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# Udacity Enterprise

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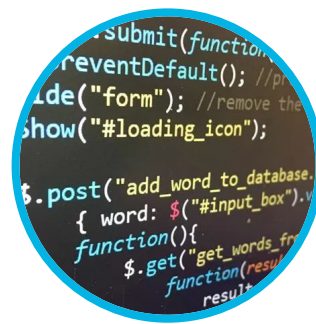
# Enterprise Differentiators



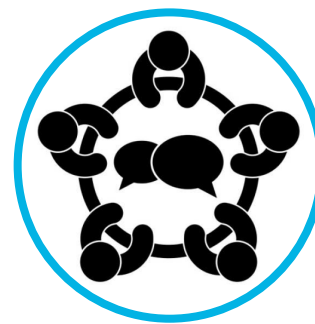
Content  
co-developed with  
industry leaders



Pre-assessments &  
personalized  
learning paths



Real-world projects  
w/ human code  
reviews



Customer Success  
Management

*Resulting engagement rate of 90% +*

# What is a Nanodegree Program?



A **3-6 months** long **learning program** that builds **real technical skills** in about 5-10 hours per week



Every program consists of **multiple modules** that deliver engaging learning content in the form of **video, text, quizzes** and **exercises**



Each module includes a **practical project** where students apply and demonstrate their skills in a **real world context**



**Expert reviewers** check all student projects and give **individual feedback** to further learning



Throughout the program, students are **supported** by Udacity

# Nanodegree Program Portfolio

## Data Science

○○● FOUNDATIONAL

- [Programming for Data Science with Python](#)
- Programming for Data Science with R
- Business Analytics

○●● PRACTITIONER

- Data Visualization
- [Predictive Analytics for Business](#)
- [Data Analyst](#)
- Data Engineer
- Data Streaming

●●● SPECIALIST

- [Data Scientist](#)

## Artificial Intelligence

○○● FOUNDATIONAL

- [Intro to Machine Learning](#)
- AI Programming with Python

○●● PRACTITIONER

- Data Structures and Algorithms
- Deep Learning
- AI Product Manager

●●● SPECIALIST

- Computer Vision
- Machine Learning Engineering
- AI for Trading
- Natural Language Processing
- Deep Reinforcement Learning
- Artificial Intelligence

## Programming & Development

○○● FOUNDATIONAL

- Intro to Programming
- Android Basics

○●● PRACTITIONER

- Front End Web Developer
- React Developer
- Full Stack Web Developer
- Java Developer

●●● SPECIALIST

- C++
- IOS Developer
- Blockchain Developer
- Android Developer

## Autonomous Systems

○○● FOUNDATIONAL

- Intro to Self Driving Cars

●●● SPECIALIST

- Self Driving Car Engineer
- Sensor Fusion
- C++
- Robotics Software Engineering

## Cloud

●●● SPECIALIST

- Cloud Developer
- Cloud DevOps Engineer

## Business

○○● FOUNDATIONAL

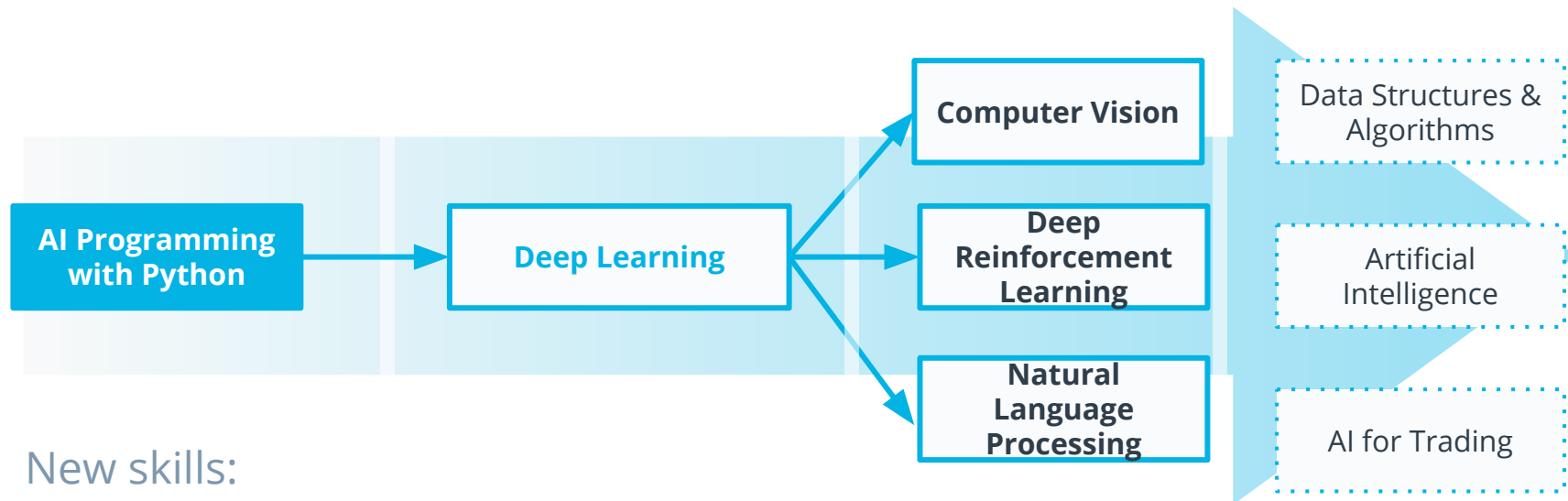
- Digital Marketing
- Marketing Analytics
- UX Designer

