

# STRATEGIC INTELLIGENCE

## REPORT

360Learning • Market Leadership Strategy 2025-2026

📅 November 2025

🔒 Confidential & Proprietary

.Matrix Intelligence Premium

### Executive Performance Dashboard

Real-time market position assessment and strategic metrics monitoring

**12**

AI Capability Gap  
vs. Docebo Leadership

⚠️ Critical

**+45%**

ARPU Expansion Potential  
\$8-12 → \$15-18

💰 High Value

**47%**

Engagement Advantage  
vs Traditional LMS

⭐ Key Strength

**2.3K**

Enterprise Clients  
Upsell Base

☑️ Growth Ready

# 🎯 Strategic SWOT Analysis

## 💪 Strengths

- Collaborative learning infrastructure
- MS Teams integration ecosystem
- 47% higher user engagement
- SOC 2 Type II compliance

## ⚠️ Weaknesses

- 12 AI features behind Docebo
- Underutilized predictive analytics
- Limited mobile experience
- High CAC (\$1,200)

## 🚀 Opportunities

- \$6.3B market growing at +8.6% YoY
- Mid-market segment under-penetrated
- APAC expansion potential
- AI personalization demand

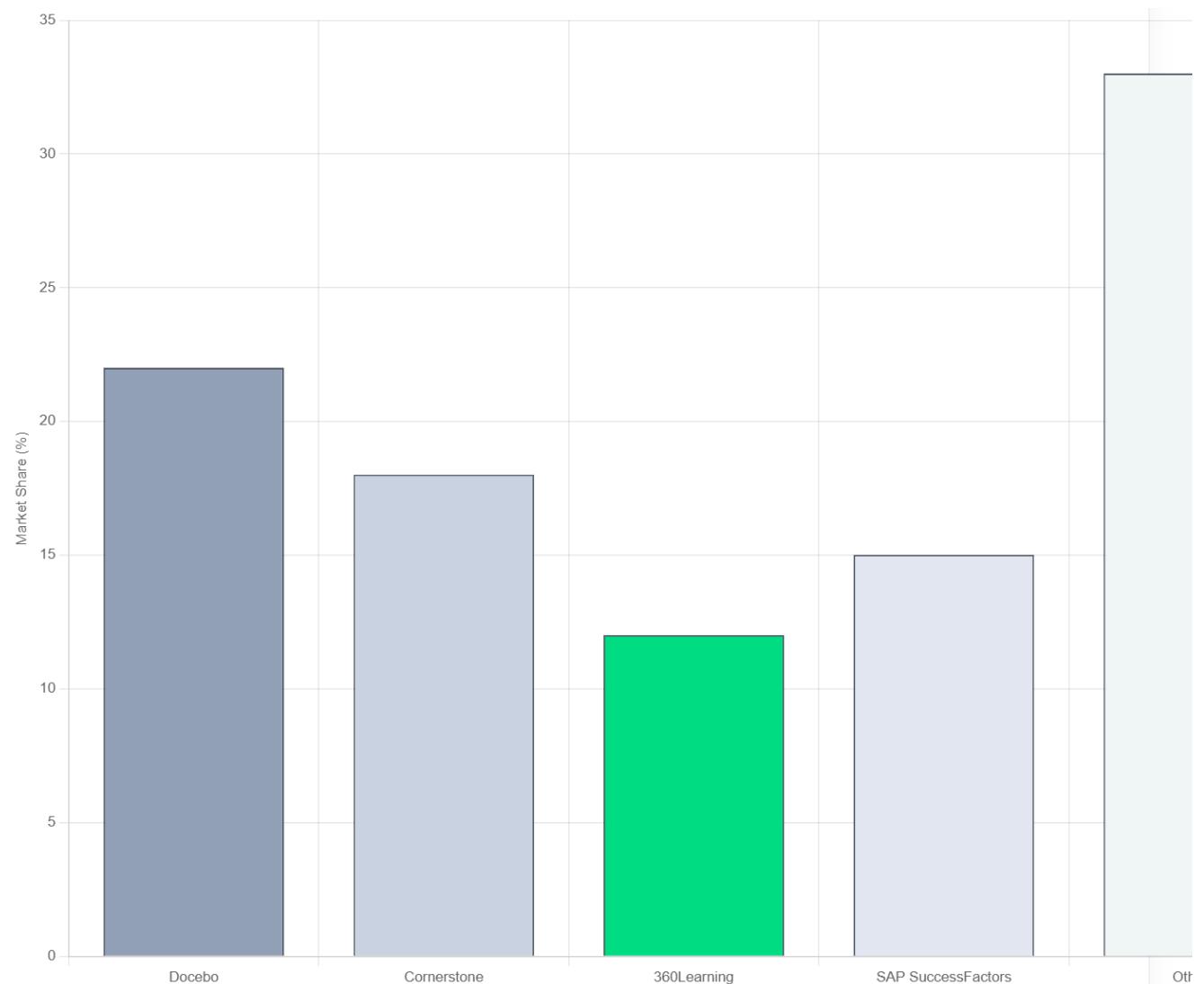
## 🔴 Threats

- Docebo AI platform acceleration
- Microsoft embedded learning features
- Market consolidation trends
- Economic uncertainty

## 🏆 Market Share & Growth Dynamics

Market Share

Growth Rate



## 💰 ROI Investment Calculator

Calculate potential return from AI capability development and market expansion

AI Development Investment (\$M)



\$20M

Market Expansion Budget (\$M)



\$40M

Estimated 3-Year ROI

+163%

Additional \$178M ARR by 2026