value. Adoption without value is pointless.

The adoption and value research stage includes looking at the main drivers and use cases for AI in learning, which use cases are being actively adopted by corporates, and at what scale, and whether they are delivering meaningful outcomes. We are also looking at how organisations are approaching AI strategy, investment, adoption, challenges and risk, and how organisations are assessing value, building business cases and accelerating AI investment.

These findings will inform a separate **AI Value Assessment Report** for each market segment as well as **AI Value Benchmarking**, to be published later this year as part of the Fosway AI Insights series. For corporate readers, we would encourage you to consider actively participating in this research activity by becoming a core participant. See the end of this paper for more information on how to get involved.

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[1] Digital Learning Realities 2025 – Including AI Infographics
[2] AI Market Assessment for Digital Learning 2025

AI Roadmap Assessment: Digital Learning

AI Roadmap Assessment

The **AI Roadmap Flow Maps** in this section use Sankey diagrams to trace vendor AI R&D activity across Fosway's functional model, showing where AI development is concentrating and when delivery is planned.

More than double the live features from last year

The following diagrams show where vendors are concentrating AI development efforts across the functional model, and the overall status of AI features in their roadmaps.

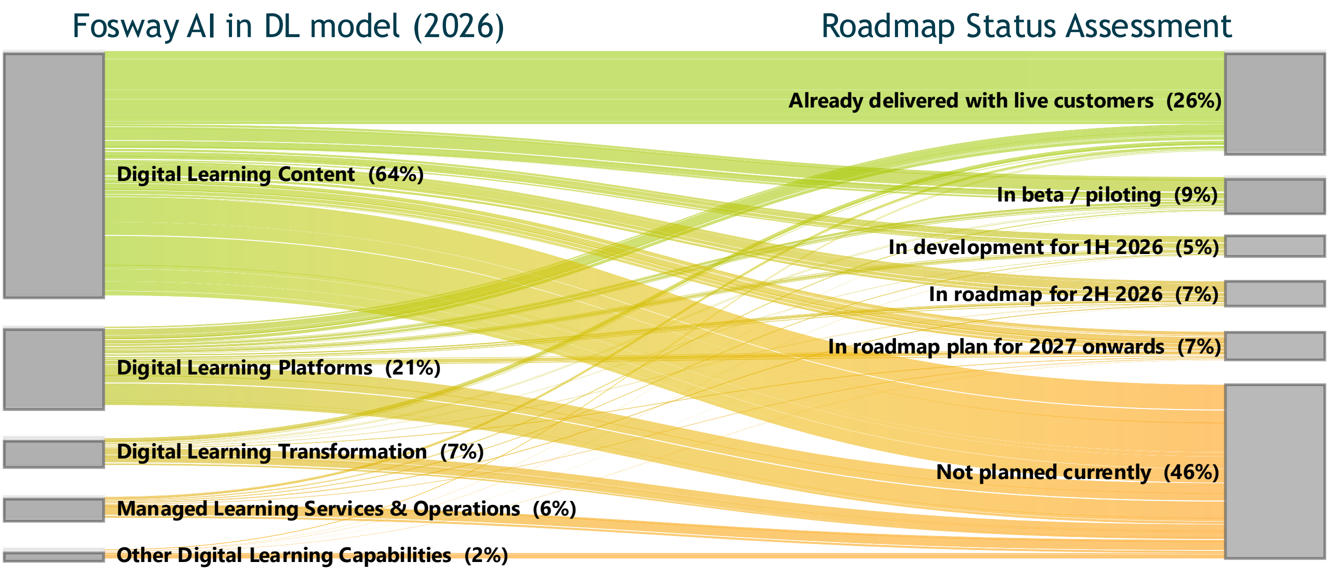

Figure 2: Fosway Overall AI Roadmap Flow Map for Digital Learning, 2026

Overall,

- 64% of DL AI roadmaps are focused on content and content experience
- 21% is on Platforms, 7% on Digital Learning Transformation, 6% on Managed Learning Services & Operations and 2% on Other Capabilities
- 26% of mapped AI features have delivered and are live with customers, with a further 9% in beta/piloting and another 5% in short-term development for H1 2026
- 7% of AI capabilities are planned for H2 2026. Another 7% sit on longer term roadmaps (2027 onwards).
- 46% of all AI features in the model are not yet on vendor roadmaps

Compared with 2025, there are some important similarities and differences:

- The total number of features included in the AI functional model expanded by 52% in 2026, compared to 2025.
- The spread of AI features across the functional model remains broadly similar to our 2025 data. The proportion of AI features in Digital Learning Content grew from 58% to 64%, with Digital Learning Platforms reducing slightly to 21%, versus 24% last year. This reflects the continued dominance of AI focus on content solutions in the industry, as well as in the functional model.
- The amount of live capability has grown significantly, with the share of features reported as live with customers more than doubling, from 11% in 2025 to 26% in 2026.
- This rapid growth is actually ahead of vendor expectations too, as the market delivered more live AI capability than last year's roadmap positions alone suggested. Our 2025 analysis forecast that 22% of capabilities would be live by the of that year, versus 26% actually live with customers.
- If all 2026 vendor plans are delivered, a total of 47% of all features in Fosway's AI functional model could be live by the end of 2026.

Despite this progress, a gap remains between marketing promise and market reality. This has two key implications:

- **Corporates cannot fully rely on roadmap claims**: unless a capability is already live or in active piloting, it should not shape immediate platform decisions.
- **Buyers must prioritise visibility and evidence**: ask for demos, reference clients, and rollout timelines anchored in real deployments, not vague intent.

AI matters now, but much of the market is still selling future capability rather than present delivery!

Also, a Caveat Emptor: whilst one in four AI features are considered by vendors as live, that may mean the feature is switched on or available in the product, not that it is fully rolled out or actively used by real customers or end users. There is also still significant uncertainty about the extent to which corporates are realising value from AI in learning – hence the second stage of the 2026 Fosway research which is focusing on AI adoption and value.

AI in Content dominates, but hides important detail

As mentioned above, AI roadmap investment in Digital Learning is clearly concentrated on content related features. The share of live features in the **Digital Learning Content** category has doubled from 15% in 2025 to 30% in 2026 (Figure 3). If roadmap plans are delivered as indicated, 52% of content features will be live at the end of 2026, but we will see how that pans out in due course.

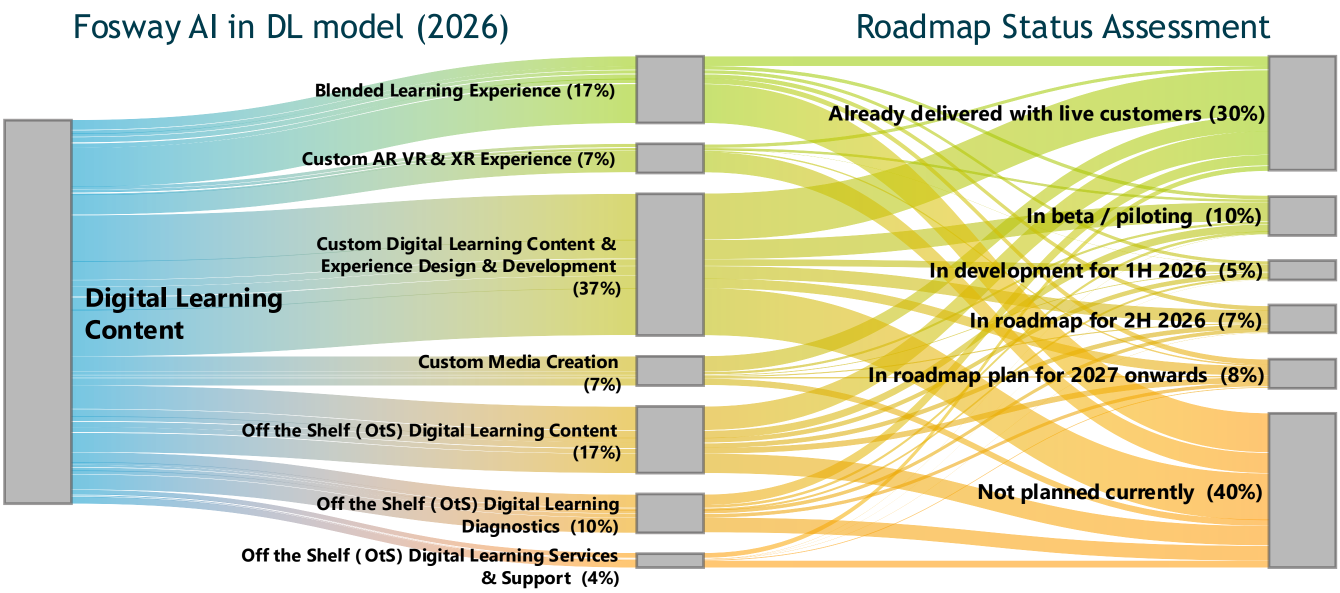

Figure 3: Fosway AI Roadmap Flow Map for Digital Learning Content, 2026

The AI share in Custom Content Development is still high at 37% of AI features in the model, but this is down slightly from 40% in 2025. The balance of roadmap investment elsewhere in this category has changed though. Blended learning has grown from 6% in 2025 to 17% in 2026 and Off-the-Shelf Diagnostics are doubled at 10% compared to 5% last year. In contrast, Custom AR, VR & XR and Custom Media Creation have both fallen.