## Executive Program

○○● FOUNDATIONAL

- AI for Business Leaders

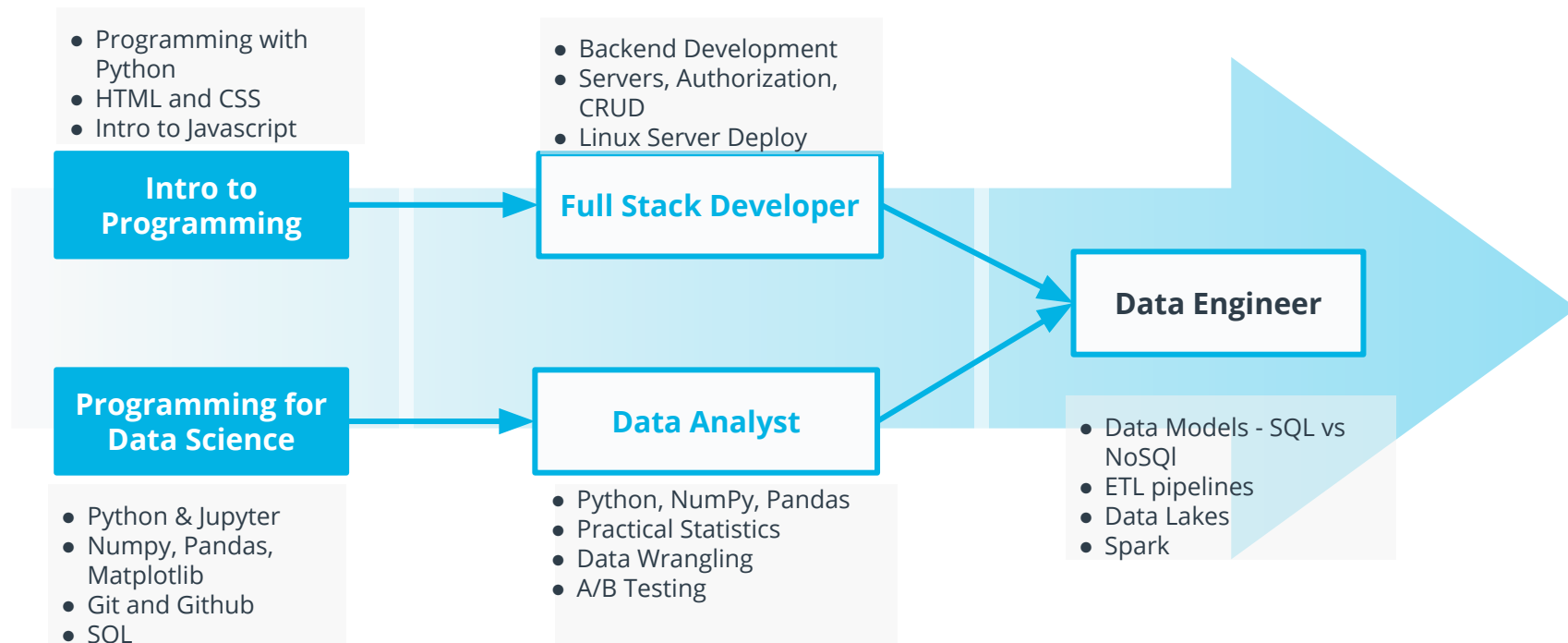
# Example - AI Learning Path



## New skills:

- Algorithm development
- Supervised & unsupervised Models
- Deep learning (CNNs, RNNs, GANs)
- Advanced deep learning topics for NLP or CV

