



Learn, Master, and Apply Skills... at Pace and at Scale, with QA

Ensure your organization has every skill needed to generate value from new technologies

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Introduction

Today's biggest technological shifts are shaped by AI, Cloud, and Data.

We believe there are winners and losers in each technology revolution—and a deep bench of people with applied skills makes the difference. Our expertise and top-tier partnerships get companies the best training in AI, Cloud, and Data.

The results speak for themselves. Companies partnering with us have seen real benefits, including:

\$7M

in savings on hiring, onboarding, and sourcing tech talent

135%

achievement of certification goals

100,000

employees upskilled in 2 years

12%

less attrition

50%

reduction in time-to-market for pharmaceuticals

25,000

skill mapping over 25,000 support engineers

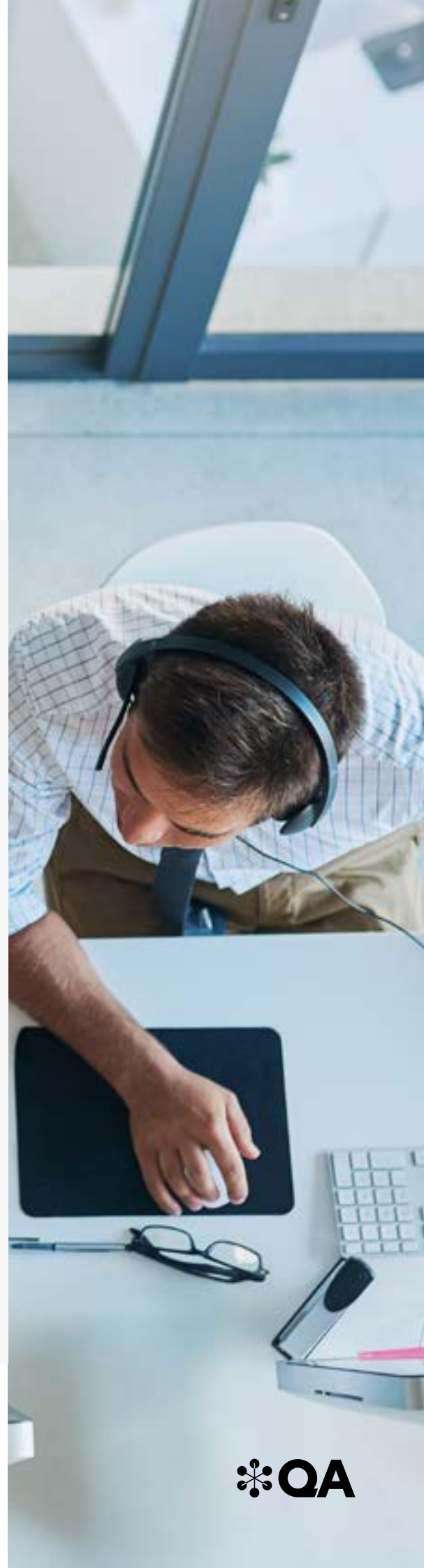
20-30%

estimated tech savings as a result of cloud migration

100+

major cloud projects

Ready to explore how QA can support you?
Let's dive in!



Blended Program Management





"QA are fantastic partners in learning, they go beyond a transactional relationship and are able to co-create solutions that uncover value. They are in-tune with our business and purpose and that makes collaboration easy and effective."

Fujitsu

We believe that your learning should work together, regardless of modality or level of expertise.

Our customers benefit from a mix of machine intelligence and human intelligence: machine intelligence to automatically drive adoption and completion on our learning platform, with human intelligence to provide a fully-curated learning experience.

Our products are fully configurable to create a custom, system-wide learning program across:

-  **Apprenticeships & bootcamps**
Recruit and upskill people through long-term upskill projects.
-  **Self-paced learning**
Access convenient, always-current learning and hands-on labs at any time, in all timezones.
-  **Instructor-led training**
Offer deep learning for beginners and experts, with labs and exam vouchers included.
-  **Private & customized learning**
Collaborate in cohorts that apply skills back to the business.