Whilst Digital Learning Content is dominant at a surface level, it obscures the range of capabilities being developed under that banner. Vendors are heavily applying AI to the production of content for consumption, including media assets and synthetic media, as well as using it to scale translation of both. Vendors are also adding higher utility features such as AI conversation tools for skills development, AI-powered role-play tools, AI for skills mapping, and using AI for course assessment creation too.

Platforms evolve rapidly too

In **Digital Learning Platforms**, 20% of roadmap features are now live (Figure 4), up from only 7% in 2025 with a further 20% being planned for release by the end of the year. The share of features not currently planned has fallen sharply from 79% to 52% in 2026.

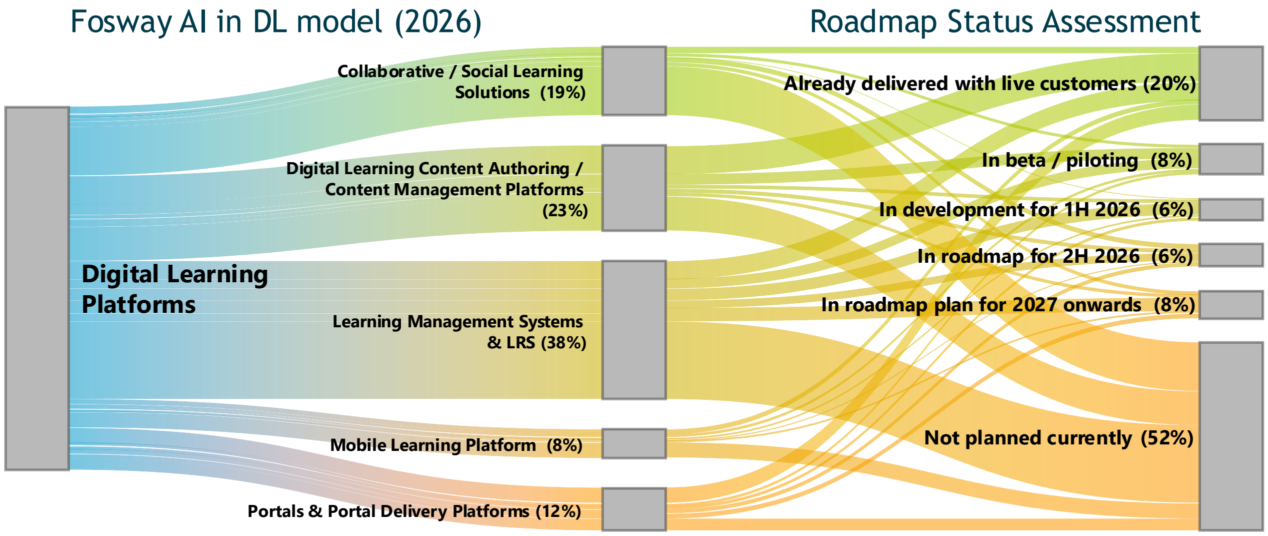

Figure 4: Fosway AI Roadmap Flow Map for Digital Learning Platforms, 2026

Learning Management Systems & LRS now account for 38% of AI roadmap features, up by 6% points from 2025. Content Authoring & Content Management has a stable share of roadmaps at 23% but is the most important contributor of live features, reflecting the dominance of Content more generally. As we saw in the AI Market Assessment for Learning Systems[3], personalised content recommendations and the use of Gen AI tools in experience design and content authoring are key priorities for AI investment for platform vendors.

Best of the rest

The **Digital Learning Transformation** category has grown markedly in 2026, with 23% of live features (Figure 5) versus 5% in 2025. 93% of AI features in this category remained unplanned in 2025, but that has fallen to 59% in 2026. Digital Learning Strategy Consulting accounts for a 45% share of AI roadmaps in this category in 2026, up from 33% in 2025. This change also reflects what we observed in the 2026 Fosway 9-

[3] AI Market Assessment for Learning Systems, 2026

Grid™ for Digital Learning[4] report, as consulting services has grown in importance for corporate buyers, and within that, advice on AI strategy / transformation being seen as a key service line by many vendors.

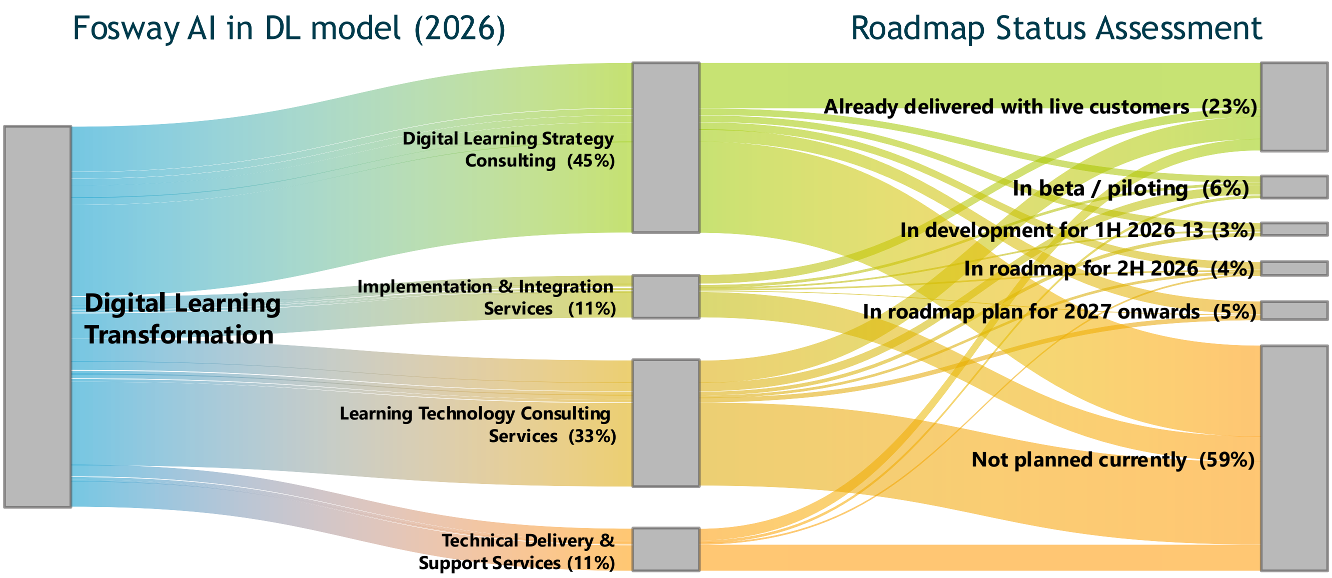

Figure 5: Fosway AI Roadmap Flow Map for Digital Learning Transformation, 2026

AI development in **Managed Learning Services** has been much less intense, although 14% of AI features are now live in 2026, with a further 19% are planned for live implementation by the end of the year (Figure 6).

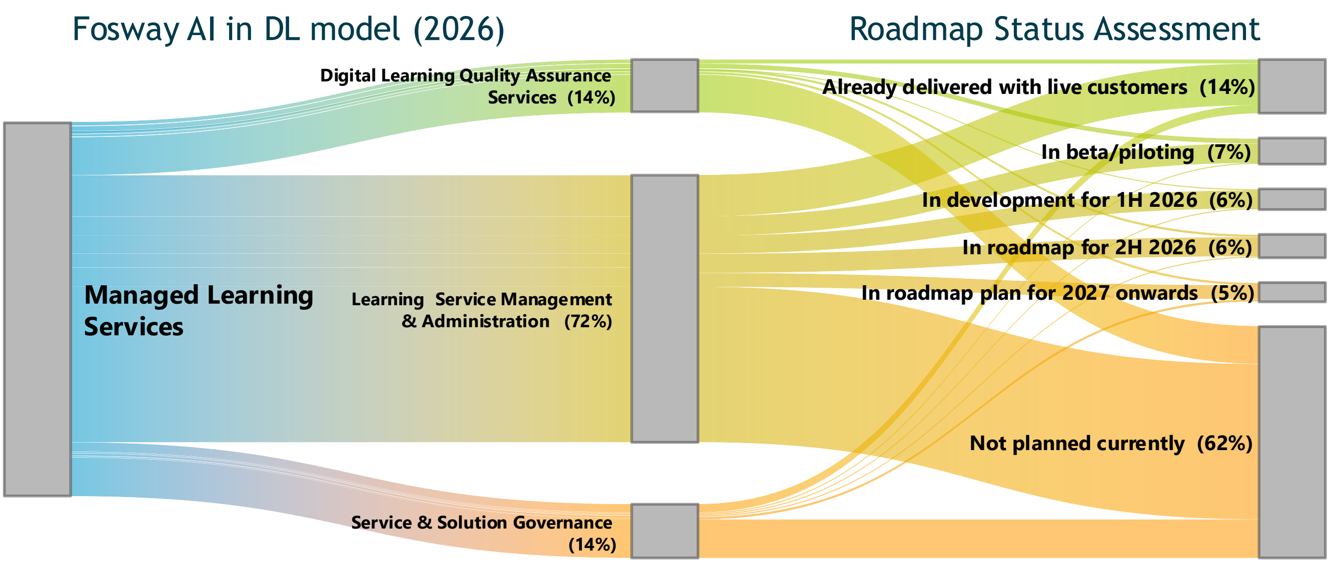

Figure 6: Fosway AI Roadmap Flow Map for Managed Learning Services, 2026

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[44] Fosway 9-Grid for Digital Learning, 2026

It is important to re-emphasise though that managed services is a key priority in the wider Digital Learning market - as referenced in the 2026 Fosway 9-Grid™ for Digital Learning report[5].

