

# 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

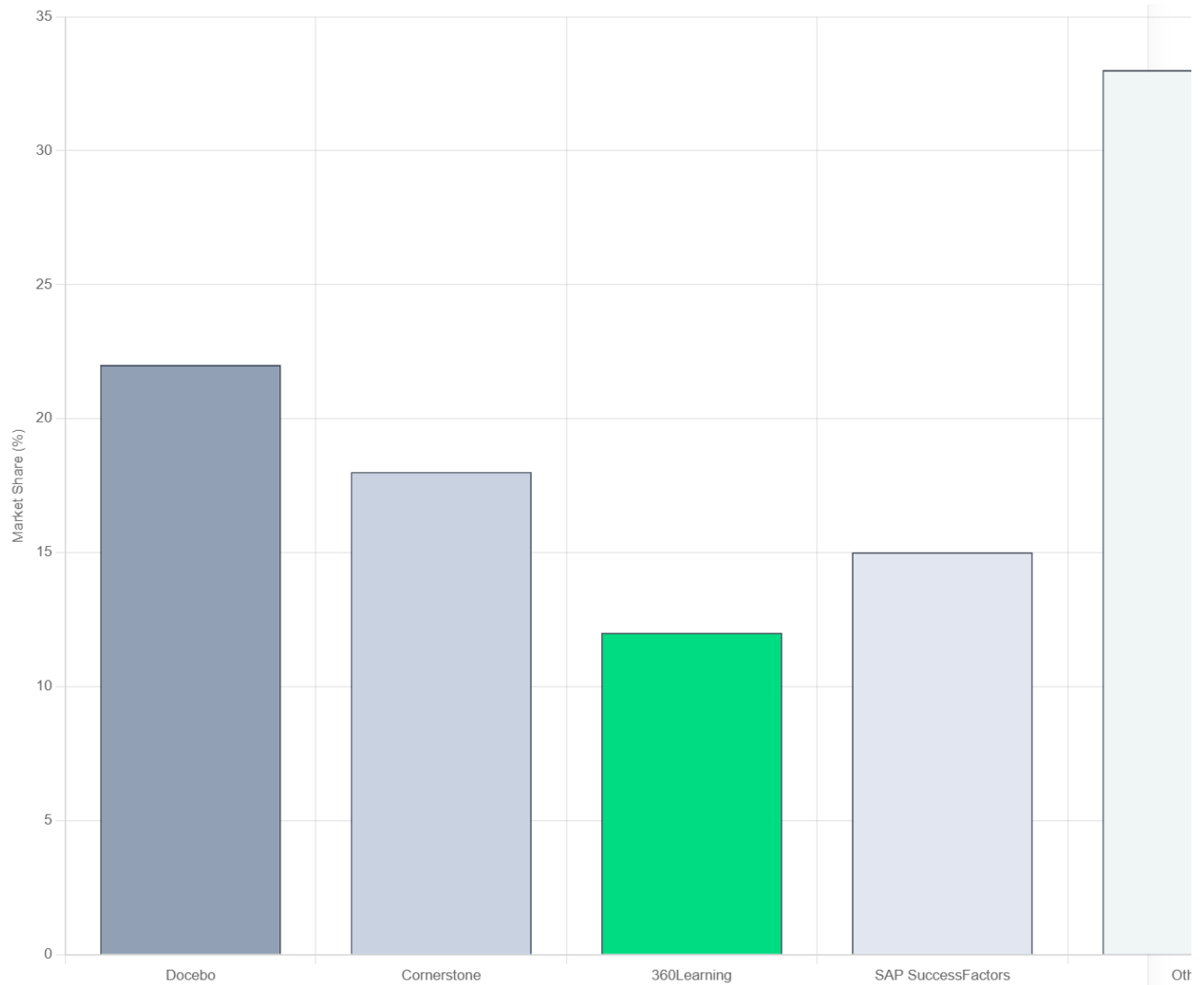
## Threats

- 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