Deploy programs at scale. If a user matches the entry criteria for a program, they'll automatically be enrolled... with rolling due dates to boot.

Motivate skill excellence. Fear not; we'll be the bad guy. If our preferred user experience and top-star skill profiles aren't enough, we'll also send out automatic nudges that encourage learners to stay on track.

Adapt for any objective. Set any goal – from onboarding or certifications to job readiness or digital transformation – then add skill- or content-based materials from our library or yours.

Pre-Tests and Skill Assessments

We believe that the most effective learning programs start with understanding your current talent landscape.

Smart Skills Assessments can help you gauge your learner's current skills, uncover the gaps, and allow you to plan for growth. Plus, you can reduce learner seat time by 20-30% thanks to Item Response Theory (IRT) and AI.

Generate a blueprint of current skills

Get deeper insights than what shows up on resumes or performance reviews. QA's learning platform assesses skills on company, team, and individual levels.

Bypass boring, long pretests

Smart Assessments leverage AI and Machine Learning to rapidly pinpoint each teammate's skill level with confidence. Then, the right content is automatically assigned for each level of competency.

No more relying on completion metrics alone

Lab checks, quizzes, and tests measure actual skill growth and knowledge uplift. Plus leaderboards and reports show who you can assign certain challenges to (and who isn't ready yet).

What makes Smart Assessments so smart?

Using Item Response Theory, adaptive Smart Assessments both calculate a more accurate score than a standard exam and reach a given accuracy with fewer questions than a standard exam.

A powerful statistics model and AI/ML booster provide confidence in the skill level.

"As the administrator, it's critical for me to be able to demonstrate where their skills started and where they've increased, and that's all proven by the Assessments. It's been really valuable to us because it checks all the boxes for what all my stakeholders care about, including me."

Jennifer Zabrowski

Associate Director of IT Business Operations at Regeneron



Hands-on Labs

We believe that skills along aren't enough but need to be applied back to the business.

Bridge the gap between learning and application with 1,000+ hands-on labs including AI, cloud, coding, and even cybersecurity and office application labs.

But don't just take our word for it: 100% of learners surveyed would recommend our labs!

Customers love the variety of topics and how QA handles all the details, including integration, instruction, validation checks, maintenance--not to mention the cost.

Get hands-on with guided labs

Guided labs offer step-by-step instructions to log in, navigate the environment, and complete tasks. And yes, we check work along the way.

Validate skills with lab challenges

Ready to test some skills? Team members will have a limited time to demonstrate problem-solving skills and pass the practical checks that inspect the state of your lab environment.

De-risk experimenting with lab playgrounds

Explore your own ideas in a live sandbox environment — without having to install any software.

Adapt for your stack with custom labs

Easily build a custom cloud lab with Lab Maker, or duplicate and tailor one to meet your needs. Or reach out to us for even more custom lab services.

What do Labs Include?

We have 1000+ available labs in our self-paced and instructor-led libraries. These cover AWS, Azure, GCP, Alibaba, Python, Terraform, Kubernetes— plus AI, cybersecurity, data science, and much more.

“Spinning up real cloud environments... is very seamless. You can jump right into a hands-on environment and complete labs and piece together training plans in multiple ways — it's very effective.... Our time spent on planning out content and creating live training environments for our students has been cut immensely since using QA. It's really handy and it's those kinds of things that set QA apart from many of the competitors.”

John Fabroni

Founder and CEO of Operation Spark



Career Pathing

We believe that showing career opportunities to your staff increases their likelihood to stay.

In fact, companies investing in comprehensive training for tech skills see 133% greater employee retention, according to IDC.

Level your talent attraction and increase retention of your most skilled employees. Plus develop a future-proof pipeline of proven tech skills. All using QA's Career Paths feature.

Build the tech team you need today as you plan for tomorrow. Recruit and upskill people through long-term upskill projects.

