1. Which region do you base your survey input on? Select all that apply (for global, select all four regions).

|			
1 - North America	93.33% (42)	2 - Central and South America	57.78% (26)
3 - EMEA (Europe, Middle East and Africa)	82.22% (37)	4 - APAC (Asia Pacific, including China)	66.67% (30)
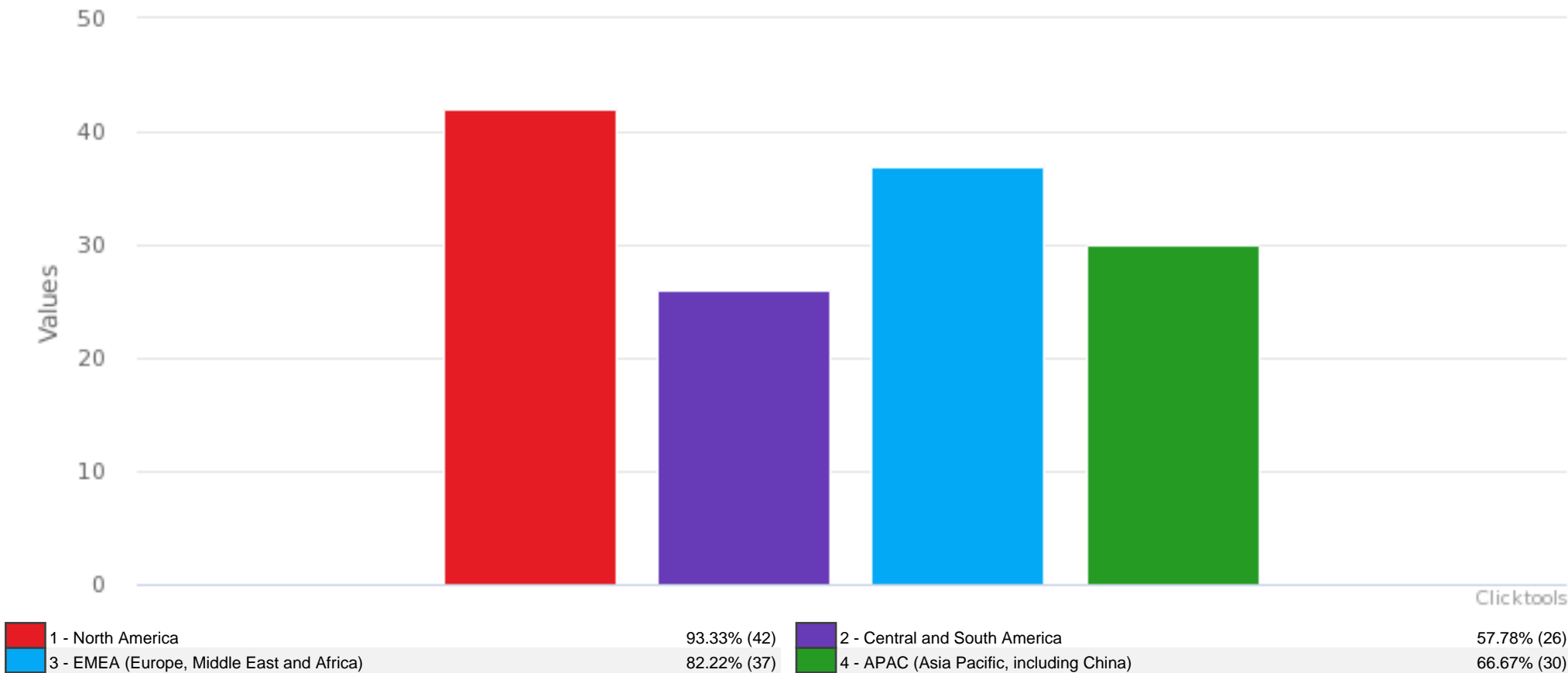
Response: 45

2. Approximately what percentage of your company's revenues are generated from each of the following regions? The total must be 100%. (The total will automatically correct to equal 100% once you enter a total that exceeds 100%.)

	North America	Central and South America	Europe, Middle East and Africa	Asia/Pacific
Average	56.97%	3.88%	28.33%	10.82%
Highest	100%	15%	100%	35%
Lowest	0%	0%	0%	0%
Standard deviation	24.75	4.63	21.28	8.34

Response: 40

3. Which of the following describes your company's business?
Please choose all that apply.
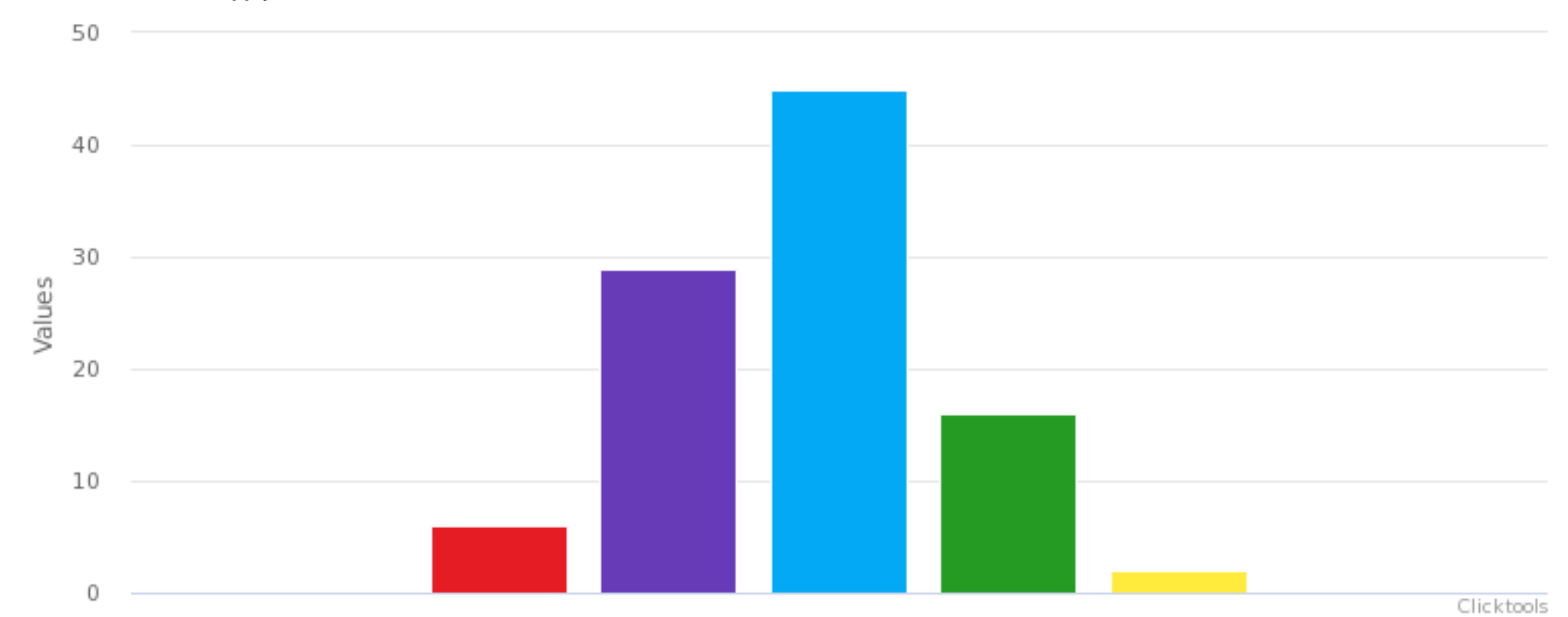
Response: 45

4. Please provide some corporate product data (indicate decline with a minus sign and the percentage, and growth with just the percentage, both without the % sign):

	What was the % decline/growth rate for product business in the last fiscal business year?	What was the % decline/growth rate for product business as the average over the last three fiscal business years?	What is your % renewal rate for licenses?
Average	16.57	14.64	67.39
Highest	100	100	99
Lowest	-18	-9	0
Standard deviation	19.98	20.16	38.3

Response: 28

5. Please provide some education ratios for the product business:

	What % of all product customers took training from company education team or authorized partners?	What % of all addressable learners of a product customer took training from company education team or authorized partners	What % of customers who churned (didn´t renew license) were trained?	What % of customers who renewed the product subscription completed training?
Average	38.83%	21.4%	15.23%	24.47%
Highest	100%	100%	100%	100%
Lowest	0%	0%	0%	0%
Standard deviation	34.79	30.33	29.02	35.48

Response: 30

6. How many days (6 hrs = 1 day) training on average do your customers take?

Average	6.3
Highest	48
Lowest	1
Standard deviation	8.91

Response: 33

7. What was your company's latest reported annual revenue?
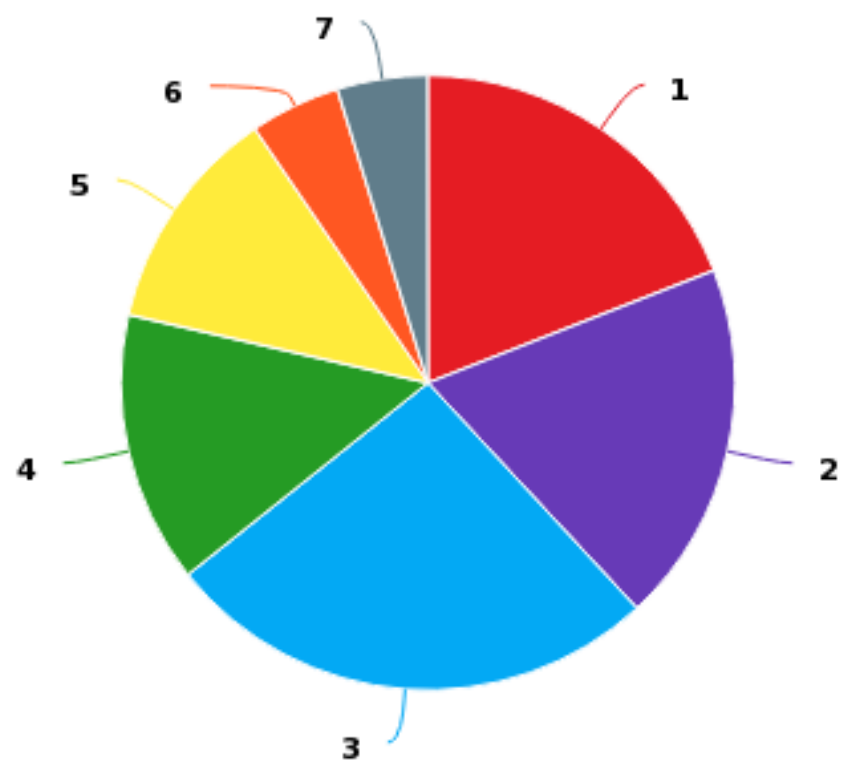
■ 1 - $100M or less	19.05% (8)	■ 2 - Between $101M and $500M	19.05% (8)
■ 3 - Between $501M and $1B	26.19% (11)	■ 4 - More than $1B and less than $3B	14.29% (6)
■ 5 - More than $3B and less than $10B	11.9% (5)	■ 6 - More than $10B and less than $25B	4.76% (2)
■ 7 - $25B or more	4.76% (2)		

Mean: 3.14

Response: 42

8. How many full-time employees does your company have worldwide?
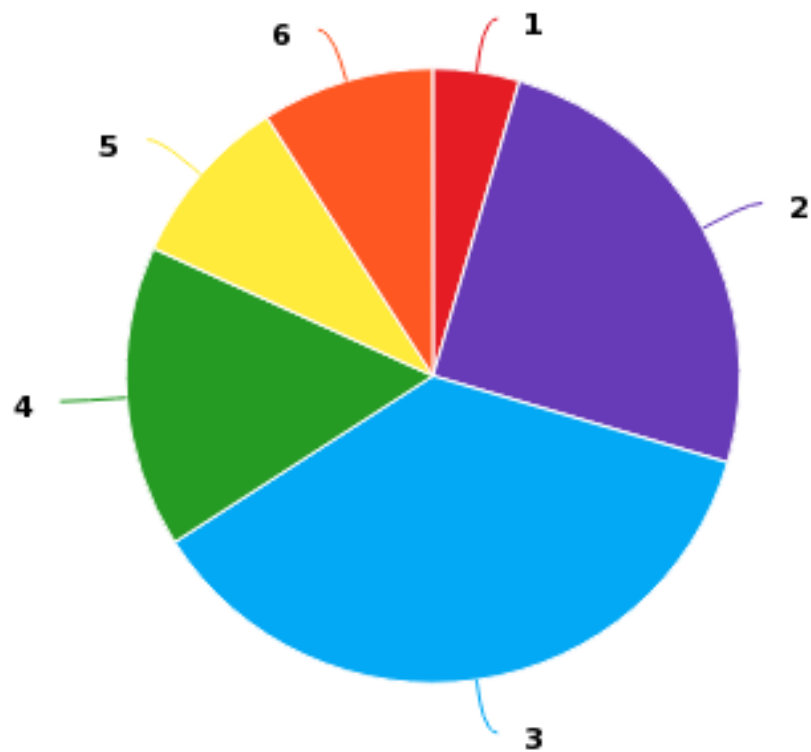
🟥	1 - 100 or less	4.55% (2)	
🟪	2 - 101-1000		25% (11)
🟦	3 - 1001-5000	36.36% (16)	
🟩	4 - 5001-10000		15.91% (7)
🟨	5 - 10001-50000	9.09% (4)	
🟧	6 - More than 50000		9.09% (4)

Mean: 3.27
Response: 44

9. Approximately, what is the current total size (number of employees) of your centralized Education Services organization?
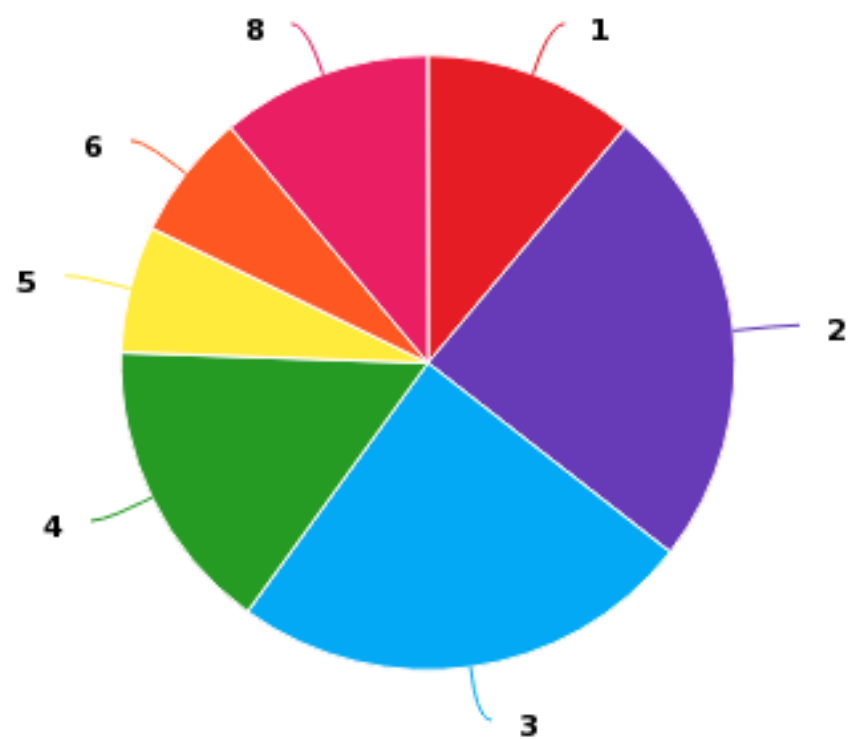
■ 1 - 1-4	11.11% (5)	■ 2 - 5-10	24.44% (11)
■ 3 - 11-20	24.44% (11)	■ 4 - 21-50	15.56% (7)
■ 5 - 51-100	6.67% (3)	■ 6 - 101-200	6.67% (3)
■ 7 - 201-300	0% (0)	■ 8 - More than 300	11.11% (5)

Mean: 3.58

Response: 45

10. Which of the following groups does Education Services have responsibility to train and which ones do you charge for training? Select all that apply.

		Responsible to train	Charge for Training
1	Sales - Internal staff	77.78% (14)	22.22% (4)
2	Sales - Channels/Partners	50% (12)	50% (12)
3	Technical Pre-sales - Internal staff	86.21% (25)	13.79% (4)
4	Technical Pre-sales - Channels/Partners	58.14% (25)	41.86% (18)
5	Post-sales - Internal Staff	88.57% (31)	11.43% (4)
6	Post-sales - Channels/Partners	56.86% (29)	43.14% (22)
7	Customers and/or end users	50.65% (39)	49.35% (38)
8	Universities/Academic Institutions	66.67% (18)	33.33% (9)
9	Other	100% (2)	0% (0)

11. For your actual business year, what main business objectives has your company assigned to Education Services and which objectives are also in your bonus/incentive plan?
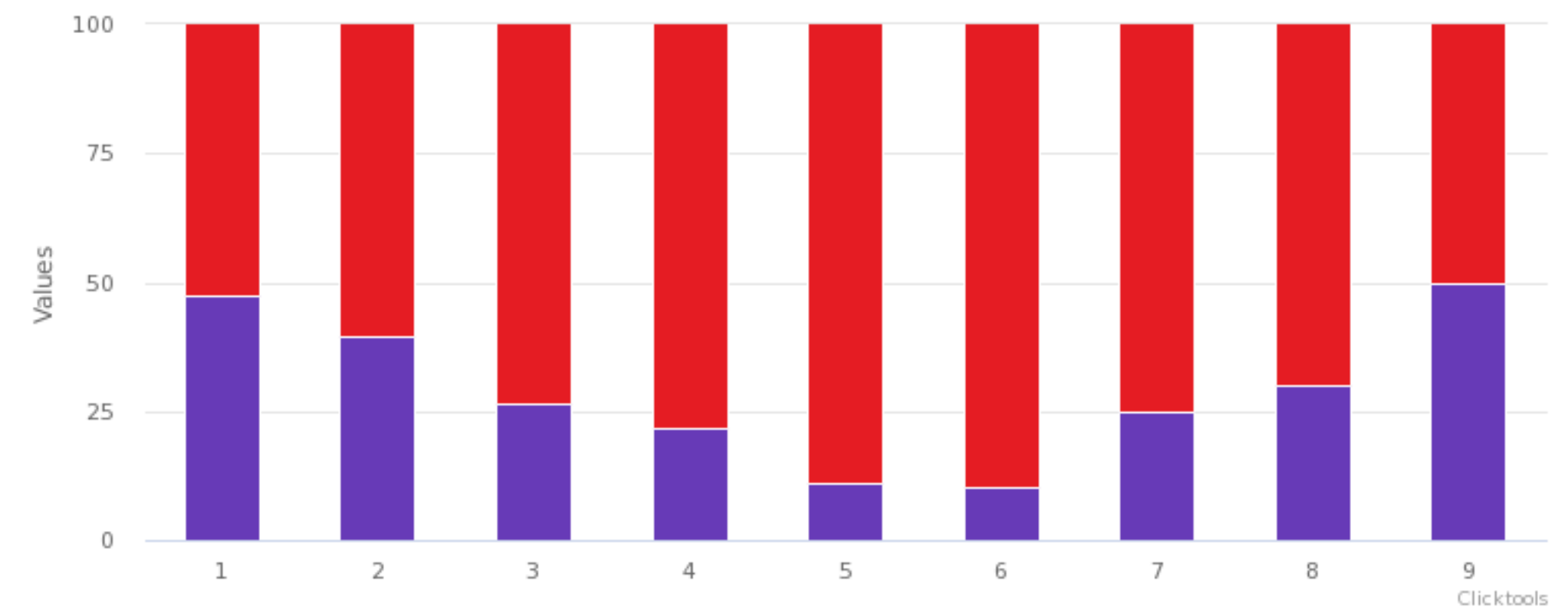
		Objective Assigned	Objective in bonus/incentive plan
1	Meeting an education revenue target	52.63% (30)	47.37% (27)
2	Meeting an education profit margin target	60.53% (23)	39.47% (15)
3	Meeting a sales enablement target (eg increasing mindshare through more trained/certified/skilled partners and/or customers)	73.68% (14)	26.32% (5)
4	Accelerating product adoption (eg by providing training for key products earlier)	78.38% (29)	21.62% (8)
5	Reducing support liability (eg reduced support calls)	88.89% (16)	11.11% (2)
6	Achieve Partner enablement (eg certain number of trained channel partners)	89.66% (26)	10.34% (3)
7	Achieve quality target (eg Student/Customer satisfaction or Net Promoter Score)	75% (30)	25% (10)
8	Driving product business (eg product sales target)	70% (14)	30% (6)
9	Other	50% (4)	50% (4)

Response: 45

12. Do you have in your company a single education team or several education groups?
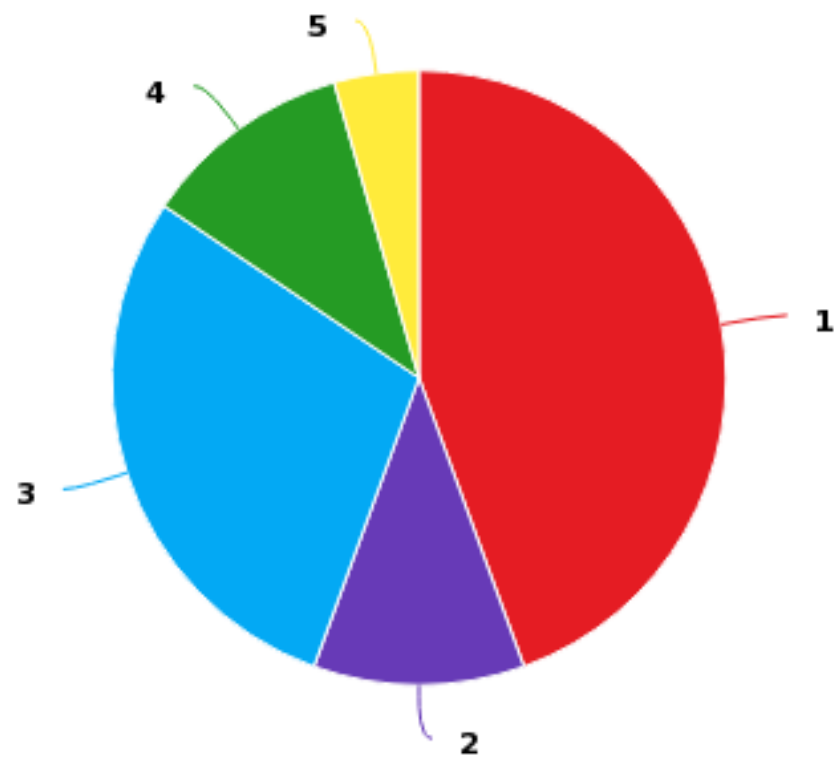
🟥	1 - Only a single team	44.44% (20)	🟪 2 - Different education teams for different product businesses	11.11% (5)
🟦	3 - Different education teams for different audiences (customers, partners, employees, and so on)	28.89% (13)	🟩 4 - Different education teams for other reasons	11.11% (5)
🟨	5 - Other	4.44% (2)		

Mean: 2.2

Response: 45

13. Into which of the following organizations or divisions does your department (Education Services) report?
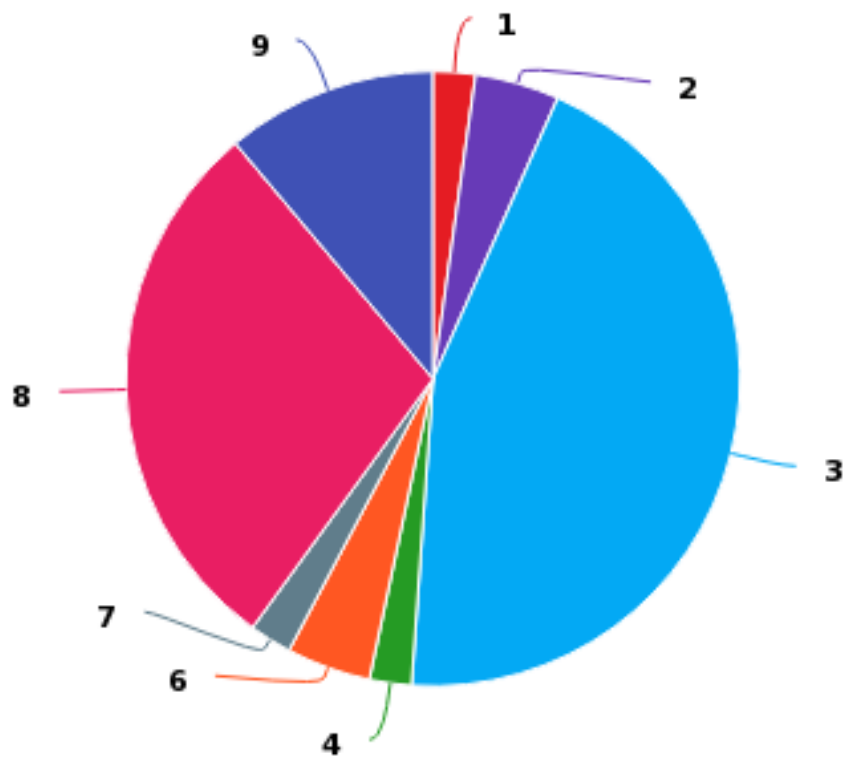
1 - Sales	2.22% (1)	2 - Marketing	4.44% (2)
3 - Services (including Consulting)	44.44% (20)	4 - Human Resources	2.22% (1)
5 - Engineering	0% (0)	6 - Operations	4.44% (2)
7 - Directly to the CEO	2.22% (1)	8 - Customer Success	28.89% (13)
9 - Other	11.11% (5)		

Mean: 5.27

Response: 45

14. Which of the following functions are included as part of Education Services? Select all that apply.

1 - Training Sales	46.67% (21)	2 - Training Marketing	44.44% (20)
3 - Training Operations and Admin Processes	91.11% (41)	4 - Training Technology Infrastructure (for example, LMS)	91.11% (41)
5 - Curriculum Design and Courseware Development	97.78% (44)	6 - Course Delivery and Distribution	93.33% (42)
7 - Training Partner Programs	71.11% (32)	8 - User Adoption/End User Consulting Services	33.33% (15)
9 - Certification Programs	84.44% (38)	10 - Other	13.33% (6)

Response: 45

15. Which of the following functions, if any, provide product training or education, even informally? Select all that apply.

1 - No other groups provide training	2.27% (1)	2 - R&D/Engineering	20.45% (9)
3 - Product Management/Marketing	56.82% (25)	4 - Business Operations	4.55% (2)
5 - Sales	36.36% (16)	6 - Corporate Marketing	18.18% (8)
7 - Professional Services	86.36% (38)	8 - Technical Support	50% (22)
9 - Licensed education partner	31.82% (14)	10 - Product Partner (not education authorized)	27.27% (12)
11 - Independent 3rd parties (not education authorized)	15.91% (7)	12 - Other	6.82% (3)

Response: 44

16. Which of the following best describes Education Services' overall primary business model?
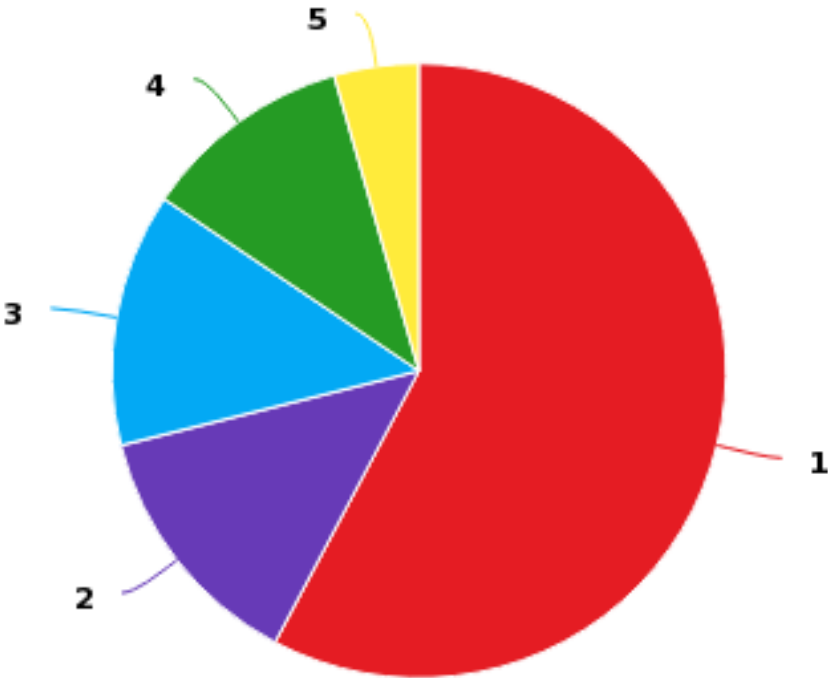
■	1 - Profit Center (expectation is to make a profit - may have a margin target to achieve)	57.78% (26)	
■	2 - Cost Recovery (expectation is to sell enough training to at least break even on expenses)	13.33% (6)	
■	3 - Cost Center (expectation is to provide non-education revenue benefits - for example better trained employees and partners)	13.33% (6)	
■	4 - A hybrid depending upon the education business unit	11.11% (5)	
■	5 - Other	4.44% (2)	

Mean: 1.91

Response: 45

17. If your Education Services department changed its financial business model within the past 24 months, what was the change?
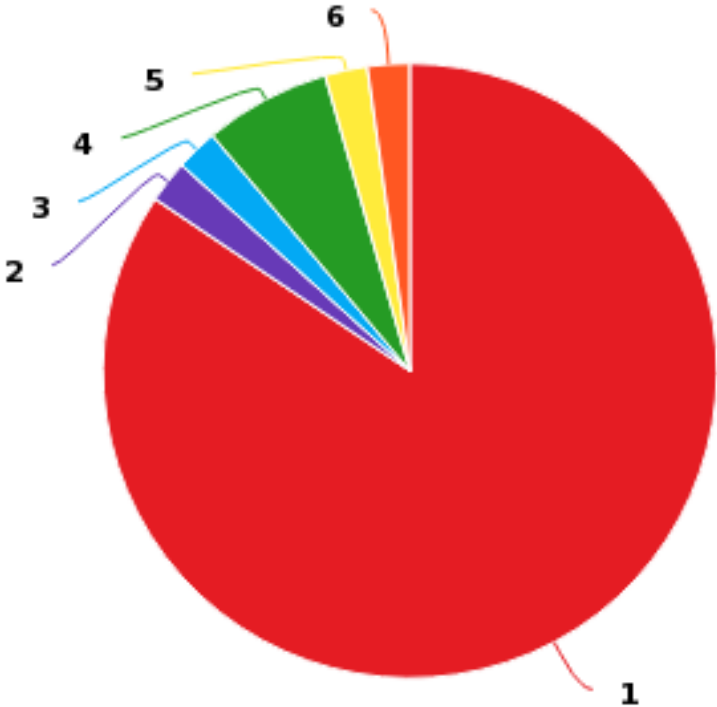
1 - No change	84.44% (38)	2 - From Profit Center to Cost Center	2.22% (1)
3 - From Profit Center to Cost Recovery	2.22% (1)	4 - From Cost Center to Cost Recovery	6.67% (3)
5 - From Cost Center to Profit Center	2.22% (1)	6 - From Cost Recovery to Profit Center	2.22% (1)
7 - From Cost Recovery to Cost Center	0% (0)		

Mean: 1.47
Response: 45

18. During the last fiscal year, what percentage of total Education Services revenue was generated by each of the following sales channels? Note: if you don't use a specific channel, choose "Not applicable"; if you do, but there's no revenue, choose "No revenue".
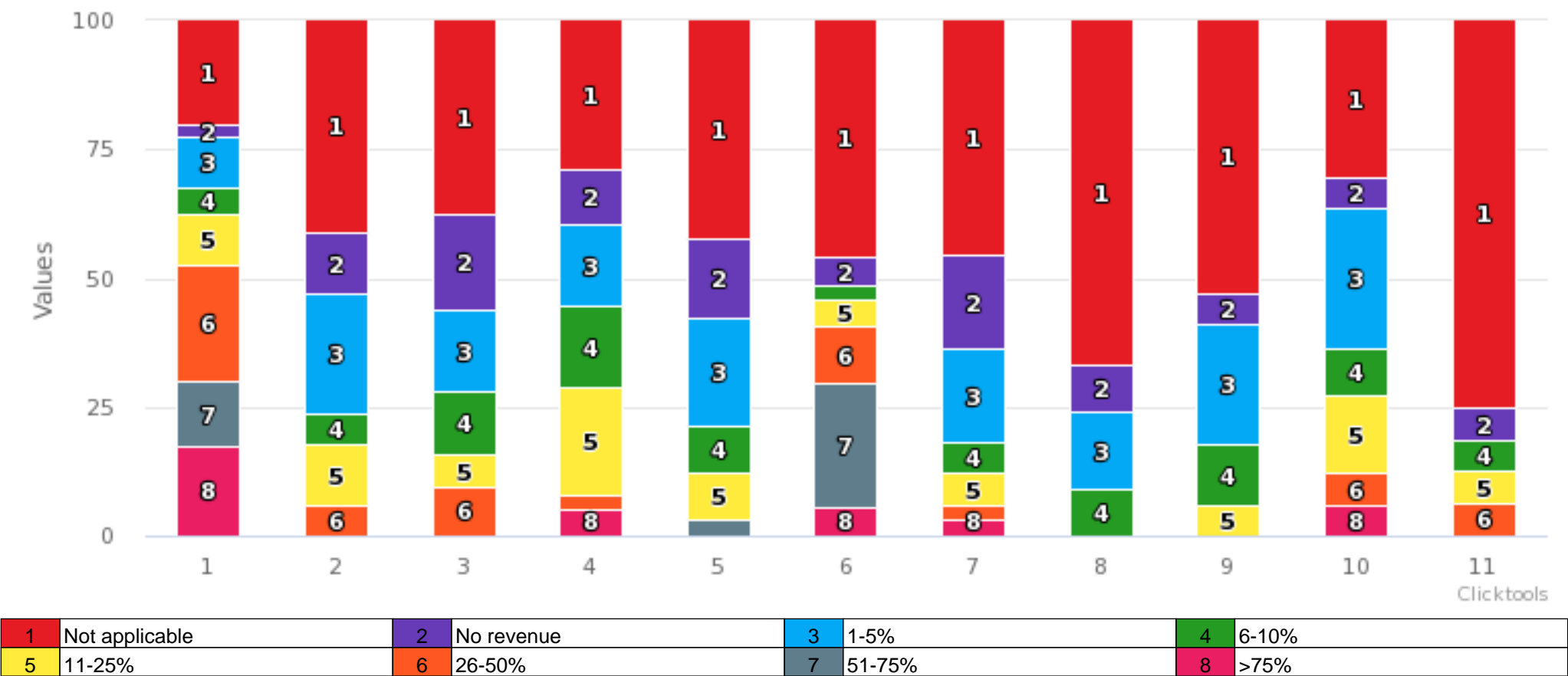
1	Not applicable	2	No revenue	3	1-5%	4	6-10%
5	11-25%	6	26-50%	7	51-75%	8	>75%

	1	2	3	4	5	6	7	8	Mean
1 Product sales - Field Sales/Account Manager	20% (8)	2.5% (1)	10% (4)	5% (2)	10% (4)	22.5% (9)	12.5% (5)	17.5% (7)	4.88
2 Product Sales - Inside sales	41.18% (14)	11.76% (4)	23.53% (8)	5.88% (2)	11.76% (4)	5.88% (2)	0% (0)	0% (0)	2.53
3 Product Channel Partners (resell)	37.5% (12)	18.75% (6)	15.62% (5)	12.5% (4)	6.25% (2)	9.38% (3)	0% (0)	0% (0)	2.59
4 Services/Consulting sales	28.95% (11)	10.53% (4)	15.79% (6)	15.79% (6)	21.05% (8)	2.63% (1)	0% (0)	5.26% (2)	3.24
5 Maintenance renewal sales	42.42% (14)	15.15% (5)	21.21% (7)	9.09% (3)	9.09% (3)	0% (0)	3.03% (1)	0% (0)	2.39
6 Dedicated Education Services sales reps	45.95% (17)	5.41% (2)	0% (0)	2.7% (1)	5.41% (2)	10.81% (4)	24.32% (9)	5.41% (2)	3.73
7 Education Services coordinators/non-sales staff	45.45% (15)	18.18% (6)	18.18% (6)	6.06% (2)	6.06% (2)	3.03% (1)	0% (0)	3.03% (1)	2.33
8 Authorized Learning Partners resell (you deliver)	66.67% (22)	9.09% (3)	15.15% (5)	9.09% (3)	0% (0)	0% (0)	0% (0)	0% (0)	1.67
9 Authorized Learning Partners sell and deliver on their paper and pay you a fee	52.94% (18)	5.88% (2)	23.53% (8)	11.76% (4)	5.88% (2)	0% (0)	0% (0)	0% (0)	2.12
10 Web/e-commerce	30.3% (10)	6.06% (2)	27.27% (9)	9.09% (3)	15.15% (5)	6.06% (2)	0% (0)	6.06% (2)	3.21
11 Other	75% (12)	6.25% (1)	0% (0)	6.25% (1)	6.25% (1)	6.25% (1)	0% (0)	0% (0)	1.81

Response: 43

19. Please indicate the percentage of the education revenue you generate per year, using the data from the last 12 months. Note: if you don't offer a specific learning service, leave it at "0".