In 2026, we added some significant new AI capabilities to the functional model for Managed Learning Services, making year-on-year comparison slightly less reliable. Key focus areas for vendors are building AI content and design studio services for customers and using AI to optimise catalogue and content management, as well as and developing AI-enabled dashboards and analytics capabilities.

Amongst the **Other Digital Learning Capabilities**, 16% of features are now live, one of which, use of AI chat in user help and support, is Mainstream. The greatest consensus for vendor roadmap development in the category is focused on enhanced transcription tracking for accessibility purposes and AI-enabled quality assurance monitoring.

[5] Fosway 9-Grid for Digital Learning, 2026

AI Feature Segmentation: Digital Learning

AI Feature Segmentation

Our next analysis lens is to examine how specific AI features are making their way into vendor solutions, and on what timescale. To assess this, Fosway has developed an AI Feature Segmentation model that maps every AI capability in our functional model against two primary factors: **Vendor Consensus** (the % of vendors with the feature on their roadmap) and **Live** (the % of vendors having this feature live in production).

Because 'Live' can never exceed 'Vendor Consensus', plotting both on a 4 × 4 quartile matrix enables us to recognise **five distinct segments** of AI features – **Mainstream**, **Next Wave**, **Edge Advantage**, **Mixed Consensus** and **Niche Play** (see Figure 8).

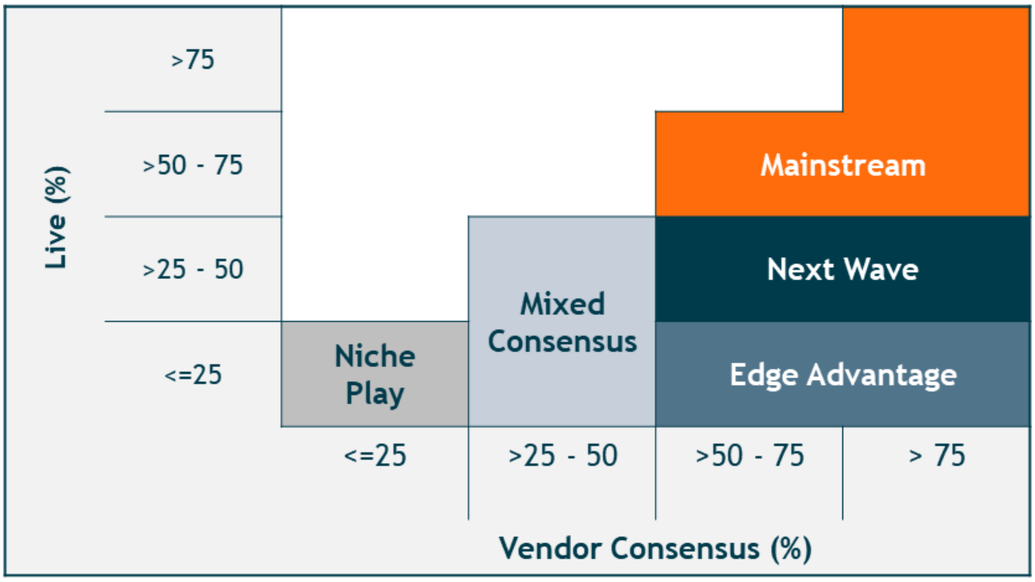

Figure 8: Fosway AI Feature Segmentation Matrix

Table 1 (below) defines the AI feature segments and shows the number of AI features in each segment for 2026, with the change from 2025 shown in brackets. Understanding where AI features sit in this model helps HR and L&D teams judge whether a capability is already established, emerging into wider use, or still limited to a smaller group of vendors. In practice, this also helps separate live AI market progress from roadmap intent, as well as helping identify where vendors may hold a competitive advantage and judging how far the market is moving towards broader consensus.

Feature segment	Definition	#Features
Mainstream	Feature is live with > 50% of vendors; considered mainstream functionality by vendors	**14** (+10)
Next Wave	Feature is on the roadmap for > 50% of vendors and live with 25–50% of vendors; has broad roadmap commitment and is live for use with a significant proportion of vendors	**43** (+23)
Edge Advantage	Feature is on the roadmap for > 50% of vendors but is live with ≤ 25% of vendors; vendors with live capability may have near-term competitive advantage	**14** (-5)
Mixed Consensus	Moderate support on 25–50% of vendor roadmaps; vendor opinion divided	**49** (+16)
Niche Play	Feature is on the roadmap for ≤ 25% of vendors; niche feature being developed by a limited set of vendors only	**7** (-1)

Table 1: Fosway AI Feature Segmentation Definitions and feature distribution with change vs 2025 in brackets

The 2026 feature distribution shows 14 AI features now in Mainstream. Most of the remaining features are in Next Wave and Mixed Consensus with 43 and 49 features respectively. Only 14 AI features are in Edge Advantage. This distribution is slightly unusual compared to other segments and is also different to the more balanced position we saw between Next Wave, Edge Advantage and Mixed Consensus in 2025.

The growth of Mainstream and Next Wave features tells us that the market is advancing quickly, coupled with a sizeable number of features now either live across a significant share of the vendors or widely committed on roadmaps. Compared with 2025, the most striking shift is the rise in Mainstream features, up from just four in 2025 to 14 in 2026. Strong progress is also visible in the Next Wave, partly fuelled by the 52% expansion in the overall feature set. There is therefore a strong consensus on nearer term investment amongst vendors as well as anticipation of customer adoption. The decline in Edge Advantage is mainly a reflection on the rapid growth in Next Wave whilst also seeing a lower consensus around many of the newer AI features (meaning they appear in Mixed Consensus).

As mentioned above, this is an unusual pattern relative to other segments we track or even to 2025. Over time, it is likely that buyer demand will converge on the most important capabilities as adoption rises and customers have a clearer understanding of value they can realise. Similarly, vendor adoption of AI in internal design and development workflows is likely to align around the benefits they bring either in sophistication or efficiency for customers.

What are the Mainstream AI features in DL?

As per the segmentation model, AI features should be considered **Mainstream** when they are live with a majority of vendors. Buyers should note the very significant vendor consensus on these features, strongly suggesting the likelihood that the remaining vendors will follow quickly. If your current suppliers cannot demonstrate Mainstream features today (or show credible plans to deliver them in the next 6–12 months), they are probably falling behind. For buyers, Mainstream features should not automatically be treated as a minimum in every purchase decision, but they are a growing baseline in the market and should be assessed accordingly.

Mainstream means these features are no longer fringe or experimental.

They are becoming standard market capability.

The table below lists out the specific Mainstream features, sorted by vendor consensus. Figures in brackets are percentage point change vs 2025.

2026 Mainstream AI Features – Digital Learning	Vendor Consensus	Live
AI-generated translations for content, transcriptions, captions etc. (custom LX design)	**95%** (+7%)	**74%** (+3%)
AI-generated translations of content - text, voiceover, video, audio, transcripts (custom media)	**95%** (new)	**74%** (new)
AI created assessments and quizzes	**88%** (+10%)	**53%** (+32%)
AI coach / conversations for skills development (OtS)	**86%** (+0%)	**53%** (+32%)
AI Created Video or Audio Transcripts (custom)	**86%** (+12%)	**72%** (+20%)
AI-generated synthetic media creation or part creation	**81%** (+0%)	**63%** (+8%)
Synthetic media video avatars in video content or as conversation interface	**79%** (new)	**51%** (new)

2026 Mainstream AI Features – Digital Learning	Vendor Consensus	Live
AI-powered search - to page level, meta data, tags etc.	**79%** (+4%)	**51%** (+18%)
AI-generated and managed in-course assessments (custom)	**79%** (+0%)	**53%** (+24%)
GenAI-generated e-learning courses and content from source materials	**79%** (+15%)	**53%** (+22%)
AI-generated translations of portal content	**77%** (new)	**51%** (new)
GenAI for image creation in courses and content	**74%** (+10%)	**53%** (+22%)
GenAI for media creation in OtS courses and content	**74%** (-9%)	**56%** (+13%)
OtS AI-automated chat help and support	**70%** (-6%)	**53%** (+20%)

Table 2: Fosway's 2026 List of Mainstream AI Features in the Digital Learning Market

It is important to note that many of the features now in Mainstream only narrowly crossed the 50% live threshold but are growing rapidly. Unsurprisingly, nearly all the Mainstream features are content related, including the creation of courses and content for learning experiences. As noted last year, translation and transcription have been long standing requirements in Digital Learning and the use of AI for these is now commonplace. AI translation of custom media and portal content were both added this year, and both are already in Mainstream.

