

Large Enterprise Automotive & Transport Company

Introduction

This case study of a large enterprise automotive & transport 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.



“The revolution in the automotive sector has created a huge demand for digital skills in the company. With Udacity we created a Data Science program and started implementing it in all departments of the company.”

Challenges

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

- 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
- Building a talent pool with a deep understanding of technologies such as autonomous vehicles or robotic process automation for product and service innovation
- Enhancing the Learning & Development function to support career-long learning
- Market disruption resulting in a need to redeploy & reskill non-technical staff

Use Case

Udacity helped the organization to address the following business objectives:

- Increasing the pace of digital transformation initiatives
- Bridging a technical skills gap
- Becoming a data-driven organization

Udacity upskilled their workforce in the fields of Artificial Intelligence & Machine Learning, Data Science & Autonomous Systems.

The company rated Udacity as superior on the following compared to competitive solutions:

- Focus on core or emerging technologies
- Projects reviewed by human experts
- Project-based learning
- Online, self-paced learning
- Mentor support for learners
- Dedicated customer success manager

Results

As a result of using Udacity, the company upskilled employees in cutting-edge emerging technologies, reduced risk and increased the pace of digital transformation initiatives.

They identified the following significant improvements since using Udacity:

- Delivery of digital transformation projects
- Practitioner level technical skills
- Employee satisfaction, commitment & morale

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:
Large Enterprise

Industry:
Automotive & Transport

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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