# Example Data - Engineer Learning Path



# Enterprise Subscription



12-24 month **subscription** with access to **all Nanodegree Programs**



Immediate feedback from expert project reviewers



Flexible Seat-Licensing Model - enroll / unenroll on monthly basis



Access to dashboard to see progress in real-time

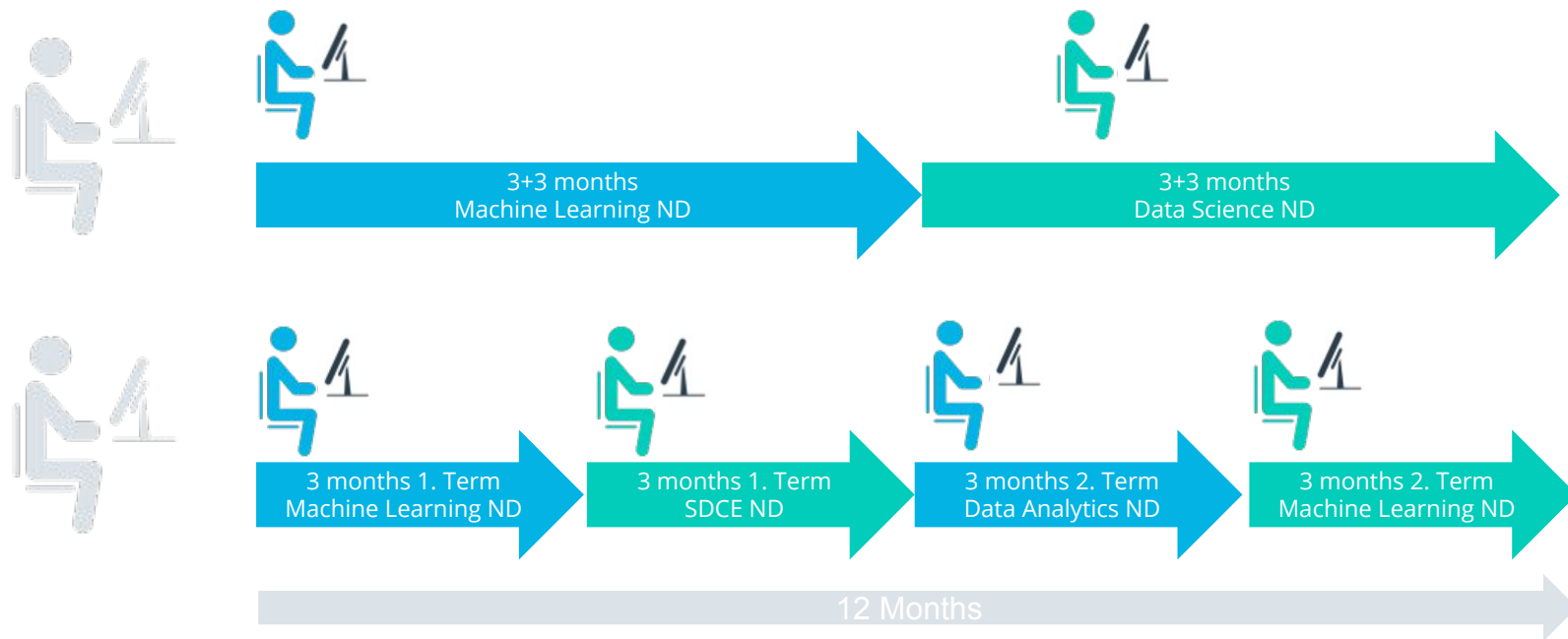


Use Pre-Assessment tool to identify the knowledge gaps



Customer success to support program managers and company

# Flexible Subscription Model





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# Customer Success Team

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# Udacity Customer Engagement Team



## ENTERPRISE ACCOUNT EXECUTIVE

Alignment of Udacity Solution to Client goals and outcomes, serves as a point of escalation when needed



## SOLUTIONS ARCHITECT

Curriculum mapping, technical expertise and initial learning paths configuration



## CUSTOMER SUCCESS MANAGER

Provides strategic advice and guidance during and after onboarding, responsible for delivering quantified ROI during the Client engagement