Perhaps the most significant indicator of the direction of the market is the widespread availability and use of AI coaching / conversations for skills development, now on 86% of roadmaps, with live capability growing by 32% points to 53% of vendors. According to the 2025 Fosway Digital Learning Realities[6] research, Skills development is the top priority for L&D functions, and the ability to practice skills and gain immediate feedback is a significant advancement in the increased relevance and role of learning solutions.

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[6] Fosway Digital Learning Realities 2025

What are the Next Wave AI features in DL?

The next tranche of AI features is not yet Mainstream but is well on its way to becoming so. These are the **Next Wave** features: capabilities with a broad vendor roadmap commitment with more than 50% of vendors having them in their roadmap, and they also have live delivery across at least 25% of vendors.

Next Wave features show where the mass market is moving next and are most likely to become Mainstream sooner. L&D teams should be aware of these AI features already and seek to understand the value they provide. Teams should also consider whether their vendors currently provide them or are at least planning to deliver them in the next 6-12 months. Otherwise, they might be falling behind.

For Digital Learning, there are 43 Next Wave AI features in 2026, more than doubling from 19 in 2025. Figures in brackets are percentage point changes vs 2025.

Note: The Next Wave segment contains a large number of features, so only the top features are shown here, ranked by vendor consensus and with live percentages included.

2026 Top Next Wave AI Features – Digital Learning	Vendor Consensus	Live
OtS AI coach conversations for skills development	86% (+0%)	37% (+16%)
AI-driven personalised content recommendations	81% (new)	44% (new)
GenAI learning assistant / copilot as 'personal study buddy' for courses and programmes (custom content)	81% (+21%)	35% (+23%)
OtS AI coach conversations for behaviour change and interpersonal skills	81% (-2%)	28% (+7%)
AI Coach / Conversations for behaviour change and interpersonal skills (custom content)	77% (+1%)	44% (+18%)
AI Assistant-/ Conversation-based content recommendation across OtS library	77% (new)	37% (new)
AI-generated or mediated scenario exploration, practice & feedback	77% (+13%)	30% (+20%)
AI-driven content research & analysis (e.g. SME content resources, company reports and	74%	42%

2026 Top Next Wave AI Features – Digital Learning	Vendor Consensus	Live
documents)	(+22%)	(+28%)
AI-driven learner diagnostics (skills, transaction-/scenario-based simulation analysis for competence and confidence)	**74%** (+42%)	**37%** (+23%)
AI / ML content tagging with skills from taxonomy	**74%** (+10%)	**37%** (+28%)
AI-generated responses to learner questions from data within OtS courses and content	**74%** (new)	**35%** (new)
GenAI learning assistant / copilot as 'personal study buddy' for OtS courses and programmes (OtS content)	**74%** (new)	**33%** (new)
AI-generated content curation and recommendations in programmes and campaigns (blended)	**74%** (+3%)	**30%** (+11%)
AI-generated video avatars for conversation, practice and learner feedback (custom content)	**74%** (+17%)	**26%** (+12%)

Table 3: Top Next Wave AI Features in the Digital Learning Market

The top Next Wave features are less clustered around media and content creation and more around the relevance, effectiveness and quality of the learning experience. AI coach tools and learning assistants are present on many roadmaps and being applied to off-the-shelf content, custom programmes and custom content. Strong growth in use of AI in scenario exploration, practice and feedback - vendor consensus (+13%) and live (+20%) – indicates how AI is making more sophisticated scenario development more affordable, breathing new life into more traditional static e-learning. Several features that use AI to enable greater personalisation are also in this segment, including personalised content recommendations (new to DL this year), learner diagnostics, content tagging and curation within blended programmes to support better targeting and relevance of the learning experience.

Eight of the Next Wave top list and a further four in the full list, are AI conversation tools or features. This shows a strong signal that the interface to learning content is changing and the experience itself is evolving. There is no longer a need to wrap information and ideas into a media format to make them accessible to learners. For learners and learning designers alike this has huge potential to reduce the time spent finding the right information, as well as delivering a more dynamic and personal experience. AI-enabled skills practice with immediate feedback, often in the form of role play, also supports the application of skills in a way that traditional e-learning struggled to achieve. What is less clear though, is the future economic model for content creators and publishers that historically priced content access by registration volume.

Next Wave features show where the market is moving next. Corporates should track them closely and assess where they may become relevant before wider market delivery turns them into expected capability.

What are the Edge Advantage AI features in DL?

Whilst some AI features are on their way to becoming Mainstream, others are still on the edge. **Edge Advantage** features have high vendor consensus, with more than 50% of vendors including them on their roadmap, but fewer than 25% with them live. That means vendor intent is strong, but broad market availability is still limited and vendors already delivering these features may hold a **short-term competitive advantage**. For corporates, these features may offer less immediate benefit or be further from the core needs of L&D, depending on their context. These edge features may also carry risk. Vendor maturity typically varies more around the edges, and organisational readiness often lags, too. The best approach is to pilot with purpose: fund tightly scoped use cases, define outcome metrics in advance and be clear on the implementation effort to achieve benefits.

Edge Advantage AI is not for every team or every situation.
Use it where the use case is clear, the value is material, and the risks are manageable.

Table 4 shows the top Edge Advantage AI features by vendor consensus. This segment holds 14 features in total, down from 19 in 2025. Figures in brackets are percentage point changes vs 2025.

2026 Top Edge Advantage AI Features – Digital Learning	Vendor Consensus	Live
AI-enabled adaptive learning programmes	77% (+20%)	23% (+4%)
AI-generated reporting and dashboards	67% (+17%)	19% (+9%)
AI / ML for skills mapping in programmes and experiences (e.g. mapping skills to tasks and activities)	60% (+5%)	23% (+16%)
AI-driven whole course and programme creation (and iteration)	60% (+10%)	21% (+4%)
AI-generated learner dashboards and diagnostic reports (blended)	58% (+10%)	23% (+16%)
AI coach / conversation for skills practice on mobile device	58% (new)	23% (new)
AI-driven learner diagnostics self & 360 feedback ratings - skills, transaction / scenario based simulation analysis for competence and confidence	58% (+8%)	21% (+9%)
AI-generated predictive analytics for learner engagement and experience optimization	58% (+15%)	16% (+11%)
AI-generated content curation and recommendations in programmes and campaigns (blended)	56% (+4%)	23% (+6%)
AI-driven skills/performance framework development and management	53% (new)	23% (new)
AI-enabled high stakes e-assessment (i.e. testing and validation support for certifications & qualifications)	53% (+10%)	16% (+11%)
AI-enabled analytics, dashboards & reporting services in learning operations	51% (new)	19% (new)
AI-generated predictive learning and engagement optimisation	51% (+8%)	9% (+4%)

Table 4 Top Edge Advantage AI Features in the Digital Learning Market

As Table 4 is sorted by vendor consensus, the features at the top reflect the highest level of roadmap commitment rather than the highest level of live delivery. The stronger the consensus, the more likely a feature is to move into Next Wave over time, and in many cases eventually towards Mainstream.

For corporates, this segment is unlikely to be a list of immediate requirements. It is a signal of where vendor ambition is strongest and where more differentiated capability is emerging.

The Edge Advantage features also show a shift towards a more sophisticated implementation and arguably, a more mature customer base. There are several data analytics and data driven optimisation features in this segment which, as Fosway's Digital Learning Realities analysis identifies[7], are maybe a rarer priority amongst customers than perhaps they should be. They show though, the potential for AI to unlock this crucial value.

At the top of the Edge Advantage list, AI-driven adaptive learning programmes is also a more transformational approach and a further indicator of future value. Now live with 23% of vendors, it is a likely Next Wave feature in the near future. Adaptive programmes have long held the promise for much more personalised experiences at scale but have often come with the need for incremental infrastructure to deliver them and a prohibitive price tag. AI is also enabling automation in the creation of adaptive experiences in specialist platforms as well as increasingly in authoring products, reducing costs of production and adding value to traditional 'one size fits all' courses.

AI-driven whole course creation also has high vendor consensus, being on 60% of roadmaps and live with 21%. Expectations were high for these features when Gen AI first arrived but did not always meet them, due to the high manual effort needed to create output of sufficient quality, particularly for more complex learning experiences. The arrival of agentic tools promises that complex processes across multiple tasks in a workflow will more consistently create results of reliably high quality which might accelerate adoption.

