# Adobe Learning Manager (ALM) Market Analysis & Overview
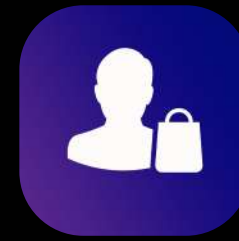
Formerly Name – Adobe Captivate Prime

Market Share – 2.85%

Employee Range – 1000-4999

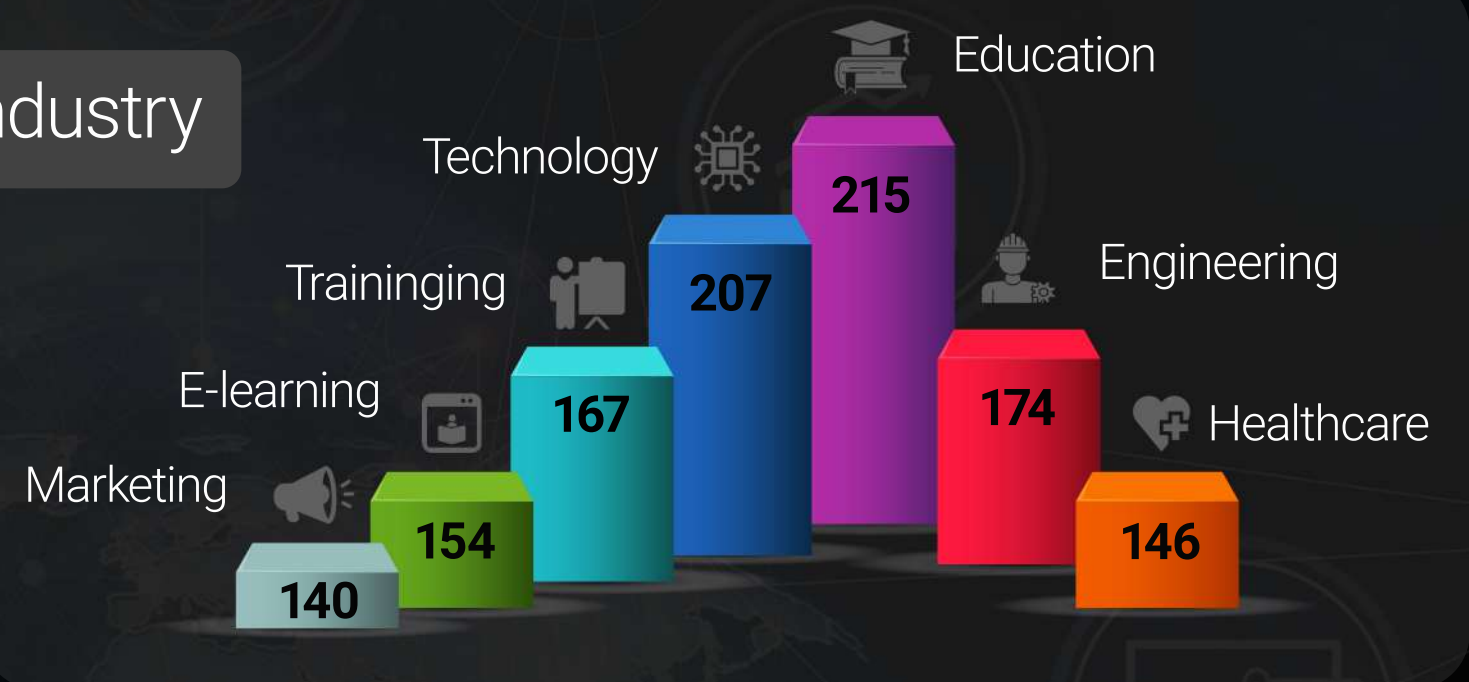Current Customers – 8027

Ranking - #9

## What is Adobe Learning Manager (ALM)?

- A learning platform that integrates learning experiences into brand's website and apps .
- Delivery of personalized learning to customers and employees alike.
- Engagement with features like social learning, gamification, and machine learning.
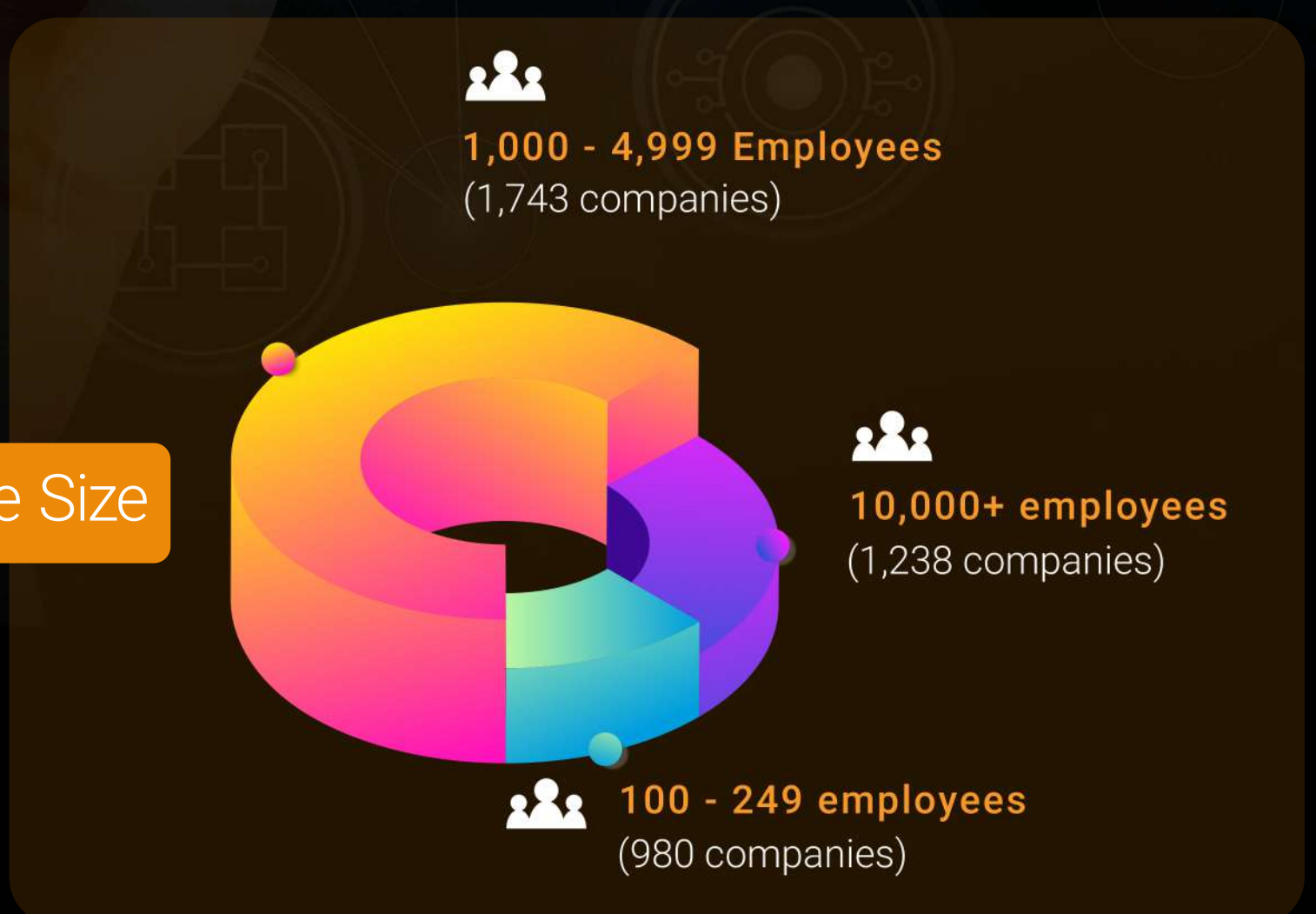- Impact assessment of learning programs with detailed analytics and reporting.

## Adobe Learning Manager (ALM) Customers by Industry

Education — 215
Technology — 207
Engineering — 174
Healthcare — 146
Training — 167
E-learning — 154
Marketing — 140

## Adobe Learning Manager (ALM) Customers by Geography

Countries

United States — 5,161
United Kingdom — 616
Canada — 446
India — 328
Australia — 305
Germany — 94
France — 73

## Adobe Learning Manager Customers by Employee Size

1,000 - 4,999 Employees
(1,743 companies)

10,000+ employees
(1,238 companies)

100 - 249 employees
(980 companies)

## ALM Benefits for Enterprises:

- Retain customers and employees.
- Reduce customer support costs.
- Increase customer lifetime value.
- Boost sales and partner team performance.
- Maintain compliance through training.