



# How Mimecast achieved 85% career relevance through EVP-aligned learning with Coursera



**Industry**  
Cybersecurity



**Location**  
London, England



**Size**  
2,200+ global employees



*One Coursera feature that surprised and delighted me was the Course Builder AI tool. Its ability to streamline the course creation process by auto-generating outlines, learning objectives, and descriptions based on minimal inputs was incredibly impressive. It allowed me to blend world-class content from Coursera's catalog with my own custom materials, making the course highly relevant and tailored to my audience.*



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## Overview

Mimecast, a global cybersecurity and data governance leader, operates in an industry defined by rapid technological change. As AI reshapes cybersecurity, workforce readiness has become even more of a strategic priority. To stay ahead, the company needed to invest heavily in the capability and growth of its global staff.

Internal feedback surfaced a critical opportunity: Learning needed to evolve from a passive resource into a strategic enabler of AI transformation, employee engagement, and career mobility. Mimecast's survey insights highlighted a clear demand for broader access to industry-recognized content, transparent development pathways, and stronger alignment between upskilling and enterprise priorities.

Mimecast partnered with Coursera to build a structured, globally accessible learning ecosystem. The goal was to meet employee expectations while actively fueling innovation, digital readiness, and long-term agility at a moment when AI transformation demands speed and fluency.

## Snapshot

**32M+**

individuals reached through statewide communication campaigns

**294,000+**

portal users engaging with structured learning pathways

**20+**

public and private partners supporting the statewide ecosystem

## The Challenge

The company's internal Glint surveys revealed declining confidence in Mimecast's learning environment. Employees cited inconsistent access to comprehensive external resources, disparities in opportunity across regions, and a lack of structured systems for skill progression and evaluation. The removal of previous external learning platforms amplified this concern, intensifying the urgency for globally relevant content.

The capability gap posed a strategic risk. Without modern, scalable upskilling, Mimecast risked skill obsolescence in high-demand areas like AI, data analytics, and cloud technologies. The organization urgently needed to support a diverse workforce—particularly mid-level professionals (levels 2 to 5)—while reinforcing enterprise-wide AI initiatives.

Learning had to shift from an isolated activity to an embedded, business-aligned growth engine. To prevent capability stagnation and accelerate digital innovation, Mimecast required a solution that offered rigorous, industry-recognized credentials that employees could immediately apply to their daily workflows.

## The Solution

Mimecast partnered with Coursera to build a globally scalable learning ecosystem aligned to business priorities and AI transformation. The focus was not just expanding access to content, but on structured capability building, operational alignment, and seamless accessibility.

### Mapping learning to the Employee Value Proposition (EVP)

Mimecast created four custom learning paths tied directly to its EVP pillars: Career Catalyst, Resilience Builder, Global Leadership, and Cybersecurity Guardian. These curated journeys blended technical and human skills, enabling employees to strengthen AI literacy, leadership capability, and cross-functional fluency.

Industry-recognized certifications—including Microsoft Cybersecurity Analyst, Google Data Analytics, and IBM AI Engineering—provided structured pathways in high-demand domains. Aligning learning to EVP pillars ensured development directly supported both career progression and digital innovation goals.

### Integrating learning into the daily workflow

To drive continuous engagement, Mimecast embedded Coursera into its cultural rhythm through a coordinated communications strategy. The team launched monthly "Learning Champions" spotlights, themed challenges tied to business processes like goal setting, a dedicated Slack channel for peer exchange, and a centralized SharePoint hub for guidance. Technical friction was eliminated via seamless integration with the MyApps portal. Additionally, including Coursera adoption in the company's FY26 ESG report elevated learning to a board-level strategic commitment.

### Accelerating AI enablement

AI transformation became a focused acceleration point. Targeted communications promoted the IBM AI Engineering specialization and other machine learning pathways, positioning upskilling as foundational to the company's future readiness. Close collaboration with Coursera's Account and Customer Success teams, onboarding webinars, and structured feedback surveys ensured sustained adoption and continuous improvement.

## Outcomes

**200+**

Specializations completed in high-demand AI, Data Science, and Leadership domains

**85%**

career relevance with employees identifying certifications as critical to their professional progression

**10+**

departments engaged, successfully breaking down silos between technical and commercial teams

## The Results

Mimecast's AI-aligned learning strategy delivered exceptional ROI across capability building, operational efficiency, and talent retention. By democratizing access across five regions (UK, USA, South Africa, Germany, and Australia), Mimecast successfully broke down internal silos, enabling technical and nontechnical teams to approach challenges using shared digital frameworks.

### High-impact engagement and advocacy

The cultural shift toward continuous learning was measurable and immediate:

- **67 Net Promoter Score**, signaling highly confident employee advocacy in the new learning experience
- **93% satisfaction rate with course quality**, reinforcing credibility and sustained utilization
- **200+ Specializations utilized by 144+ active users** spanning Engineering, IT, Operations, Marketing, Sales, and Finance
- **85% of surveyed employees** identified certificates as highly valuable to their career progression, directly supporting technical talent retention

### Accelerated AI adoption and process innovation

Mimecast's focused push on AI education accelerated widespread experimentation and adoption of emerging tools, yielding significant productivity gains across departments. Certification activity translated into tangible business process improvements. Employees earned nine Microsoft Cybersecurity Analyst and eight Google Data Analytics certifications, alongside multiple completions of the IBM AI Engineering specialization. Learners applying project management and data coursework introduced sophisticated reporting frameworks, directly improving cross-functional decision-making and delivery timelines.

### Applied technical capability

Crucially, upskilling directly enhanced Mimecast's cloud infrastructure management and internal security posture. Learning impact extended well beyond theoretical credentials into daily workflows. As one technical support engineer shared:

“

*I gained extensive knowledge of AWS, which I use daily. The course facilitated mastery of areas that would have required more time without Coursera.*

Mimecast employee

By transforming learning from a standalone benefit into a structured driver of enterprise capability, Mimecast is positioned to scale digital innovation with confidence—supported by a highly engaged, AI-ready workforce.

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*Continued learning and skills development is a key part of my career progression, and Coursera has afforded me the opportunity to better my skills at my own pace and get industry-recognized certification.*

Mimecast employee



### Build an AI-ready workforce

Align learning to your strategy and drive measurable impact.

[Explore Coursera for Business](#)