At 53% consensus, using AI to create and manage high stakes assessments is growing in the ranking and in live status quite quickly. Managing and validating certifications is a labour intensive but critical operation for many formal learning services. The potential to scale certification, making it more granular and relevant, is extensive. But as with many high-stakes applications, consistent accuracy and reliability will need to be proven before more widespread adoption is likely.

[7] Fosway Digital Learning Realities 2025

What about the rest?

In total, there are now 126 different AI features in the Fosway model for Digital Learning, up from 83 in 2025. Of these, **70 sit in the top three segments discussed above**. For brevity, this paper focuses on those higher-priority parts of the AI feature segmentation, but there are a further 56 features in the other two segments, Mixed Consensus and Niche Play.

Mixed Consensus means just that; it is not strong as less than 50% of vendors are looking at it, but it is also not niche either. This could mean they are early adoption signals, yet to achieve wider consensus, or just that only some of the vendors see them as relevant. From a Fosway perspective, we will keep tracking these to see if they move up to Edge Advantage or Next Wave or stay where they are.

The Niche Play segment is interesting too, as by definition, not many of the vendors have those features in their roadmaps yet. This could mean a feature is very specialist, or just that it is incredibly new and not on the vendor radar yet. From a corporate perspective, if you are looking for AI features that are Niche Play, you will have much more limited choices, and it is likely that other vendors will be slower to add it. So, choose carefully and do your due diligence.

For companies seeking more information about all the AI features please contact Fosway to discuss further, or to arrange for a diagnostic session to assess the AI opportunities for your organisation. See the Next Steps section for more information.

Vendor Benchmarking & Assessment: Digital Learning

Vendor benchmarking and assessment

The AI Roadmap reality: Who is walking the talk?

The majority of this paper has focused on understanding the maturity and segmentation of AI features, and what that might mean for corporate buyers. That analysis is aggregated across the market, but of course aggregated analysis is made up of all the specific information and insights from each of the vendors included in the analysis.

The next logical question is in some ways much simpler: **how do individual vendors actually compare**?

This matters because vendors are far from equal in either the breadth of their individual AI roadmaps or the extent of live delivery with customers. The final section of this paper therefore provides an indicative view of how different vendors are distributed in terms of their capabilities and provides an indication of what Fosway can offer in terms of vendor-to-vendor comparison, without naming individual suppliers or discussing them in detail.

Figure 9 shows an aggregated but anonymised view of the vendors included in Fosway's 2026 analysis.

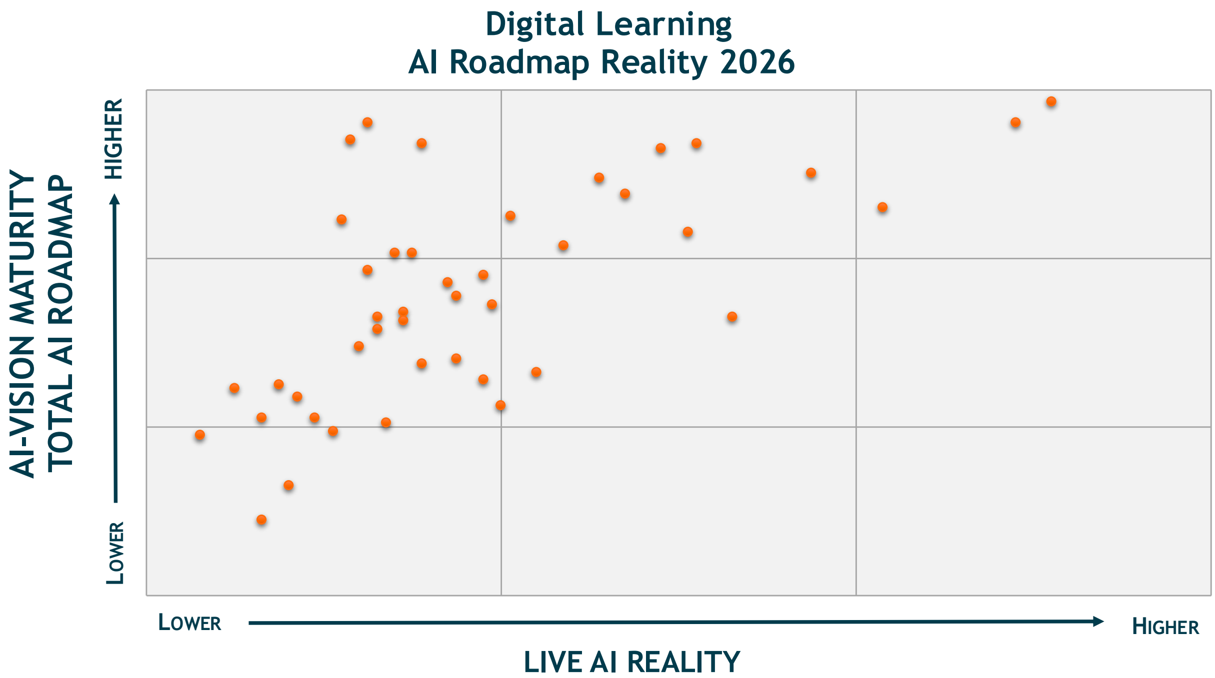

Figure 9: Fosway AI Roadmap Reality in Digital Learning, 2026

The AI Roadmap Reality chart shows how roadmap (feature breadth and ambition) compares with live reality (features live in production) for all the vendors in the 2026 analysis. In this chart:

- X-axis: number of AI features already live with customers
- Y-axis: breadth and ambition of a vendor's total AI roadmap across the functional model (including live)

For buyers, the chart highlights three broad groups worth paying attention to:

- Those vendors that combine strong delivery today with a credible, ambitious roadmap. These would potentially be the safest bets for organisations that want to scale AI strategically and quickly
- Vendors having moderate live capabilities but are investing in catching up with an extensive roadmap. These are potentially worth shortlisting - provided roadmap claims are backed by concrete delivery
- Those offering a sound live AI foundation with a slightly less ambitious roadmap than the other two groups. They are unlikely to differentiate your organisation, but they present low risk for buyers prioritising integration or consistency

Beware though; vendors with limited live capability may carry more risk, especially where their AI roadmap narrative is extensive. Some of these are clearly talking a lot more than they are delivering. Others may simply be taking a more considered approach or focusing on specialist services.

Where does your current supplier sit in terms of AI innovation,
and where do you want your next vendor shortlist to be?

Compared with last year, the 2026 AI Roadmap Reality chart shows some significant changes in vendor distribution. In 2025, 13 vendors were grouped in the low-roadmap, low-live group. In 2026, there are only four. By contrast, the mid-roadmap, low-live group is more congested with 19 vendors, versus only six in 2025, demonstrating the growth of roadmap investment. Above this, in the high-roadmap but low-live group, there are six vendors investing a lot of roadmap effort for little live outcome, so far.

Interestingly, less has changed in the middle zone (mid-roadmap and mid-live) where only two vendors sit this year versus six in 2025. For Digital Learning, there are only three vendors in the high-live and high-roadmap group, in contrast to our analysis of the Learning Systems market[8] where there are now five vendors in the high-live and high-roadmap group, with two more on the borderline.

Whilst the majority of vendors have advanced their position over the year, not all vendors have done so. Some have shifted down relative to the wider market, so whilst they are innovating and investing in AI, they are not keeping pace with the market or the number of new AI capabilities added for the 2026 analysis.

Note: Whilst the analysis of vendors included in this paper is deliberately anonymised, information on specific vendors is available from Fosway on a private basis. This includes providing analysis for corporates wishing to AI benchmark their existing vendor partners or for those assessing the AI capabilities of vendors as part of a new procurement or change of existing vendors.

Market average is advancing, but not all are keeping up

Figure 10 shows the year-on-year movement of 'market average', i.e. the mean values for both AI roadmap and AI live delivery.

