



# Vendor Profile

## Learning Services

# Aptara

### Report Abstract

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17-pages

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## Who is This Vendor Assessment For?

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NelsonHall's Learning Services profile on Aptara is a comprehensive assessment of Aptara's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of Learning Services and identifying vendor suitability for Learning Services RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the Learning Services sector.

## Key Findings & Highlights

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This NelsonHall vendor assessment analyzes Aptara's offerings and capabilities in Learning Services.

Aptara Incorporated (Aptara) is a U.S.-based media company specializing in digital content development. It is headquartered in Falls Church, Virginia. Aptara's services include content production, digital publishing, data conversion, editorial services, eLearning and technology development, legal content solutions, and business process outsourcing (BPO). Its clients include publishers, information aggregators, professional societies, universities, and corporations worldwide.

Aptara's offerings comprise learning content, delivery, admin, tech, and consultancy services. It expanded some of its existing services in 2021. It provides third-party technology. In 2022, it will develop services and tech further and expand its geographic footprint.

## Scope of the Report

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The report provides a comprehensive and objective analysis of Aptara's Learning Services offerings and capabilities, and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base, including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's service delivery organization (including delivery locations).

## Learning Services Vendor Assessments also Available for:

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Capgemini

Conduent

G-Cube

IBM

Infopro Learning

Infosys BPM

LTGplc

NIIT Ltd

QA

Seertech Solutions

Tesseract Learning

UpsideLMS

Vertex PS.

## About The Author

Nikki is a Principal Research Analyst at NelsonHall, with shared responsibility for HRO research globally. Nikki is responsible for HRO research in the areas of Recruitment Process Outsourcing (RPO), Managed Service Program (MSP)/Contingent Workforce Services (CWS), and Learning.

Nikki has a wealth of operational experience across the entire HR function, including talent acquisition, talent development, employee engagement, employee relations, compensation, benefits, payroll, employment law, and HR systems. She also has significant experience in leading and managing business transformation/integration and cultural change projects, including outsourcing key business functions, accelerated growth via TUPE transfers, organization and process redesign, and M&A initiatives (including due diligence, rebranding, cultural realignment, and compensation and benefits changes).



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## About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the ‘art of the possible’ in digital operations transformation. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall’s research is based on rigorous, primary research, and is widely respected for the quality, depth and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

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