Get ready to get the job done. Curated career paths come out of the box, with expert-recommended skills required for key Cloud and Tech job roles. That means you can start employees on track to the future you need, today.

Of course it's personalized. As all Career Paths should be. Based on the Smart Assessment results, learners receive a tailored training program that skips the content they already know (gain 10+ hours back!) and focuses on what they don't.

What about apprenticeships and bootcamps?

We cover every stage of your talent needs. QA is the biggest tech apprenticeship provider in the UK, and the fastest-growing in the US.

"The ROI on the programme has been huge – delivering £12million of tangible business benefits and savings from staff retention, project efficiencies and training value through integrated commercial training."

Claire Hollis
VP Service Delivery, Capgemini



Skills Reporting & Analytics

We believe that learning is important and measurable.

With our blended and self-paced programs, gain real-time insights into your organization's training progress and your organization's skills.

Track your skill gaps & trends

Analytics give insight into who's up to date, who's primed for reskilling, how deep your bench is, and what skills to focus on before the next big push.

Show training ROI

Reports on skill growth, content consumption, usage, certification, and more provide visibility on the impact of your training efforts.

Develop competition & incentive programs

Tap into your team's competitive side with leaderboards to showcase who is ahead of the pack, or who might be falling behind.

Need analytics as an export, report, or API?

Just ask. We've got reports on usage, engagement, and skill growth ready for you.

"QA's platform allows us to quickly train and certify our support engineers on the complete portfolio of Microsoft products. We will use our resulting skills inventory data to intelligently assign our support incidents to the most qualified engineers, resulting in faster resolution times, higher throughput, and greater customer satisfaction."

Caroline Dumont
CE&S Learning Leader at Microsoft



Custom Learning Experiences

We believe that organizational context and collaboration is key to unlocking learning value.

Customers turn to us for curated, organizational-specific learning journeys. We curate the exact content you want, in the most engaging modalities—and even hand you the keys to our platform for maximum flexibility.

Co-brand your learner experience. Make learning relevant and specific with your context, logo, and approach as a wrapper to the learning program.

Align content and timeline to your business. Select from our multi-modality library (with our assistance). Add proprietary content to our learning platform. And engage in cohort-based, collaborative learning sessions designed to apply skills back to your business.

Request custom labs and exercises. Our tailored and custom-built experiences are powerful. Customers use them as company-specific environments, tabletop exercises, and safe experimentation zones – or even for specific tech projects.

QA successfully contextualized BAE Systems AI's needs into targeted training courses and pathways designed especially for the division.

"We held those as private BAE Systems AI events. The private training sessions helped people discuss specific questions aligned to what we experience as a division."

Phil Armitage

Head of Systems Engineering and Architecture Profession at BAE Systems AI

Expert content

We believe that an in-house content team of industry experts is better than externally sourcing content.

Learning consistency is important—and so is validated expertise. Our experts have advised governments, weighed-in on AI policies, and implemented technological change in thousands of organizations.

Gain expertise in AI, Cloud, Data, and beyond

Don't stop with the basics. We offer peerless deep dives into key technologies like AI, Cloud, and Data, underpinned by learning across DevOps, leadership, marketing, programming, security, and more.

We're first to know, so you're first to learn

Technology changes quickly — and so do our courses. Know with confidence that the courses you're taking include the latest updates you need because up to 25% of each quarter is dedicated to content refreshes.

Get a certified bench of internal experts.

There's no better way to get certified and avoid external consulting fees. Even major technology providers like Microsoft partner with QA to train on their services.

"QA's training and hands-on labs are a powerful approach to maximizing the value of Microsoft Copilot for Microsoft 365 adoption. Copilot is a once-in-a-generation technology, and using QA to learn this technology is a smart way to harness AI-driven productivity."

As Tatiana Arventi

SR Go To Market Manager - M365 Copilot & Usage for Growth Modern Work & Surface Business Group, Microsoft

Collaborative Learning

We believe successful organizations are collaborative, with teams coming together to contribute specific skills to solve a greater challenge and create the desired outcome.