	Public Live Classroom	Public Virtual Classroom	Dedicated/Customer Specific	Self-paced (WBT, eLearning, video)	Certification	Learning Consulting (learning needs/adoption)	Learning Technologies	New learning modalities	Customization and custom development	Education Partner fees	Materials licensing/sales	Rental fees	Subscription	Other
Average	2.86%	32.31%	24.31%	14.55%	4.36%	4.4%	0.38%	0%	1.29%	0.83%	0.48%	0%	13.24%	0.02%
Highest	25%	100%	95%	90%	42%	95%	16%	0%	30%	10%	10%	0%	95%	1%
Lowest	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Standard deviation	6.32	30.11	24.95	25.04	8.1	15.57	2.47	0	4.87	2.41	1.85	0	22.85	0.15

Response: 42

20. What percentage of your total education revenue comes from subscriptions (may include several modalities)?

Average	38.56%
Highest	95%
Lowest	4%
Standard deviation	30.29

Response: 25

21. How much total education revenue do you generate per year, using the data from the last 12 months you tracked?
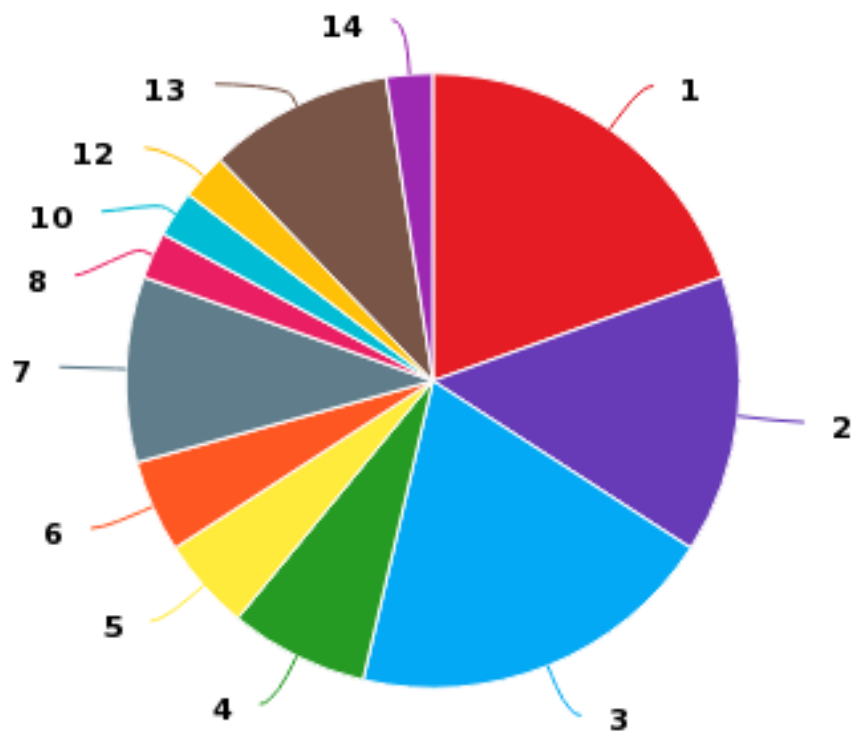
■ 1 - <$1m	19.51% (8)	■ 2 - $1m-$2m	14.63% (6)
■ 3 - $2m-$3m	19.51% (8)	■ 4 - $3m-$4m	7.32% (3)
■ 5 - $4m-$5m	4.88% (2)	■ 6 - $5m-$7m	4.88% (2)
■ 7 - $7m-$10m	9.76% (4)	■ 8 - $10m-$13m	2.44% (1)
■ 9 - $13m-$16m	0% (0)	■ 10 - $16m-$20m	2.44% (1)
■ 11 - $20m-$30m	0% (0)	■ 12 - $30m-$50m	2.44% (1)
■ 13 - $50m-$100m	9.76% (4)	■ 14 - >$100m	2.44% (1)

Mean: 4.93
Response: 41

22. What percentage of total Education Services revenue comes from training the following?

								Mean
	1	**2**	**3**	**4**	**5**	**6**	**7**	
1 Product Customer	4.88% (2)	0% (0)	0% (0)	0% (0)	4.88% (2)	19.51% (8)	70.73% (29)	6.41
2 Product Partner	21.21% (7)	21.21% (7)	21.21% (7)	21.21% (7)	9.09% (3)	3.03% (1)	3.03% (1)	2.97
3 Training Partner (Reseller, ATP)	51.72% (15)	13.79% (4)	24.14% (7)	6.9% (2)	3.45% (1)	0% (0)	0% (0)	1.97
4 Academic Alliances	91.3% (21)	8.7% (2)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.09
5 Other	81.82% (9)	0% (0)	0% (0)	0% (0)	9.09% (1)	0% (0)	9.09% (1)	1.91

Response: 42

Legend:
| 1 | No revenue | 2 | 1-5% | 3 | 6-10% | 4 | 11-25% |
| 5 | 26-50% | 6 | 51-75% | 7 | >75% | | |

23. What is the ratio of Education Services revenue to total company revenue?
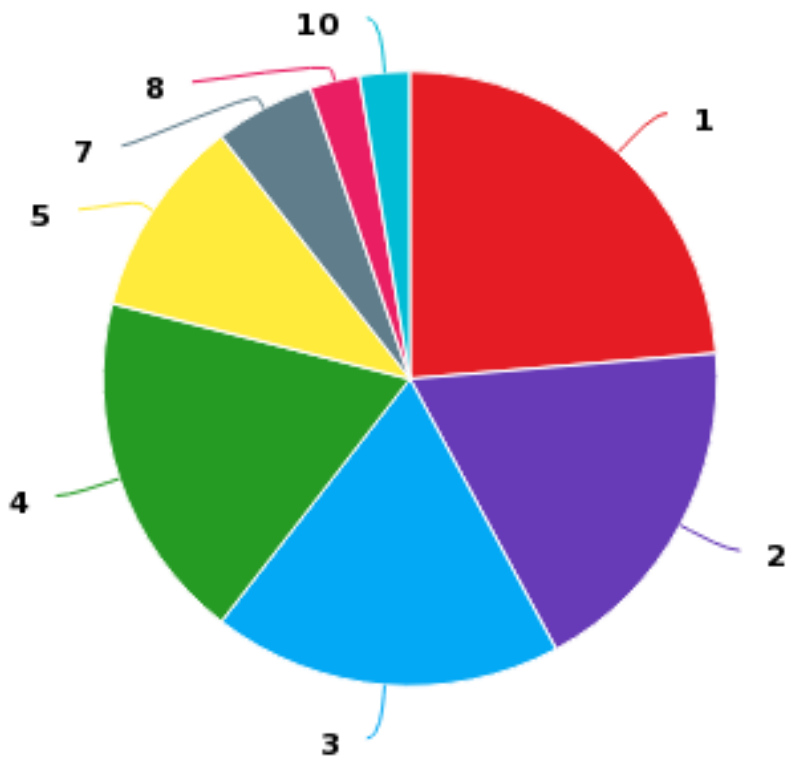
■ 1 - 0.25% or less	23.68% (9)	■ 2 - 0.25-0.5%	18.42% (7)
■ 3 - 0.5-1%	18.42% (7)	■ 4 - 1-2%	18.42% (7)
■ 5 - 2-3%	10.53% (4)	■ 6 - 3-4%	0% (0)
■ 7 - 5-6%	5.26% (2)	■ 8 - 6-8%	2.63% (1)
■ 9 - 8-10%	0% (0)	■ 10 - >10%	2.63% (1)

Mean: 3.26

Response: 38

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24. What is the ratio of Education Services revenue to product revenue?
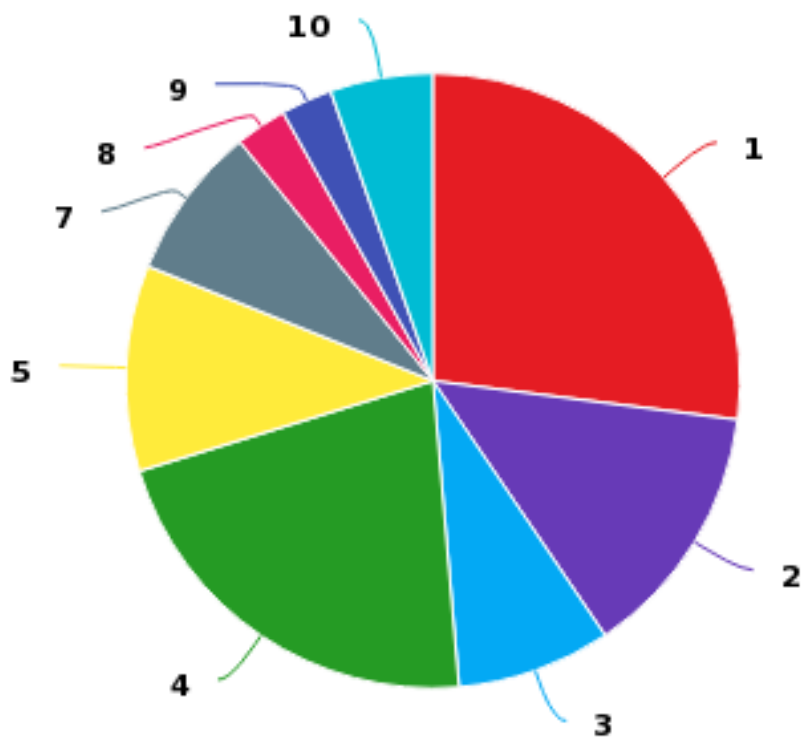
■ 1 - 0.5% or less	27.03% (10)	■ 2 - 0.25-0.5%	13.51% (5)
■ 3 - 0.5-1%	8.11% (3)	■ 4 - 1-2%	21.62% (8)
■ 5 - 2-3%	10.81% (4)	■ 6 - 3-4%	0% (0)
■ 7 - 5-6%	8.11% (3)	■ 8 - 6-8%	2.7% (1)
■ 9 - 8-10%	2.7% (1)	■ 10 - >10%	5.41% (2)

Mean: 3.76

Response: 37

25. What is the ratio of Education Services revenue to Services revenue?
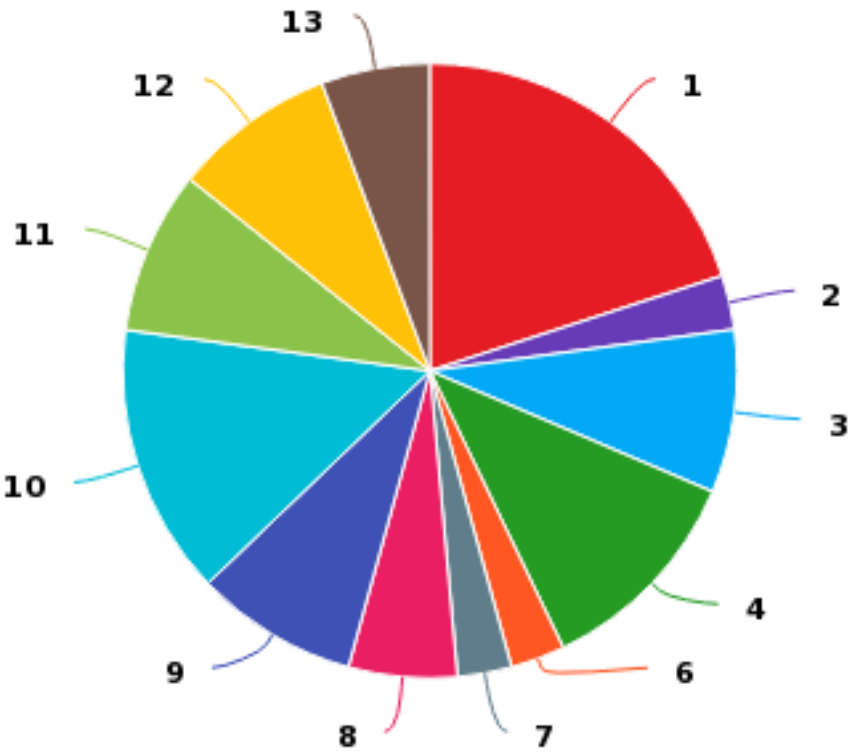
1 - 0.5% or less	20% (7)	2 - 0.25-0.5%	2.86% (1)
3 - 0.5-1%	8.57% (3)	4 - 1-2%	11.43% (4)
5 - 2-3%	0% (0)	6 - 3-4%	2.86% (1)
7 - 4-5%	2.86% (1)	8 - 5-6%	5.71% (2)
9 - 6-8%	8.57% (3)	10 - 8-10%	14.29% (5)
11 - 10-15%	8.57% (3)	12 - 15-20%	8.57% (3)
13 - >20%	5.71% (2)		

Mean: 6.71

Response: 35

26. What was the % decline/growth rate for education services revenues in the last fiscal business year and the average over the last three fiscal business years? (Indicate decline with a minus sign and the percentage, and growth with just the percentage, both without the % sign.)

	Last year	Three-year average
Average	28.31	37.31
Highest	1,000	1,000
Lowest	-78	-55
Standard deviation	172.62	173.29

Response: 35

27. What percentage of your budget is allocated to the following categories (only education department costs, not allocations, if not differently noted)? This must add to 100%. (The total will automatically correct to equal 100% once you enter a total that exceeds 100%.)

	Education Sales	Education Marketing	Portfolio, Curriculum and Development	Delivery (own & contractor)	Administration (scheduling, registration)	Facilities (own & rented)	Education Tools	Allocations (eg IT, telecommunications, Sales)	Other
Average	9.15%	2.03%	35.72%	31.28%	6.44%	1.97%	6.51%	2.64%	2.95%
Highest	85%	15%	95%	85%	25%	30%	28%	17%	27%
Lowest	0%	0%	0%	0%	0%	0%	0%	0%	0%
Standard deviation	17.16	3.48	23.86	21.37	6.71	6.29	7.53	5.07	6.5

Response: 39

28. What was your gross margin (sometimes called delivery margin) goal and achievement in the most recent fiscal year (gross margin is revenue minus direct delivery costs)?
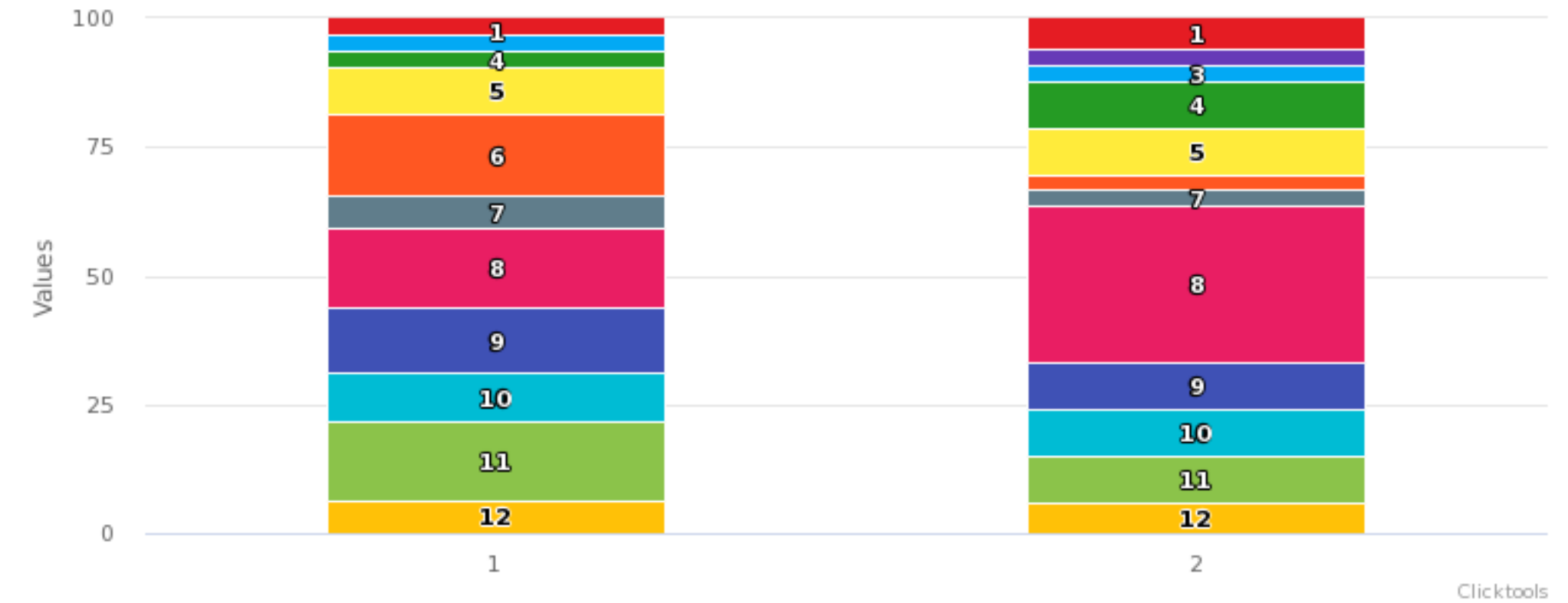
1	Negative > 10%	2	Negative 6-10%	3	Negative 1-5%	4	Breakeven
5	1-10%	6	11-20%	7	21-30%	8	31-40%
9	41-50%	10	51-60%	11	61-70%	12	>70%

		1	2	3	4	5	6	7	8	9	10	11	12	Mean
1	Goal	3.12% (1)	0% (0)	3.12% (1)	3.12% (1)	9.38% (3)	15.62% (5)	6.25% (2)	15.62% (5)	12.5% (4)	9.38% (3)	15.62% (5)	6.25% (2)	7.88
2	Achievement	6.06% (2)	3.03% (1)	3.03% (1)	9.09% (3)	9.09% (3)	3.03% (1)	3.03% (1)	30.3% (10)	9.09% (3)	9.09% (3)	9.09% (3)	6.06% (2)	7.3

Response: 34

29. What was your operating margin goal and achievement in the most recent fiscal year (operating margin is revenue minus all expenses except corporate allocations)?
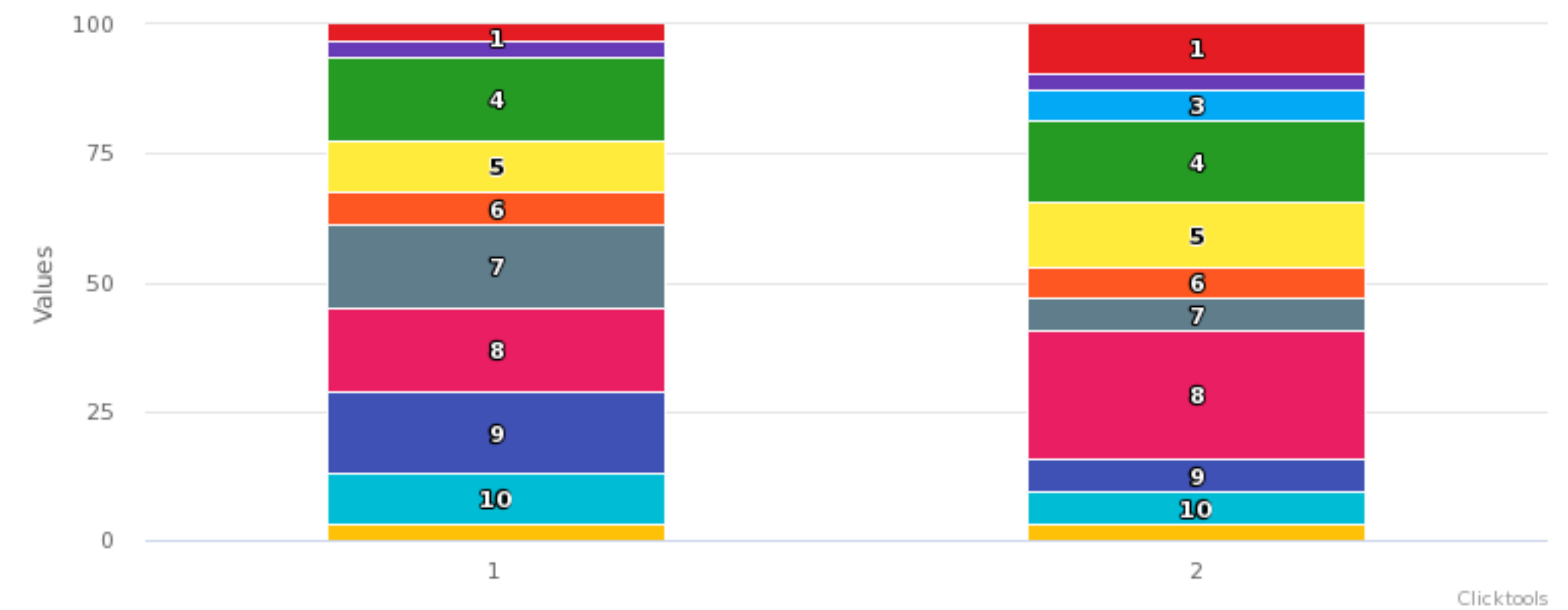
1	Negative > 20%	2	Negative 11-20%	3	Negative 1-10%	4	Breakeven
5	1-10%	6	11-20%	7	21-30%	8	31-40%
9	41-50%	10	51-60%	11	61-70%	12	>70%

		1	2	3	4	5	6	7	8	9	10	11	12	Mean
1	Goal	3.23% (1)	3.23% (1)	0% (0)	16.13% (5)	9.68% (3)	6.45% (2)	16.13% (5)	16.13% (5)	16.13% (5)	9.68% (3)	0% (0)	3.23% (1)	6.84
2	Achievement	9.38% (3)	3.12% (1)	6.25% (2)	15.62% (5)	12.5% (4)	6.25% (2)	6.25% (2)	25% (8)	6.25% (2)	6.25% (2)	0% (0)	3.12% (1)	5.97

Response: 34

30. How do you measure education services quality and impact? Choose all that apply.

■ 1 - Student feedback	97.67% (42)	■ 2 - Net Promoter Score	60.47% (26)
■ 3 - Kirkpatrick Level 2 Assessments	20.93% (9)	■ 4 - Kirkpatrick Level 3 Feedback of changed skills from direct manager several months after training	2.33% (1)
■ 5 - Impact company KPIs (Kirkpatrick Level 4)	6.98% (3)	■ 6 - Other	2.33% (1)
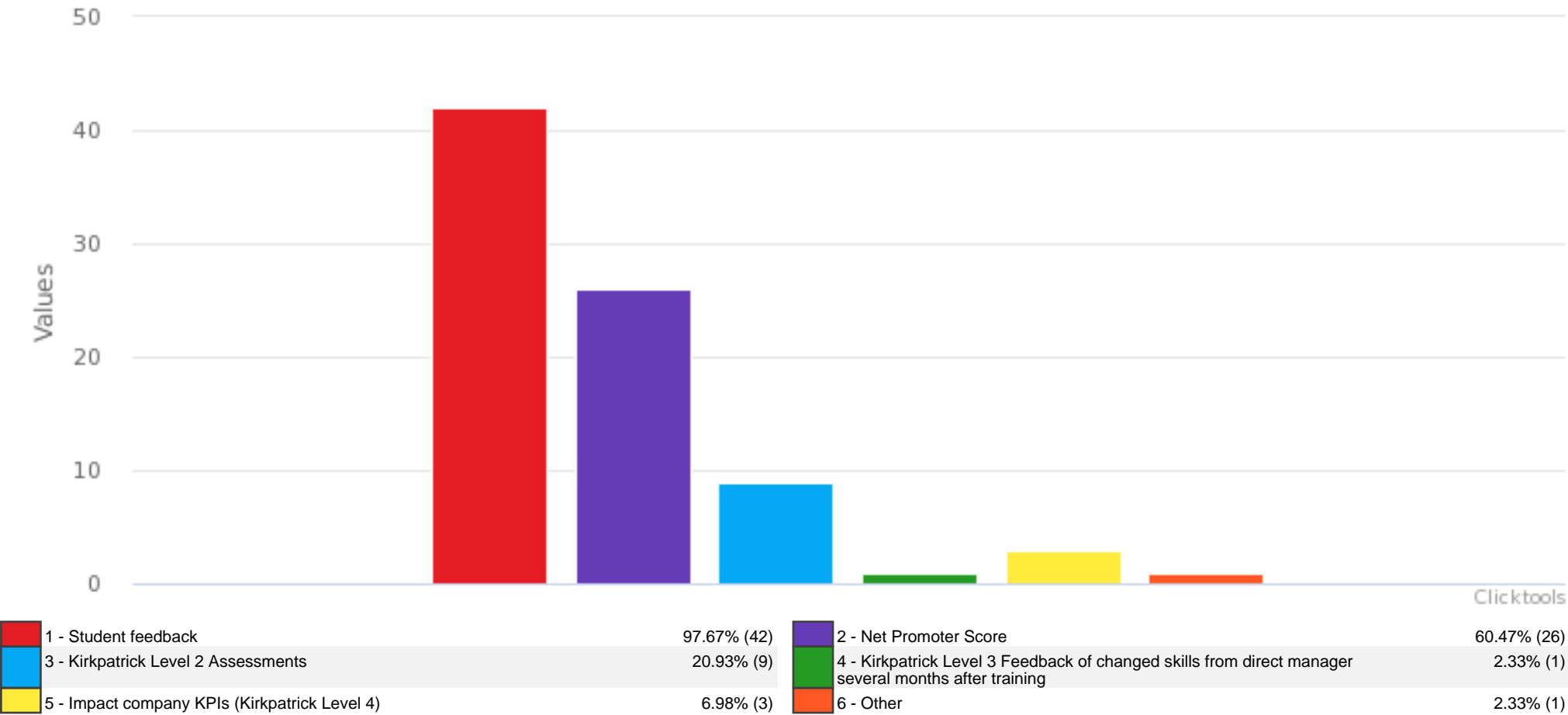
Response: 43

31. What is your AVERAGE rating by students for ILT/VILT as a percentage of the scale you use (for example, 3.5 on a 5- point scale is 70%)?

1	50% or less	2	51-60%	3	61-70%	4	71-75%
5	76-80%	6	81-85%	7	86-90%	8	91-95%
9	>95%	10	Not measured				

		1	2	3	4	5	6	7	8	9	10	Mean
1	Overall Satisfaction	0% (0)	2.56% (1)	2.56% (1)	0% (0)	0% (0)	20.51% (8)	20.51% (8)	30.77% (12)	12.82% (5)	10.26% (4)	7.44
2	Course Material	0% (0)	2.56% (1)	0% (0)	0% (0)	7.69% (3)	12.82% (5)	28.21% (11)	35.9% (14)	5.13% (2)	7.69% (3)	7.28
3	Instructors	0% (0)	2.63% (1)	0% (0)	0% (0)	2.63% (1)	5.26% (2)	15.79% (6)	36.84% (14)	31.58% (12)	5.26% (2)	7.92
4	Environment (labs, classrooms, and so on)	0% (0)	2.63% (1)	2.63% (1)	0% (0)	5.26% (2)	15.79% (6)	23.68% (9)	31.58% (12)	2.63% (1)	15.79% (6)	7.34
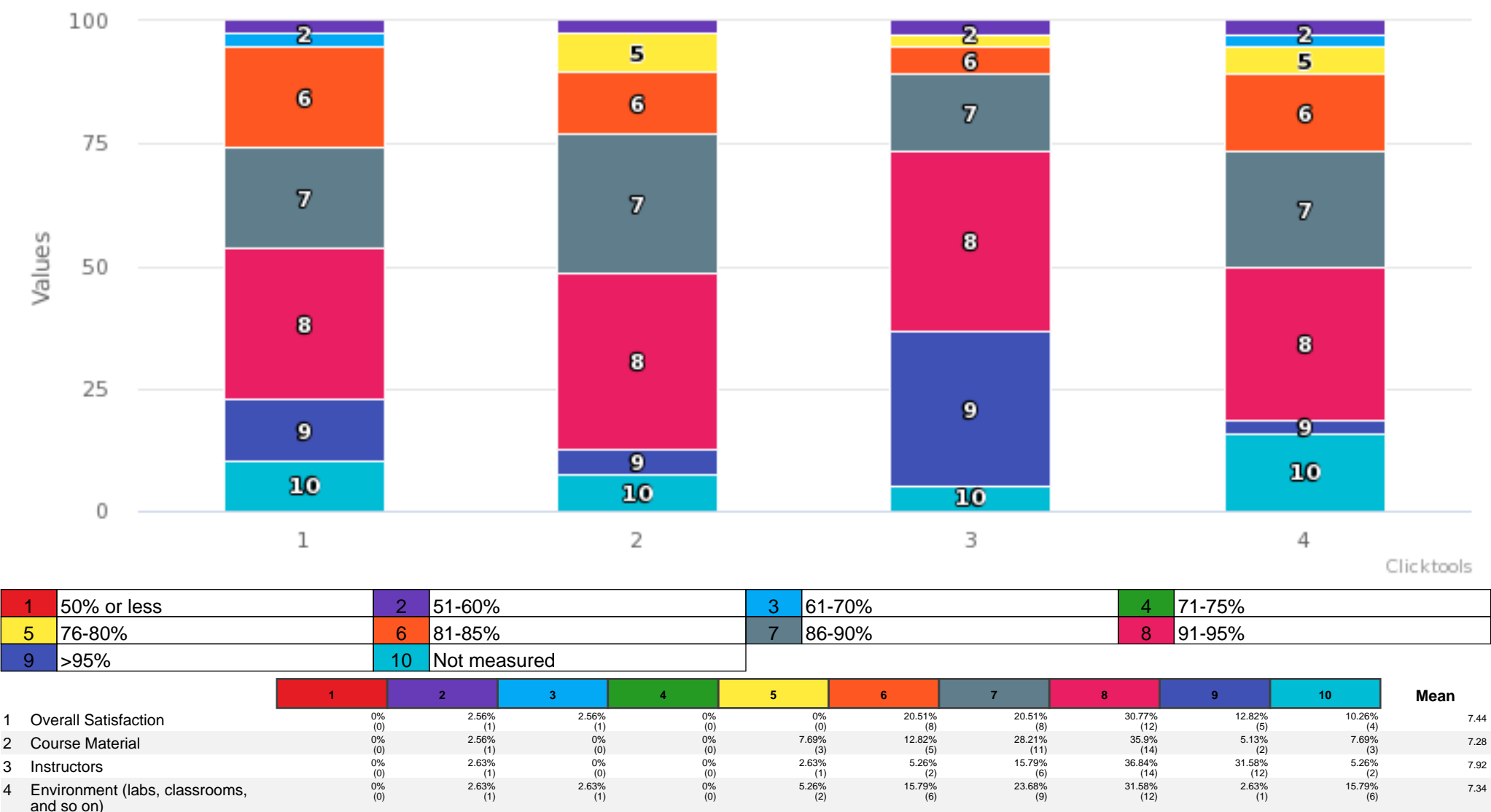
Response: 39

32. What is your AVERAGE rating by students for self-paced as a percentage of the scale you use (for example, 3.5 on a 5- point scale is 70%)?

1	50% or less	2	51-60%	3	61-70%	4	71-75%
5	76-80%	6	81-85%	7	86-90%	8	91-95%
9	>95%	10	Not measured				
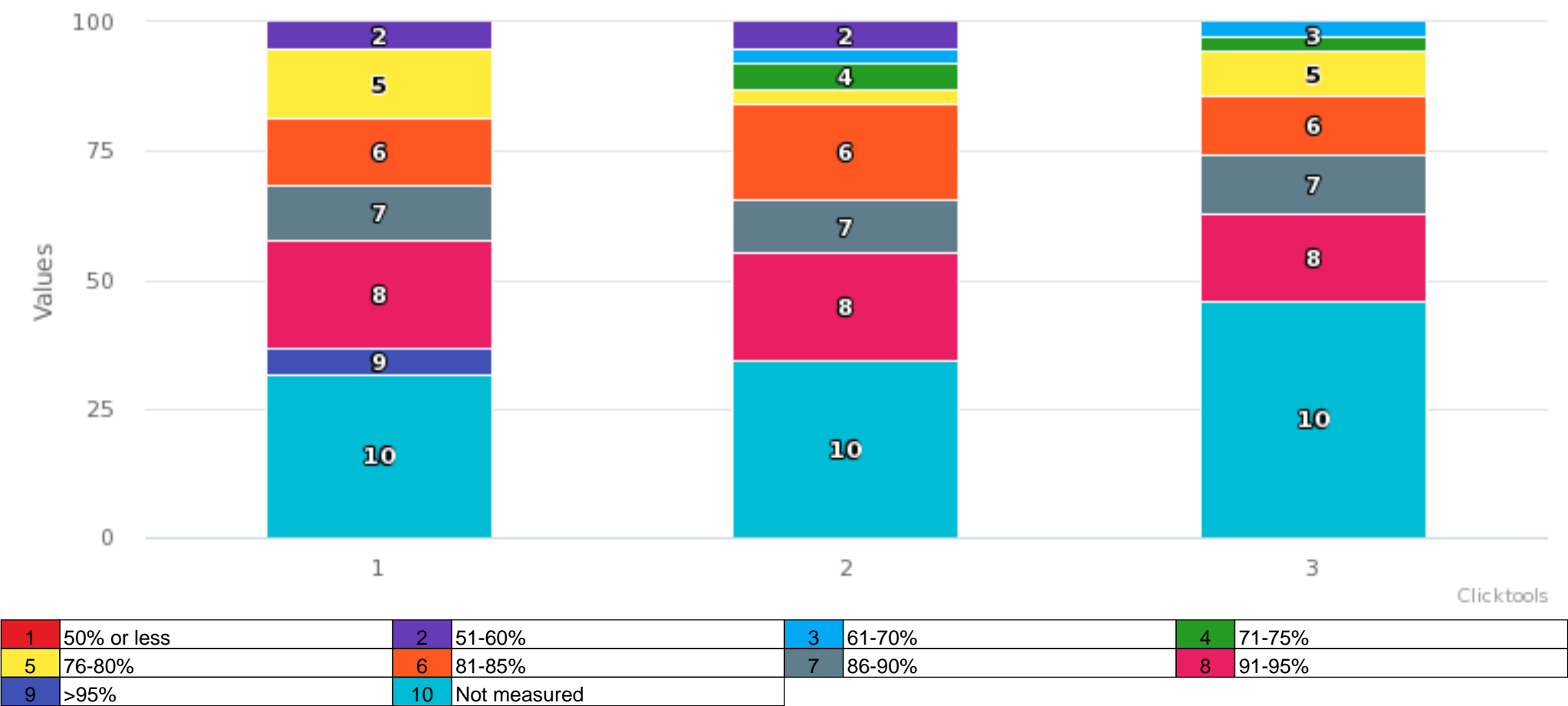
		1	2	3	4	5	6	7	8	9	10	Mean
1	Overall Satisfaction	0% (0)	5.26% (2)	0% (0)	0% (0)	13.16% (5)	13.16% (5)	10.53% (4)	21.05% (8)	5.26% (2)	31.58% (12)	7.61
2	Course Material	0% (0)	5.26% (2)	2.63% (1)	5.26% (2)	2.63% (1)	18.42% (7)	10.53% (4)	21.05% (8)	0% (0)	34.21% (13)	7.47
3	Environment (self-paced delivery like LMS)	0% (0)	0% (0)	2.86% (1)	2.86% (1)	8.57% (3)	11.43% (4)	11.43% (4)	17.14% (6)	0% (0)	45.71% (16)	8.06

