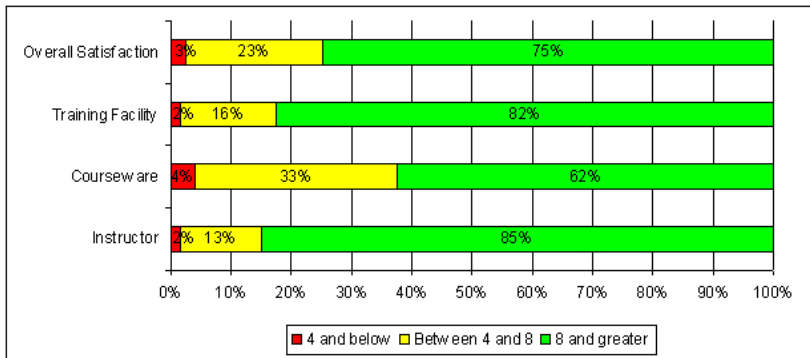


# Metrics that Matter™

The standard in learning measurement, from Global Learning Alliance™



A market leading web-based learning evaluation system that allows training companies to cost-effectively measure training impact, improve their value and performance, differentiate their organization, increase their overall revenue as well as customer satisfaction.

## About Metrics that Matter

### How can you better manage, measure and improve the performance of your learning operation?

Metrics that Matter gives you information to improve your business including: business development opportunities, learning trends, instructor performance, customer satisfaction and online performance.

### How can a measurement strategy sell more services to your clients?

Metrics that Matter enables you to provide multiple levels of evaluation reporting to your clients.

### How can business metrics differentiate your company from the competition?

Metrics that Matter enables you to compare your performance against an industry average and demonstrate market differentiation by exceeding these industry benchmarks

- Reduce evaluation related expenditures
- Enhance client relationships and secure new clients
- Endorsed by Microsoft and Citrix (further vendors are also expected to endorse MTM)
- Monitor ROI for your customers
- Communicate to prospects your past track record in terms of performance and quality

## Selling MTM to your clients

Many corporate learning professionals have difficulties measuring their performance and demonstrating value to senior management. Increasingly, corporate learning professionals are being asked to justify budgets. MTM helps solve this problem by providing measurement data for all training dollars spent and helps training professionals determine what initiatives are working to drive better business results.

Metrics that Matter can provide the following specific benefits to your clients:

- Measure and improve training programs
- Provide accountability on dollars spent on training
- Validate the effectiveness of learning programs
- Improve return on learning investment
- Drive superior business results
- Benchmark programs and identify best practices

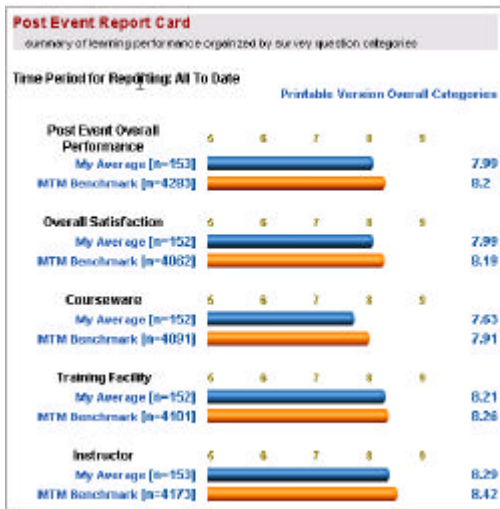


- Automated Evaluation Process
- Multi-Level Evaluations
- Web Accessible Reporting
- Performance Email Alerts
- Business Development Opportunity Reports
- Management and client Reports
- Customization

## Features

**Automated Evaluation Process:** vendor neutral, reliable and timely collection, processing, archival, and maintenance of collected data

**Multi-Level Evaluations:** provide access to performance data collected via MTM's Post Event (Satisfaction) and Follow-up (Job Impact and Business Results) evaluation surveys.



**Web Accessible Reporting:** provides timely access to a diverse suite of customizable management and measurement tools to manage overall learning impact. Web accessible reporting allows organizations to respond more timely to their client's needs. Organizations can also provide access to web-based reports to their clients for added value to the relationship.

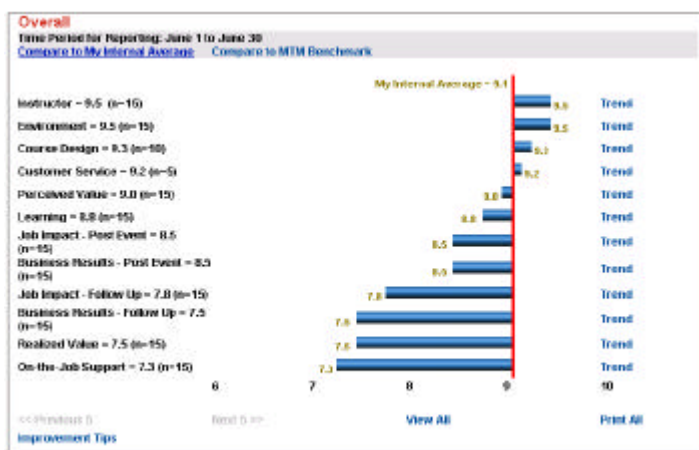
**Industry Benchmark Comparisons:** Metrics that Matter enables companies to compare their performance against an industry average.

**Performance Email Alerts:** push technology-enabled, email messages to alert managers of a specific area of performance improvement. These alerts assist busy managers in getting specific performance-related data quickly via email in order to make the decisions necessary to run a successful training operation. Sales teams can utilize this just-in-time data to proactively communicate performance deviation to clients and set expectations.

**Business Development Opportunity Reports:** listing of learners requesting notification of additional courses offered by learning providers. These business development opportunity reports streamline the sale process and provide increased revenue opportunities.

**Management Reports:** inform managers of activity, performance, customer satisfaction, opportunity areas and benchmark comparisons for the previous period. Analyzing this data on a regular basis allows managers to accelerate continuous improvement and stimulate innovation. Managers spend less time compiling data and more time analyzing and implementing action around key metrics.

**Client Reports:** valuable summary reports that can be given to clients specific to their activity and learner satisfaction. Validate the performance of your programs by providing clients with detail satisfaction, job impact and productivity metrics.



**Customization:** flexible, scalable, options to add questions to learner evaluations; request nonstandard reports; add additional data elements for further analysis - in addition to the custom querying and filtering protocols built into the standard system.

**Marketing Sophistication:** leverage performance trends and qualitative metrics for improved marketing sophistication. Organizations can increase their Request for Proposal (RFP) success through leveraging performance metrics that validate their quality and customer satisfaction. Specific data points regarding commitment to new technologies and custom programs can be leveraged for market differentiation.

**Vendor endorsed:** MTM is becoming the required learning evaluation tool for Microsoft CTECs (Certified Technical Education Centers) and Citrix CALCs (Citrix Authorized Learning Centers) worldwide. Negotiations are taking place with more vendors.