Collaborative learning, such as expert-guided lab walkthroughs, can be added to any program. It aims to eliminate skill silos, reduce learning fatigue, and increase application.

Achieve mastery at scale, on your schedule.

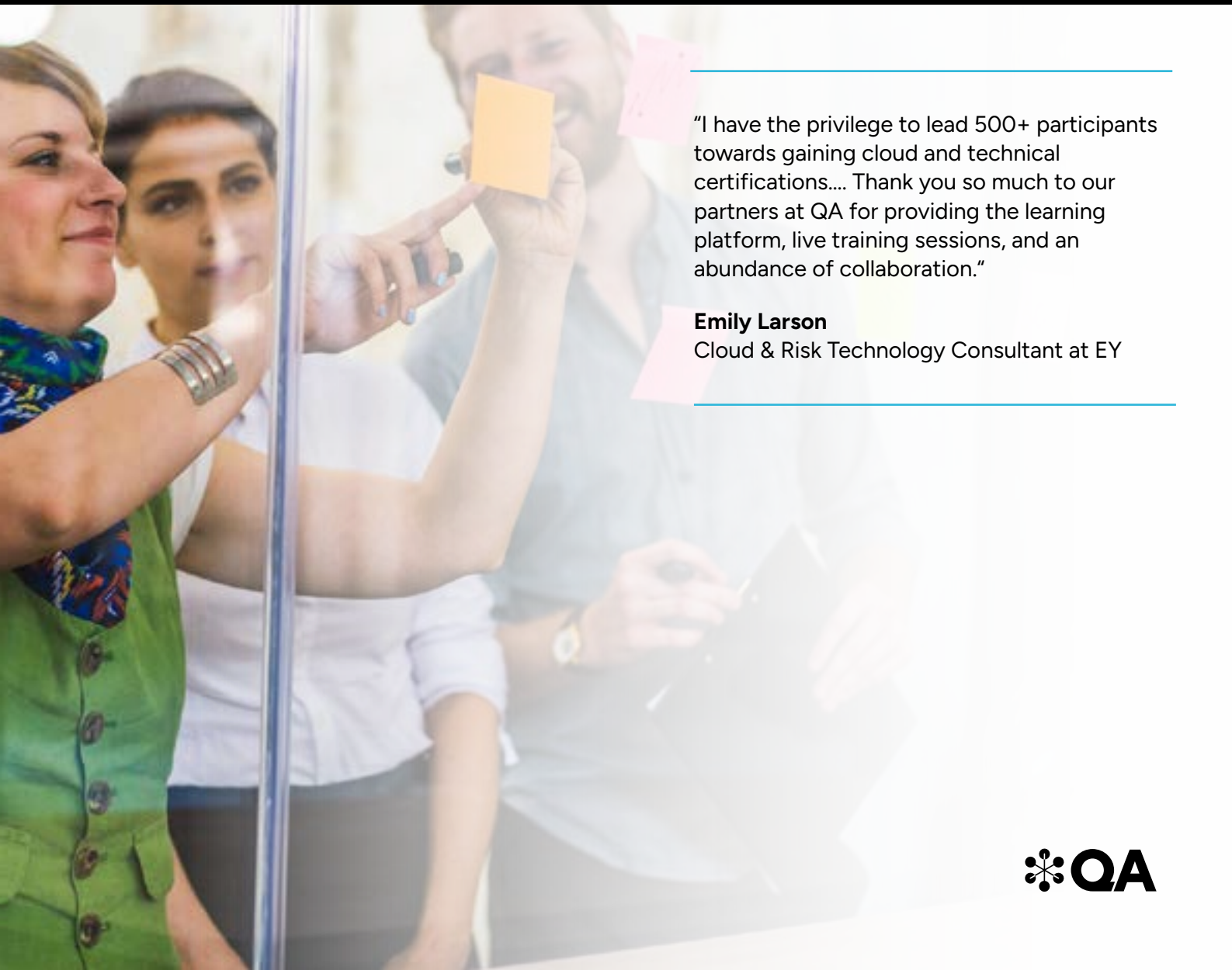
Define the right number and cadence of interactive, guided learning sessions. All live, all flexible and on your schedule.