Response: 38

33. What is your average percentage response rate for your evaluations?

	1	0-20%		2	21-40%		3	41-60%		4	61-80%
	5	81-100%									

		1	2	3	4	5	Mean
1	ILT/VILT	16.22% (6)	21.62% (8)	18.92% (7)	21.62% (8)	21.62% (8)	3.11
2	Self-paced	60.61% (20)	6.06% (2)	15.15% (5)	18.18% (6)	0% (0)	1.91
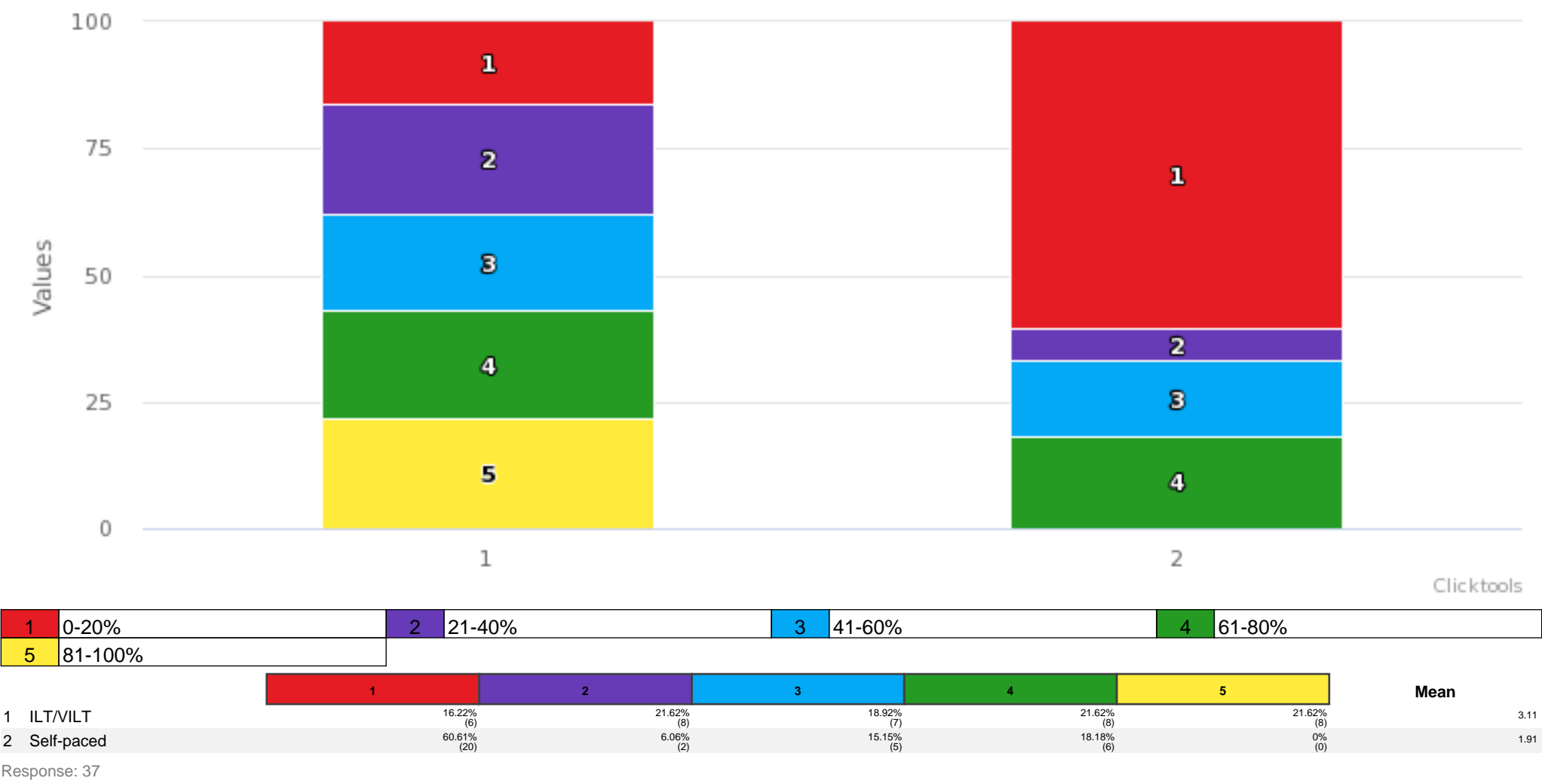
Response: 37

34. Which of the following actions do you use to address client dissatisfaction? Select all that apply.

1 - We contact them within a defined number of days after the class	41.46% (17)	2 - We follow up some of the time	39.02% (16)
3 - We don't follow up and wait until they escalate	4.88% (2)	4 - Contact them yourself directly before they contact you	21.95% (9)
5 - Offer refunds if required/requested	34.15% (14)	6 - Provide credit for additional training if required/requested	58.54% (24)
7 - Consult with sales team for next steps with customer and agree who takes next steps	56.1% (23)	8 - None of these	2.44% (1)
9 - Other	4.88% (2)		

Response: 41

35. Which of the following do you track in order to measure the impact of your training? Select all that apply.

1 - Subsequent product sales	19.05% (8)	2 - Number and type of support tickets	33.33% (14)
3 - Overall customer satisfaction	64.29% (27)	4 - Degree of product adoption or use	33.33% (14)
5 - Product implementation timeline (product up and running)	16.67% (7)	6 - Customer renewals/Returning customers	45.24% (19)
7 - Returning customers to training (depth of training)	38.1% (16)	8 - None of these	19.05% (8)
9 - Other	4.76% (2)		
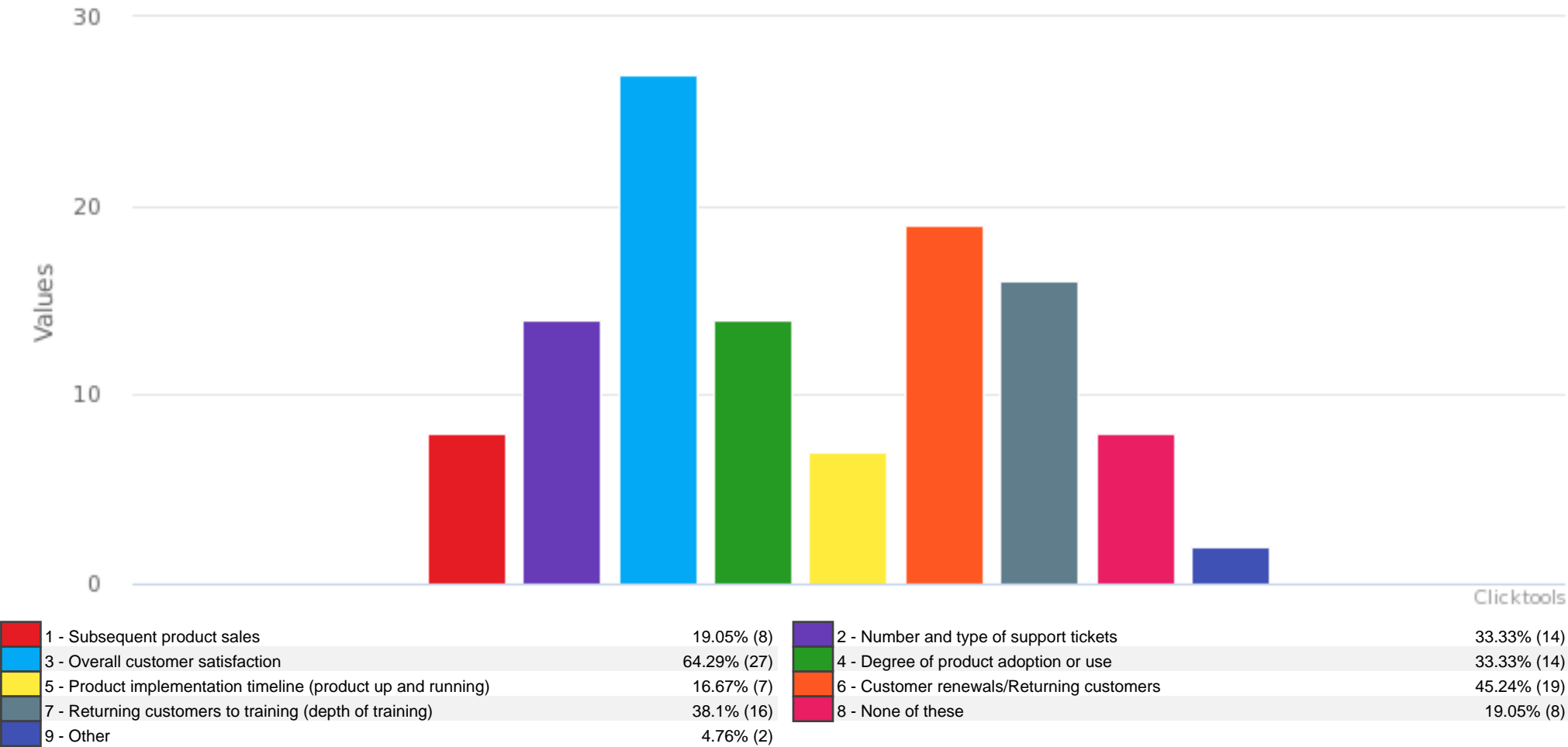
Response: 42

36. How do you try to measure the impact your training has on subsequent product sales?

1	Track trained vs untrained customers in the BI tool
2	Expansion rates
3	Direct statement of impact by customer New product sales following a training event Historic buying patterns v. training events
4	Increased sales or renewals
5	If the customer was trained or not and if the expansion of training internally led to footprint expansion
6	Calculate product revenue for trained/non trained customer

Response: 6

37. How do you try to measure the impact your training has on the number and type of support tickets?

1	Track trained vs untrained customers in the BI tool
2	Support tickets are categorized by ticket type - enablement related tickets are passed on to content development and included in enablement content. Afterwards it is checked if the number of support tickets is decreasing or if further action is required on enablement content side
3	Manual review of cases that are categorized as operational issues; look for trends.
4	Primarily number of tickets, level of complexity v. training
5	we don't measure this anymore. several years ago we found trained people opened more tickets, but the quality of question / engagement was better and it was typically advanced. would like to measure again this year
6	Lower L3 escalations
7	cross-referenced customers with trained customers and a flag in the support ticket if they could benefit from training or not

Response: 7

38. How do you try to measure the impact your training has on overall customer satisfaction?

1	Track trained vs untrained customers in the BI tool
2	We are in the process of implementing NPS this year.
3	evals and customer interviews
4	1. Customer satisfaction surveys 2. Conversations with HPE Account Managers and customers
5	customer satisfaction of customers with learning activity vs. customers without learning activity
6	Company consolidated NPS
7	We haven't gotten here yet, but I believe that in 2021 we will be looking at the customer's overall NPS and will look at trained vs. untrained customers and their NPS responses.
8	We don't have access to data other than surveys we send out.
9	Customer Support Managers work directly with customers to ensure all training needs are covered. Also some reporting occurs
10	trained / not trained v. overall CSAT scores
11	we don't
12	Adoption of product
13	Post-class survey.
14	CSAT scores and surveys

15	overlay with company NPS to trained customers
16	Calculate product NPS for trained/non trained customer
17	Immediate post-training feedback surveys and 6-month impact surveys.

Response: 17

39. How do you try to measure the impact your training has on the degree of product adoption and use?

1	Track trained vs untrained customers in the BI tool
2	Training has been measured as one of the contributing factors but not as the only one.
3	comparison of adoption rates of customers with learning activity vs. customers without learning activity
4	Fewer implementation problems
5	Customer dashboard
6	Value Assessments (done by Customer Success Managers)
7	decreased support calls; increased customer productivity
8	product usage and license consumption metrics based on trained customers

Response: 8

40. How do you try to measure the impact your training has on the product implementation timeline (product up and running)?

1	Track trained vs untrained customers in the BI tool
2	We have no way to measure this metric.
3	Faster implementation
4	Time to Value
5	timing of training with PS services

Response: 5

41. How do you try to measure the impact your training has on customer renewals/returning customers?

1	Track trained vs untrained customers in the BI tool
2	- Number of classes per year a customer takes
3	comparison of renewal rates of customers with learning activity vs. customers without learning activity
4	Report on renewals, how much training has occurred with customer. Specifically look at non-renewals whether training occurred/offered
5	Purely trained/not trained v. renewal
6	we do measure it. Pretty straight forward math to look at rolling 3 years of churn /renewal data (since 3 years is preferred contract length) and figure out who was trained or not. 10 PT renewal gain if trained and/or certified
7	Reduced churn
8	Use of applications
9	Renewals and additional training orders
10	not really measured

Response: 10

42. What was your Net Promotor Score (NPS) for the last measured year? (-100 to +100)

	1	Not measured		2	Negative		3	0-25		4	26-50
	5	51-75		6	76-100						

		1	2	3	4	5	6	Mean
1	Company overall	32.43% (12)	0% (0)	8.11% (3)	29.73% (11)	13.51% (5)	16.22% (6)	3.41
2	Education Services	39.02% (16)	0% (0)	0% (0)	12.2% (5)	24.39% (10)	24.39% (10)	3.56

Response: 41
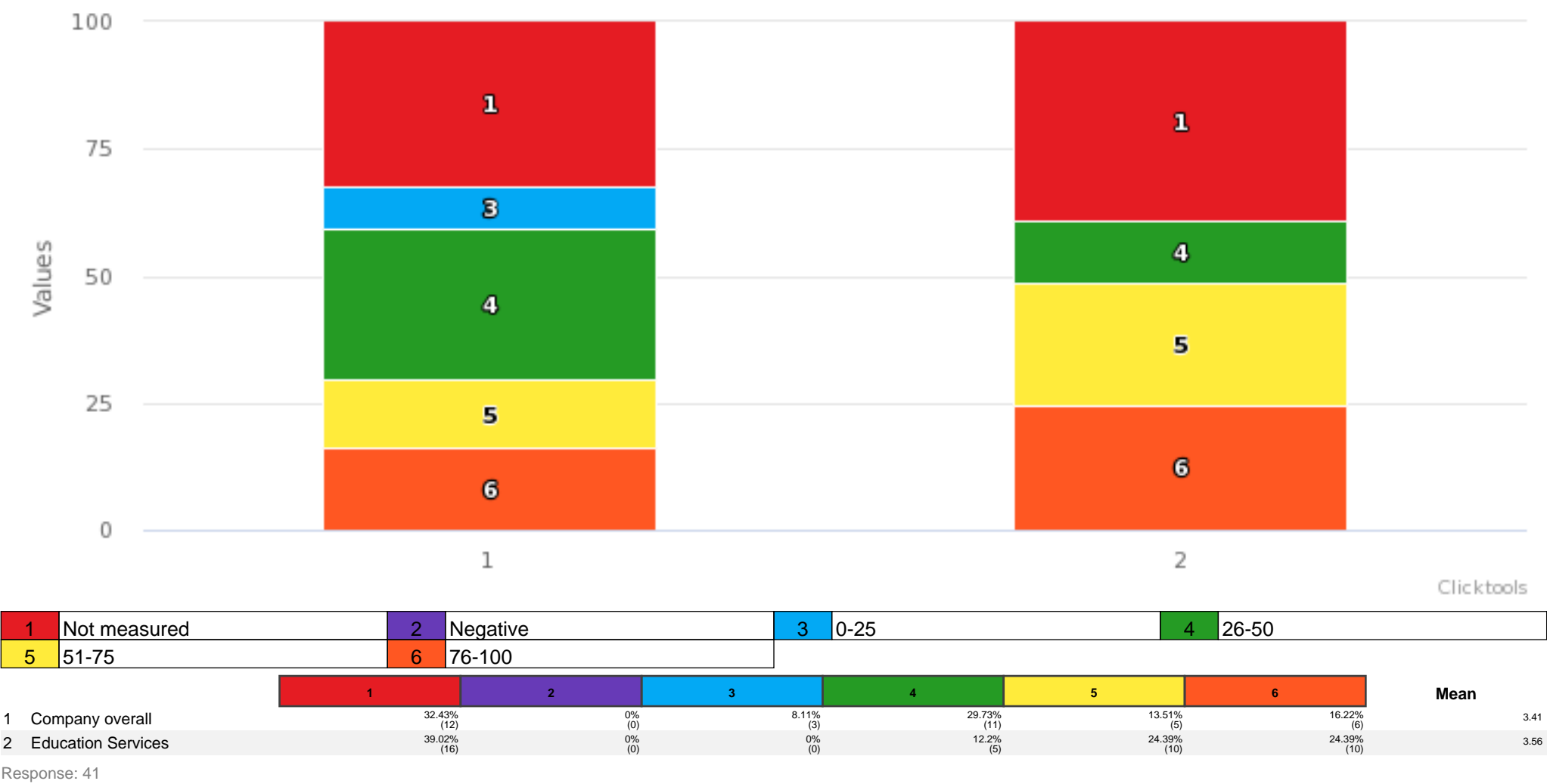
43. What is the average education services deal size when education offerings are sold together with product (single PO)?
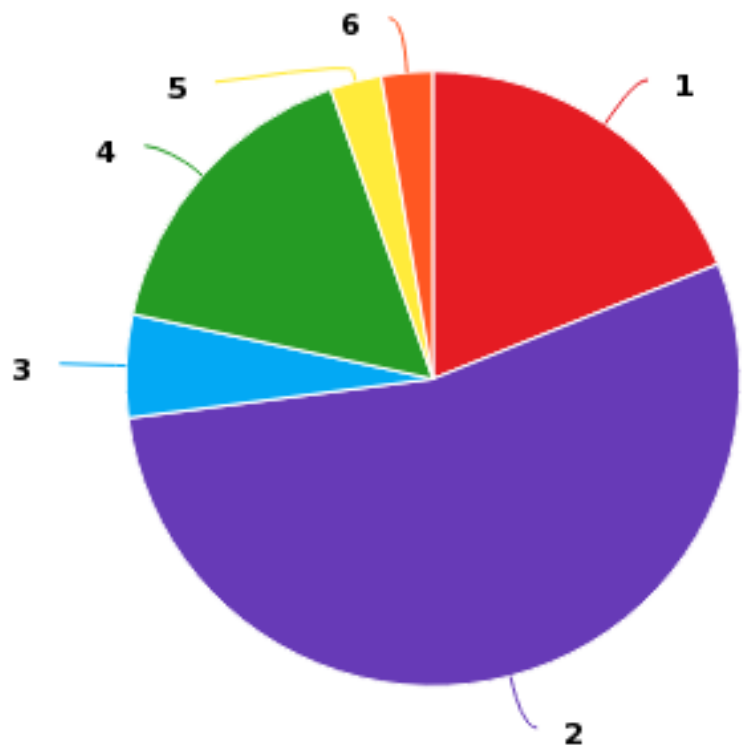
■ 1 - Less than $5,000	18.92% (7)	■ 2 - $5,000-$24,999	54.05% (20)
■ 3 - $25,000-$49,999	5.41% (2)	■ 4 - $50,000-$99,999	16.22% (6)
■ 5 - $100,000-$199,999	2.7% (1)	■ 6 - $200,000 or more	2.7% (1)

Mean: 2.38

Response: 37

44. What is the average education services deal size when education offerings are NOT sold together with product?
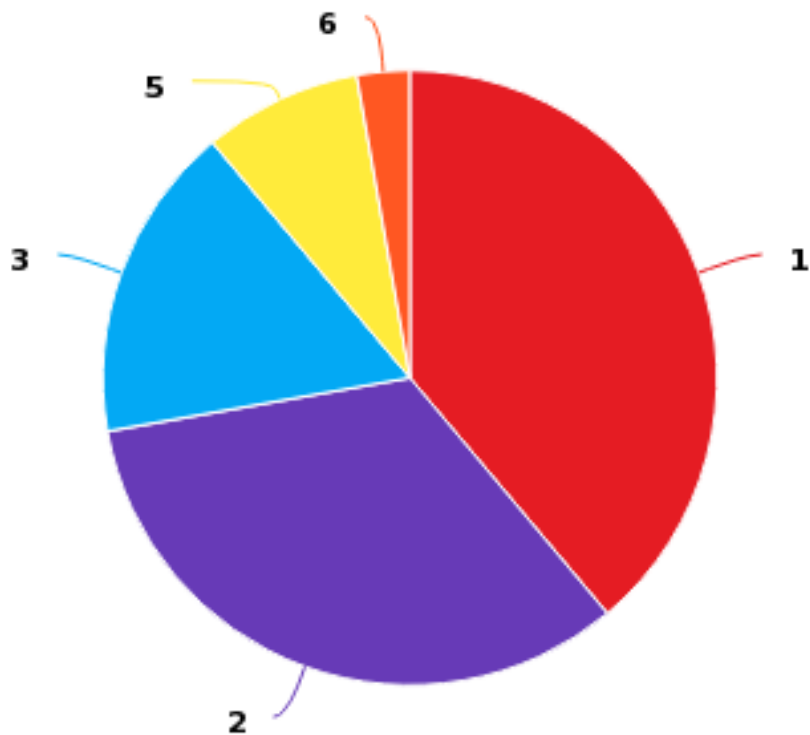
■	1 - Less than $5,000	38.89% (14)	■ 2 - $5,000-$24,999	33.33% (12)
■	3 - $25,000-$49,999	16.67% (6)	■ 4 - $50,000-$99,999	0% (0)
■	5 - $100,000-$199,999	8.33% (3)	■ 6 - $200,000 or more	2.78% (1)

Mean: 2.14

Response: 36

45. Are certain Education Services mandatorily attached to certain types of sales? Select all that apply.

■	1 - Product deals for a new customer	37.5% (15)	2 - Product deals with a new product for a customer	22.5% (9)
■	3 - Support contract sales	0% (0)	4 - Support contract renewal sales	0% (0)
■	5 - Professional Services consulting sales	2.5% (1)	6 - Product and/or service deals when sold as a subscription	17.5% (7)
■	7 - Product and/or service deals when NOT sold as a subscription	2.5% (1)	8 - None of these	55% (22)
■	9 - Other	2.5% (1)		
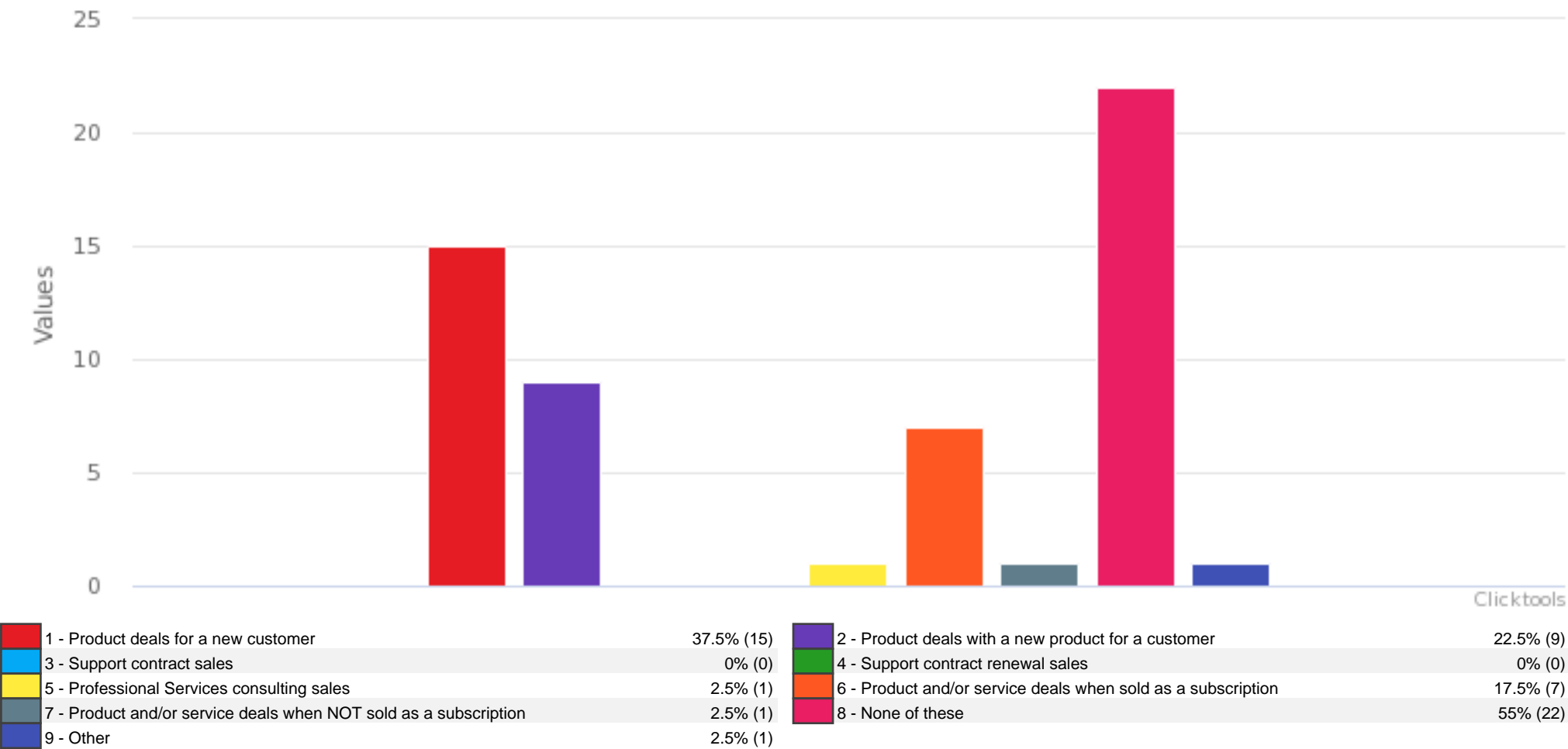
Response: 40

46. If you have a mandatory attach, how do you attach?
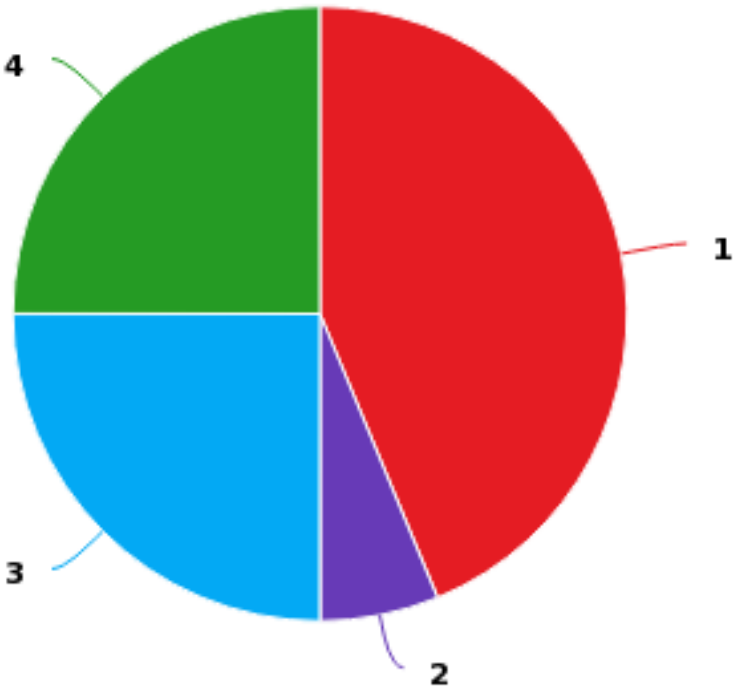
■	1 - Mandatory education attach is percentage of product costs (eg 5% of products costs is education)	43.75% (7)	
■	2 - Mandatory education attach is a defined education amount per number of product licenses (eg every 1000 licenses 5k training)	6.25% (1)	
■	3 - Mandatory education attach is a fixed education amount independent of product costs (eg every new customer has 5k training added)	25% (4)	
■	4 - Other	25% (4)	

Mean: 2.31

Response: 16

47. If you have a mandatory attach, how much?

	What is your education attach in % of products costs for new customer/new product?	What is your education attach in % of products costs for existing customer/renewed product?	Other
Average	18.77%	8.69%	7.69%
Highest	100%	98%	100%
Lowest	0%	0%	0%
Standard deviation	35.7	26.91	27.74

Response: 13

48. For each of the following types of sales, what percentage of the deals included an Education Services offering in the most recent fiscal year?

1 None	**2** 1-5%	**3** 6-10%	**4** 11-25%
5 26-50%	**6** 51-75%	**7** >75%	

		1	2	3	4	5	6	7	Mean
1	Product and/or service deals when product was sold as a subscription	22.58% (7)	19.35% (6)	16.13% (5)	16.13% (5)	6.45% (2)	0% (0)	19.35% (6)	3.42
2	Product and/or service deals when product was NOT sold as a subscription	36.67% (11)	23.33% (7)	16.67% (5)	10% (3)	3.33% (1)	0% (0)	10% (3)	2.6
3	Support contract deals	75% (15)	15% (3)	0% (0)	5% (1)	5% (1)	0% (0)	0% (0)	1.5
4	Support contract renewal deals	63.64% (14)	18.18% (4)	9.09% (2)	4.55% (1)	4.55% (1)	0% (0)	0% (0)	1.68
5	Professional Services consulting sales	16% (4)	36% (9)	32% (8)	12% (3)	0% (0)	4% (1)	0% (0)	2.56

49. Do you allow company partners or education partners to resell training?
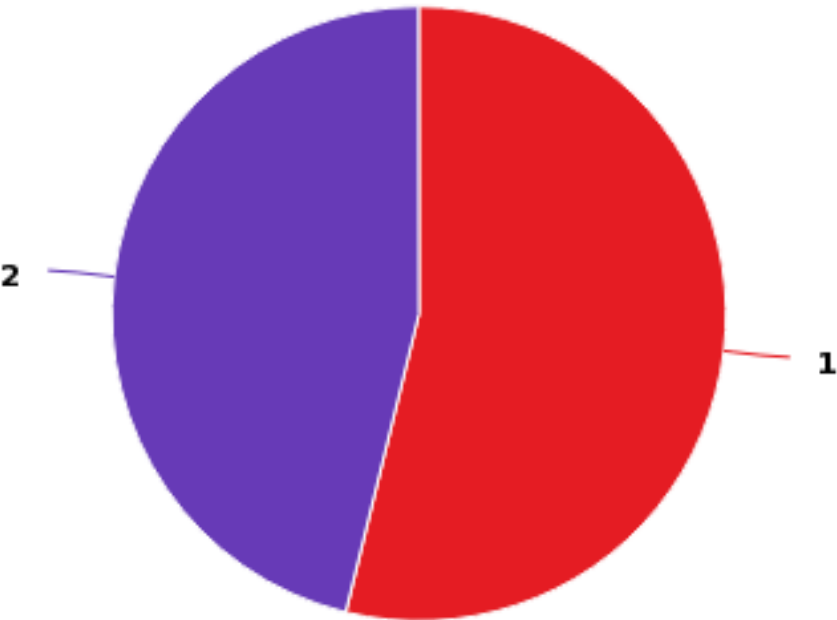
■ 1 - Yes	53.85% (21)	■ 2 - No
		46.15% (18)

Mean: 1.46
Response: 39

50. Which resell discount do you provide to partners for the following education services?

	0-10%		2	11-15%		3	16-20%		4	21-25%
1			**2**			**3**			**4**	
5	26-30%		**6**	31-35%		**7**	more than 35%			

		1	2	3	4	5	6	7	Mean
1	Subscriptions	38.46% (5)	15.38% (2)	7.69% (1)	15.38% (2)	15.38% (2)	7.69% (1)	0% (0)	2.77
2	ILT/VILT	21.43% (3)	21.43% (3)	28.57% (4)	14.29% (2)	7.14% (1)	0% (0)	7.14% (1)	2.93
3	Self-paced contents	33.33% (4)	16.67% (2)	16.67% (2)	16.67% (2)	8.33% (1)	0% (0)	8.33% (1)	2.83
4	Other	100% (6)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1
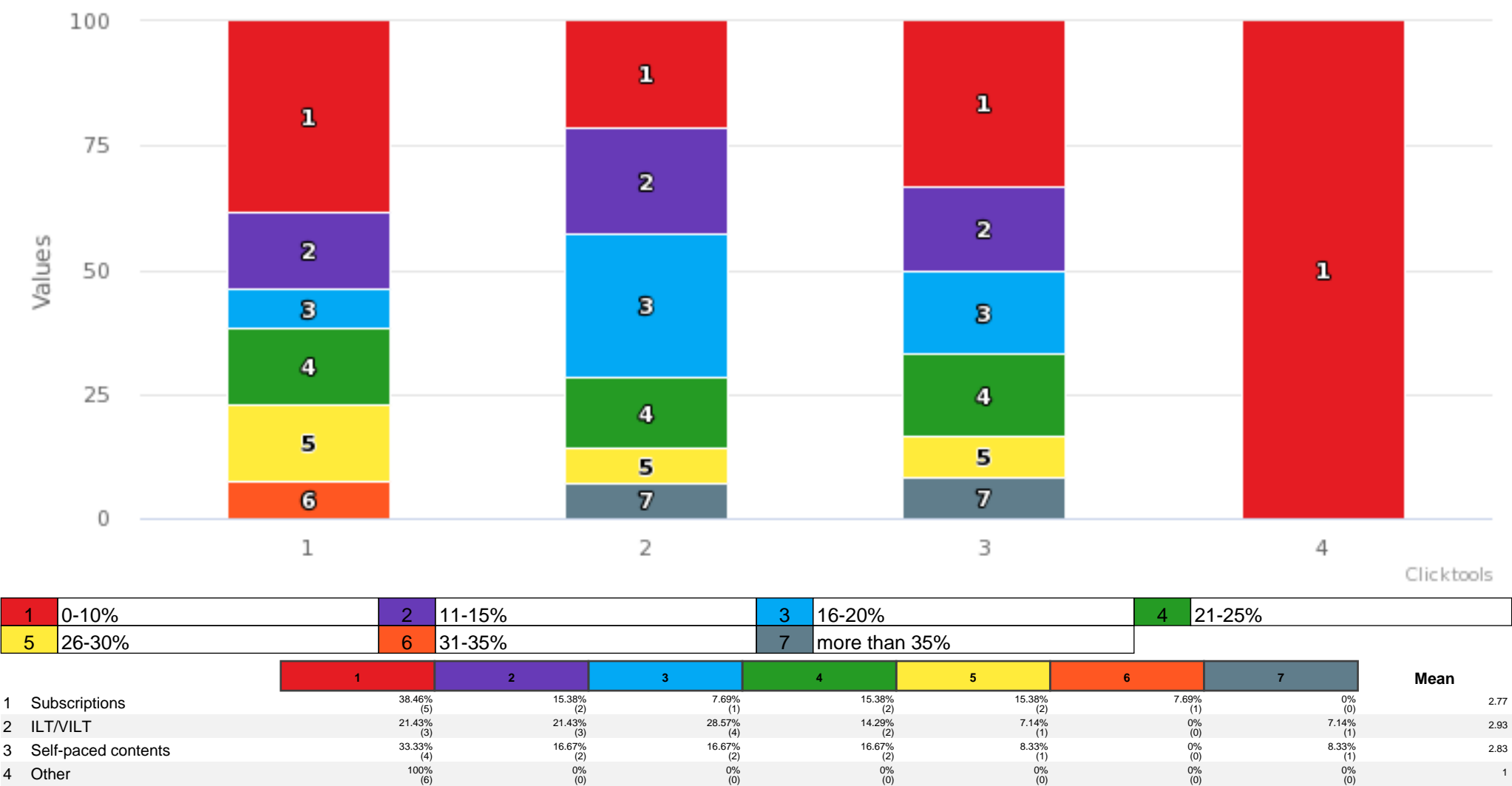
Response: 20

51. Which organization is responsible for marketing Education Services offerings? Select all that apply.

1 - Corporate Marketing	51.22% (21)	2 - A Business Unit Marketing organization	14.63% (6)
3 - Regional Marketing organizations	2.44% (1)	4 - Customer Services Marketing	14.63% (6)
5 - Education Services Marketing	51.22% (21)	6 - Other	14.63% (6)
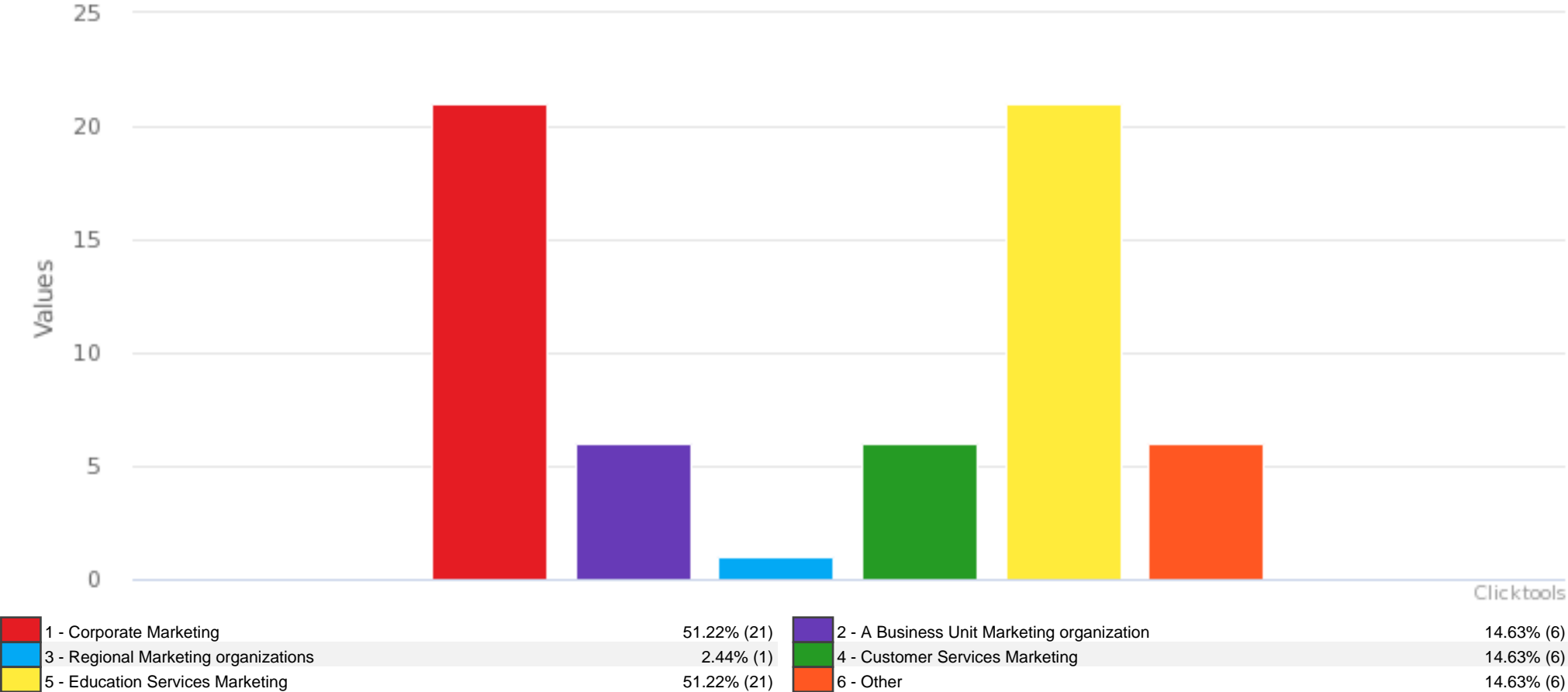
Response: 41

52. Which of the following marketing programs have been the most successful for you in the most recent fiscal year? Select no more than two.