## TECHNICAL CUSTOMER SUCCESS MANAGER

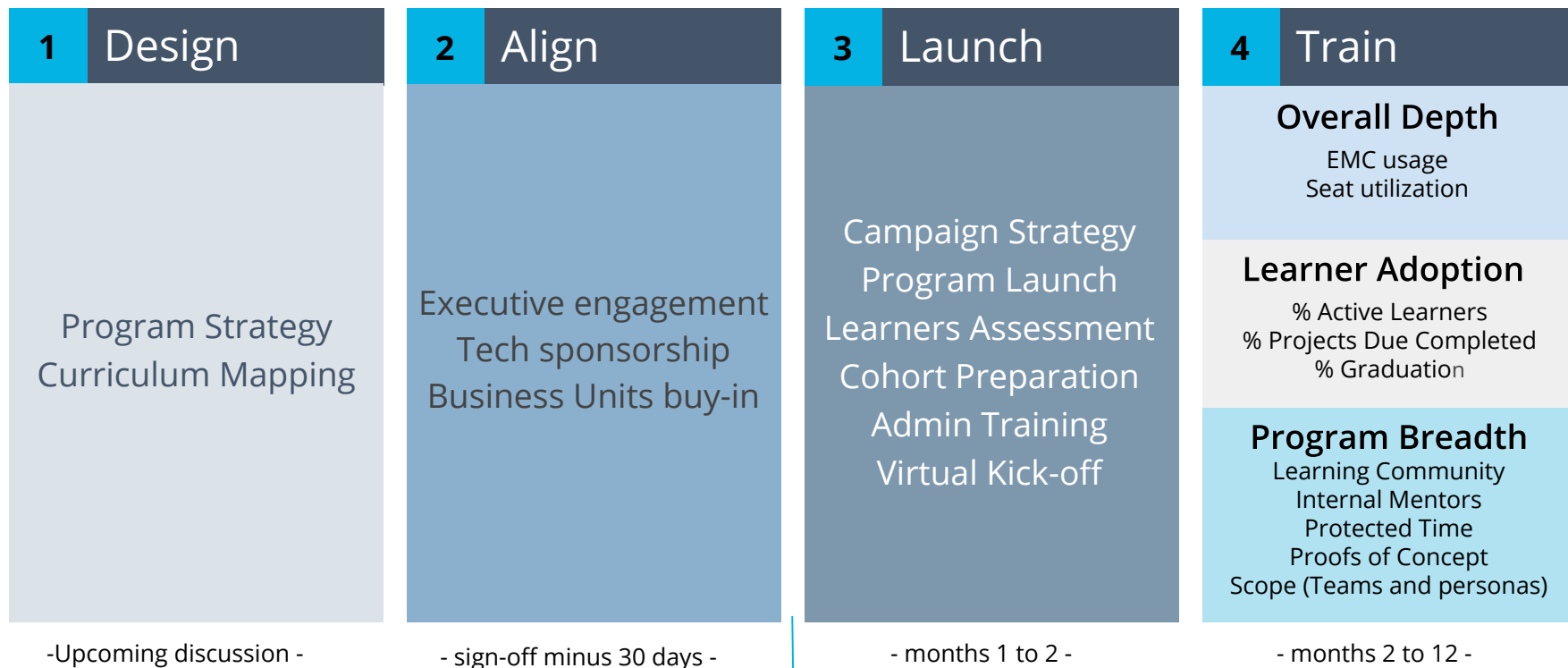
Your ongoing resource responsible for ensuring the quality of dashboards and tools utilized by Program Managers.