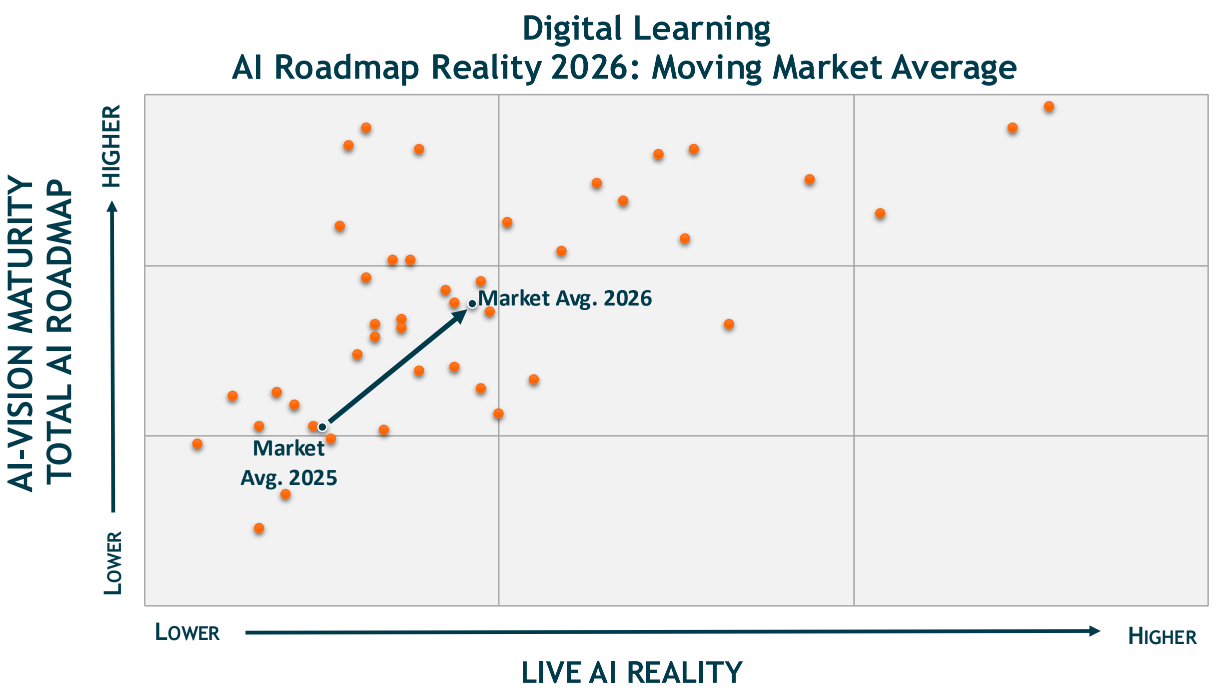

Figure 10: Fosway AI Roadmap Reality – Market Average Movement 2025 vs 2026

[8] AI Market Assessment for Learning systems, 2026

The overall market average has advanced significantly between 2025 and 2026, moving both upwards and towards the right, meaning both roadmap development and live delivery have grown.

Despite this, eight vendors are still behind the average live feature count for 2025 and may well be unlikely to catch up as the market gathers pace. A sizeable group of vendors is close to the average for live features deployed in 2026, but the spread of vendors ahead of average indicates that a number of potential leaders are emerging. These are mainly larger scale, full-service providers capitalising on their scale and the ability to implement AI functionality across platforms, off-the-shelf services and custom projects.

Customers need to be careful not to be swayed too much by claims of extensive roadmap capability which have not yet found live use cases to be tested against. Important progress is being made but **there is a risk that a feature race is being run without significant real application to test genuine value.**

The acceleration in the market can also be clearly seen if we look at the distribution of vendors by number of live AI features. Figure 11 shows a chart of the number of digital learning vendors mapped against the number of live AI features, comparing 2025 (grey) with 2026 (orange).

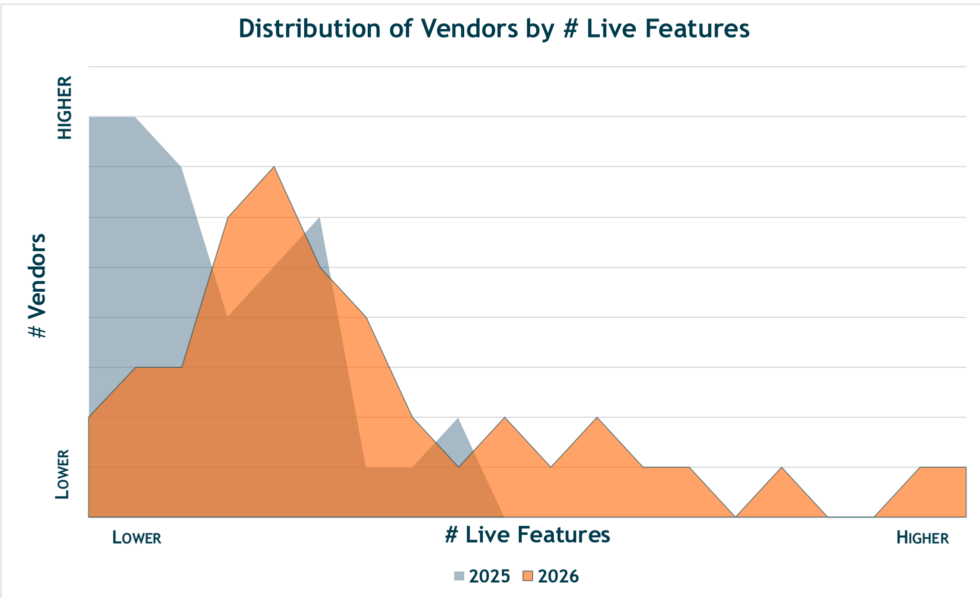

Figure 11: AI Live Distribution for Digital Learning - Vendors by Number of Live Features 2025 vs. 2026

There is a clear shift in the distribution of vendors as more live AI features are added. In 2025 there was a pronounced peak of vendors to the far left, with a low level of live features. In 2026, the peak has clearly moved to the right as more live features are added by a considerable number of vendors, although the peak has not advanced that far ahead of the prior year.

An important change is the spread of vendors with higher live ratings and a clearer view of a substantial rump of the market being left quite far behind those emerging leaders. The market is starting to differentiate in terms of feature availability and application with customers as an important proportion of the market moves ahead, leaving many laggards having made modest advances on last year's position.

Note: this analysis is based on availability of live AI features only. The next test for the market is not roadmap expansion, but clearer evidence of usage, impact and outcomes. We will address that in the AI Value Assessment process which forms the next stage of the 2026 research.

Vendor Benchmarking: Delivery, Breadth and Direction

Another way of assessing individual vendors against the Digital Learning model, is not just by looking at the total size of their AI roadmap, but by examining functionally where that roadmap is focused. As we saw from the AI Flow Maps (the Sankey charts), vendor roadmaps are not evenly spread across the functional model. They are clustered in certain categories.

To assess a vendor fully, we need to understand not only how they are doing overall relative to the wider market, but specific strengths within the functional model. For corporates, knowing how vendors score within specific parts of the model is highly relevant.

The AI Market Benchmarking charts therefore form a key part of the AI vendor assessment process too. They use a radar chart to map vendor AI capability against the DL functional model. As we saw at the start of this report, the DL functional model consists of five main functional pillars – Digital Learning Content, Digital Learning Platforms, Digital Learning Transformation, Managed Learning Services & Operations and Other Digital Learning Capabilities.

The top-level summary chart for Digital Learning is shown in Figure 12 following.

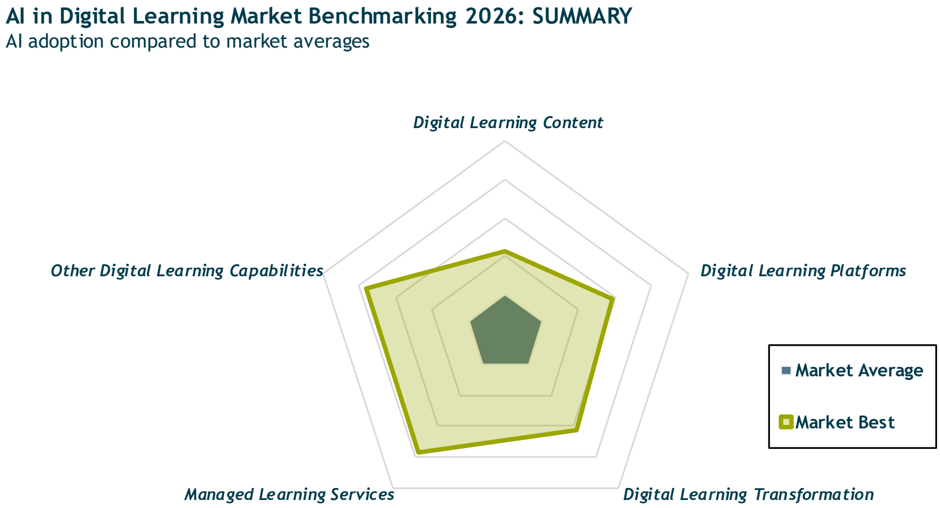

Figure 12: AI Market Benchmarking 2026 including Market Average vs. Market Best

Understanding Market Best and Market Average

The AI Market Benchmarking charts enables us to overlay a view of the scope and maturity of a vendor's roadmap weighted towards features that are already live or in near-term roadmap. This is shown as a percentage relative to **market average** for all vendors, normalised at 100% - the area shown in blue.

This enables us to then overlay the AI Market Benchmarking percentage for each category, showing the vendors score versus market average and '**market best**' (which is shown on the chart in light green).

Market best is defined as the strongest score achieved by any vendor across all vendors in the research for that category. The following table provides a summary of these scores by category.

Functional categories	Market Average	Market Best
Digital Learning Content	100%	214%
Digital Learning Platforms	100%	292%
Digital Learning Transformation	100%	314%
Managed Leaning Services & Operations	100%	386%
Other Digital Learning Capabilities	100%	382%

Table 5: AI Market Benchmarking – Market Best Ratings

For Digital Learning, the market best distribution is quite variable this year. Whilst AI content-related capabilities are broadly developed and saw higher levels of early investment, other categories are more specialised and vendor specific, with uneven and more recent focus. Vendor ratings are calculated relative to Market Average (100%), therefore higher Market Best scores can be a reflection of relative rarity of AI features too rather than just more developed capabilities. If only one vendor has a particular feature live, then that will result in a high score for that individual feature. These are then aggregated on a category level. The vendor that is at Market Best for one category might not be the same as Market Best vendor for others.