1 - Online advertising	12.82% (5)	2 - Telemarketing	0% (0)
3 - Email campaigns	56.41% (22)	4 - Printed catalog or data sheets	2.56% (1)
5 - Electronic catalog or data sheets	23.08% (9)	6 - Corporate/public webpage	41.03% (16)
7 - Dedicated education services webpage or portal	43.59% (17)	8 - Social media sites and followings	33.33% (13)
9 - Internal marketing to Corporate Sales	43.59% (17)	10 - References (calls, case studies)	10.26% (4)
11 - Other	12.82% (5)		

Response: 39

53. For approximately what percentage of your company's products does Education Services provide training coverage?
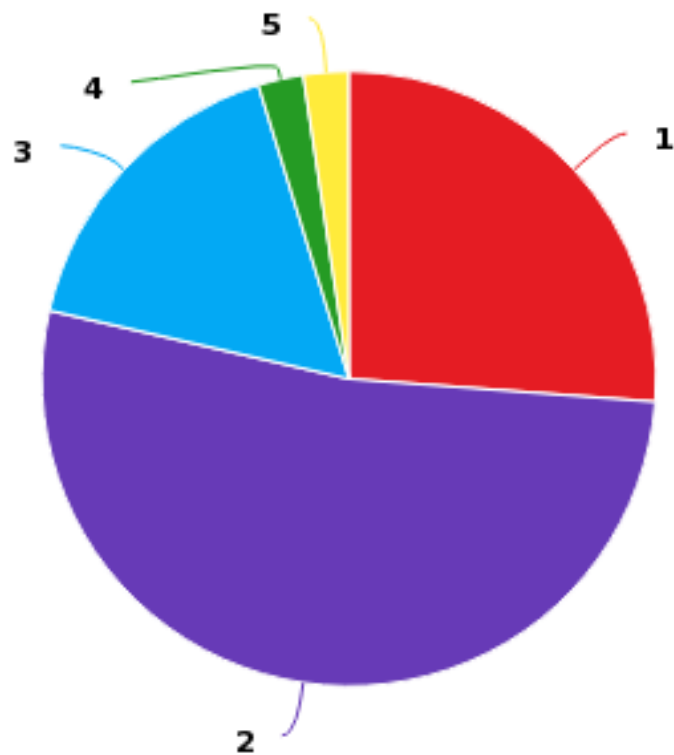
■ 1 - 100% (all)	26.19% (11)	■ 2 - 75-99%	52.38% (22)
■ 3 - 51-75%	16.67% (7)	■ 4 - 26-50%	2.38% (1)
■ 5 - 25% or less	2.38% (1)		

Mean: 2.02
Response: 42

54. At what stage of the product development cycle is curriculum design and course development first involved?
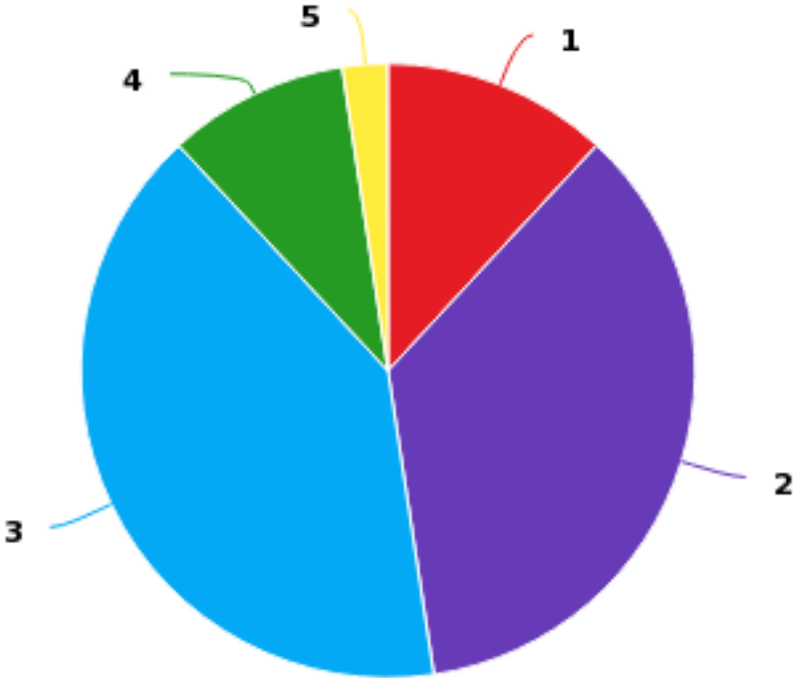
■ 1 - Product feasibility/inception stage	11.9% (5)	■ 2 - Product development stage	35.71% (15)
■ 3 - Beta product availability stage	40.48% (17)	■ 4 - General/public product availability stage	9.52% (4)
■ 5 - Other	2.38% (1)		

Mean: 2.55
Response: 42

55. What are the MAIN ways your Education Services team gathers curriculum design and course development information/data required to create or update offerings? Select no more than three.

1 - Formalized transfer of information processes and exchange sessions with engineering and product management	54.76% (23)	
2 - Informal exchanges of information/data with engineering and product management	71.43% (30)	
3 - Formalized transfer of information processes and exchange sessions with technical publications	4.76% (2)	
4 - Informal exchanges of information/data with technical publications	23.81% (10)	
5 - Collect information from Support teams	23.81% (10)	
6 - Collect information from Professional Services teams	45.24% (19)	
7 - Collect information from Customers	16.67% (7)	
8 - Collect information from Partners	2.38% (1)	
9 - Collect information from Product Marketing	23.81% (10)	
10 - Other	7.14% (3)	

Response: 42

56. If there is a new hardware product or software release, when does curriculum design and course development MAKE AVAILABLE training materials for each of the following groups? Select the timeframe for each group (*GPA=General Product Availability).
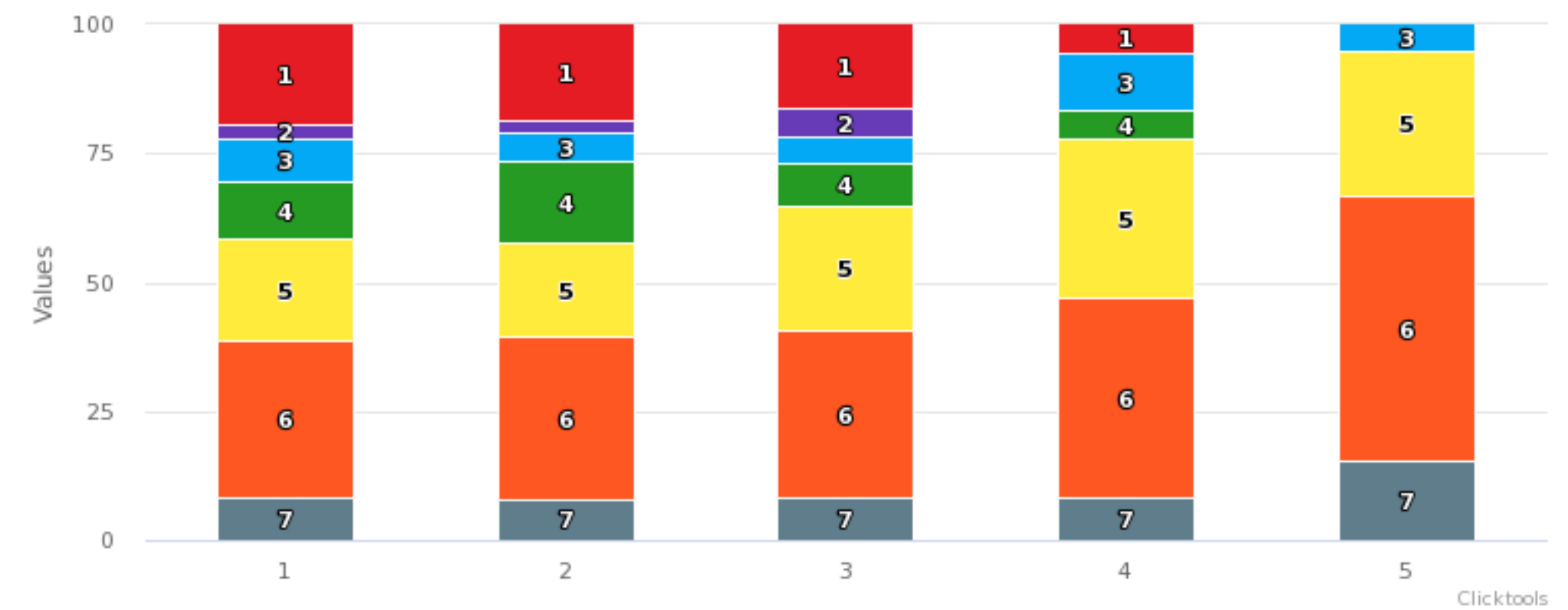
	Legend				
1	Not Applicable	2	Alpha release	3	Beta release
5	GPA*	6	30-45 days after GPA*	7	More than 45 days after GPA*

4	30-45 days before GPA*

		1	2	3	4	5	6	7	Mean
1	Corporate Sales and Systems Engineering/Pre-sales	19.44% (7)	2.78% (1)	8.33% (3)	11.11% (4)	19.44% (7)	30.56% (11)	8.33% (3)	4.33
2	Corporate Services & Support	18.42% (7)	2.63% (1)	5.26% (2)	15.79% (6)	18.42% (7)	31.58% (12)	7.89% (3)	4.39
3	Channel Sales and Systems Engineering/Pre-sales	16.22% (6)	5.41% (2)	5.41% (2)	8.11% (3)	24.32% (9)	32.43% (12)	8.11% (3)	4.49
4	Product Channel Services & Support	5.56% (2)	0% (0)	11.11% (4)	5.56% (2)	30.56% (11)	38.89% (14)	8.33% (3)	5.06
5	Customers and End Users	0% (0)	0% (0)	5.13% (2)	0% (0)	28.21% (11)	51.28% (20)	15.38% (6)	5.72

57. How much of your training portfolio is available in the different delivery types (can be more than 100% as some content can be published in more than one modality)?

1	None	2	1-10%	3	11-25%	4	26-50%
5	51-75%	6	76-95%	7	All (>95%)		
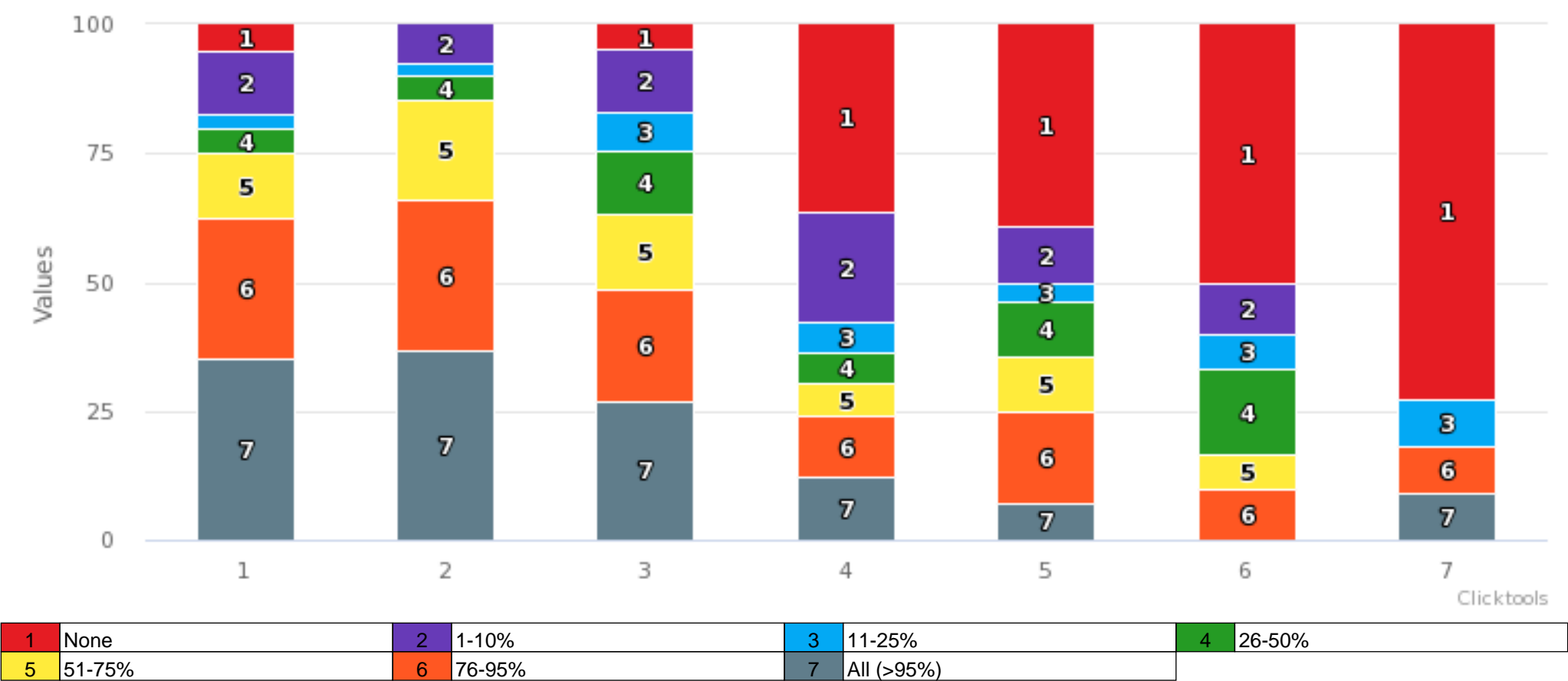
		1	2	3	4	5	6	7	Mean
1	Classroom training	5% (2)	12.5% (5)	2.5% (1)	5% (2)	12.5% (5)	27.5% (11)	35% (14)	5.3
2	Virtual classroom training	0% (0)	7.32% (3)	2.44% (1)	4.88% (2)	19.51% (8)	29.27% (12)	36.59% (15)	5.71
3	eLearning	4.88% (2)	12.2% (5)	7.32% (3)	12.2% (5)	14.63% (6)	21.95% (9)	26.83% (11)	4.93
4	Mobile Learning (smartphones/tablets)	36.36% (12)	21.21% (7)	6.06% (2)	6.06% (2)	6.06% (2)	12.12% (4)	12.12% (4)	3.09
5	Other self paced	39.29% (11)	10.71% (3)	3.57% (1)	10.71% (3)	10.71% (3)	17.86% (5)	7.14% (2)	3.25
6	New modalities such as social learning, gamification, microlearning	50% (15)	10% (3)	6.67% (2)	16.67% (5)	6.67% (2)	10% (3)	0% (0)	2.5
7	Other	72.73% (8)	0% (0)	9.09% (1)	0% (0)	0% (0)	9.09% (1)	9.09% (1)	2.18

Response: 42

58. On average, what percentage of the training portfolio you make available previously originated from SMEs and/or from user-generated content?
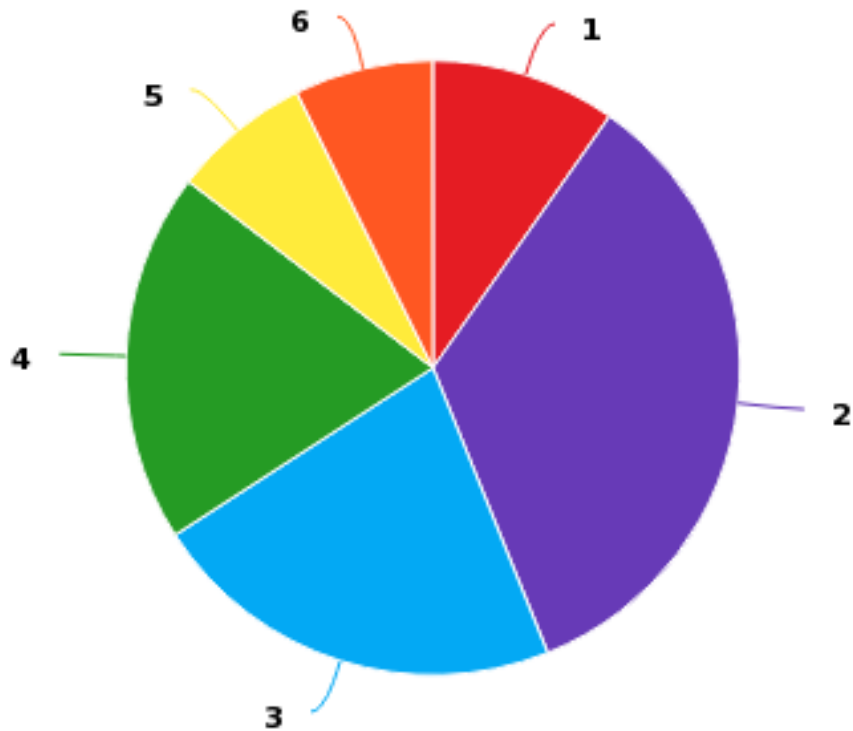
■ 1 - None	9.76% (4)	■ 2 - 10% or less	34.15% (14)
■ 3 - 11-25%	21.95% (9)	■ 4 - 26-50%	19.51% (8)
■ 5 - 51-75%	7.32% (3)	■ 6 - >75%	7.32% (3)

Mean: 3.02
Response: 41

59. Which percentage of your training portfolio is localized (translation of written materials and recorded audio) to the following languages? If you don't translate, please choose "None".

1	None	2	Less than 25%	3	26-50%	4	51-75%
5	More than 75%%	6	All				
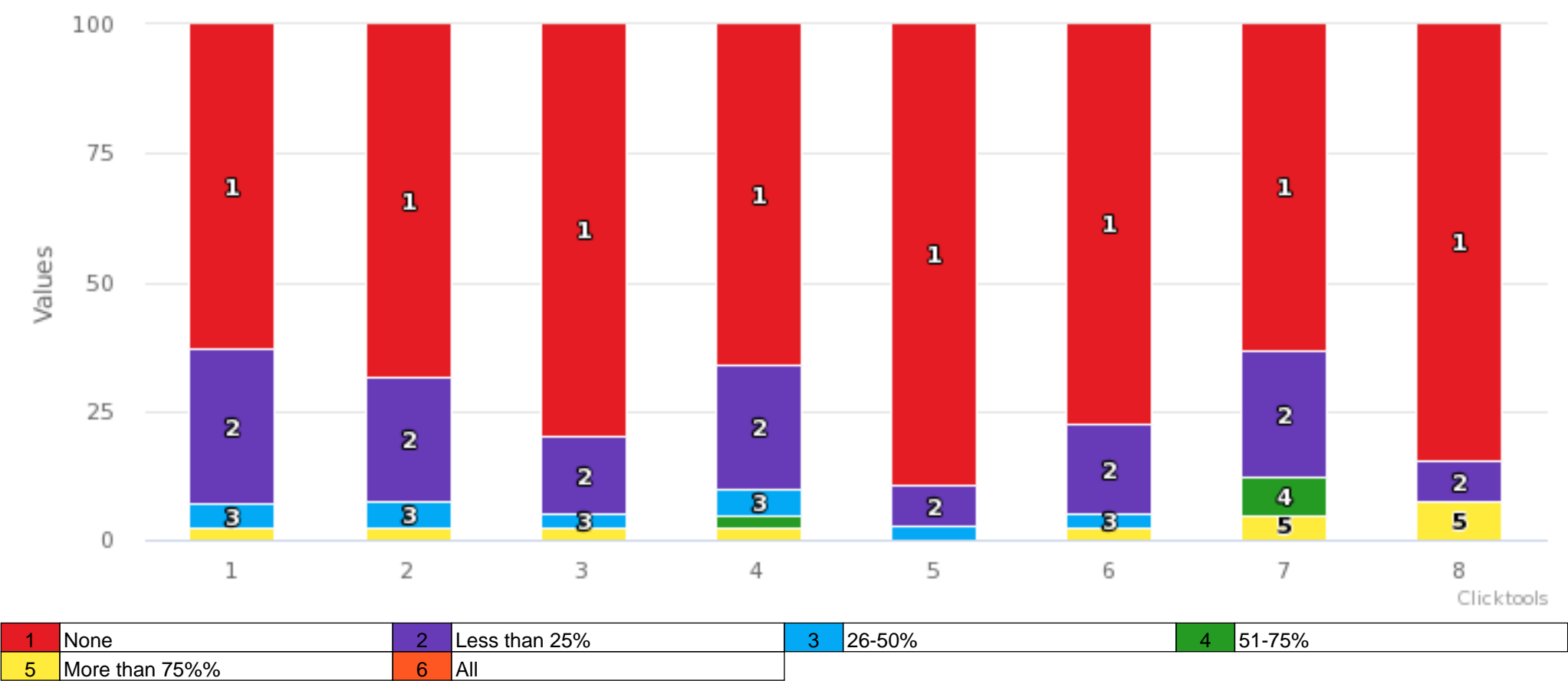
		1	2	3	4	5	6	Mean
1	French	62.79% (27)	30.23% (13)	4.65% (2)	0% (0)	2.33% (1)	0% (0)	1.49
2	Spanish	68.29% (28)	24.39% (10)	4.88% (2)	0% (0)	2.44% (1)	0% (0)	1.44
3	Portugese	80% (32)	15% (6)	2.5% (1)	0% (0)	2.5% (1)	0% (0)	1.3
4	German	65.85% (27)	24.39% (10)	4.88% (2)	2.44% (1)	2.44% (1)	0% (0)	1.51
5	Russian	89.47% (34)	7.89% (3)	2.63% (1)	0% (0)	0% (0)	0% (0)	1.13
6	Chinese	77.5% (31)	17.5% (7)	2.5% (1)	0% (0)	2.5% (1)	0% (0)	1.33
7	Japanese	63.41% (26)	24.39% (10)	0% (0)	7.32% (3)	4.88% (2)	0% (0)	1.66
8	Other	84.62% (11)	7.69% (1)	0% (0)	0% (0)	7.69% (1)	0% (0)	1.38

Response: 43

60. Which of the following types of materials are USUALLY the first ones translated?
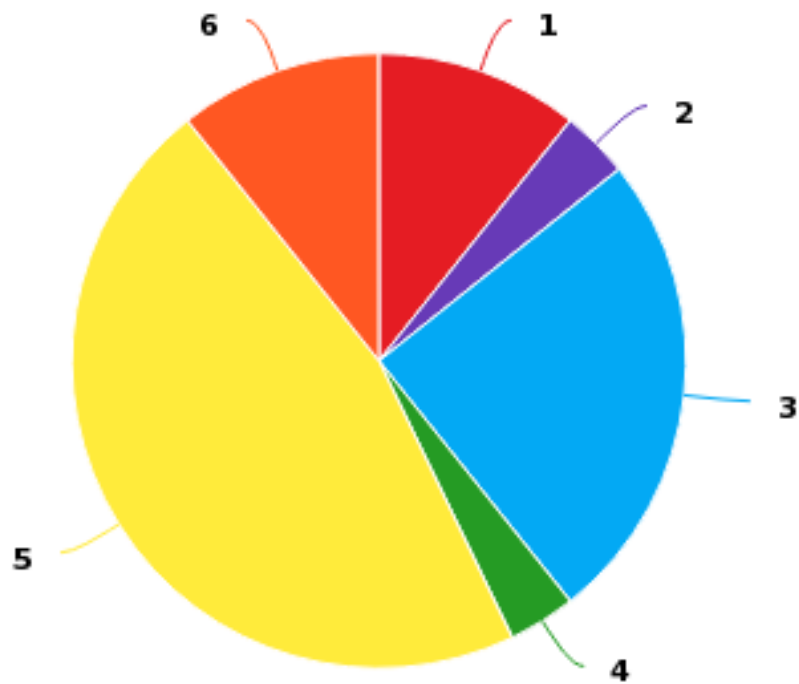
	1 - Sales training materials	10.71% (3)		2 - Pre-sales/Sales Engineering training materials	3.57% (1)
	3 - Admin training materials	25% (7)		4 - Operator training materials	3.57% (1)
	5 - End-user training materials	46.43% (13)		6 - Other	10.71% (3)

Mean: 4.04
Response: 28

61. How much of your content is compliant with one the following standards. If it's not compliant, please choose "None".
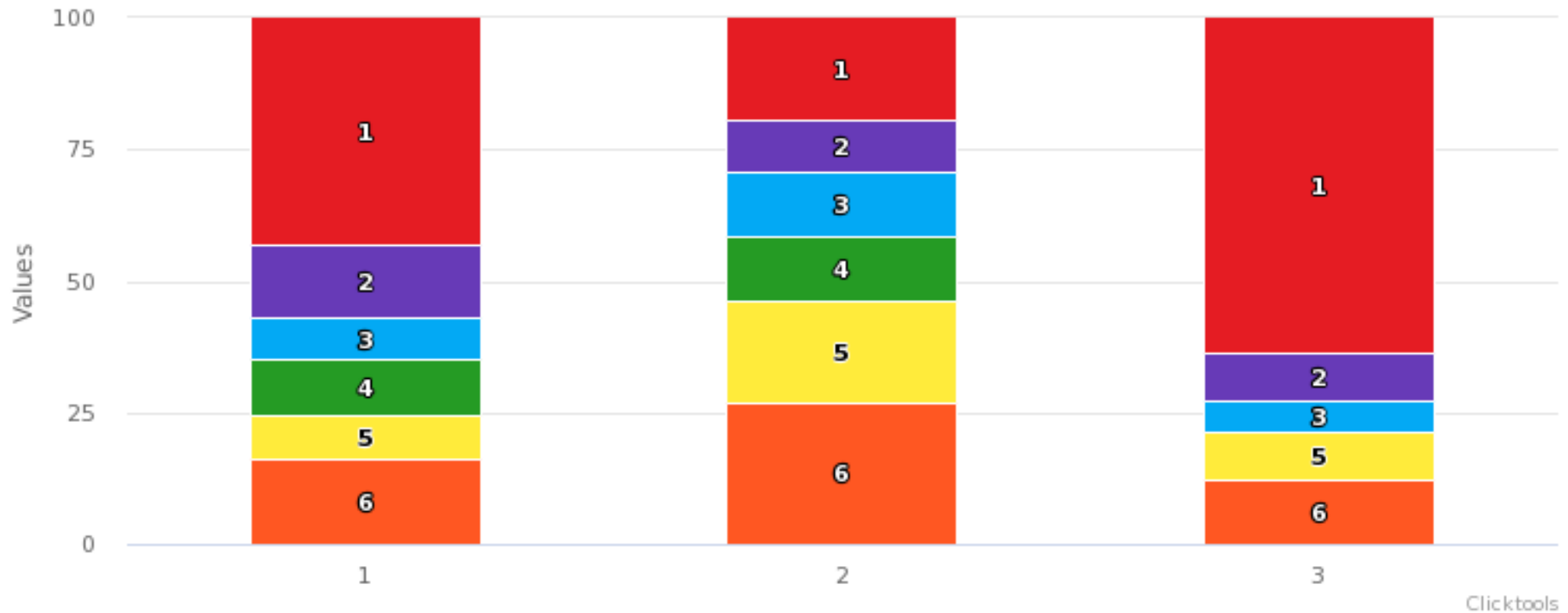
	1	None		2	Less than 25%		3	26-50%		4	51-75%
	5	More than 75%%		6	All						

		1	2	3	4	5	6	Mean
1	Accessibility (WCAG, 508)	43.24% (16)	13.51% (5)	8.11% (3)	10.81% (4)	8.11% (3)	16.22% (6)	2.76
2	Scorm	19.51% (8)	9.76% (4)	12.2% (5)	12.2% (5)	19.51% (8)	26.83% (11)	3.83
3	Tin Can API	63.64% (21)	9.09% (3)	6.06% (2)	0% (0)	9.09% (3)	12.12% (4)	2.18

Response: 42

62. How many full-time equivalents do you have dedicated to curriculum design and course development?
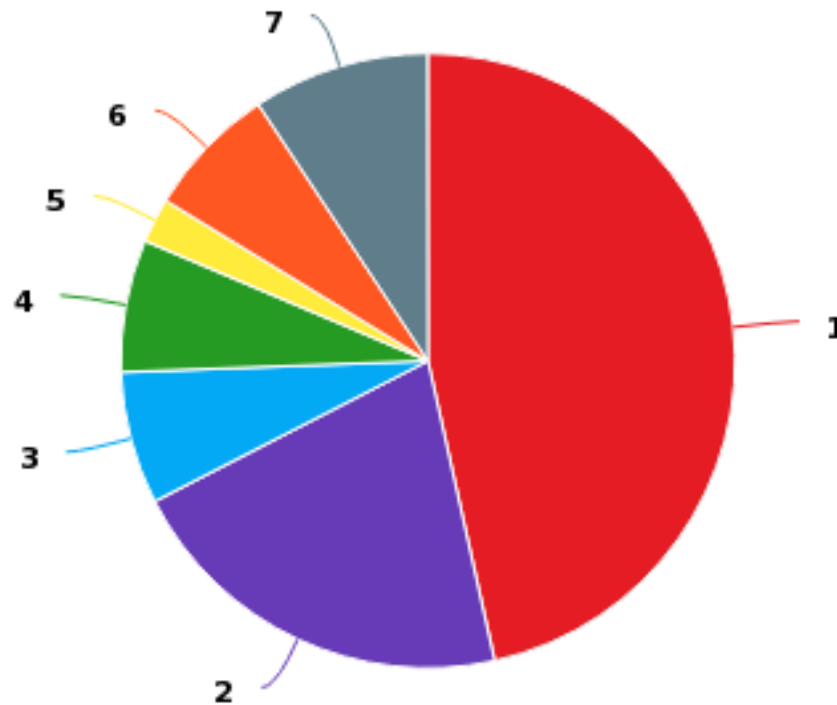
■ 1 - 1-5	46.51% (20)	■ 2 - 6-10	20.93% (9)
■ 3 - 11-15	6.98% (3)	■ 4 - 16-20	6.98% (3)
■ 5 - 21-30	2.33% (1)	■ 6 - 31-50	6.98% (3)
■ 7 - >50	9.3% (4)		

Mean: 2.56

Response: 43

63. Approximately, what percentage of course development is completed by one of the following groups. If you don't use that group, please choose "None".

1	None	2	<10%	3	11-20%	4	21-30%
5	31-40%	6	41-50%	7	>50%		

		1	2	3	4	5	6	7	Mean
1	Dedicated curriculum design and course development staff	10.26% (4)	0% (0)	0% (0)	0% (0)	5.13% (2)	2.56% (1)	82.05% (32)	6.26
2	Instructors or other Education Services staff	7.69% (3)	25.64% (10)	20.51% (8)	20.51% (8)	2.56% (1)	5.13% (2)	17.95% (7)	3.72
3	Other resources within the company (SMEs)	13.89% (5)	44.44% (16)	19.44% (7)	8.33% (3)	2.78% (1)	5.56% (2)	5.56% (2)	2.81
4	Contractors or outsourced to an external company/partner	44.12% (15)	29.41% (10)	11.76% (4)	0% (0)	2.94% (1)	2.94% (1)	8.82% (3)	2.32
5	Other	100% (8)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1

Response: 42

64. Estimate the amount of development time required in person hours on average for each HOUR of NEW class/lesson time for each of the following offering types, if you develop these. Enter the number of hours development per 1 hour content. If you don't develop these, leave the field empty.

For example, "45" in the category ILT means that you need 45 hours of development time to create 1 hour ILT training.

	Instructor Led (ILT)	Synchronous Distance Learning/Virtual Instructor Led (VILT)	Remote/virtual lab exercises	Asynchronous e-learning (web-based training) - page turning	Asynchronous e-learning (web-based training) - interactive	Video	Electronic or printed self-study	Other
Average	32.33	36.03	20.27	28.5	59.63	39.03	8.1	34.67
Highest	70	70	80	150	200	240	70	1,000
Lowest	0	0	0	0	0	0	0	0
Standard deviation	19.87	18.04	24.37	42.83	57.29	56.01	17.64	182.47

Response: 30

65. Estimate the amount of development time required in person hours on average for each HOUR of UPDATE class/lesson time for each of the following offering types, if you develop these. Enter the number of hours development per 1 hour content. If you don't develop these, leave the field empty.

For example, "12" in the category ILT means that you need 12 hours of development time to update 1 hour ILT training.

	Instructor Led (ILT)	Synchronous Distance Learning/Virtual Instructor Led (VILT)	Remote/virtual lab exercises	Asynchronous e-learning (web-based training) - page turning	Asynchronous e-learning (web-based training) - interactive	Video	Electronic or printed self-study	Other
Average	17.03	17.9	11.1	13.69	23.52	19.83	3.1	9.31
Highest	40	50	40	100	150	120	40	250
Lowest	0	0	0	0	0	0	0	0
Standard deviation	12.33	12.58	13.92	23.57	31.14	26.27	8.43	46.44

Response: 29

66. How often on average do you update courses?
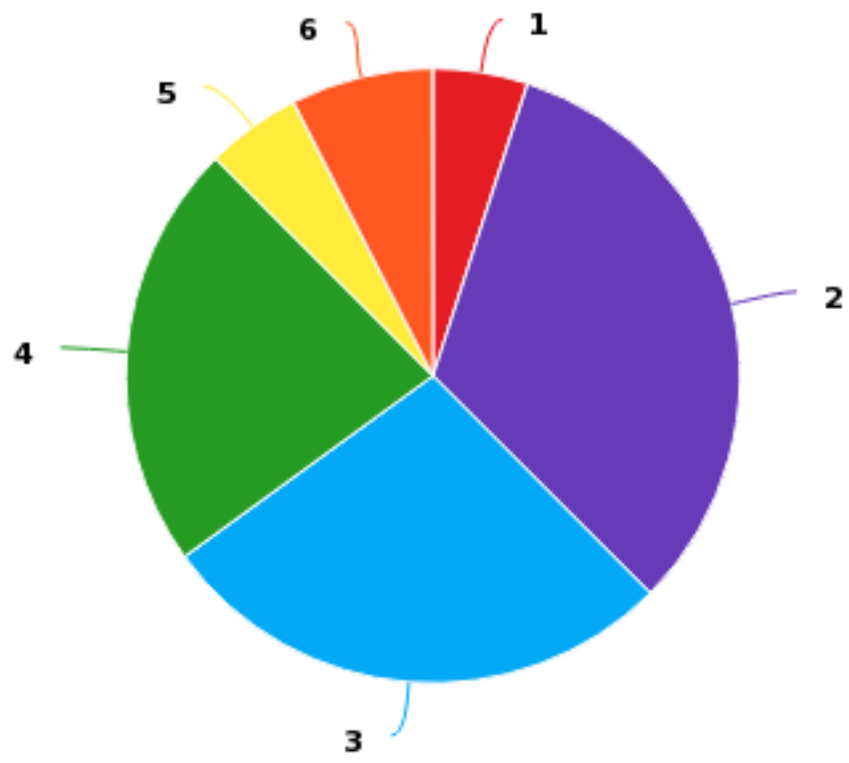
🟥	1 - < 3 months	5% (2)		🟪 2 - 3-5 months	32.5% (13)
🟦	3 - 6-9 months	27.5% (11)		🟩 4 - 10-14 months	22.5% (9)
🟨	5 - 15-24 months	5% (2)		🟧 6 - > 24 months	7.5% (3)

Mean: 3.12

Response: 40

67. Which development approach do you use?

		1	2	3	4	5	Mean
1	SCRUM/Agile	10.53% (4)	10.53% (4)	36.84% (14)	31.58% (12)	10.53% (4)	3.21
2	Traditional (such as ADDIE)	16.67% (6)	0% (0)	13.89% (5)	55.56% (20)	13.89% (5)	3.5
3	Microlearning	16.67% (6)	22.22% (8)	30.56% (11)	25% (9)	5.56% (2)	2.81
4	User-generated content	60.61% (20)	9.09% (3)	21.21% (7)	9.09% (3)	0% (0)	1.79
5	Content curation	22.86% (8)	20% (7)	28.57% (10)	25.71% (9)	2.86% (1)	2.66
6	Gamification	51.43% (18)	17.14% (6)	25.71% (9)	5.71% (2)	0% (0)	1.86
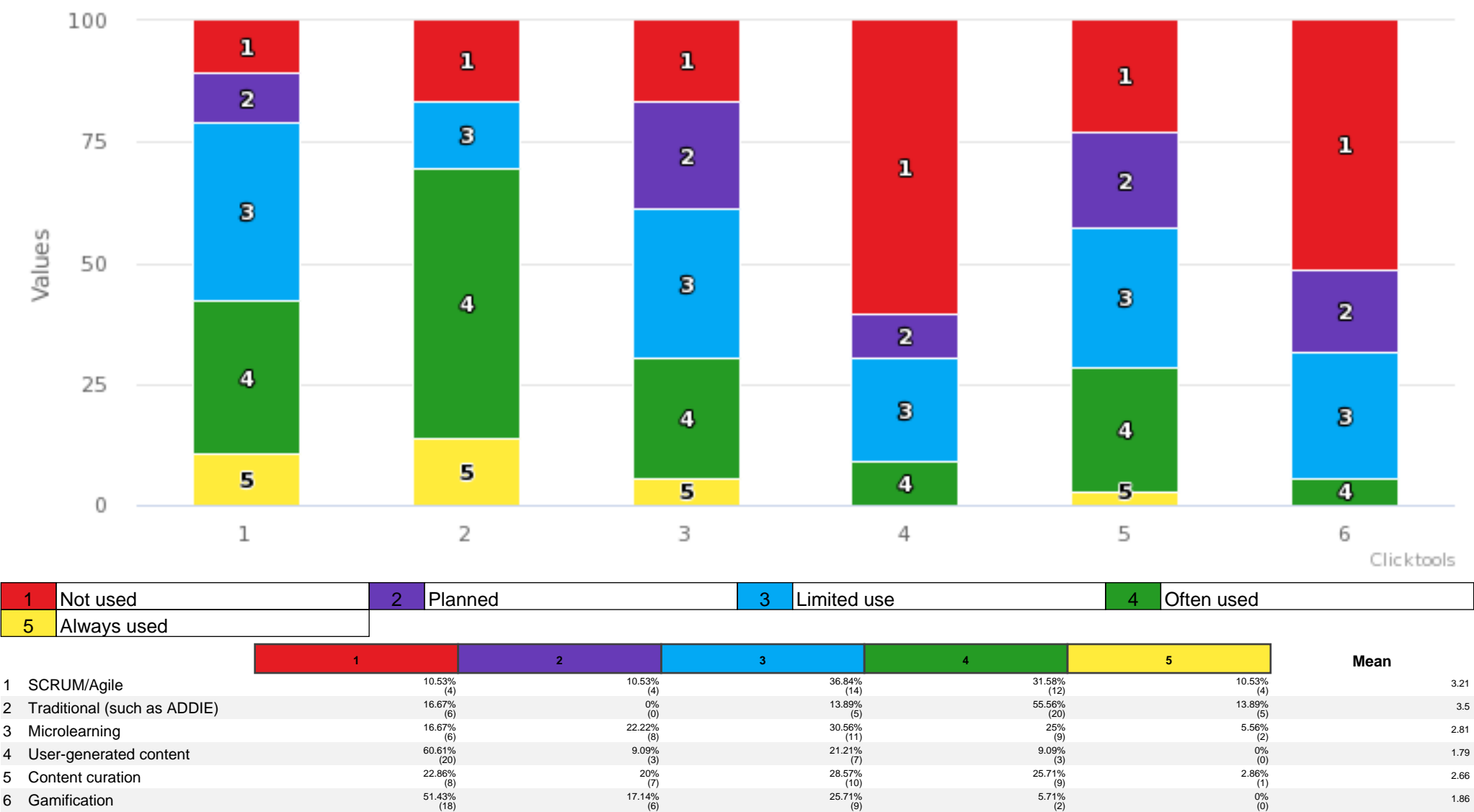
Response: 39

68. Approximately, how many full-time equivalents inside Education Services do you have working in course distribution and delivery in each of the following regions?

