

# Fortune 500 Aerospace & Defense Company

## Introduction

This case study of a Fortune 500 aerospace & defense company is based on a February 2021 survey of Udacity customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Prior to working with Udacity it had been a struggle to develop & distribute professional level content for our quality/data analytics professionals. We now use Udacity to help upskill our quality professionals in effort to develop a more robust knowledge and skill set. The Udacity platform and content are top-notch. The Udacity team has worked incredibly hard to make the program as successful as possible for our learners.”

## Challenges

The business challenges that led the company to evaluate and ultimately select Udacity included:

- A shortage of practitioner-level technical skills to implement or support business transformation initiative
- Needing to develop data-driven culture to improve operational excellence or customer experience
- Enhancing the Learning & Development function to support career-long learning

## Use Case

Udacity helped the organization to address the following business objectives:

- Accelerating product or service innovation
- Bridging a technical skills gap
- Increasing workforce productivity
- Strategic workforce transformation
- Becoming a data-driven organization

Udacity upskilled their workforce in the most in-demand emerging technology fields, such as:

- Artificial Intelligence & Machine Learning
- Data Science
- Product Management and User Experience

The organization rates Udacity as superior on the following compared to competitive solutions:

- Focus on core or emerging technologies
- Projects reviewed by human experts
- Project-based learning
- Graduates are ready to apply practitioner-level skills
- Dedicated customer success manager

## Results

The company achieved the following results with Udacity:

- Reduced hiring costs by upskilling current employees
- Improved their customer experience and product innovation
- Experienced a meaningful impact on revenue (i.e. resulting from productivity gains, employee retention, project delivery & automation, risk reduction)

*“The program has definitely helped to bridge gaps in learning for our Quality professionals.”*

The company identified the following significant improvements since using Udacity:

- Practitioner level technical skills
- Positive revenue impact
- Productivity gains

### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:  
**Fortune 500**

Industry:  
**Aerospace & Defense**

### About Udacity

Udacity’s mission is to train the world’s workforce in the careers of the future. Every industry is being impacted by modern technology. As companies everywhere adapt and transform their businesses, they’re looking to hire people with the tech skills to match their goals. We work with the world’s technology leaders to teach these critical tech skills through our powerful and flexible digital education platform

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