Note: A category with fewer features can result in higher aggregated scores so Market Best is capped at 500% maximum in all cases. This ensures unusual distortions are removed from the charts. Multiple vendors can also achieve a Market Best rating for a category. They should therefore be considered 'at market best' not necessarily 'the market best'.

Benchmarking a single vendor

Figure 13, shows a sample 2026 AI Roadmap Benchmarking summary chart for a real (but anonymised) vendor, shown as Vendor A in orange with white outline.

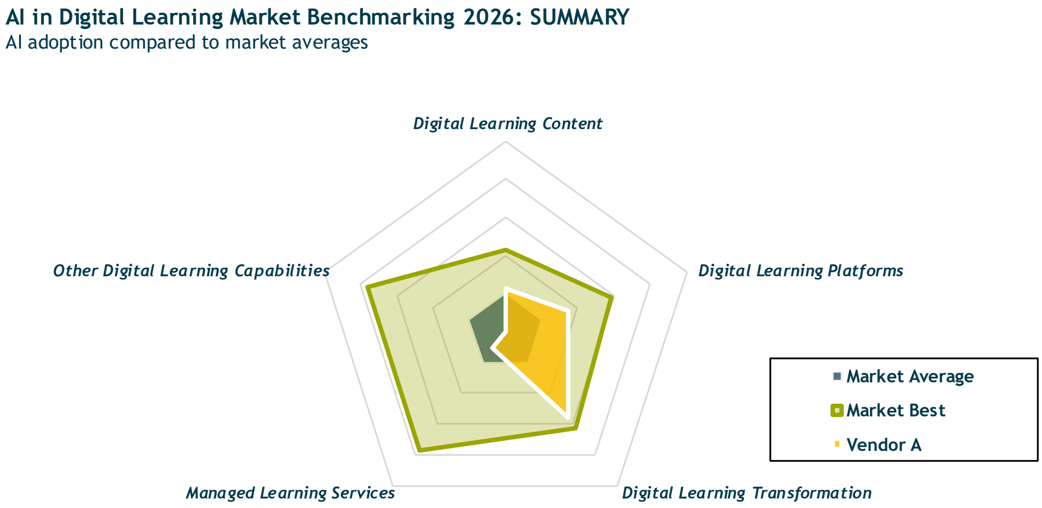

Figure 13: AI Market Benchmarking 2026 – Vendor A

In this case, Vendor A is above market average across three areas of the functional model, with the highest rating in Learning Transformation at 279%. Last year, the same vendor was slightly ahead of 2025 market average in Learning Content and significantly below market average in Learning Platforms.

Table 6 shows their actual market benchmark percentages, as well as their year-on-year change, which is -16% points for Learning Content and +107% for Learning Platforms. In Managed Learning Services and

Learning Transformation, a previously empty roadmap has been significantly added to over the year, hence the growth to the benchmark score. Note: The closer a provider sits to market average, the less likely it can differentiate on AI. The wider the gap to market best, the more capability a buyer may be missing by choosing them.

Functional area	Market Benchmark	Year-on-Year Change
Digital Learning Content	112%	-16%
Digital Learning Platforms	173%	+107%
Digital Learning Transformation	279%	+279%
Managed Leaning Services & Operations	55%	+55%
Other Digital Learning Capabilities	0%	N/A

Table 6: AI Market Benchmarking – Vendor A 2026 vs. year-on-year change

It is important to note that whilst the example above shows a vendor that it is above market average in three areas, this is only at the summary level and that more detailed analysis within the categories might show a very different picture. For example, whilst their Learning Content score is just above market average, they score more unevenly at the sub-category level. See Figure 14 below.

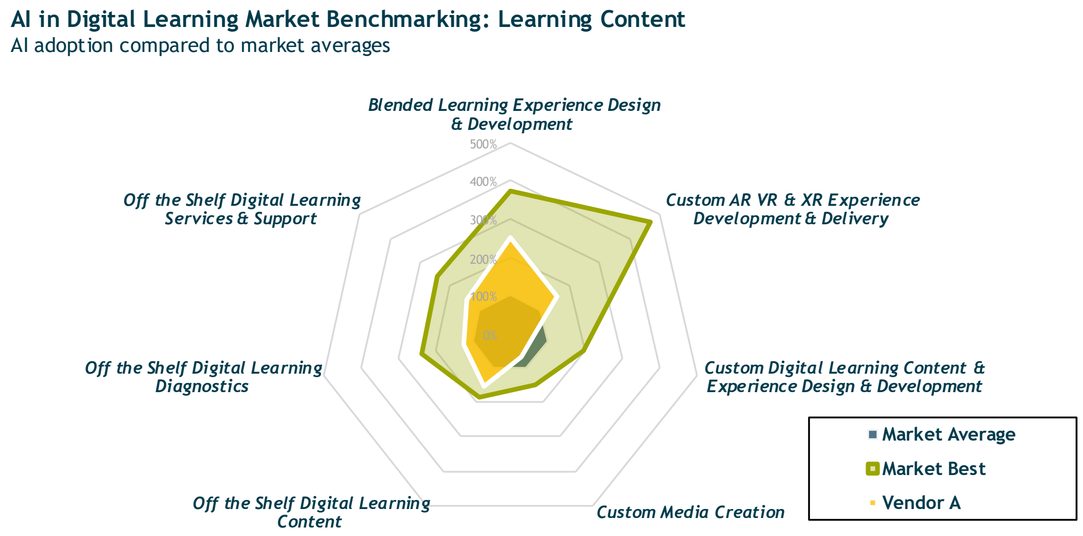

Figure 14: AI Market Benchmarking 2026 – Learning Content - Vendor A

Benchmarking multiple vendors

As well as benchmarking a single vendor, it is also possible to benchmark the AI capabilities of multiple vendors including existing incumbents or potential vendors competing in a procurement process.

Figure 15 shows an example of this with two vendors, A and B in on a single chart. Vendor A (orange) scores above Market Average across three areas. By contrast, Vendor B (pink) is market average in one area (Learning Content), but below market average in other categories.

Again, this data is available at both the summary level as well as for each of the categories too, allowing a more detailed assessment of the relative AI strengths and weaknesses of multiple vendor options.

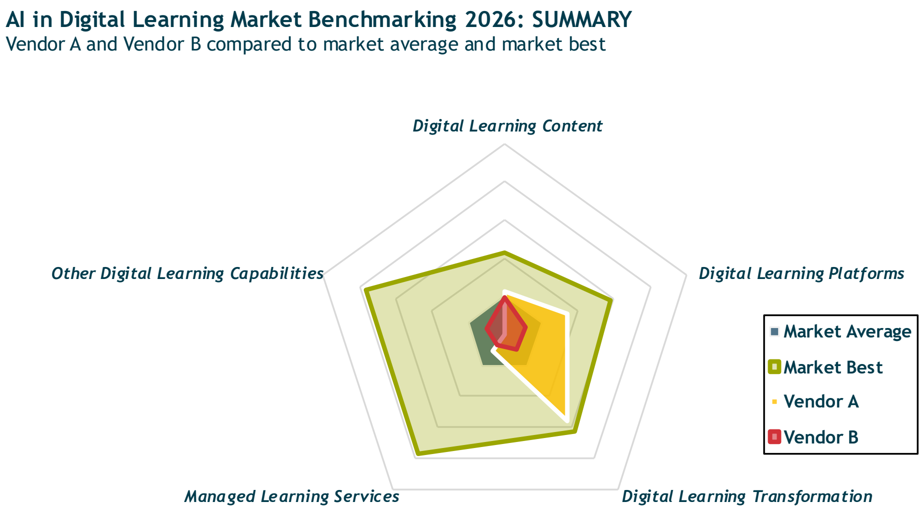

Figure 15: AI Market Benchmarking 2026– Market average vs. Market Best vs. Vendors A and B

Summary & Next Steps

In summary

The development of AI in Digital Learning is accelerating quickly and 'waiting to see' is no longer a tenable option. Whilst vendor claims continue to be enthusiastic, the market is very active, and live delivery has grown significantly. There is still plenty of progress to be made however, and the reality of adoption is lower than a lot of market commentary suggests. Last year saw a modest amount of live or mainstream capability, this has advanced quicky in 2026. The Next Wave tier of features is poised to enter that mainstream soon. Other segments show clear signs of value for specialist applications and for customers with a view to longer term benefits. L&D leaders can no longer afford to be passive; a purposeful and evidence-based approach from action is now an imperative.