1	0	2	1-5	3	6-10	4	11-20
5	21-50	6	51-100	7	>100		

		1	2	3	4	5	6	7	Mean
1	North America	7.32% (3)	58.54% (24)	12.2% (5)	4.88% (2)	4.88% (2)	9.76% (4)	2.44% (1)	2.8
2	Central and South America	83.78% (31)	10.81% (4)	2.7% (1)	2.7% (1)	0% (0)	0% (0)	0% (0)	1.24
3	Europe, Middle East and Africa	35% (14)	35% (14)	15% (6)	5% (2)	7.5% (3)	0% (0)	2.5% (1)	2.25
4	Asia/Pacific	44.44% (16)	38.89% (14)	8.33% (3)	2.78% (1)	2.78% (1)	2.78% (1)	0% (0)	1.89
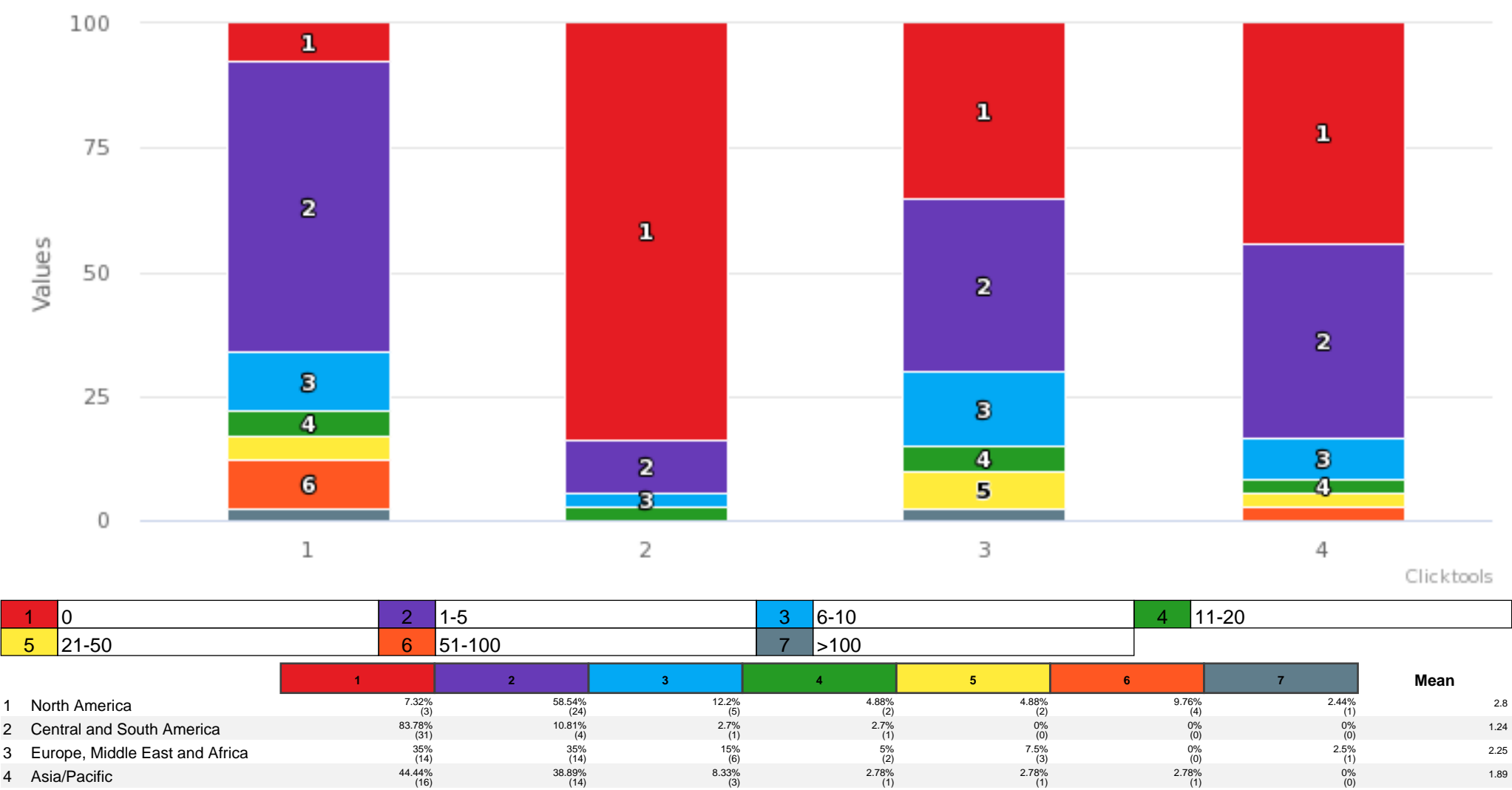
Response: 42

69. What percentage of your instructor-led training, both in-person and distance learning instructors, is delivered through the following personnel?
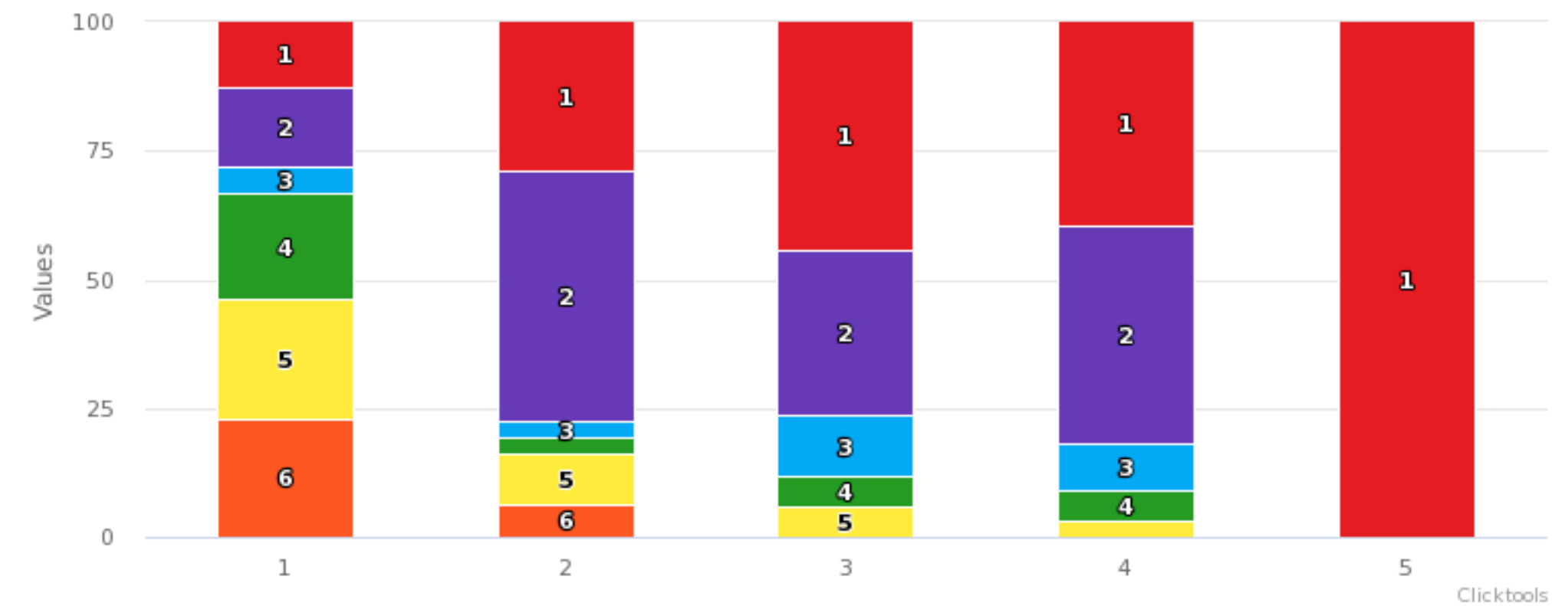
1	0%		2	1-25%		3	26-50%		4	51-75%
5	76-99%		6	100%						

		1	2	3	4	5	6	Mean
1	Education Services Employees	12.82% (5)	15.38% (6)	5.13% (2)	20.51% (8)	23.08% (9)	23.08% (9)	3.95
2	Other resources inside your company	29.03% (9)	48.39% (15)	3.23% (1)	3.23% (1)	9.68% (3)	6.45% (2)	2.35
3	Education Partners	44.12% (15)	32.35% (11)	11.76% (4)	5.88% (2)	5.88% (2)	0% (0)	1.97
4	Contract instructors/freelancers	39.39% (13)	42.42% (14)	9.09% (3)	6.06% (2)	3.03% (1)	0% (0)	1.91
5	Other	100% (10)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1

Response: 41

70. For the last fiscal year, how was the instructor time split?

	Billable delivery	Billable custom development	Other billable	Non-billable other (learning new topics, meetings, internal projects, holidays)	Non-billable preparation time including travel for onsites	Non-billable courseware development support
Average	48.52%	2.73%	3.21%	17.42%	4.33%	20.73%
Highest	100%	25%	55%	50%	20%	75%
Lowest	3%	0%	0%	0%	0%	0%
Standard deviation	21.52	5.13	10.72	13.13	6.11	21.36

Response: 33

71. On average, how many months does it take for newly hired instructors to begin training independently?
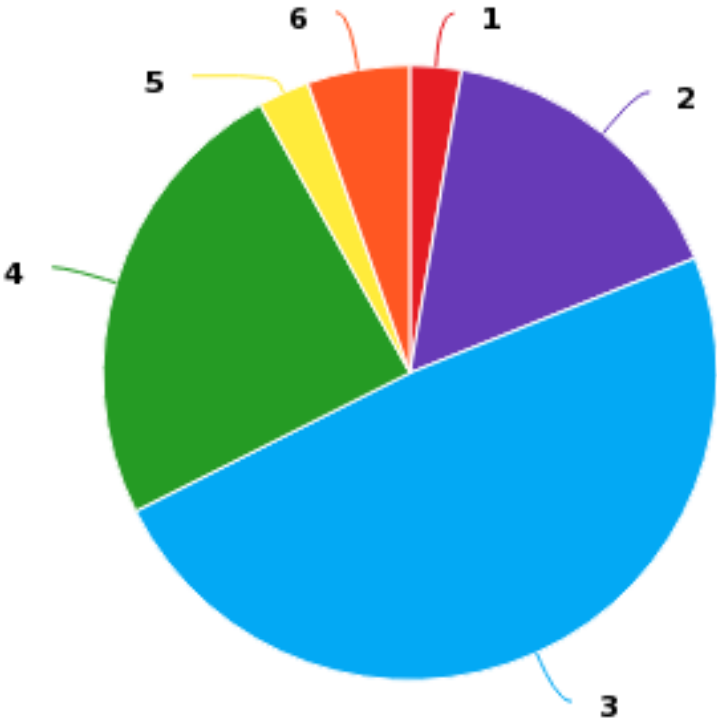
Clicktools

1 - 1 month or less	2.7% (1)	2 - 2 months	16.22% (6)
3 - 3 months	48.65% (18)	4 - 4-6 months	24.32% (9)
5 - 7-12 months	2.7% (1)	6 - More than 12 months	5.41% (2)

Mean: 3.24

Response: 37

72. On average, how many months does it take for newly hired instructors to start achieving utilization targets?
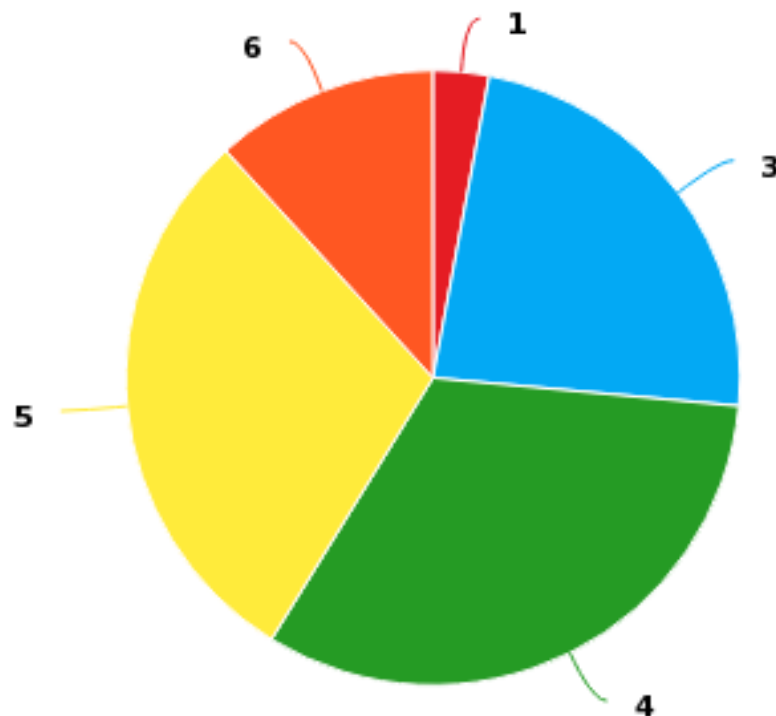
1 - 1 month or less	2.94% (1)	2 - 2 months	0% (0)
3 - 3 months	23.53% (8)	4 - 4-6 months	32.35% (11)
5 - 7-12 months	29.41% (10)	6 - More than 12 months	11.76% (4)

Mean: 4.21

Response: 34

73. What was the annual instructor-led revenue generated in $ per FTE (full time equivalent) instructor in the last fiscal business year (including the use of contractors and partners)?
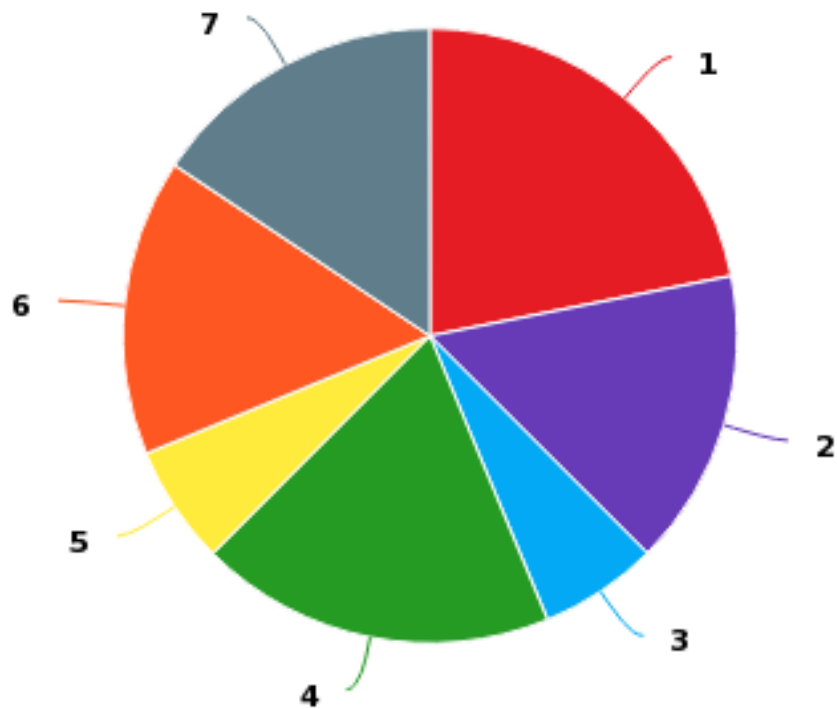
■ 1 - <$100K	21.88% (7)	■ 2 - $100K-$150K	15.62% (5)
■ 3 - $150K-$200K	6.25% (2)	■ 4 - $200K-$250K	18.75% (6)
■ 5 - $250K-$300K	6.25% (2)	■ 6 - $300K-$400K	15.62% (5)
■ 7 - >$400K	15.62% (5)		

Mean: 3.81

Response: 32

74. When delivering classroom or virtual instructor-led training, do you mix audiences, meaning that a class could be composed of participants that are customers, partners and/or employees?
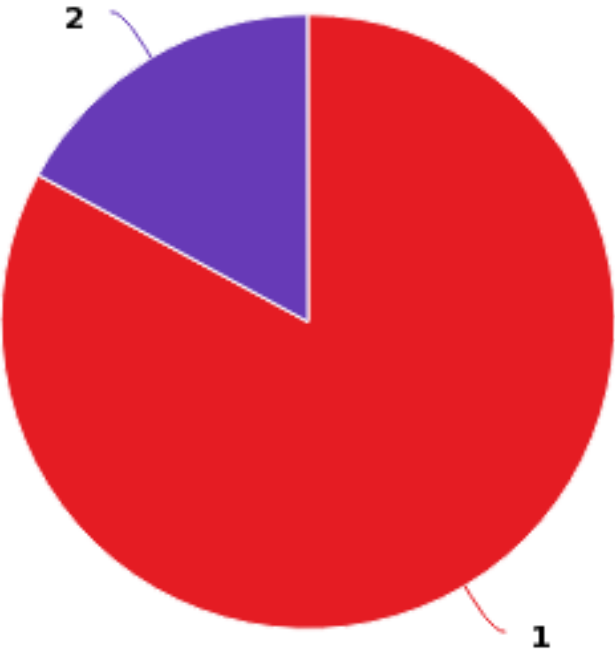
| | 1 - Yes | | | 82.93% (34) | | 2 - No | | 17.07% (7) |

Mean: 1.17
Response: 41

75. When delivering instructor-led training, do you mix both live and virtual audiences?
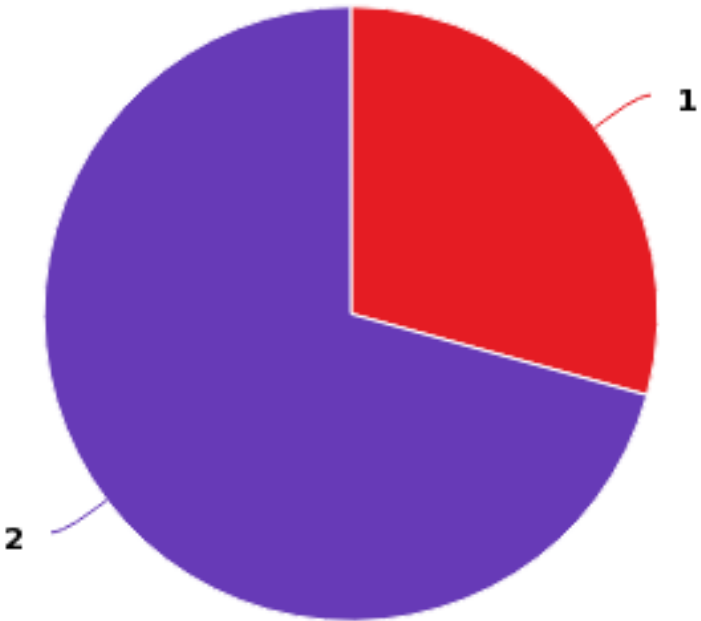
◼ 1 - Yes	29.27% (12)	◼ 2 - No	70.73% (29)

Mean: 1.71
Response: 41

76. How do you provide student training materials for your classroom and virtual classroom deliveries? Choose all that apply.

■ 1 - Printed	21.95% (9)	■ 2 - Softcopy – unprotected (user can copy and paste, no watermark with user name)	29.27% (12)
■ 3 - Softcopy – limited protection (eg limit copy and paste, user name as water mark)	36.59% (15)	■ 4 - Softcopy – restricted with digital right management tool	29.27% (12)
■ 5 - Streamed content to be used via computer or tablet	26.83% (11)	■ 6 - Other	0% (0)
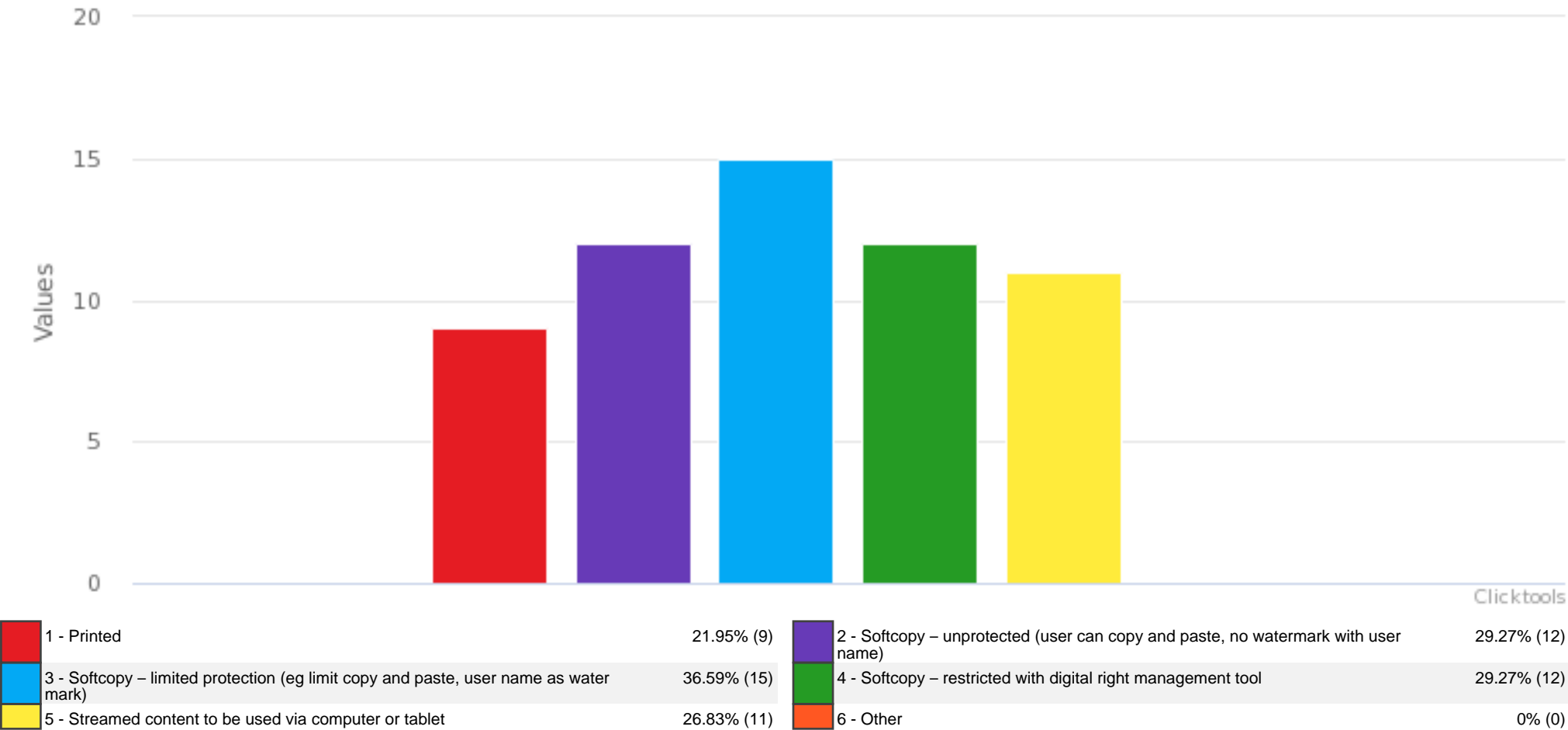
Response: 41

77. Is your training material developed to be read on smartphones and tablets, and if so for which tablets? Select all that apply.

■ 1 - Runs on Android, but no dedicated app	70.83% (17)	■ 2 - Runs on Apple iOS, but no dedicated app	66.67% (16)
■ 3 - Runs on Android with dedicated app	16.67% (4)	■ 4 - Runs on Apple iOS with dedicated app	25% (6)
■ 5 - Other	16.67% (4)		
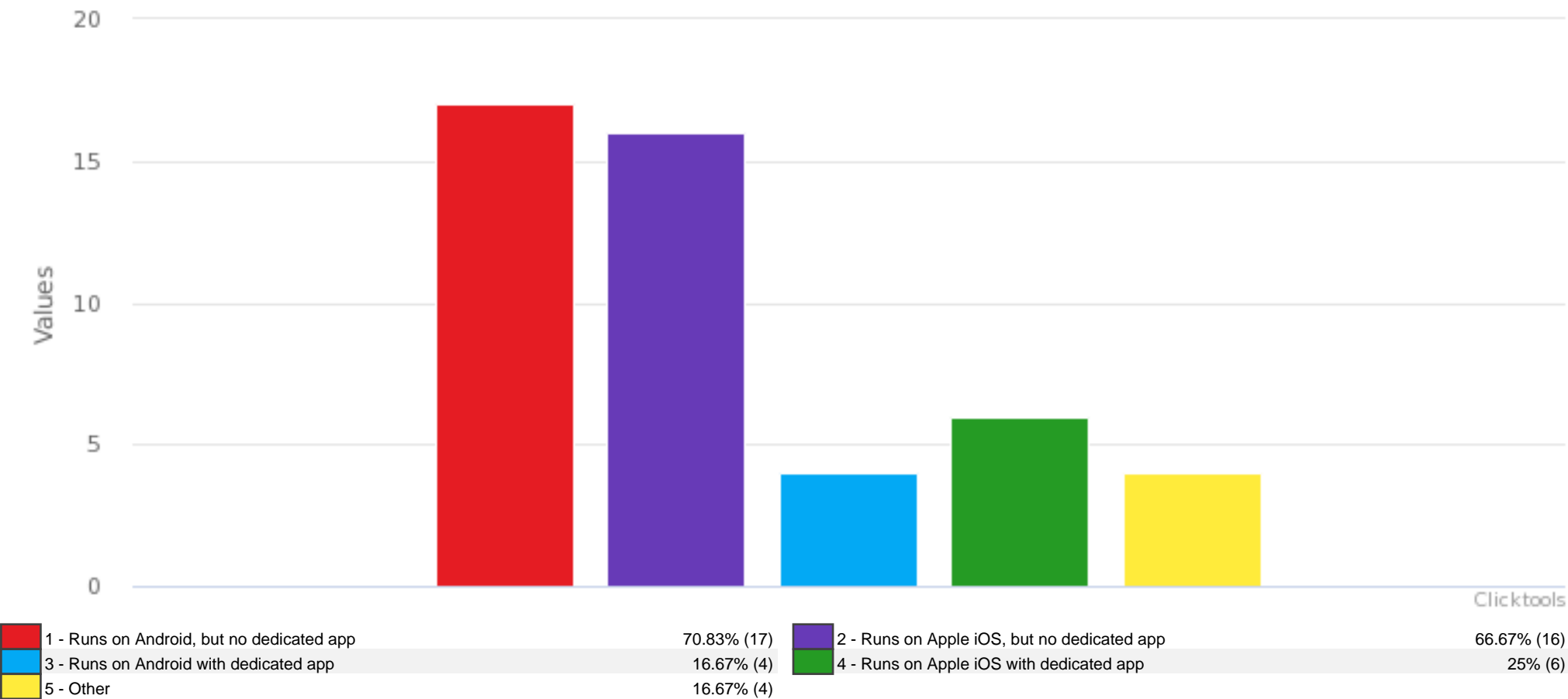
Response: 24

78. Of your current instructor-led (in-person) classes, in which classrooms are the majority delivered? Select all that apply.

1 - Company owned training facility	43.24% (16)	2 - Company-owned non-training facility	18.92% (7)
3 - Authorized Partner Education Center	21.62% (8)	4 - Customer Site	70.27% (26)
5 - Short-term rental facility	16.22% (6)	6 - Other	13.51% (5)
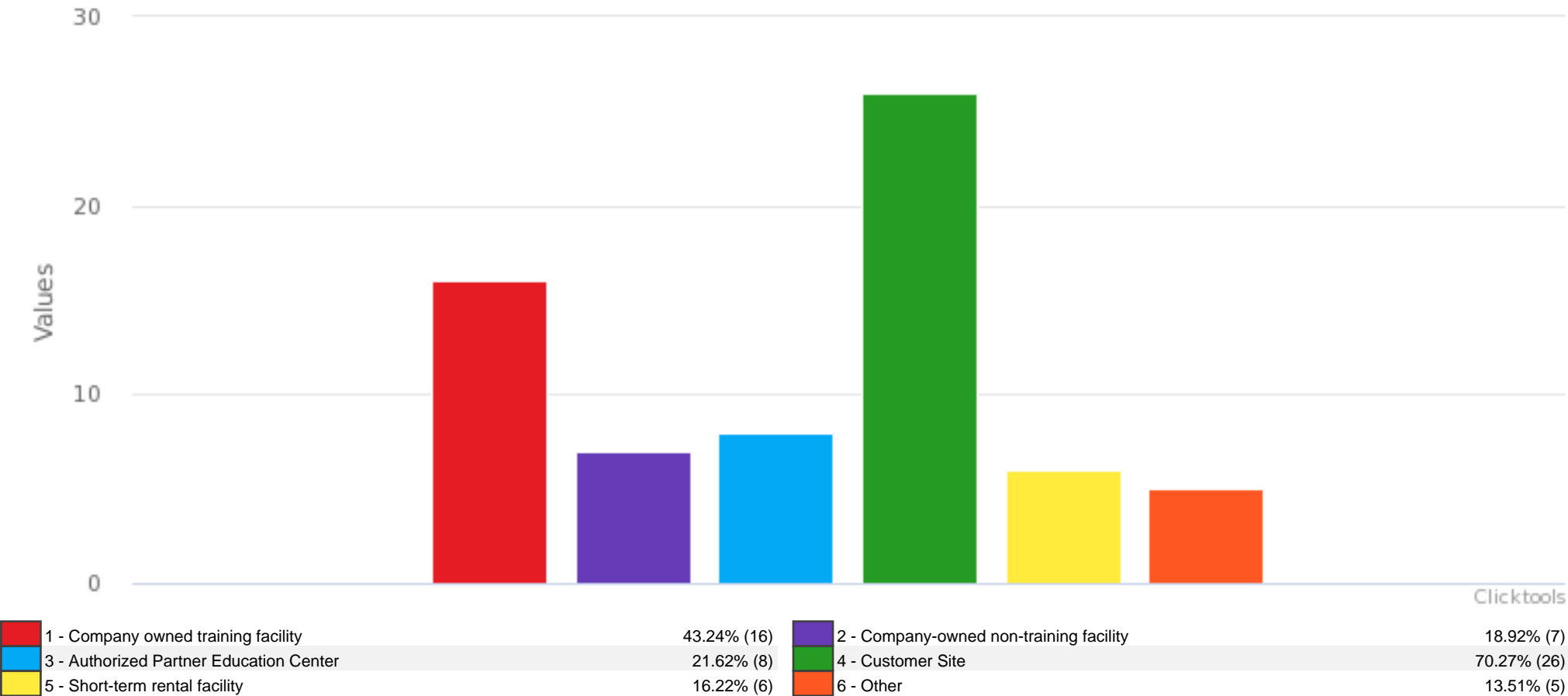
Response: 37

79. For the last fiscal year, what was the own classroom utilization achievement?
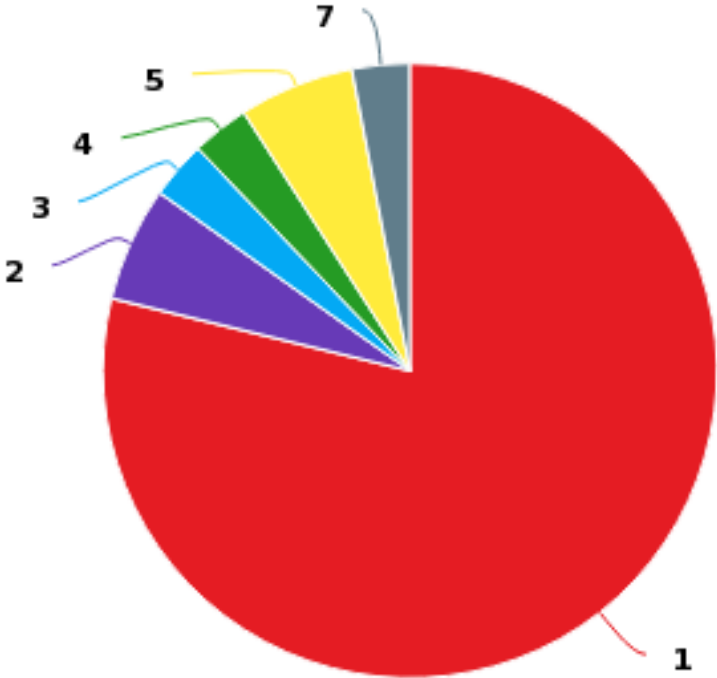
■ 1 - <20%	78.79% (26)	■ 2 - 21-30%	6.06% (2)
■ 3 - 31-40%	3.03% (1)	■ 4 - 41-50%	3.03% (1)
■ 5 - 51-60%	6.06% (2)	■ 6 - 61-70%	0% (0)
■ 7 - >70%	3.03% (1)		

Mean: 1.64
Response: 33

80. What percentage fill rate do you require to run open enrollment (public) classes (for example, if you need 4 out of 8 maximum seats, it´s 50%)?