## POST-SALES ENGINEER

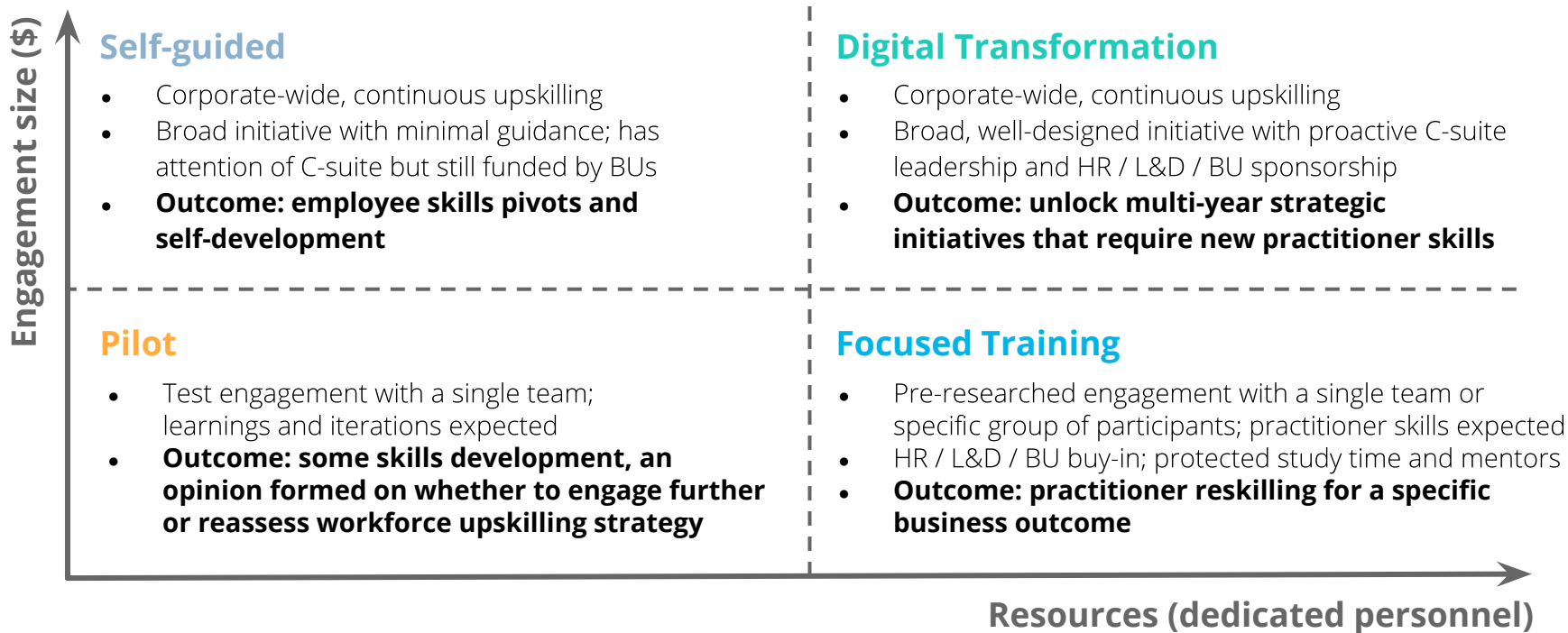
Expertise dedicated to technical enablement for the Client during onboarding and troubleshooting issues related to classroom tools

# Engagement Approach



sign-off

# Enterprise customer profiles



# Understanding VW SAIC

## Current state & Challenges

- Focus on re-skilling
- Moving traditional engineers to Digital

## Required Capabilities

- Project based learning
- Assessments - Identify suitability of Nanodegree
- Nanodegree- Skill Mapping - Learning Paths