Key takeaways

AI delivery is accelerating rapidly
Live AI features rose from 11% in 2025 to 26% in 2026. If vendors deliver against current plans, up to 47% of mapped features could be live by the end of 2026. 'Waiting to see' is becoming a risky position.
Real delivery is advancing for more vendors
There are only a few clear front runners, but many more now demonstrate broad AI investment and live delivery. As the market advances development and maturity are uneven.
Live delivery outpaced vendor roadmap growth
Live delivery has grown by 136%, which is more rapidly than roadmap development, which grew by 104%. Demand for the most common AI features is strong and customers are more active.
Content dominates AI delivery, but it is not the whole story
Early AI investment and adoption reflect the content dominated Digital Learning market. Future roadmaps indicate the anticipated potential for more impactful and valuable capabilities.
Evaluation models built for a pre-AI market no longer fit
Traditional vendor selection logic will not separate real capability from roadmap noise. Buyers need better evidence of what is live, what is in use with customers and users and where genuine value lies.

Priority actions for corporate L&D leaders

Here are the five strategic actions that corporate buyers should now consider making as a response:

1. **Mandate delivery of Mainstream AI:** Don't pay extra for Mainstream AI features, as these capabilities are effectively non-negotiable in RFPs and are baseline operational AI expectations for your L&D function. This does not mean that every corporate buyer must prioritise them or will require them, as they may be superseded in the Next Wave.

2. **Plan and budget for Next Wave features:** These will likely become mainstream within 6-12 months. Prioritise pilots, governance readiness, and roadmap enforcement in contracts.

3. **Use Edge Advantage AI only where the business case is clear:** They are likely earlier in their evolution but could be highly differentiating if targeted correctly. Target high-pain, high-gain scenarios and keep rollouts tightly governed.

4. **Demand proof over promise:** Separate vendor AI ambition and marketing from demonstrable capability with demos, reference clients, and milestone-based SLAs.

5. **Work with Fosway to validate your thinking and vendor choices.** This 2026 research provides clear insights, but it's a high-level summary and the details matter. Leverage our detailed research to help you validate and make the best decisions at this critical time. Vendor benchmarking, roadmap assessment, and live AI analysis are just parts of how Fosway can help corporate buyers to accelerate their strategy and thinking, and de-risk current and future vendor decisions.

Contact Fosway to discuss your specific vendor interests, or to help assess the AI readiness of your L&D team, processes and platforms. And join Fosway's Corporate Network to get access to further insights or to engage with Fosway's analyst team to help you accelerate and derisk your buying decisions.

Call to Action: AI Pressure-test your Digital Learning Operating Model and Vendor Choices/Shortlist

The aim of the final section of this paper was to provide an indication of how the Fosway AI Market Assessment is valuable not only to understanding AI innovation and AI roadmap maturity, but also to understanding and comparing the capabilities of different vendors too.

Given the likely importance of AI to the future operating model and platforms for L&D teams, do you want to bet on a vendor that lacks a clear AI vision or appears to be late to the party and slow to deliver new AI capabilities?

The Benchmarking research (section Vendor Benchmarking above) is mainly shown at the overall level, but our analysis looks at each of the main categories within the functional model in detail, too – **Digital Learning Content, Digital Learning Platforms, Digital Learning Transformation, Managed Learning Services & Operations and Other Digital Learning Capabilities.**

Contact us at corporateenquiries@fosway.com to discuss gaining access to the deeper data and insights, or to learn more about how your current vendors or your long- or shortlist compare.

About the Series: Fosway AI Insights

Fosway's AI Insights is a dedicated research programme designed to help HR and learning leaders, procurement teams, and technology buyers separate AI fact from fiction. It builds on the Fosway 9-Grid™ model by offering deep, segment-specific analysis of AI maturity, vendor claims, and adoption readiness across key HR domains.

The research programme includes specific research workstreams for each of our 9-Grid™ segments as well as an aggregated analysis model for strategic AI assessment and adoption. Key elements include:

- Detailed vendor AI roadmap assessment and analysis delivered by the AI Market Assessment papers, vendor specific AI analysis and benchmarking reports
- Quantitative corporate AI trends research data including AI readiness, feature adoption intention and the consequence of AI on budgets and operational priorities and teams
- Qualitative insights on corporate adoption of AI from detailed corporate profiling research, exploring corporate experiences, adoption intentions, and consequential actions for governance and risk management
- Segment-specific guidance for Talent Acquisition, Learning Systems, Digital Learning, Cloud HR and Talent & People Success and actionable recommendations tailored to procurement, IT, and HR stakeholders

Fosway's overall goal is to cut through the market noise, exposing what corporates and vendors are really doing with AI, and to provide corporate organisations with the insights, support and advice needed to invest in AI with clarity, confidence, and control.

AI is one of the fastest moving stories in Learning and HR more widely, so we are also continuing to build the research over time too. The AI Market Assessment paper is the first of a series of deliverables, and we have a second phase of the research commencing later this year too. But these papers can only provide a high-level view of the research, so if AI is an important issue for you, please contact us or join our Corporate Network to participate more directly in the research and get answers to your specific questions too.

Recommended Fosway reading

For further Fosway analysis on this topic, please refer to the following papers or resources.

- Digital Learning Realities Research - AI Infographics
- Fosway AI Market Assessment for Learning Systems
- Fosway 9-Grid™ for Digital Learning
- Fosway 9-Grid™ for Learning Systems
- Fosway Disruptive Insights – Large Enterprise Learning
- Fosway Insights: Will AI end the 'Netflix' experience
- Fosway Insights: Differentiating through AI is problematic

Accelerate and De-risk

To talk to us about our research on learning and talent systems, or to discuss what it might specifically mean for your organisation please contact us directly.

We will use our independent expertise to provide you with the guidance you need to accelerate and de-risk your decisions. We have a wealth of experience, tools, research and profiles at our disposal. We don't have any products to sell, and we have no vested interest to bias your outcomes. We concentrate on pragmatic, independent advice.

Accuracy of Information and Warranties

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What to do next

Make better HR and Learning buying decisions faster

Whether you are validating your requirements, or determining the best vendor shortlist, we have the data and tools you need to get you to the answers faster and effectively. That's what Fosway does.

Transforming HR and changing systems impacts your entire workforce. Now more than ever, these decisions need to be made quickly and to show a positive impact early. Fosway's Analyst team relieves the pressure by leveraging the latest research and decision-making tools, backed by thousands of data points and conversations that go behind every 9-Grid™.

Accelerate your search, de-risk your selection, make better decisions faster.

Our **corporate engagement** model is designed to help companies rapidly validate their strategy and solution options, as well as the vendors that best meet their needs. As the #1 European HR Analyst, we have the data and insight to provide answers quickly. And unlike consulting firms and vendors, we don't have a vested interest in what you choose – just that you make the best choice!

Contact us to discuss how we can help you or become a member of the **Fosway Corporate Network.** Corporate members get direct access to the most experienced HR industry analyst team in Europe. We provide you with a 'critical friend' for independent expert advice and feedback, access to the best research on HR, talent and learning in Europe, and analyst services to make the best decisions faster and deliver successful people strategies.

Why start your procurement process from scratch when we already have the research and insight to help you make better supplier decisions much faster?

As well as accessing the best existing research and market insight, you also have the security of knowing that we are completely independent and don't have a vested interest the outcome, other than ensuring it's the best decision for your organisation and your people. To find out more, please contact us at corporatemembership@fosway.com or by phone on **+44 (0)20 7917 1870**.

About Fosway Group

Fosway Group is Europe's #1 HR Industry Analyst focused on Next Gen HR, Talent and Learning. Founded in 1996, we are known for our unique European research, our independence and our integrity.

For 30 years, we have been analysing the realities of the market, and providing insights on the future of HR, Talent and Learning. Fosway analysts work extensively with our corporate clients to understand the inside story of the challenges they are facing, and their real experiences with next gen strategies, systems and suppliers. Our independent vendor analysis also provides a vital resource when making decisions on innovation and technology.

And just like the Roman road we draw our name from, you'll find that we're unusually direct. We don't have a vested interest in your supplier or consulting choices. So, whether you're looking for independent research, specific advice or a critical friend to cut through the market hype, we can tell you what you need to know to succeed.

Example clients include: Alstom, Aviva, Boots UK, BP, BT, Centrica, Faurecia, HSBC, International SOS, Lloyds Banking Group, Novartis, PwC, Rolls-Royce, Sanofi, Shell, Swiss Re, Telefonica, Thomson Reuters, Toyota Europe, and Vodafone.

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About GP Strategies

In a world moving at the pace of AI, GP Strategies is The Learning Velocity Company™, amplifying your people's potential at the speed of opportunity.

For 60 years, we've been home to the smartest minds in learning and development. Now we're taking that expertise into the AI-first age, where organizations must learn continuously to stay current. Skills evolve in months, not years. Business strategies shift faster than traditional training cycles. Learning must keep up.

We help you learn at the pace your business demands—keeping capabilities current as needs evolve, serving up quality content when people need it, and matching business velocity with learning velocity. We deliver with speed that keeps pace with market change, relevance to your actual work and context, and quality that drives performance through a future-proof skills architecture.

Whether launching AI transformation, building skills-based capabilities, or enabling continuous learning, we are the trusted partner that leaders rely on to navigate transformation with confidence.

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