	1	<20%			2	21-30%			3	31-40%			4	41-50%
	5	>50%												

		1	2	3	4	5	Mean
1	Live instructor-led	17.65% (6)	29.41% (10)	23.53% (8)	14.71% (5)	14.71% (5)	2.79
2	Virtual instructor-led	21.62% (8)	37.84% (14)	10.81% (4)	18.92% (7)	10.81% (4)	2.59
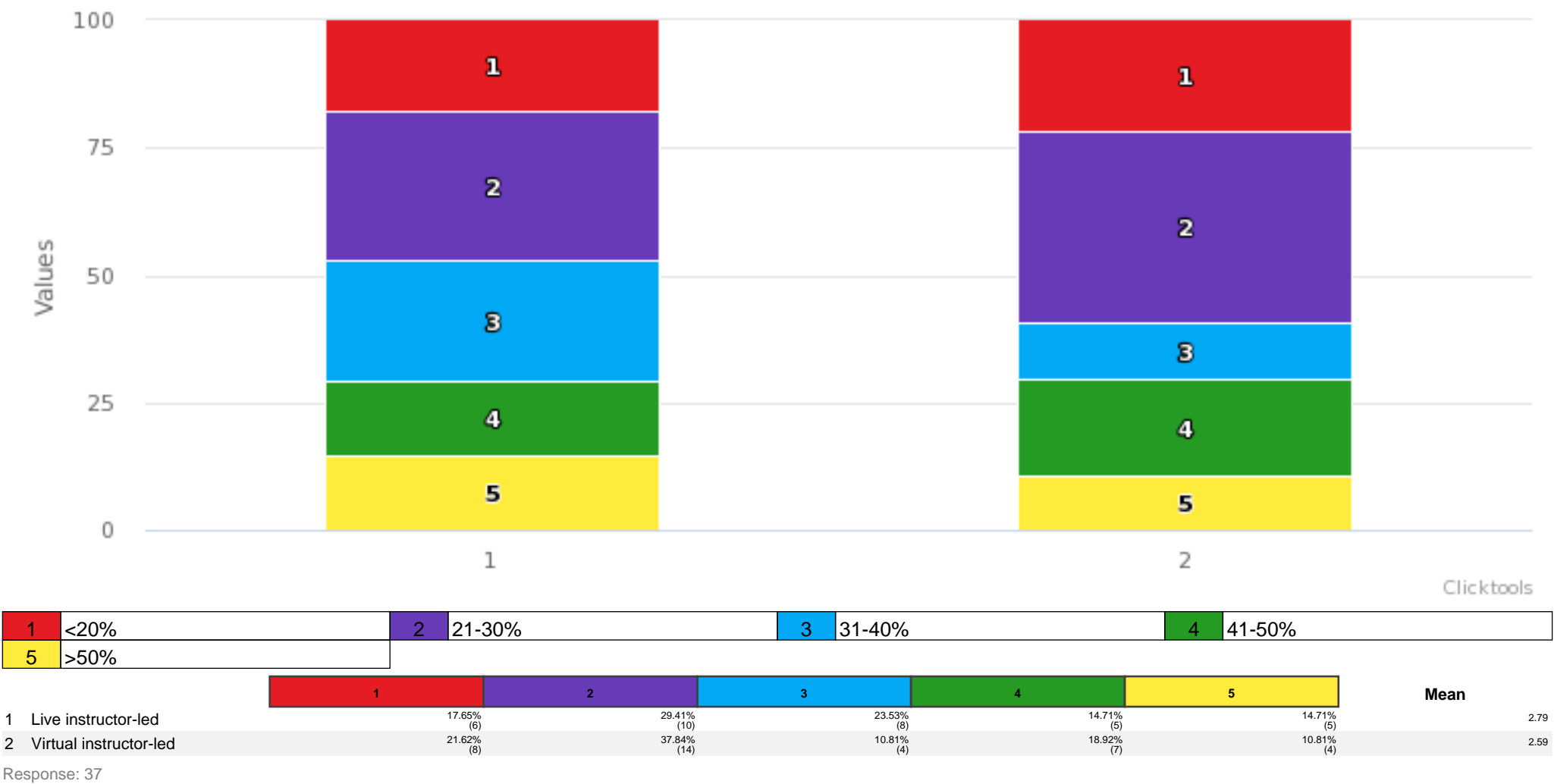
Response: 37

81. Which of the following types of actions do you take when you are faced with under-enrolled offerings? Select all that apply.

	1 - Advertise with a discount for customers	18.42% (7)	2 - Offer free or discounted seats to partners	31.58% (12)
	3 - Offer free seats for internal employees	52.63% (20)	4 - Cancel	71.05% (27)
	5 - Try to rebook on other dates	73.68% (28)	6 - Give advance warning that the class is in jeopardy	42.11% (16)
	7 - Offer alternative services	18.42% (7)	8 - Postpone the class to allow more students to enrol	42.11% (16)
	9 - Move to a date when low enrollment is less of a problem	23.68% (9)	10 - Other	13.16% (5)

Response: 38

82. For your courses that require lab equipment, how do manage access to the equipment?

■	1 - We don't have courses that require lab equipment	28.21% (11)	■ 2 - In our own classrooms	15.38% (6)
■	3 - The equipment is shipped	7.69% (3)	■ 4 - Remote access to our own equipment	23.08% (9)
■	5 - Virtualized equipment, by our own company	30.77% (12)	■ 6 - Virtualized equipment, provided by a 3rd party vendor	41.03% (16)
■	7 - Other	5.13% (2)		
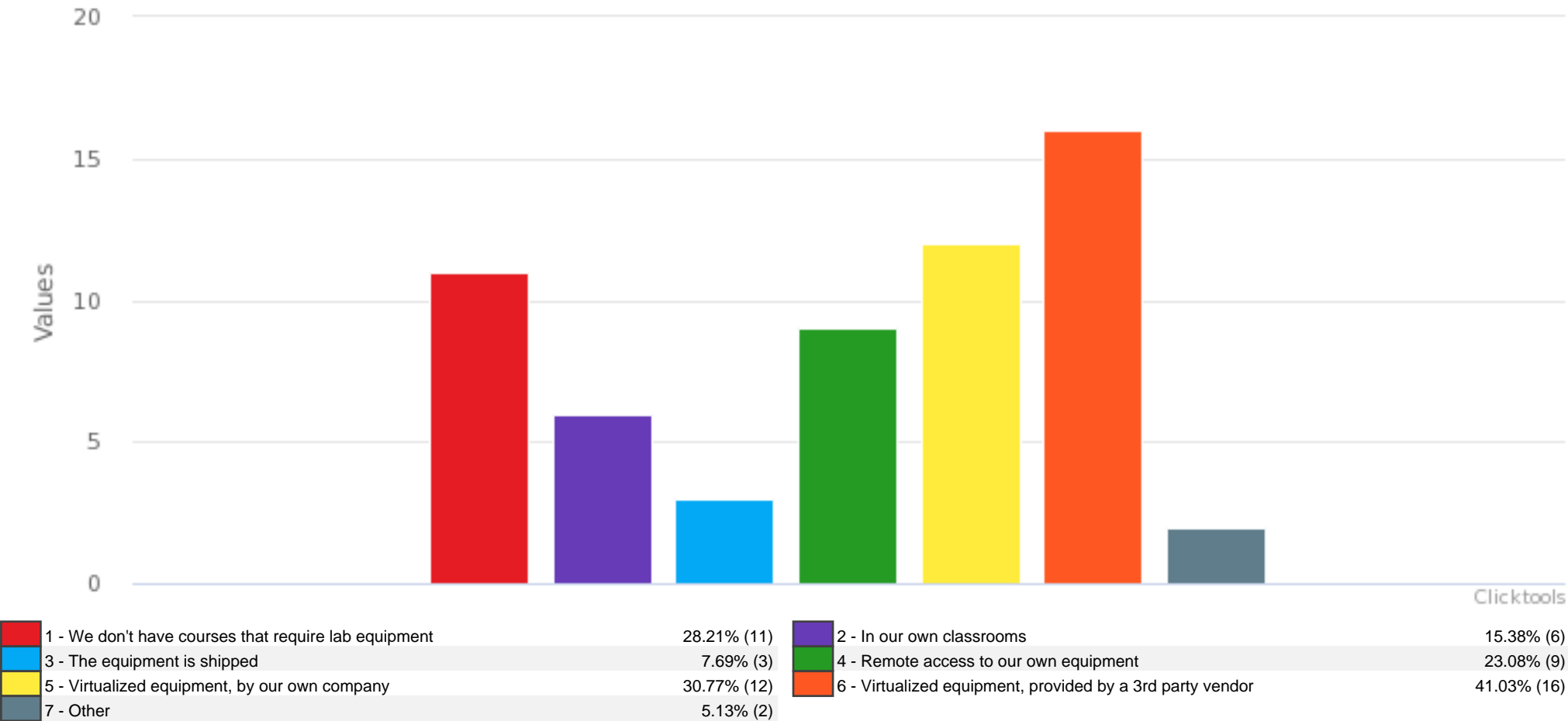
Response: 39

83. For the last fiscal year, what was the lab utilization achievement?
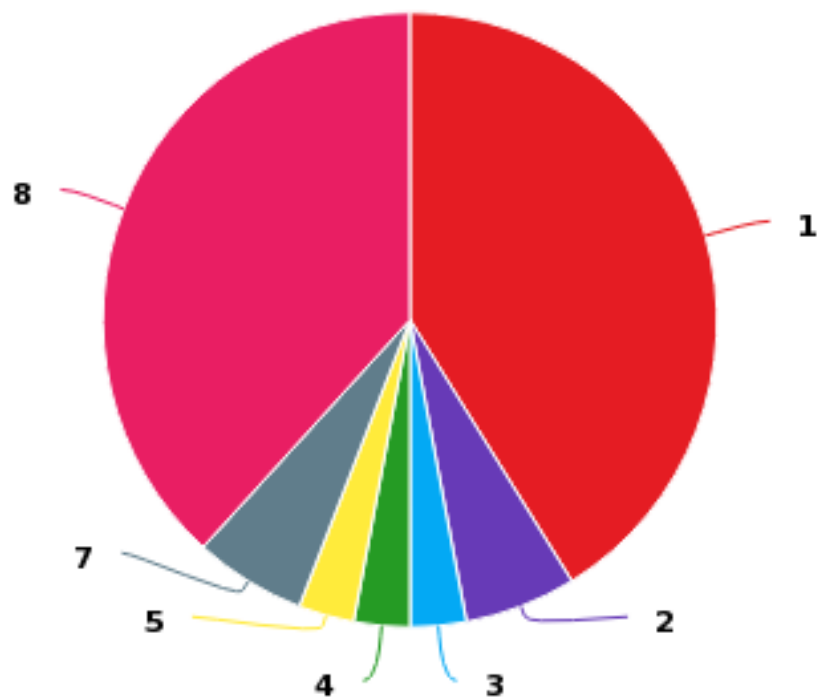
■ 1 - N/A	41.18% (14)	■ 2 - <20%	5.88% (2)
■ 3 - 21-30%	2.94% (1)	■ 4 - 31-40%	2.94% (1)
■ 5 - 41-50%	2.94% (1)	■ 6 - 51-60%	0% (0)
■ 7 - 61-70%	5.88% (2)	■ 8 - >70%	38.24% (13)

Mean: 4.35

Response: 34

84. For the most recent fiscal year what was the total number of students trained (including those trained by authorized delivery partners) from each of the following groups?

If you haven't trained that group, leave the field empty.

	Sales - Internal staff	Sales - Channels/Partners	Technical Pre-sales - Internal Staff	Technical Pre-sales - Channels/Partners	Post-sales - Internal Staff	Post-sales - Channels/Partners	Customers and/or end users	Universities	Other
Average	10.34	11.21	218.21	100.93	98.41	560	7,981.59	1,493.52	517.76
Highest	150	250	4,500	1,500	800	6,000	100,000	42,000	15,000
Lowest	0	0	0	0	0	0	95	0	0
Standard deviation	30.79	47.99	844.96	312.43	221.53	1,478.15	18,427.63	7,792.73	2,785.33

Response: 29

85. What percentage of your classes are custom offerings (requires use of/portions of multiple existing courses) to address specific requests and needs?
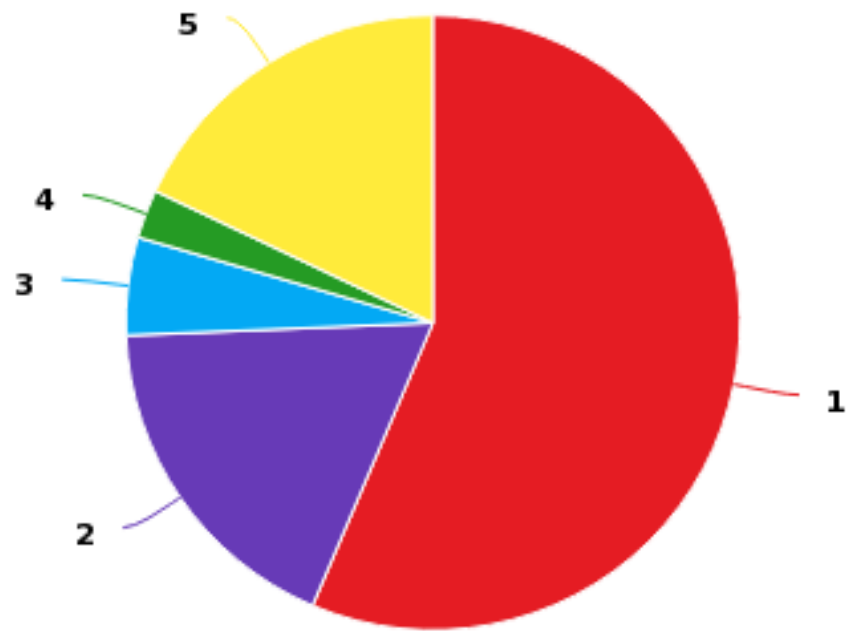
🟥	1 - <20%	56.41% (22)	🟪 2 - 26-50%	17.95% (7)
🟦	3 - 51-75%	5.13% (2)	🟩 4 - >75%	2.56% (1)
🟨	5 - We do not provide	17.95% (7)		

Mean: 2.08
Response: 39

86. When delivering private training classes, what is the average backlog, or wait time, between when the onsite training is booked and the date it is delivered?
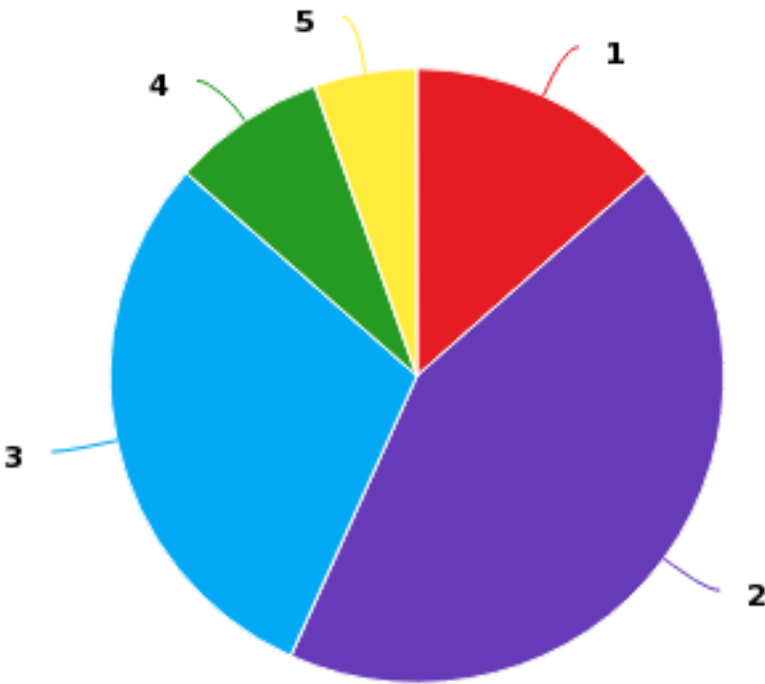
■	1 - 15 days or less	13.51% (5)	
■	3 - 31-45 days	29.73% (11)	
■	5 - more than 60 days	5.41% (2)	

■	2 - 16-30 days	43.24% (16)
■	4 - 46-60 days	8.11% (3)

Mean: 2.49
Response: 37

87. Minimally, how many business days in advance do customers need to cancel classes to avoid paying the 100% course fee for cancellation?
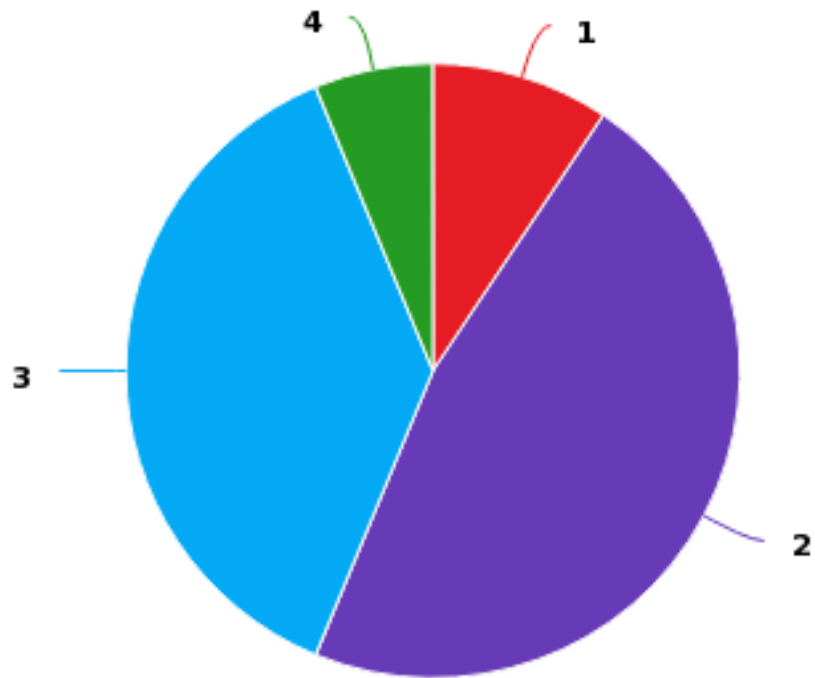
■ 1 - 5 or less	9.38% (3)	■ 2 - 6-10	46.88% (15)
■ 3 - 11-15	37.5% (12)	■ 4 - 16-19	6.25% (2)
■ 5 - 20 or more	0% (0)		

Mean: 2.41

Response: 32

88. Which tools do you use in Education Services? Select all apply.

■	1 - Virtual Labs such as ReadyTech or Skytap	52.38% (22)	■	2 - Virtual Classroom such as GoTo, WebEx, Skype or Zoom	100% (42)
■	3 - CRM to manage all customer and opportunities	50% (21)	■	4 - TMS (Training Management System) such as Administrate	19.05% (8)
■	5 - LMS (Learning Management System) such as Saba or Cornerstone	80.95% (34)	■	6 - LCMS (Learning Content Management System) such as Xyleme	14.29% (6)
■	7 - Authoring Systems/Content Development such as Camtasia, Captivate, Storyline or Lectora	73.81% (31)	■	8 - LXP (Learner Experience Platform) such as Degreed or Valamis	16.67% (7)
■	9 - Social Learning Platform	7.14% (3)	■	10 - Virtual Reality/Augmented Reality	2.38% (1)
■	11 - Resourcing/instructor Planning and Tracking	38.1% (16)	■	12 - Certification Delivery such as Prometric, Pearson, Kryterion, Questionmark	47.62% (20)
■	13 - Certification security/proctoring suchas ProctorU, Caveon, Kryterion	30.95% (13)	■	14 - Digital badging such as Acclaim/Credly	59.52% (25)
■	15 - Gamification/Serious Games engine such as Unity	11.9% (5)	■	16 - Performance Support such as Whatfix, WalkMe, Pendo	14.29% (6)
■	17 - Training Evaluations (L1-L4 Kirkpatrick) such as Metrics that Matter	33.33% (14)	■	18 - Digital Rights Management	21.43% (9)
■	19 - Analytics and Dashboards for KPI such as Tableau or Business Objects	38.1% (16)	■	20 - Other	7.14% (3)

89. Approximately, what percentage of your expense budget is spent on these tools?
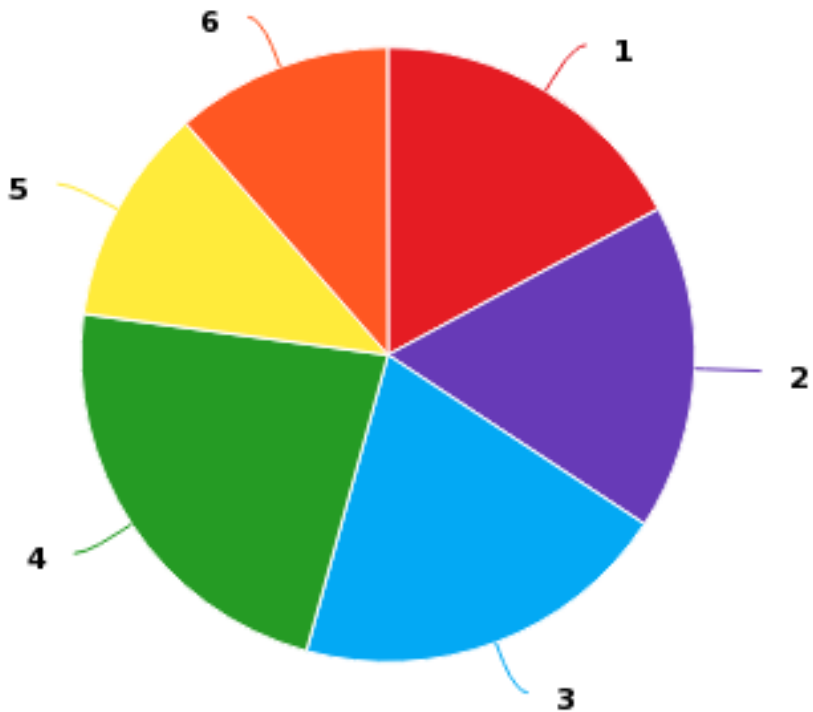
1 - <3%	17.14% (6)	2 - 3-6%	17.14% (6)
3 - 7-10%	20% (7)	4 - 11-20%	22.86% (8)
5 - 21-30%	11.43% (4)	6 - 31-40%	11.43% (4)
7 - 41-50%	0% (0)	8 - >50%	0% (0)

Mean: 3.29

Response: 35

90. Does Education Services have a formal course delivery partner program, including Authorized Training Partners who sell and deliver in their name?
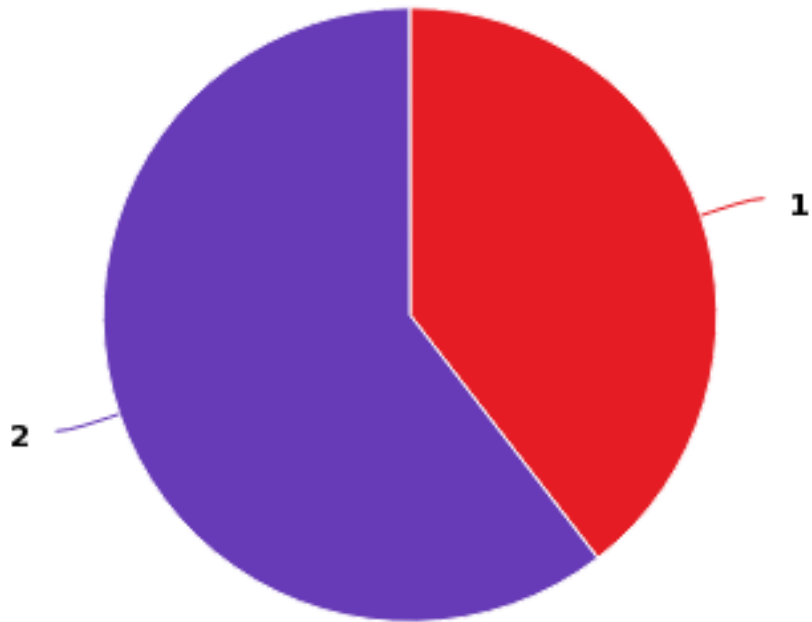
▮ 1 - Yes	39.53% (17)	▮ 2 - No	60.47% (26)

Mean: 1.6
Response: 43

91. What type of delivery partner do you have? If you have more than one, please select one which you answer all following questions for.

		Existing partner type	Primary model for all other questions
1	Delivery partner acts as additional delivery resource, invisible to customer	90.91% (10)	9.09% (1)
2	Delivery partner acts as an authorized training partner (eg sells training and delivery training in their name and pays royalty fee or other fees to you)	52.17% (12)	47.83% (11)
3	Other	0% (0)	0% (0)
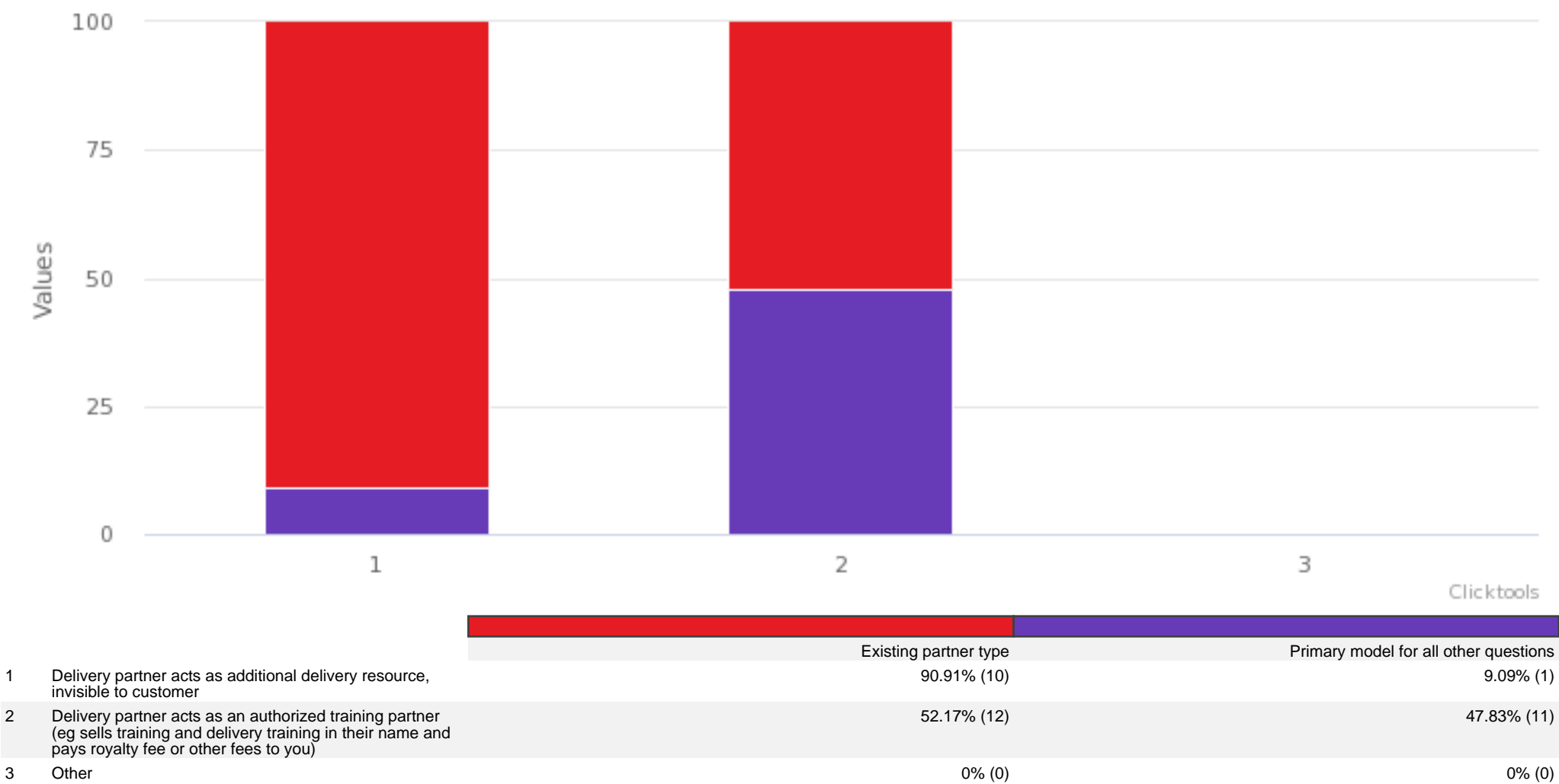
Response: 17

92. What are the two main goals of your course delivery partner program?

■ 1 - Completely outsourced delivery	41.18% (7)	■ 2 - Add additional bandwidth	64.71% (11)
■ 3 - Additional skills	11.76% (2)	■ 4 - Provide translation/localization (eg by native language speakers)	58.82% (10)
■ 5 - Reduce travel cost/time	23.53% (4)	■ 6 - Other	0% (0)
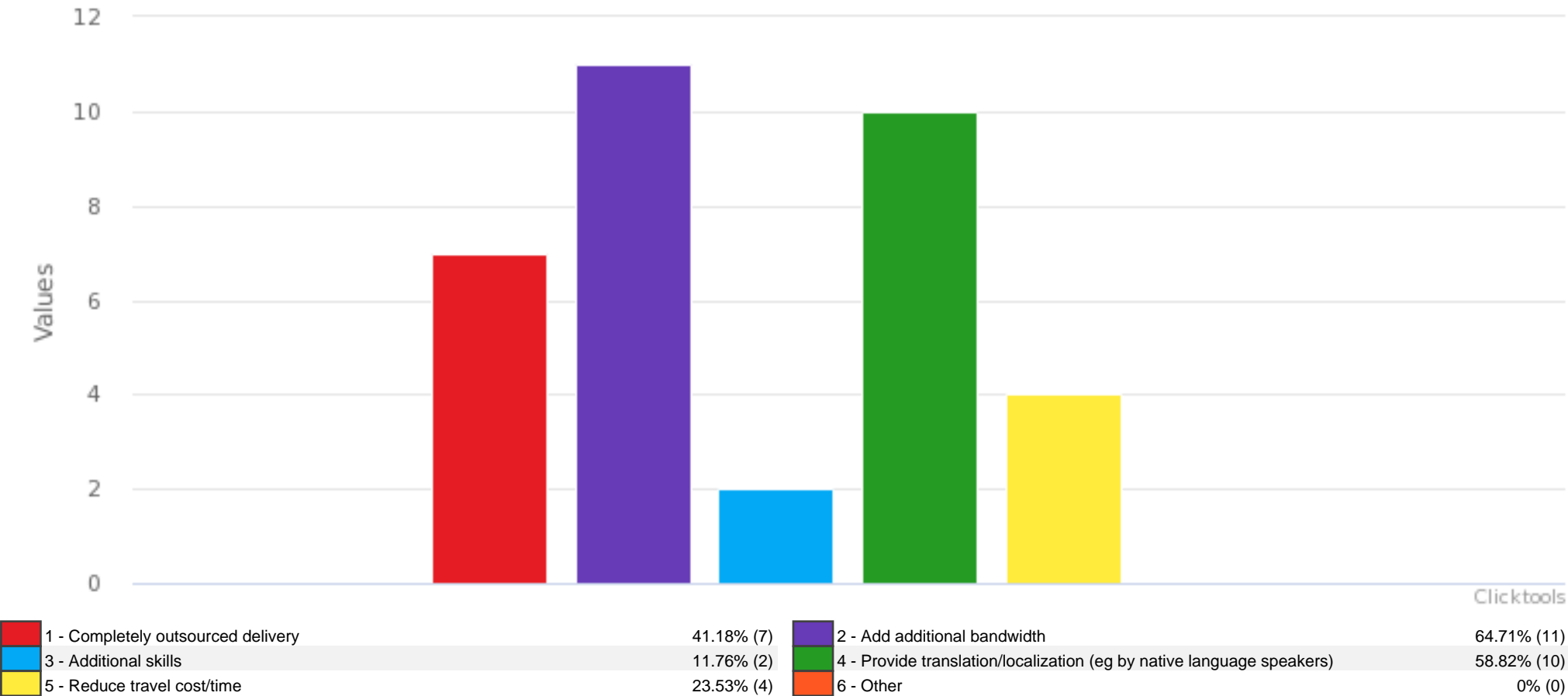
Response: 17

93. What percentage of your training portfolio offerings do your delivery partners handle? Answer for worldwide and each region.

1	25% or less	2	26-50%	3	51-75%	4	More than 75%

		1	2	3	4	Mean
1	Worldwide	25% (4)	25% (4)	25% (4)	25% (4)	2.5
2	North America	56.25% (9)	6.25% (1)	18.75% (3)	18.75% (3)	2
3	Central and South America	33.33% (5)	13.33% (2)	26.67% (4)	26.67% (4)	2.47
4	Europe, Middle East and Africa	25% (4)	6.25% (1)	37.5% (6)	31.25% (5)	2.75
5	Asia/Pacific	31.25% (5)	12.5% (2)	31.25% (5)	25% (4)	2.5
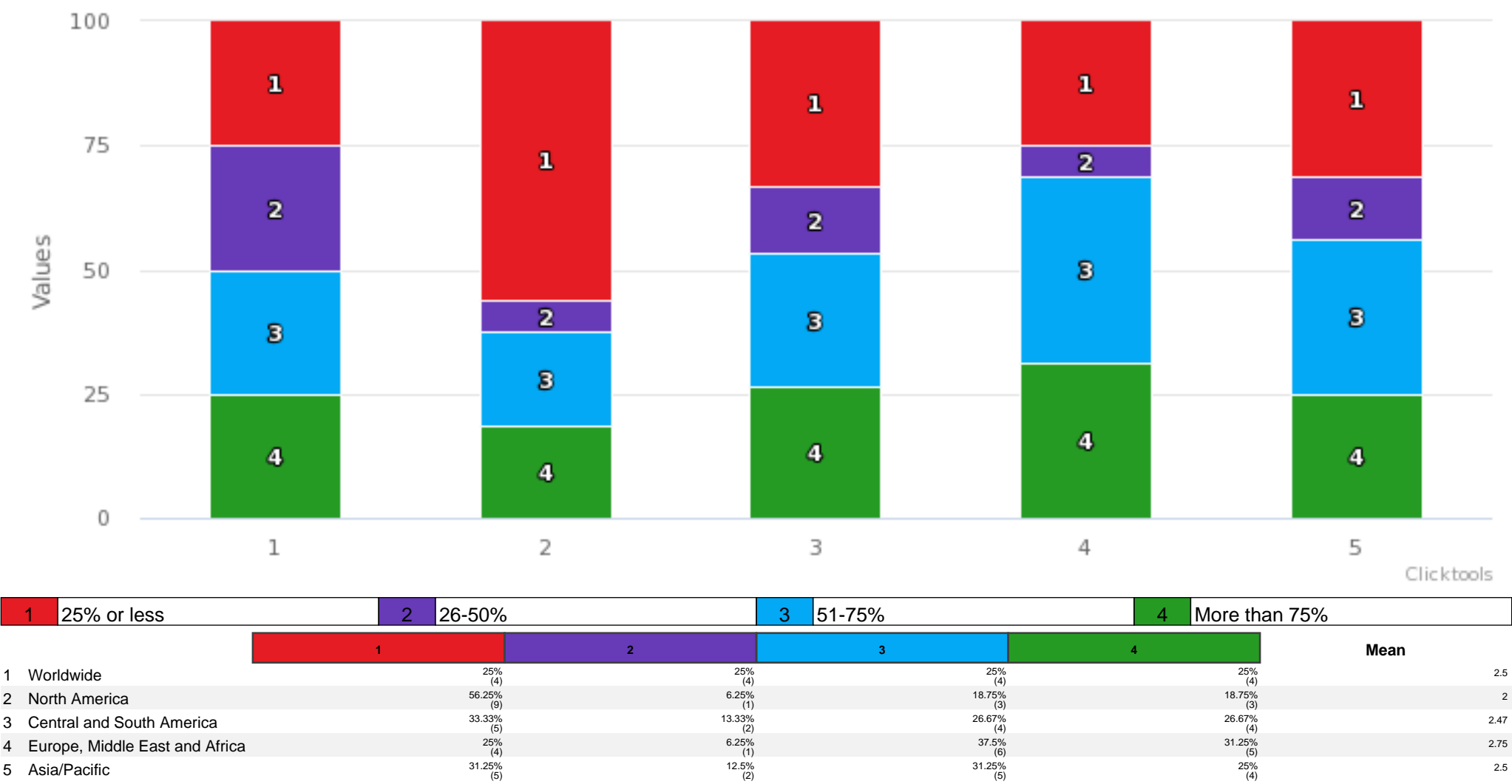
Response: 17

94. Which of the following types of organizations do you allow to participate in the course delivery partner program? Select all that apply.