Bring cohorts together to apply skills.

In each session, our instructors guide your teams through organization-specific learning, on your preferred technologies.

Walk through real business tasks, together.

We encourage the collaboration that tech teams need. An instructor provides a safe, hands-on space to try new skills and work together on business applications.



"I have the privilege to lead 500+ participants towards gaining cloud and technical certifications.... Thank you so much to our partners at QA for providing the learning platform, live training sessions, and an abundance of collaboration."

Emily Larson

Cloud & Risk Technology Consultant at EY

Strategic Success

We believe that end-to-end learning includes the top experts, the top support team, and the top-rated customer relationship.

Our strategic partnership makes it easy to discover and deploy the right learning programs, with the right level of support, to your organization.

Just blink and you're ready

Implementation is seamless. For self-paced and blended programs, we'll configure your account, onboard users, and get you started within days.

Dedicated learning consultancy and customer success

Gain tailored advice to curate and deploy a strategic learning program. Then benefit from a CSM who supports the adoption and completion of training at scale.

24/5+ global support

With a typical response time of less than 1 hour during coverage hours, you know we've got your back.

Real-time support during labs

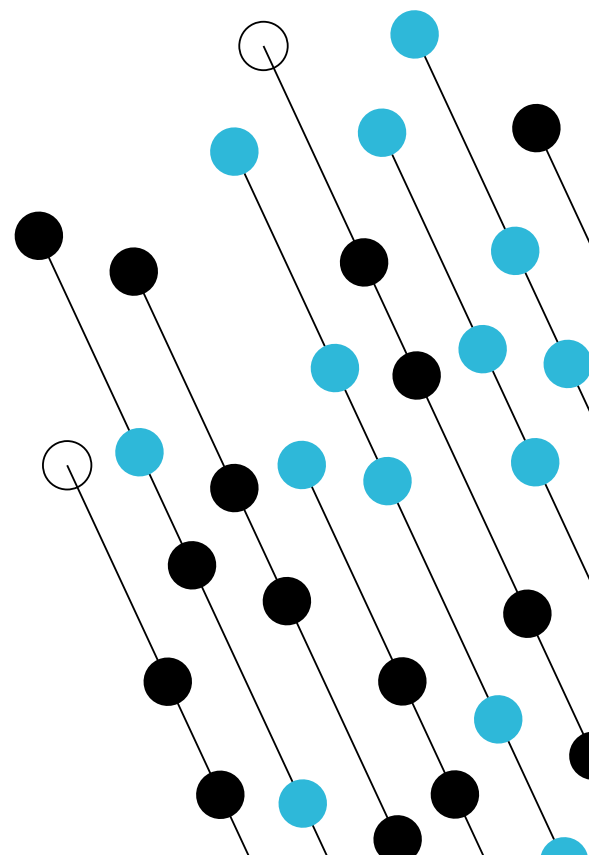
When time is of the essence, just send us a chat. Your staff can message us for a quick response when working in a timed, live environment.

Need something special?

Ask about learning consultancy. We understand that business and technology skills are the foundation of strong teams, agile methodologies, and business value. We'll get you connected with the right experts for your needs.

"Behind the scenes, my Customer Success Manager invested a tremendous amount of time in helping me pick Learning Paths for everybody. I felt like we went in there with a comprehensive idea of what everybody was going to do and how we were going to do it before we even started. I had so much support."

Jennifer Zabrowski
Associate Director of IT
Business Operations at
Regeneron



Learn. To Change.

QA is the largest tech training company in the UK and the fastest-growing in the US. We believe that consistent learner experience, connected workforce, and collaboration across teams are key to successful change. Over 4000 organizations lean on us for tailored program across apprenticeships, instructor-led, and self-paced learning that is applied back into the workplace.

Find out more at qa.com.

