



FACTSHEET

Credly by Pearson Competitive Feature Set

Credly by Pearson was the first platform to issue digital credentials conforming to the global Open Badge. Built by educators to improve learning outcomes, Credly now manages the world's largest digital credential network, with over 96 million issued credentials. Trusted by organizations of all sizes, Credly remains the leading digital credential platform, setting the market standard it pioneered.

Feature	Benefit	Credly	Others
Enterprise Class Functionality	The only platform that supports the needs of large organizations, allowing them to scale globally through advanced governance and workflows, security, and multi-level admin capabilities, as well as Blockchain and single sign-on (SSO) Authentication.	✓	✗
Market Leadership	With over 4,000 leading organizations globally and more than 96 million credentials earned and managed, we are the trusted choice for digital credentialing.	✓	✗
Largest AI Credentials Network	<u>Over 2 million AI badges</u> are issued on Credly, more than any other platform, empowering organizations to validate and showcase critical AI skills.	✓	✗
Open Badge 3.0 Compliant	Earners can upload and verify any badge that conforms to <u>OpenBadge 2.0 or 3.0 standards</u> , ensuring seamless integration and validation of credentials.	✓	✓
Automated 3rd Party Badge Data Upload	Badge data from third-party issuers is automatically uploaded, with metadata gathered and verified without the need for manual intervention.	✓	✗
Data Security & Privacy	Protect the security and privacy of your organization and earners with our validated ISO certifications (<u>ISO 27701</u> and ISO 27701), GDPR compliance, and an APEC privacy certification. We are the only solution for organizations that seek enterprise-class development practices & infrastructure and certified compliance with US and global privacy and data security requirements.	✓	✗
Skills Wallet	Earners can use Credly badges, occupational history, and third-party badges as evidence to present a <u>validated view of their skills</u> to current and potential employers.	✓	✗

Social Sharing	Allow badge earners to showcase learning achievements to platforms like LinkedIn , Facebook , Twitter , mobile wallet , Upwork , ZipRecruiter and more .	✓	✓
Actionable Analytics	Access real-time insights and data to optimize programs and boost return on ROI.	✓	✓
Pathways	By automatically issuing completion badges when criteria badges are earned, Pathways save time, simplify badge management, and motivate earners to pursue more by providing clear learning paths.	✓	✓
Certificate Customization	Have full control over the creation of digital certificates , customize the branding, content and design to better reflect the significance of your earner's accomplishments.	✓	✓
Customizable Emails	Issuers can personalize badge notifications and reminder emails directly through the platform, simplifying the customization process and enhancing branding while fostering a more personal connection with earners.	✓	✓
Transcripts	Earners can securely share all of the digital credentials they've earned from your organizations on the Credly by Pearson network with a registrar or academic institution to request credit for learning.	✓	✗
Occupation Insights	Credly by Pearson provides credential earners and issuers with Occupation Insights from around the globe, enhancing badge appeal by demonstrating its value.	✓	✗
Account Authentication & Verification	Only authenticated, intended recipients will receive digital credentials, reducing the chances of identity theft and misrepresentation. Our onboarding process for organizations helps ensure legitimacy and trust in the brands that appear on our platform.	✓	✗
Talent and Employer Partner Tools	Optional directory tool that allow your external and internal talent networks to easily find the talent you credential.	✓	✗
Fully Documented APIs for seamless workflows	Enterprise-class APIs and integrations that enable completely customizable workflows that match your organization's customer journey and identity.	✓	✗
Largest Catalog of Integrations	Access integration to automate the issuance of digital credentials, empower badge earners to promote their credentials and make sharing data seamless. No other product has as many integrations or leverages them at our scale.	✓	✗
Automated Skills Mapping	We enhance the market value and utility of your organization's credentials by using AI to map them to a universal and global skill framework, helping connect individuals to the right next step.	✓	✗



WANT TO LEARN MORE?

Looking for another specific feature not listed here? Look at our full list here. Let us help you support your learners and grow your organization. Speak to our team today. [Get in touch](#).