1 - Product Resellers/VARs	56.25% (9)	2 - Product Distributors/VADs	43.75% (7)
3 - Independent training organizations	87.5% (14)	4 - Services/Implementation Partners	62.5% (10)
5 - Individual contractors/freelancers	56.25% (9)	6 - Other	0% (0)
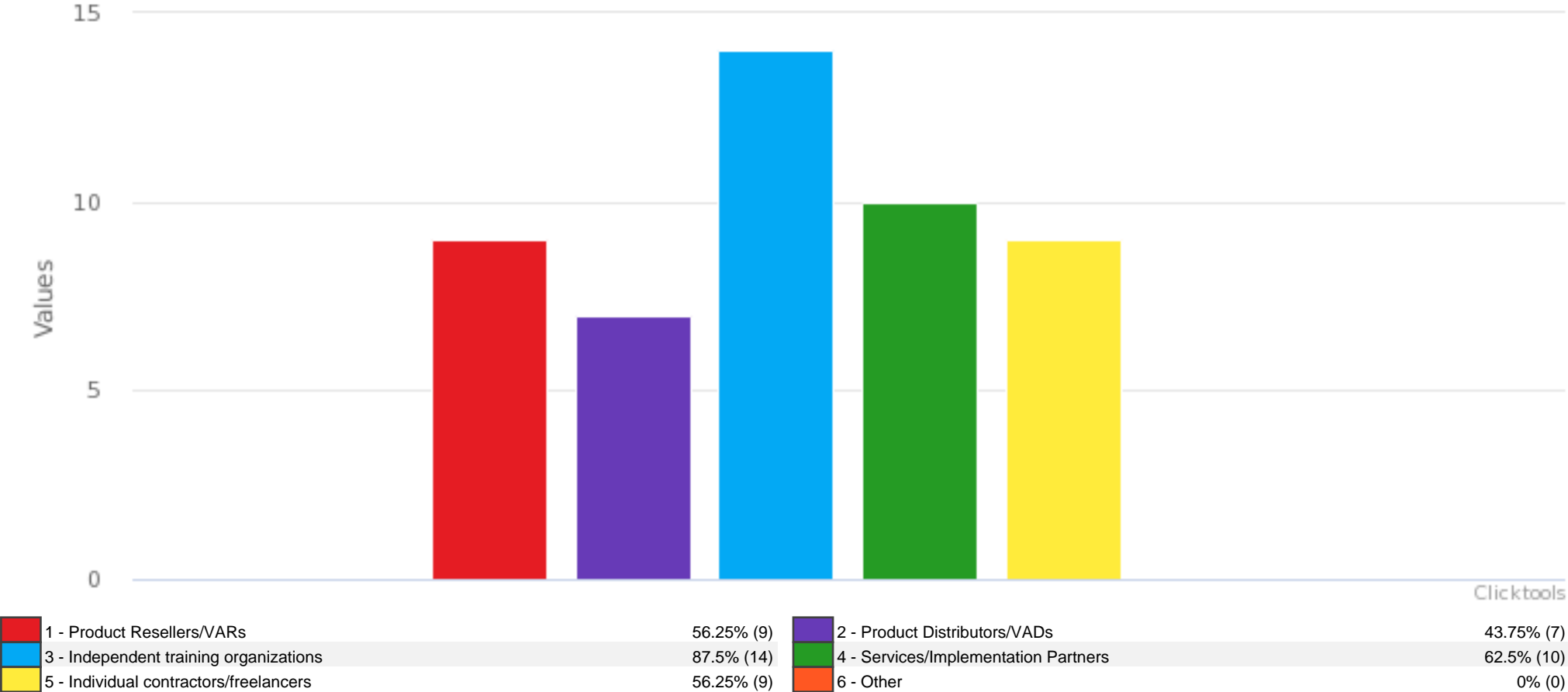
Response: 16

95. How many delivery partners do you have worldwide and in each region (if a partner is active globally, only add to the worldwide field)?

	Worldwide	North America	Central and South America	Europe, Middle East and Africa	Asia/Pacific
Average	32.87	7.4	3.47	35	8.93
Highest	170	50	10	300	50
Lowest	0	0	0	0	0
Standard deviation	53.52	12.79	3.34	75.71	12.37

96. Which of the following does your delivery partner business model include? Select all that apply.

■ (red)	1 - Pay per use of the instructor	62.5% (10)	
■ (purple)	2 - Recurring fixed fee licensing		31.25% (5)
■ (blue)	3 - Per seat revenue sharing	50% (8)	
■ (green)	4 - Training kit/unit based materials fee		50% (8)
■ (yellow)	5 - Other	0% (0)	
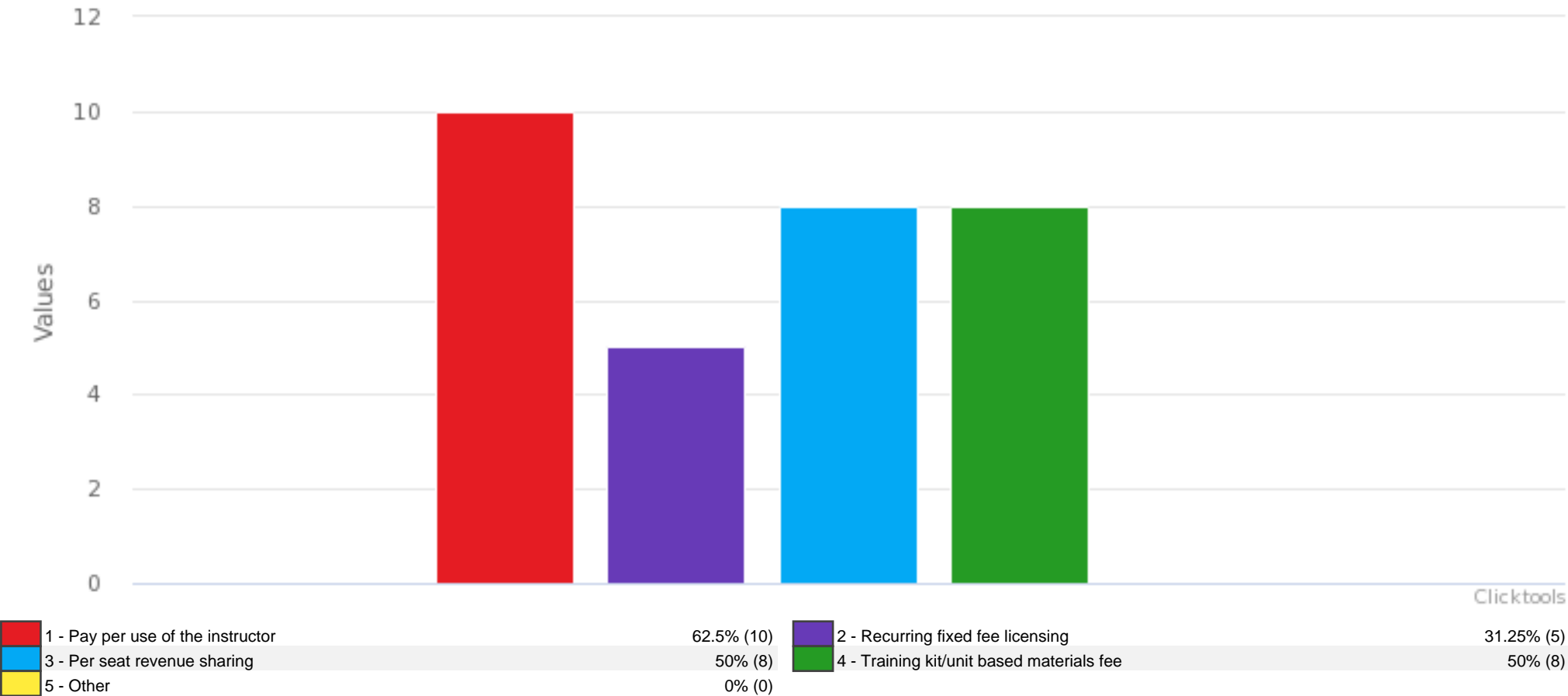
Response: 16

97. For the most recent fiscal year, what percentage of your total training revenue does your delivery partner program generate for Education Services? Answer for worldwide and each region.

| 1	None	2	1-10%	3	11-20%	4	21-30%
5	31-40%	6	41-50%	7	51-60%	8	61-70%
9	71-80	10	81-90%	11	>90%		

		1	2	3	4	5	6	7	8	9	10	11	Mean
1	Worldwide	8.33% (1)	41.67% (5)	16.67% (2)	16.67% (2)	0% (0)	0% (0)	8.33% (1)	0% (0)	0% (0)	0% (0)	8.33% (1)	3.58
2	North America	21.43% (3)	42.86% (6)	14.29% (2)	14.29% (2)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	7.14% (1)	2.86
3	Central and South America	14.29% (2)	35.71% (5)	14.29% (2)	14.29% (2)	0% (0)	0% (0)	0% (0)	7.14% (1)	0% (0)	0% (0)	14.29% (2)	4
4	Europe, Middle East and Africa	6.67% (1)	33.33% (5)	20% (3)	26.67% (4)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	6.67% (1)	6.67% (1)	3.8
5	Asia/Pacific	7.69% (1)	38.46% (5)	23.08% (3)	15.38% (2)	0% (0)	0% (0)	0% (0)	0% (0)	7.69% (1)	0% (0)	7.69% (1)	3.62

98. Do you allow channel partners and customers/end users to redeem training credits through your course delivery partner program?

	1 - Yes	60% (9)		2 - No	40% (6)
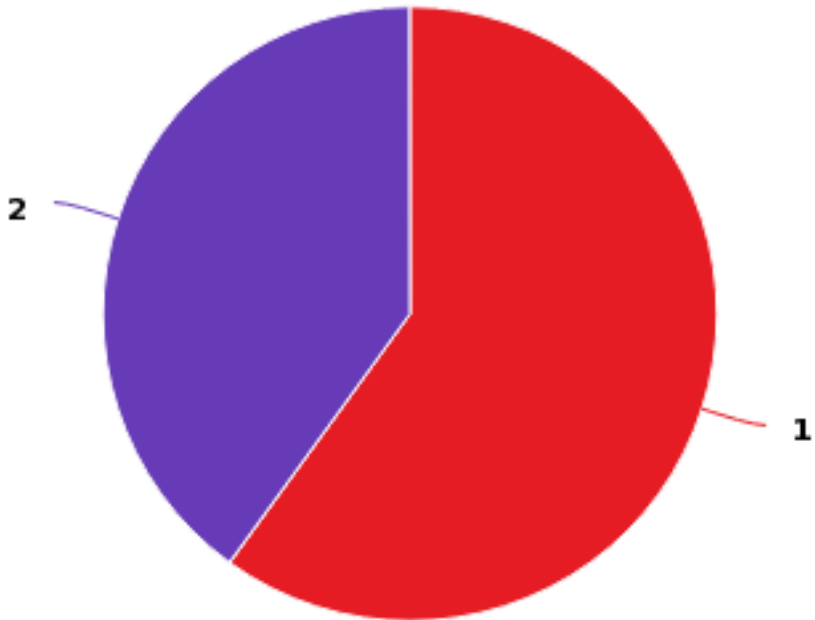
Mean: 1.4
Response: 15

99. Do you allow Delivery partners to resell subscriptions?
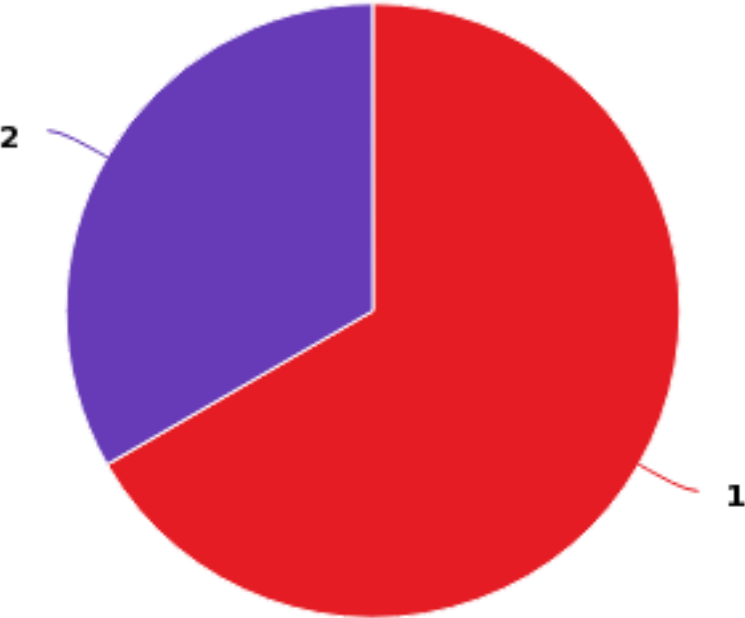
	1 - Yes		66.67% (10)		2 - No		33.33% (5)

Mean: 1.33
Response: 15

100. Do you allow channel partners and customers/end users to use subscriptions also for delivery partner delivered contents?
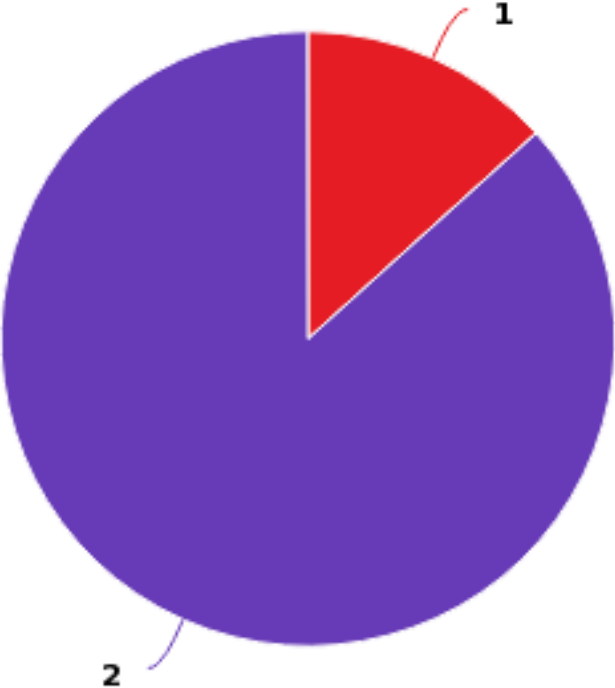
🟥 1 - Yes	13.33% (2)	🟪 2 - No	86.67% (13)

Mean: 1.87
Response: 15

101. How much do pay delivery partners for subscription delivery as % of their normal fees?

2
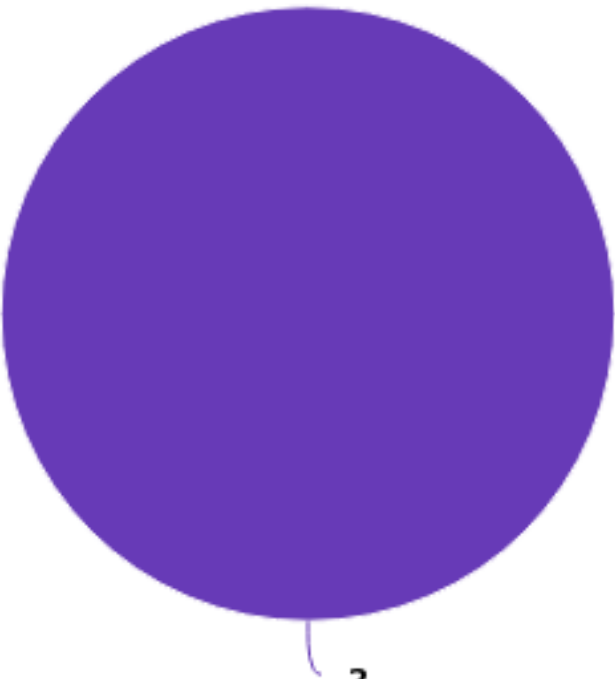
■ 1 - Same fee	0% (0)	■ 2 - 99-75%	100% (1)
■ 3 - 74-50%	0% (0)	■ 4 - Less than 50%	0% (0)

Mean: 2
Response: 1

102. Do you require course delivery partner organizations to participate in a formal class evaluation process?
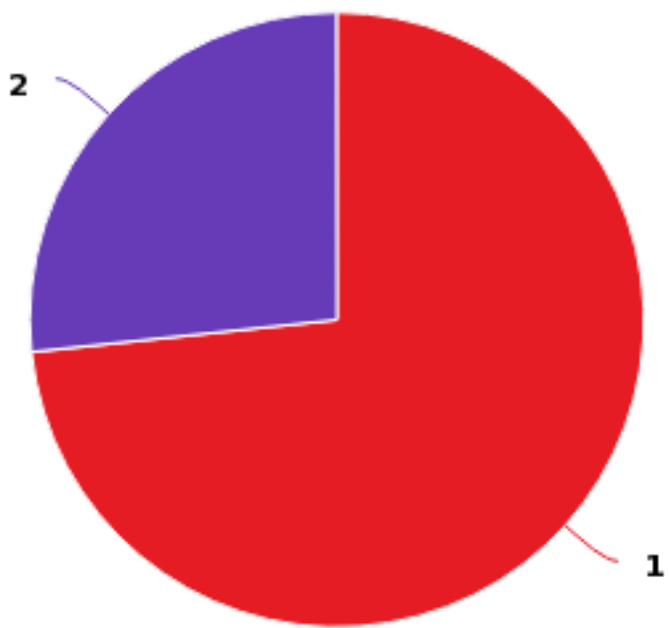
■ 1 - Yes	73.33% (11)	■ 2 - No	26.67% (4)

Mean: 1.27
Response: 15

103. How do you prevent competition between your training partners and your own business? Select all that apply.

🟥	1 - Different education offerings (for example, partner only delivers end user training, you don´t)		0% (0)
🟪	2 - Different countries and regions (for example, partner only delivers in countries where you don´t offer training yourself)		76.92% (10)
🟦	3 - Different products (for example, partner can offer training only on SMB products)		7.69% (1)
🟩	4 - Penalties in case of violations		0% (0)
🟨	5 - Other		23.08% (3)
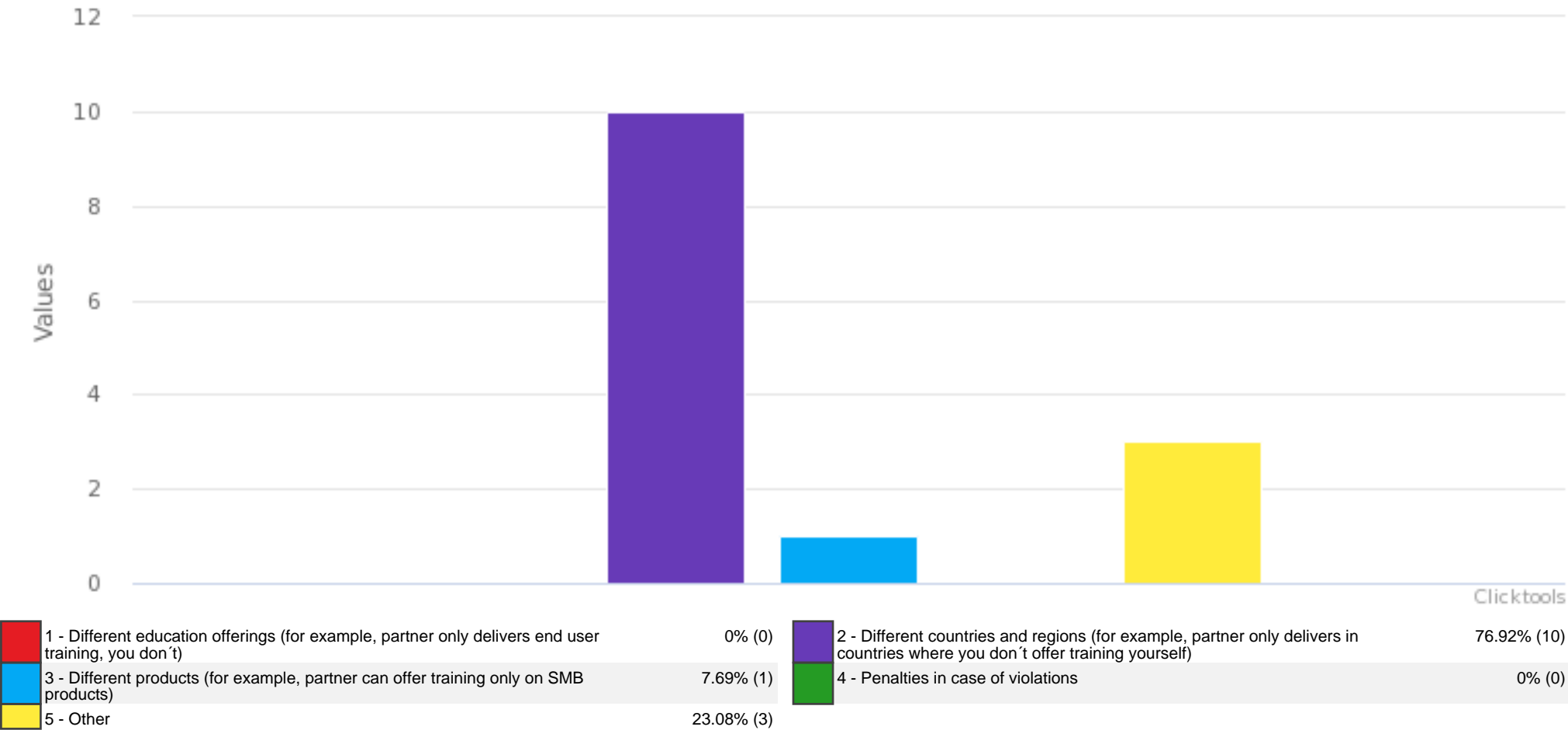
Response: 13

104. Are your training partners allowed to customize content, and if so, what is the fee model?
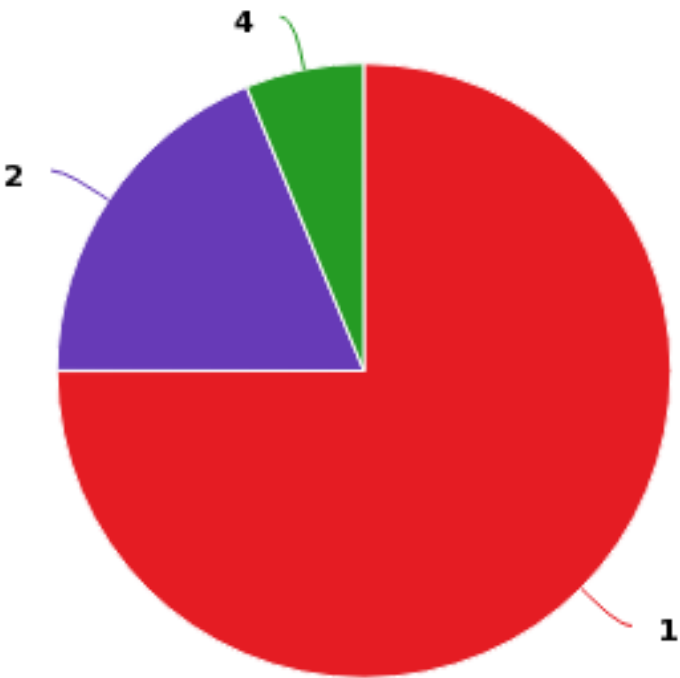
■ 1 - No, not allowed to customize	75% (12)	■ 2 - Yes, allowed, and use the same fee model as standard training	18.75% (3)
■ 3 - Yes, allowed, and use fixed royalty fee for unlimited use	0% (0)	■ 4 - Yes, allowed, and use royalty fee based on volume	6.25% (1)
■ 5 - Yes, allowed, and use other fee model (please enter it on the next line)	0% (0)	■ 6 - Other	0% (0)

Mean: 1.38
Response: 16

105. Are your training partners allowed to localize content, and if so, what is the fee model?
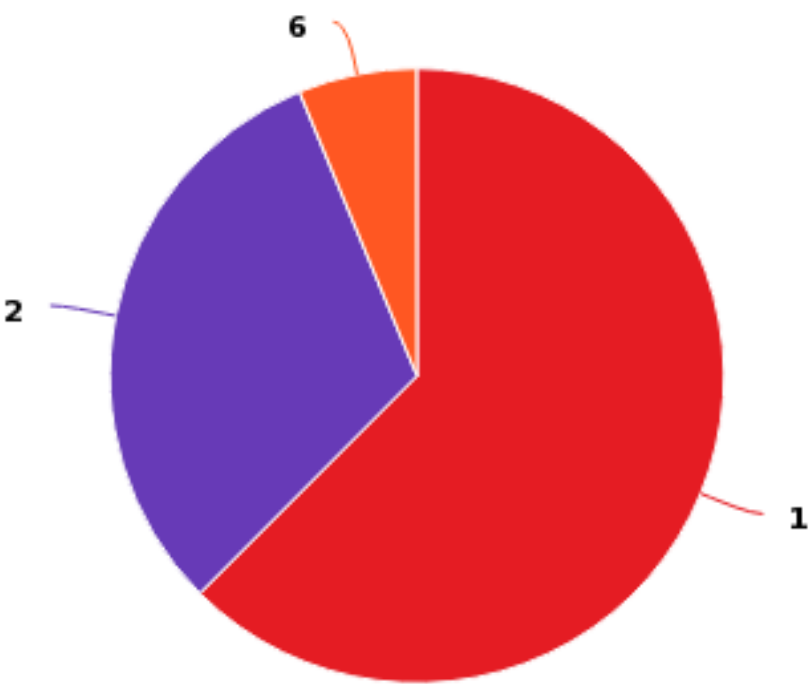
■ 1 - No, not allowed to localize	62.5% (10)	■ 2 - Yes, allowed, and use the same fee model as standard training	31.25% (5)
■ 3 - Yes, allowed, and use fixed royalty fee for unlimited use	0% (0)	■ 4 - Yes, allowed, and use royalty fee based on volume	0% (0)
■ 5 - Yes, allowed, and use other fee model (please enter it on the next line)	0% (0)	■ 6 - Other	6.25% (1)

Mean: 1.62

Response: 16

106. How do you track compliance for kit models? Select all that apply.

■ 1 - Trust model	12.5% (2)	■ 2 - Partner has to register students at your LMS	62.5% (10)
■ 3 - Partner has to order kits from you or your vendors	43.75% (7)	■ 4 - Other	6.25% (1)
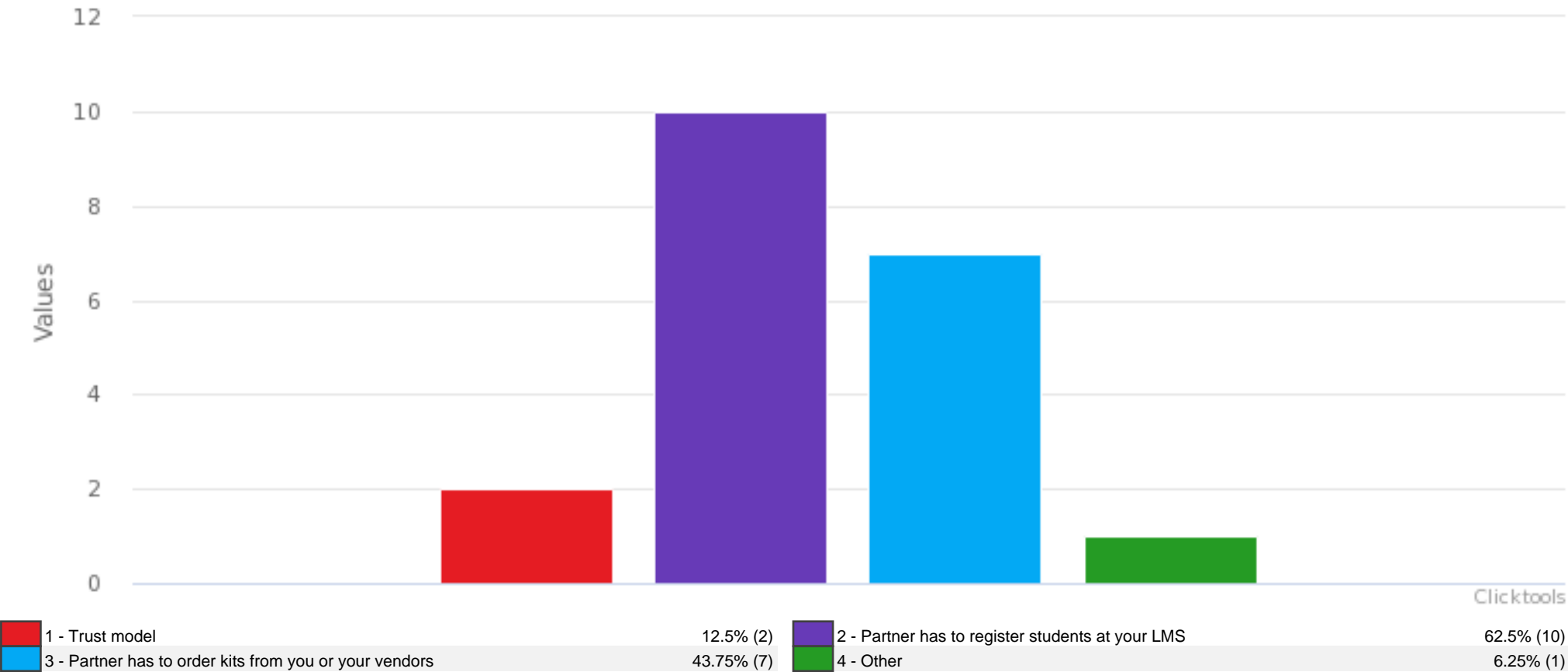
Response: 16

107. What is the level of profitability of your training partner program (in terms of operating margin – all delivery costs and all admin/ops/general costs)?
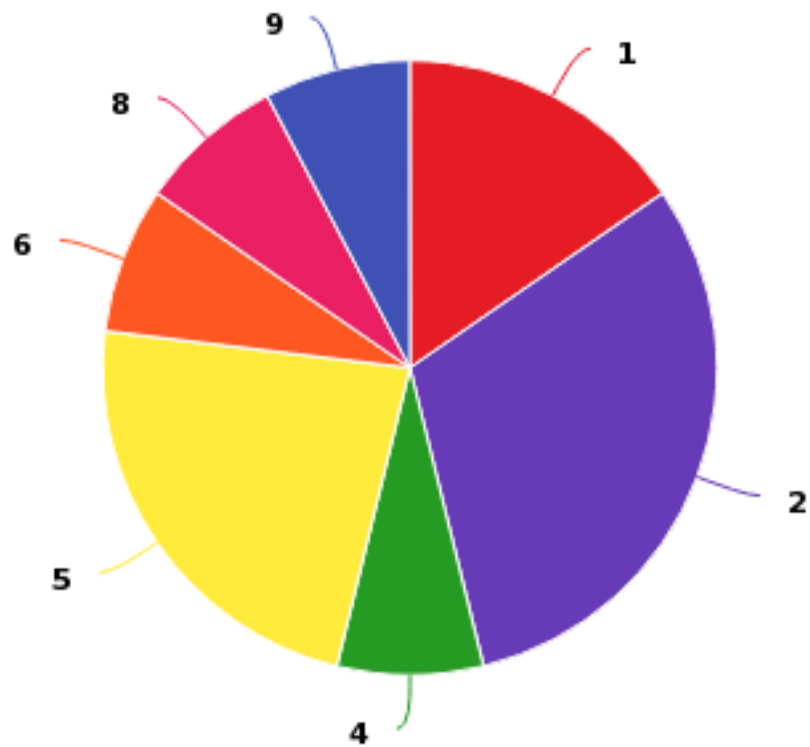
1 - < 10%	15.38% (2)	2 - 10-20%	30.77% (4)
3 - 21-30%	0% (0)	4 - 31-40%	7.69% (1)
5 - 41-50%	23.08% (3)	6 - 51-60%	7.69% (1)
7 - 61-70%	0% (0)	8 - 71-80%	7.69% (1)
9 - 81-90%	7.69% (1)	10 - > 90%	0% (0)

Mean: 4

Response: 13

108. Do you have a formal academic program?
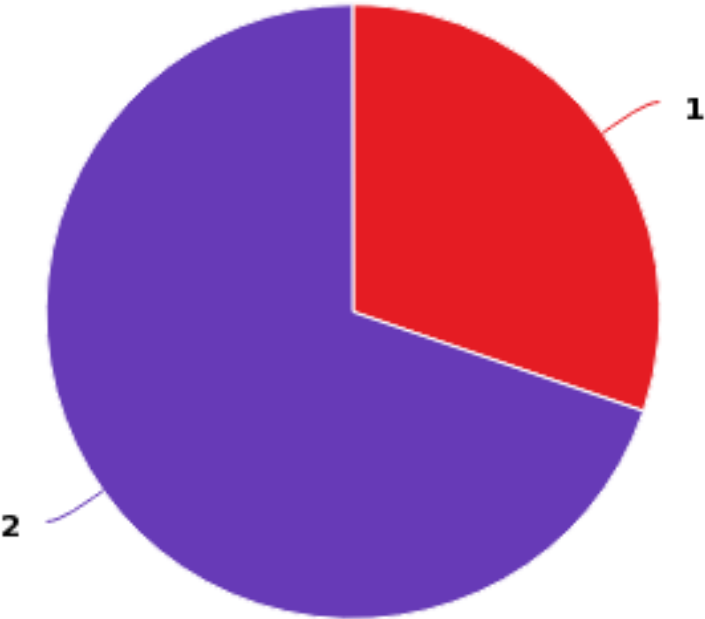
■ 1 - Yes	30.23% (13)	■ 2 - No	69.77% (30)

Mean: 1.7
Response: 43

109. What are the two main goals of your academic program?

1 - Extend/expand the reach of Education Services	46.15% (6)	
3 - Supporting school-to-work programs	0% (0)	
5 - Seed the market with in-demand skills via academia	30.77% (4)	

2 - Establish brand/technical mindshare for future customers and users	69.23% (9)	
4 - Provide a source of new-hires and/or interns for internal, partner and/or customer/user organizations	46.15% (6)	
6 - Other	0% (0)	
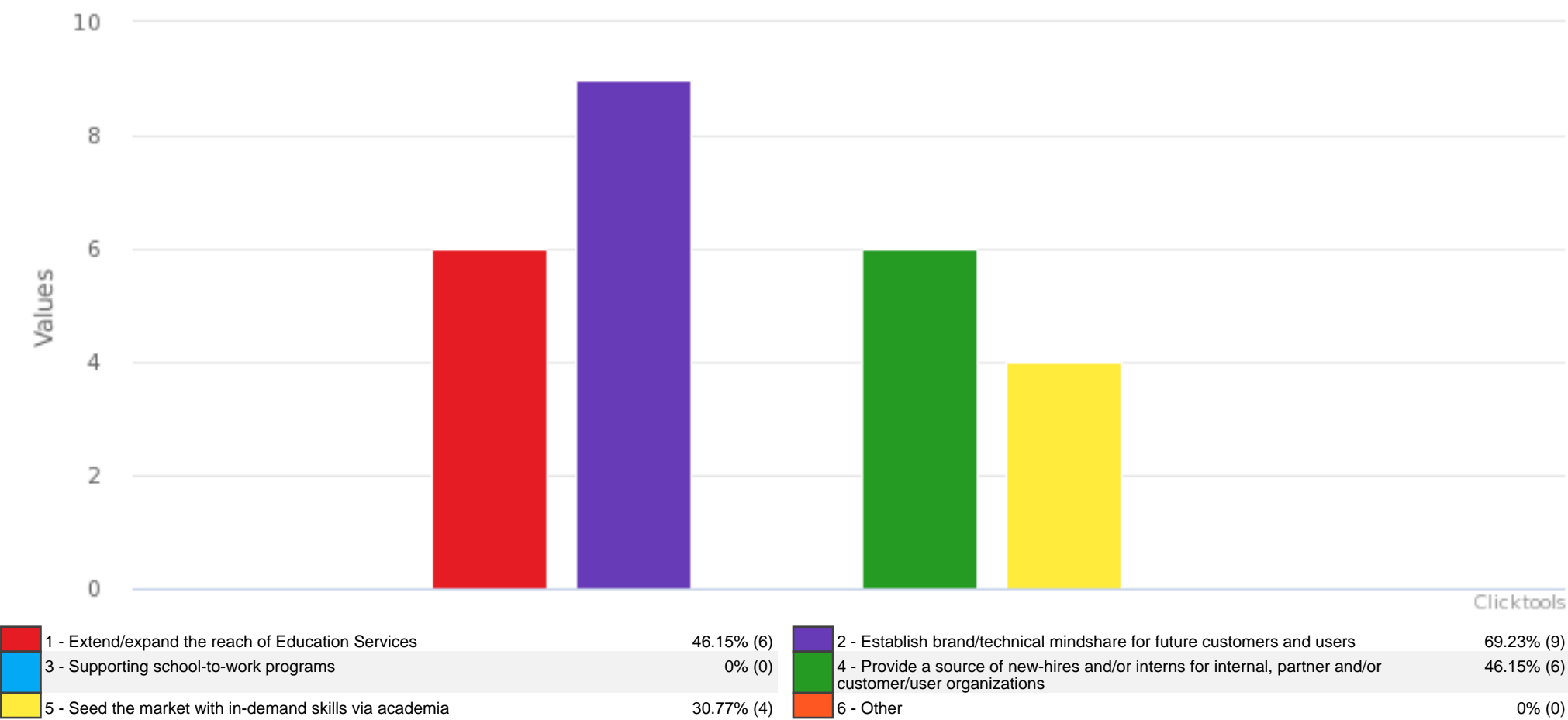
Response: 13

110. Does your customer and partner education team assist with integrating course content into existing academic curricula?

| 1 - Yes | 69.23% (9) | 2 - No | 30.77% (4) |

Mean: 1.31

Response: 13
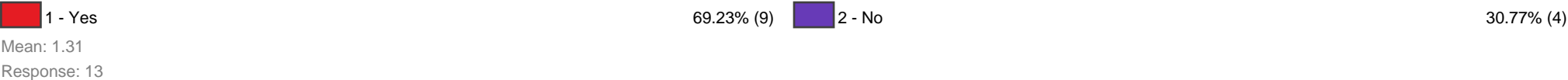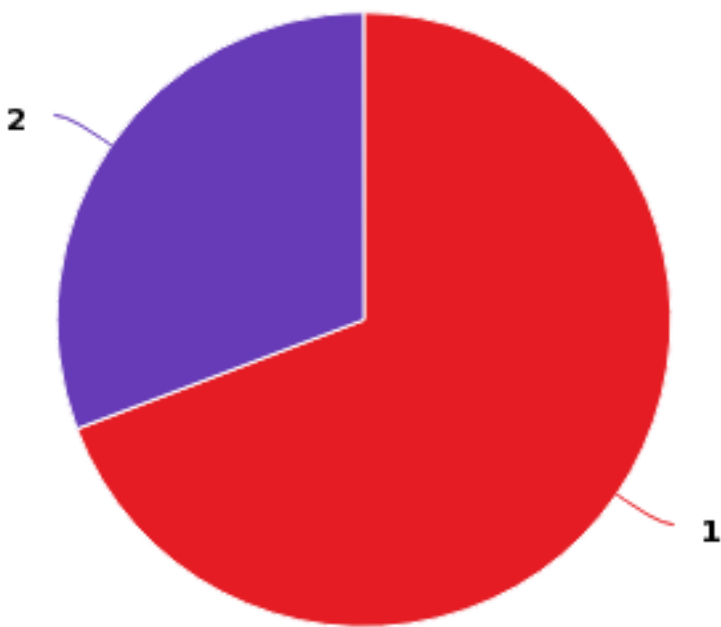
111. How many academic program members do you have worldwide and in each region?