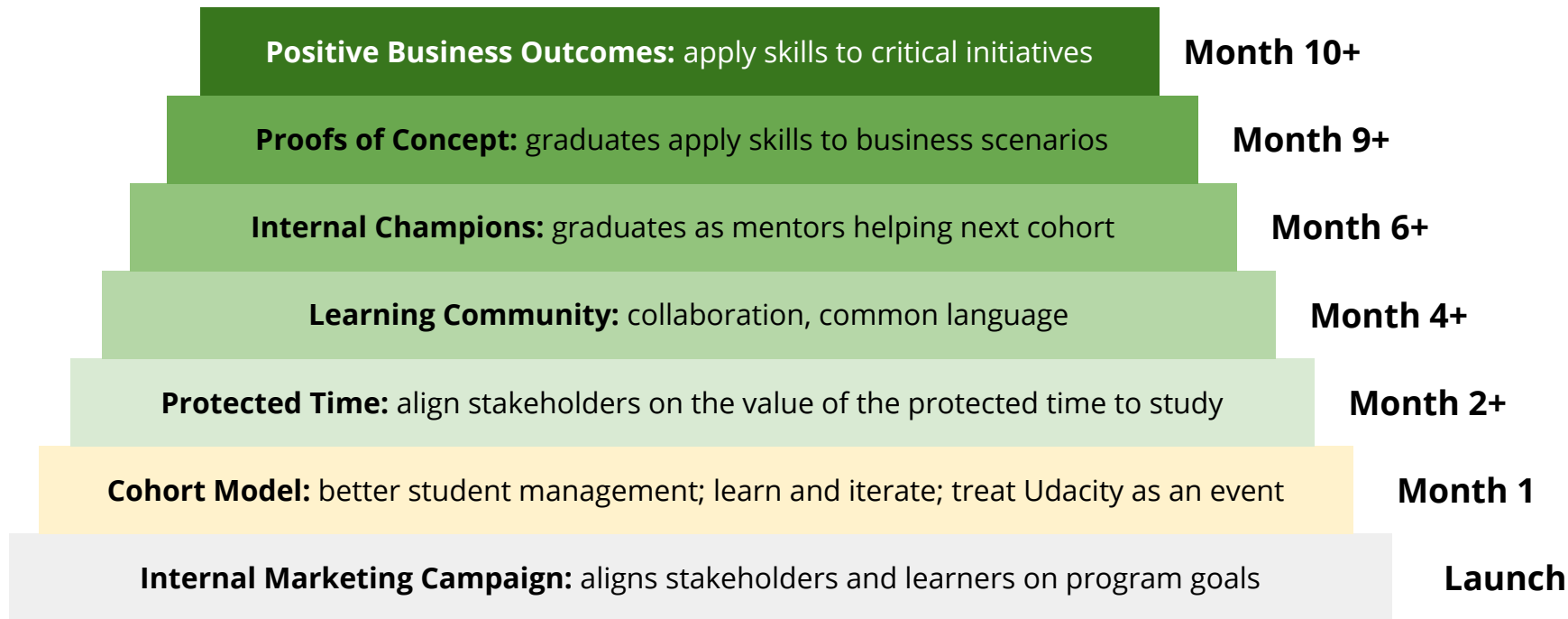
## Metrics

- Graduations
- Combine learning with practice - Skills feedback from leaders in VW SAIC

## Positive Business Outcomes

- Handle digital works - Skillset
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# Customer Success helps you build best practices



# Next Steps

1	Scope	<b>Prioritize</b> core skills, personas and learning paths/nanodegrees
2	Design Strategy	Discuss training objectives and <b>KPIs</b> (to be revisited during onboarding)
3	Identify Resources	Identify <b>sponsors</b> , stakeholders and day-to-day program managers
4	Prepare for launch	Review Campaign check-list and brief stakeholders on the <b>Campaign Launch</b>
5	Schedule Kick-off	Select <b>tentative week</b> for Learners' Kick-off
6	Recurring weekly meetings	Recurring weekly catch-ups to discuss blockers and corrections to the program

# Success Stories: How did we do it?

## Self-guided



*Self-development initiative with minimal guidance, Attention from C-Suite*

**Keys for success:** Learners empowered to select a learning path and study on their own time

### Building a Learning Ecosystem

- Rolling enrollments with managers approval
- Passive but broad internal communications
- Learners community developed

*AT&T has recorded over 4,200 skill pivots in critical roles such as Data Analytics, Artificial Intelligence and Web Development. 70% of jobs are being filled internally by those that have reskilled. "On-demand, mobile, swift, specific skills-based learning is the future." -- Scott Smith, CHRO*

**Career development**  
**Completion rate: 40%+**

## Focused Training



*Executive interest in upskilling emerges  
Pathway to business outcomes is developed*

**Keys for success** L&D team pursues proactive business engagement

### Building a Learning Ecosystem

- Selective nomination process
- Protected time to study and BU buy-in
- Internal mentors and cohort model

*"Effective and engaging content that allowed CTG to produce **30+ AI experts in mere 3 months.** Some of them have immediately applied their new knowledge to product development and CPOL submissions." -- Eric Chen, Principal Engineer, CTO Office Collaboration Technology Group*

**Team-specific projects staffed**  
**Completion Rate: 60%+**

## Transformation



*Company-wide reskilling initiative solidifies  
Highly sought-after digital culture develops*

**Key for success:** L&D team maps business outcomes to skills development in collaboration with business units, technology sponsors and senior leadership

### Building a Learning Ecosystem

- Extensive internal comms and learner support
- Open applications and exclusive selection
- Proofs of concept projects are developed

*"Airbus employees have used their new skills to rethink the way their jobs are done. **One Nanodegree graduate** reduced non-quality remarks by about 80% through analysis of customer trends within specific geographic regions" -- Veronika Eckstein, Head of Airbus Digital Academy*

**New strategic initiatives unlocked**  
**Completion Rates: 80%+**



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# Thank You

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