	Worldwide	North America	Central and South America	Europe, Middle East and Africa	Asia/Pacific
Average	478.78	68.67	11.33	35	23.33
Highest	3,000	600	100	300	200
Lowest	1	0	0	0	0
Standard deviation	1,023.48	199.31	33.25	99.48	66.33

Response: 9

112. Which of the following types of academic institutions and programs are allowed to participate in your academic partner program? Select all that apply.

1 - Secondary schools	27.27% (3)	2 - Vocational/Technical Schools	45.45% (5)
3 - Associates' programs/2 year colleges or certificates	54.55% (6)	4 - Bachelors' programs/4 year colleges and universities	90.91% (10)
5 - Graduate programs/universities	72.73% (8)	6 - Other	0% (0)
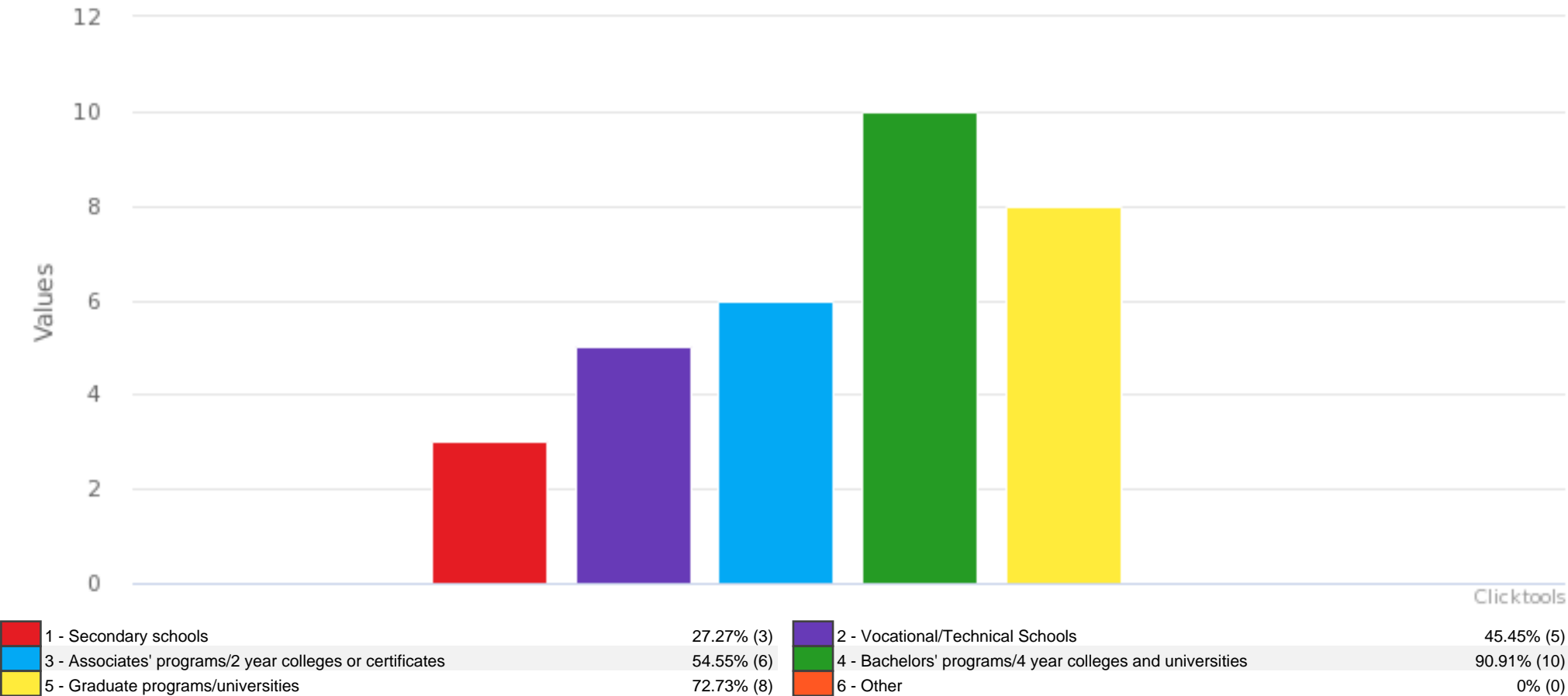
Response: 11

113. What is your academic program business model? Select all that apply.

■ 1 - Recurring fixed fee licensing	27.27% (3)	■ 2 - Per seat revenue sharing	0% (0)
■ 3 - Training kit/unit based materials fee	9.09% (1)	■ 4 - Corporate-provided budget	63.64% (7)
■ 5 - Other	0% (0)		
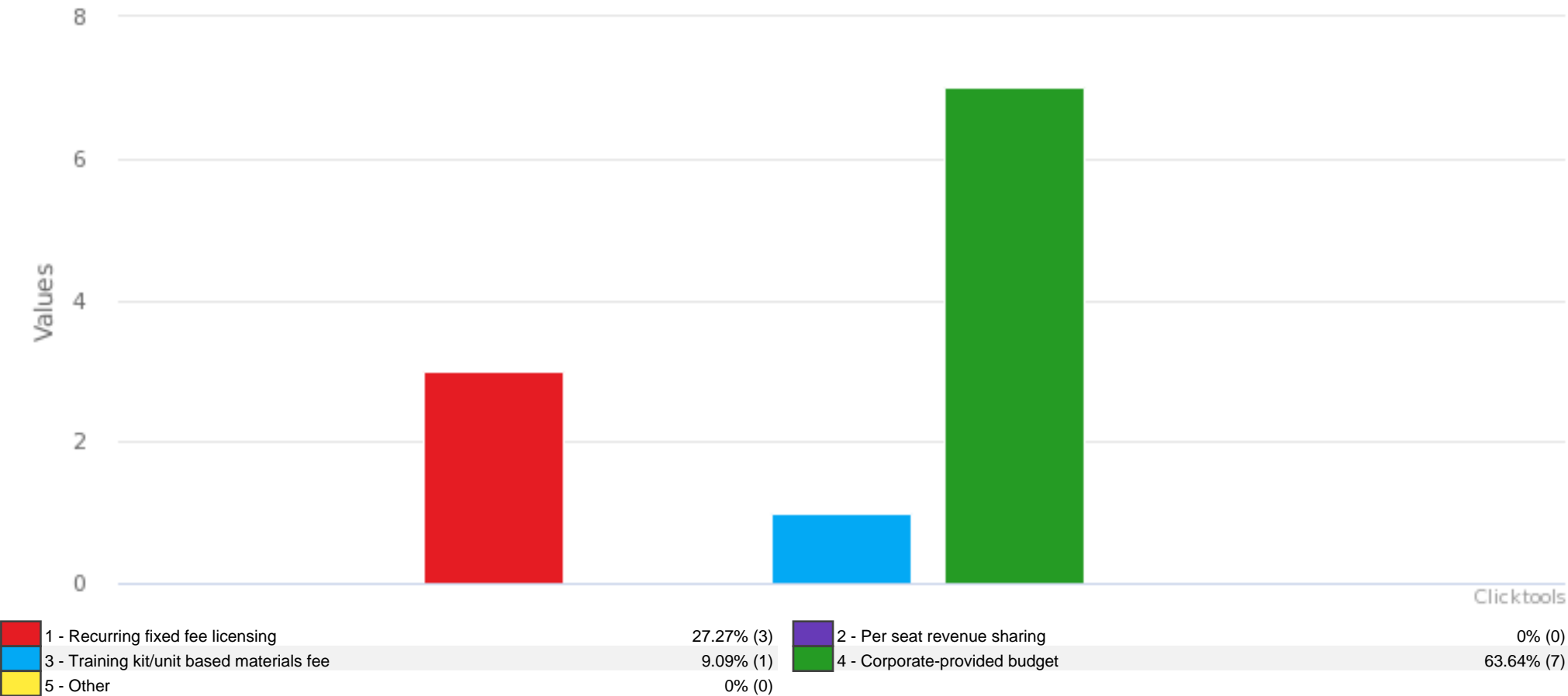
Response: 11

114. Do you use any third-party partners for business development or train-the-trainer purposes as part of your academic program:
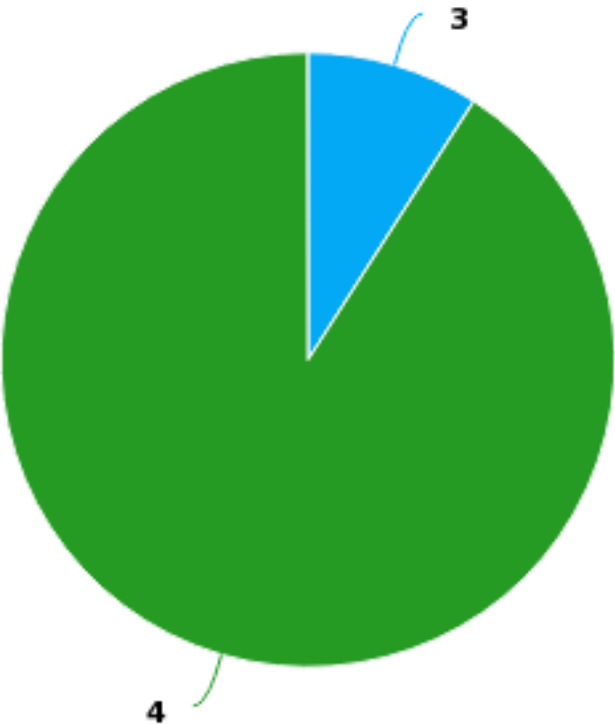
1 - We use third-party partners for business development	0% (0)	2 - We use third-party partners for train-the-trainer	0% (0)
3 - We use third-party partners for business development and train-the-trainer	9.09% (1)	4 - We do not use third-party partners for these	90.91% (10)

Mean: 3.91
Response: 11

115. What are your key measures of success/key performance indicators (KPIs)? Please select all that apply.

■	1 - Number of member institutions	60% (6)	■	2 - Number of students trained	70% (7)
■	3 - Number of students placed in jobs	20% (2)	■	4 - Number of students certified	70% (7)
■	5 - Number of accredited educators	10% (1)	■	6 - Other	0% (0)
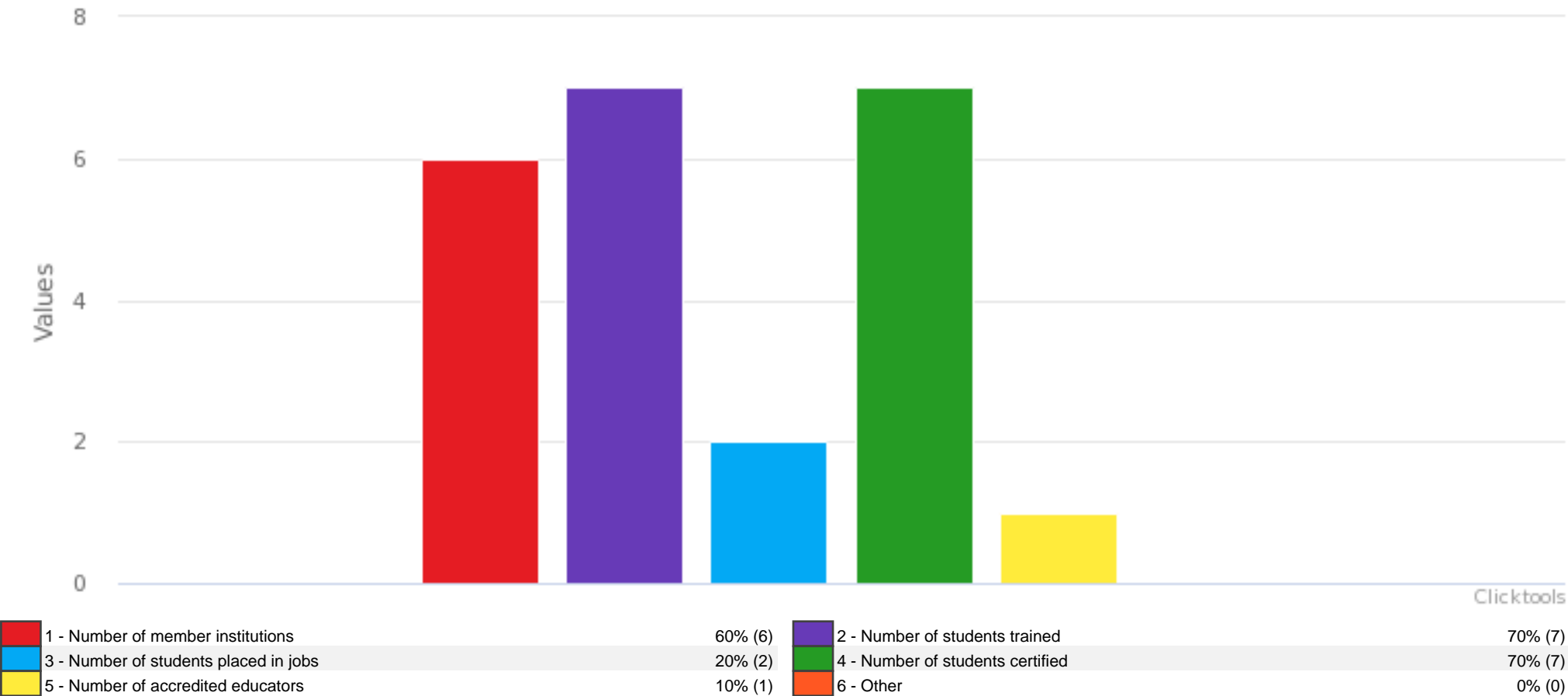
Response: 10

116. For the most recent fiscal year, what percentage of your total training revenue does your academic program generate? Answer for worldwide and each region.

1	None	2	1-10%	3	11-20%	4	21-30%
5	31-40%	6	41-50%	7	51-60%	8	61-70%
9	71-80	10	81-90%	11	>90%		

		1	2	3	4	5	6	7	8	9	10	11	Mean
1	Worldwide	72.73% (8)	18.18% (2)	0% (0)	9.09% (1)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.45
2	North America	72.73% (8)	18.18% (2)	0% (0)	9.09% (1)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.45
3	Central and South America	81.82% (9)	18.18% (2)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.18
4	Europe, Middle East and Africa	81.82% (9)	18.18% (2)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.18
5	Asia/Pacific	90% (9)	10% (1)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.1
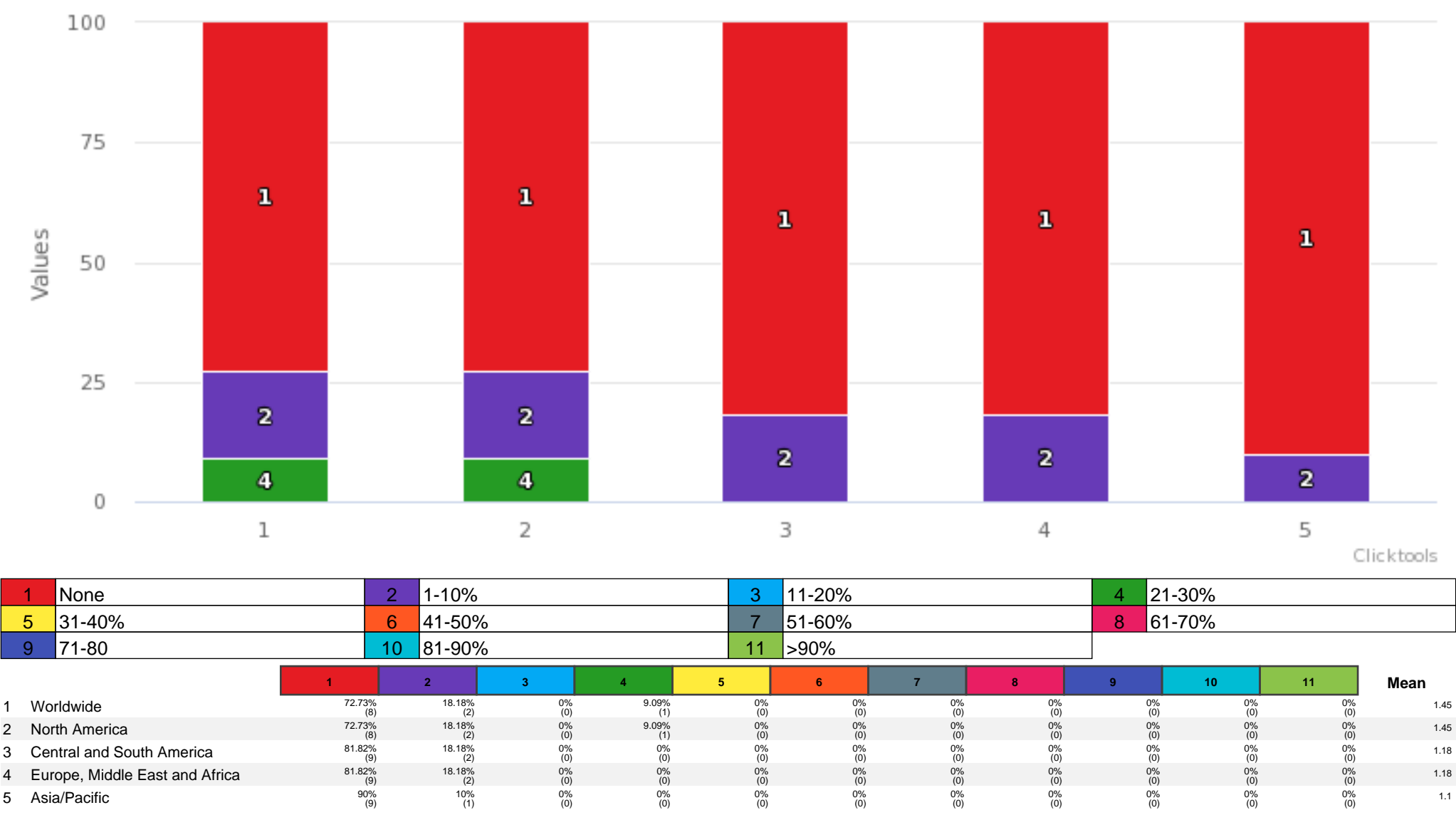
117. Does your company offer a professional certification program on your products and technology?

■	1 - Yes, for all of our products	13.95% (6)	
■	2 - Yes, for some of our products		72.09% (31)
■	3 - No, we don't offer any certification programs	13.95% (6)	

Mean: 2
Response: 43

118. What are the three main goals for your certification programs?

■	1 - Validate partner skills	77.78% (28)	■ 2 - Promoting brand recognition in the industry	66.67% (24)
■	3 - Creating loyalty in our partner community and customer base	41.67% (15)	■ 4 - Establishing advocacy in the technical community	22.22% (8)
■	5 - Creating a social network of support in the technical community	8.33% (3)	■ 6 - Revenue Generation	25% (9)
■	7 - Ensure customer satisfaction	27.78% (10)	■ 8 - Enhance our product's value	19.44% (7)
■	9 - Other	2.78% (1)		

Response: 36

119. Who is the intended/required audience for your certification programs and for whom is it required? Select all that apply.

		Intended	Required
1	Sales - Internal staff	100% (7)	0% (0)
2	Sales - Channels/Partners	60% (9)	40% (6)
3	Presales – Internal Staff/Engineers	66.67% (16)	33.33% (8)
4	Presales – Channel/Partners	60.71% (17)	39.29% (11)
5	Post-sales – Internal Service Staff	60.61% (20)	39.39% (13)
6	Post-sales – Channels/Partners	54.76% (23)	45.24% (19)
7	Customers/end users	82.86% (29)	17.14% (6)
8	Students (academic)	100% (13)	0% (0)
9	Other	60% (3)	40% (2)
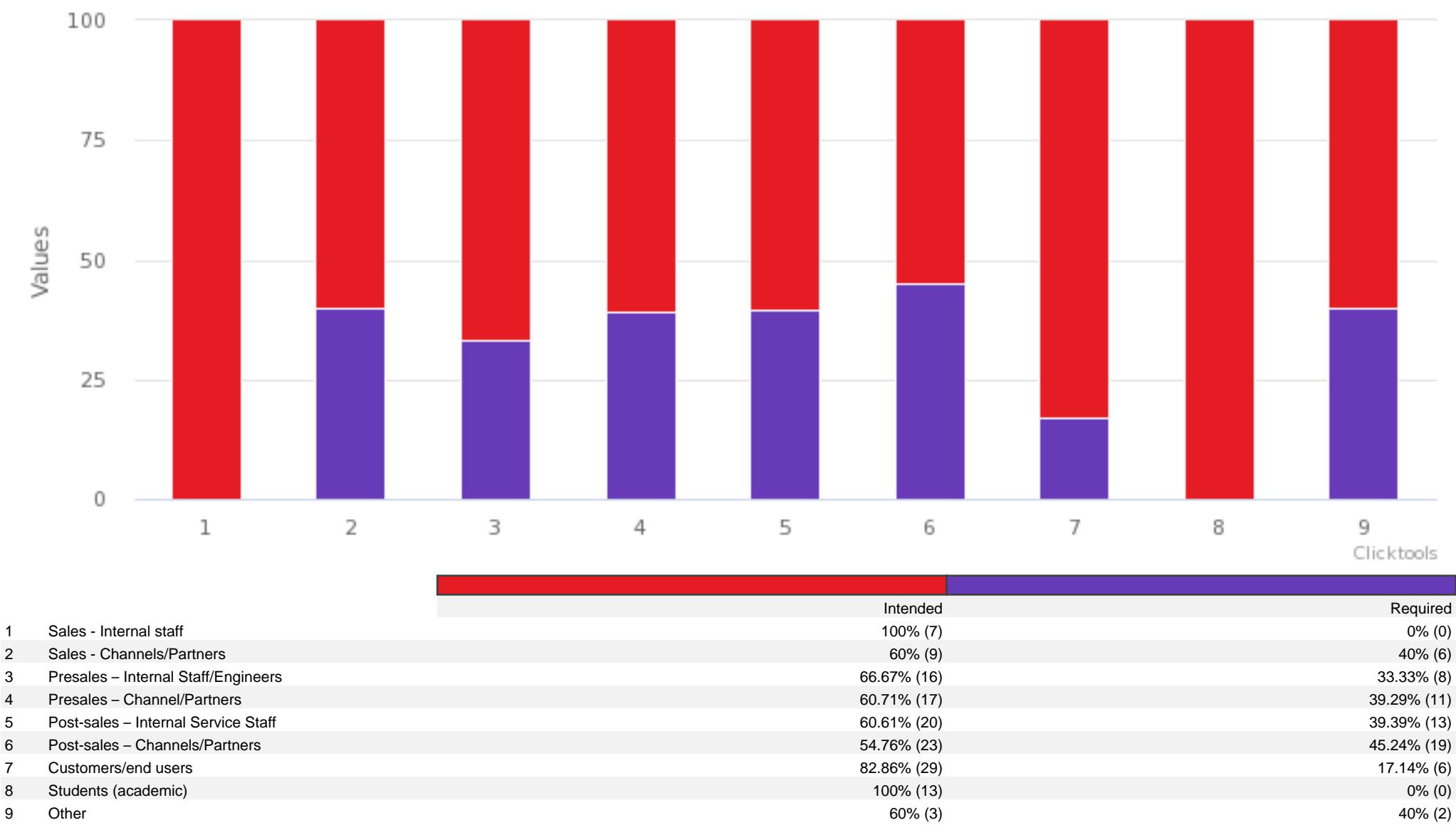
120. How many certification tiers (levels) do most of your programs offer?
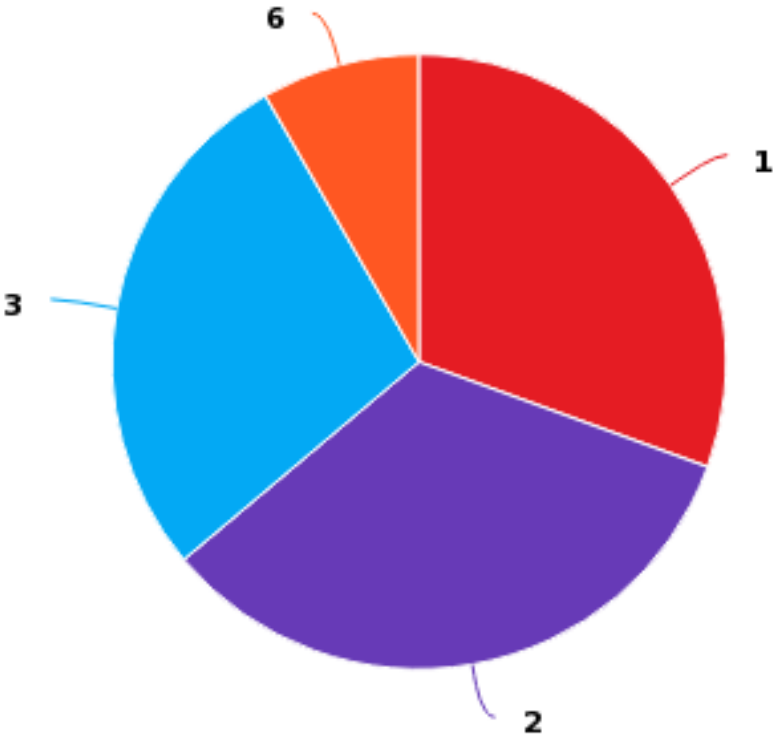
1 - 1	30.56% (11)	2 - 2	33.33% (12)
3 - 3	27.78% (10)	4 - 4	0% (0)
5 - 5 or more	0% (0)	6 - It varies	8.33% (3)

Mean: 2.31

Response: 36

121. Are your tiers progressive (that is, you must achieve one level to progress to the next)?
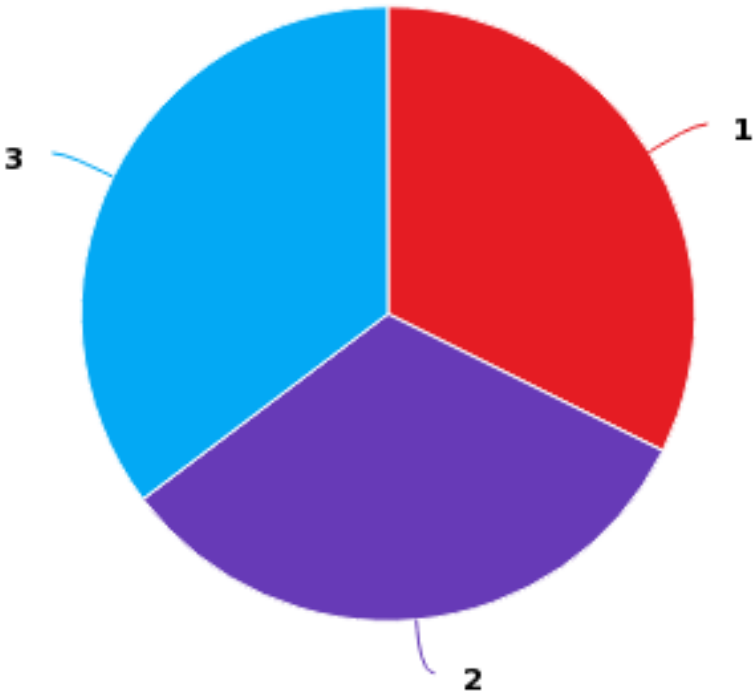
🟥 1 - Yes, for all tiers	32.35% (11)	🟪 2 - Yes, but only for some tiers	32.35% (11)
🟦 3 - No, you can go directly to the top tier or any point in-between	35.29% (12)		

Mean: 2.03
Response: 34

122. For how long are your certifications valid before requiring a renewal?
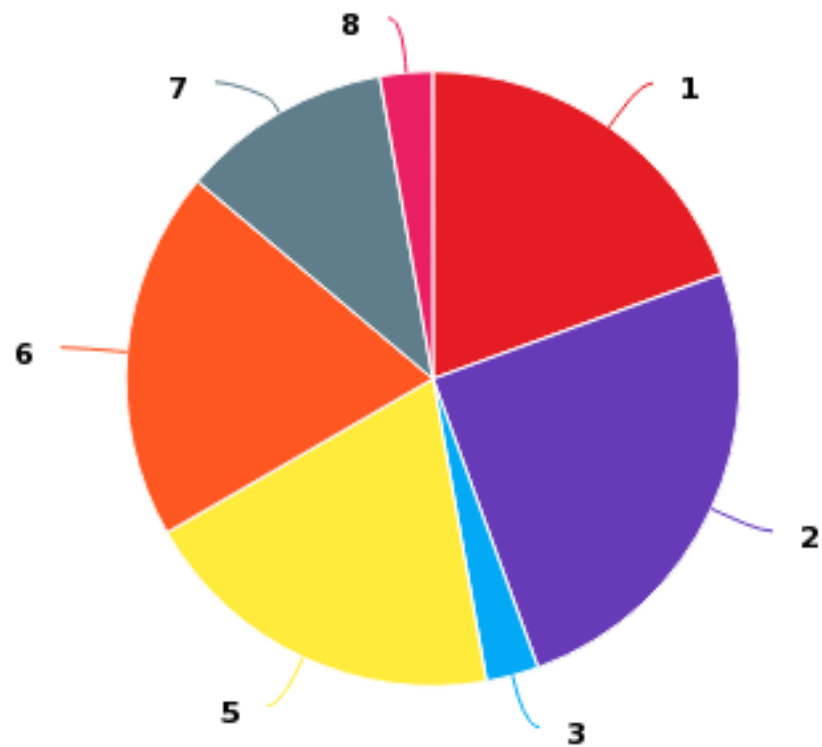
■ 1 - Must re-certify annually	19.44% (7)	■ 2 - 2 Years	25% (9)
■ 3 - 3-4 years	2.78% (1)	■ 4 - 5 years or more	0% (0)
■ 5 - Certifications never expire	19.44% (7)	■ 6 - Varies by certification	19.44% (7)
■ 7 - Only valid for a product version	11.11% (4)	■ 8 - Other	2.78% (1)

Mean: 3.92
Response: 36

123. For how many years have you offered a certification program?
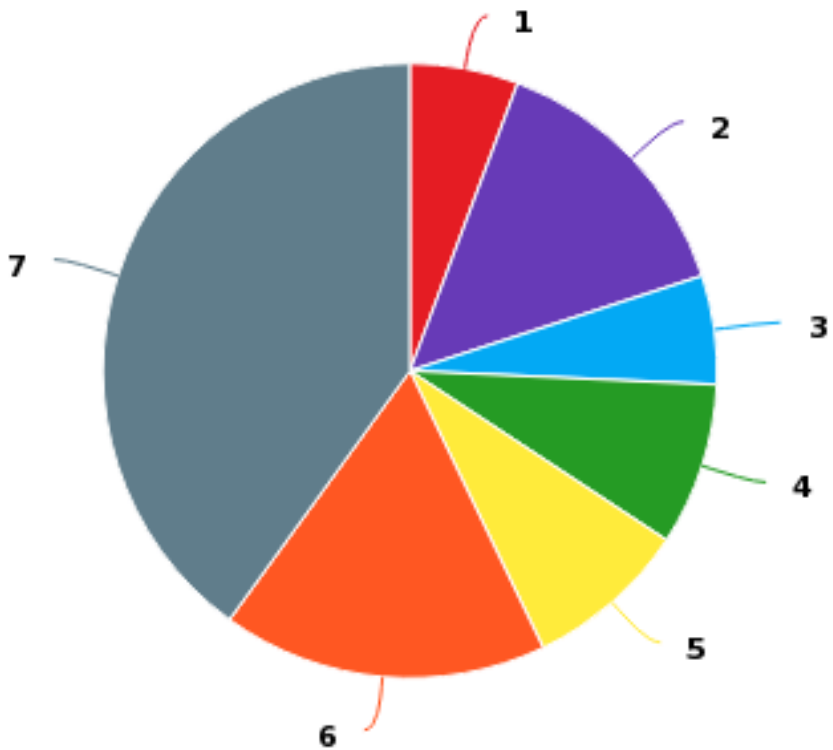
■ 1 - Less than a year	5.71% (2)	■ 2 - 1-2 years		14.29% (5)
■ 3 - 2-3 years	5.71% (2)	■ 4 - 3-4 years		8.57% (3)
■ 5 - 4-5 years	8.57% (3)	■ 6 - 5-9 years		17.14% (6)
■ 7 - 10 years or more	40% (14)			

Mean: 5.11

Response: 35

124. How many certifications:

1	1<100	2	101-200	3	201-500	4	501-1,000
5	1,001-2,000	6	2,001-5,000	7	5,001-10,000	8	10,001-50,000
9	50,001-100,000	10	>100,000				

		1	2	3	4	5	6	7	8	9	10	Mean
1	Were issued in the last business year?	15.15% (5)	0% (0)	15.15% (5)	15.15% (5)	18.18% (6)	18.18% (6)	3.03% (1)	3.03% (1)	9.09% (3)	3.03% (1)	4.79
2	Were issued since start of the certification program?	9.09% (3)	3.03% (1)	3.03% (1)	9.09% (3)	9.09% (3)	6.06% (2)	12.12% (4)	21.21% (7)	9.09% (3)	18.18% (6)	6.61
3	Are valid currently?	9.38% (3)	3.12% (1)	6.25% (2)	12.5% (4)	21.88% (7)	12.5% (4)	15.62% (5)	0% (0)	3.12% (1)	15.62% (5)	5.62

Response: 33

125. Does your certification program include Performance-Based Testing?
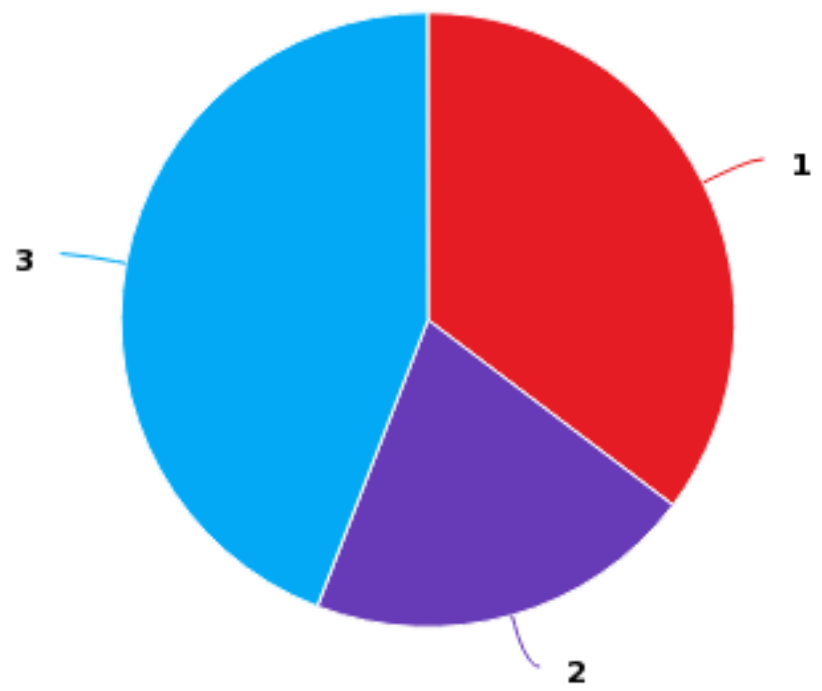
■ 1 - Yes, it's live	35.29% (12)	■ 2 - No, but we're planning it	20.59% (7)
■ 3 - No, we have no plans	44.12% (15)		

Mean: 2.09
Response: 34

126. In what form is any preparatory study/training distributed? Select all that apply.

1 - Vendor prepared, authorized instructor led training	52.78% (19)	2 - Vendor prepared e-learning	69.44% (25)
3 - Vendor prepared self-study materials	50% (18)	4 - Third party prepared and delivered instructor led training and/or e-learning	2.78% (1)
5 - Commercially available study/reading materials	16.67% (6)	6 - Publically available academic programs	8.33% (3)
7 - Certification Prep Guide & Exam	30.56% (11)	8 - We don't have any	8.33% (3)
9 - Other	2.78% (1)		

Response: 36

127. Who participates in the development of your certification exams? Select all that apply.

1 - Individuals with pre-existing certification	16.67% (6)	2 - Industry recognized technical experts	13.89% (5)
3 - Education Services staff	94.44% (34)	4 - Other company staff	55.56% (20)
5 - Partner staff	25% (9)	6 - Customers/end users	13.89% (5)
7 - Professional consultants and/or organizations	50% (18)	8 - Other	0% (0)
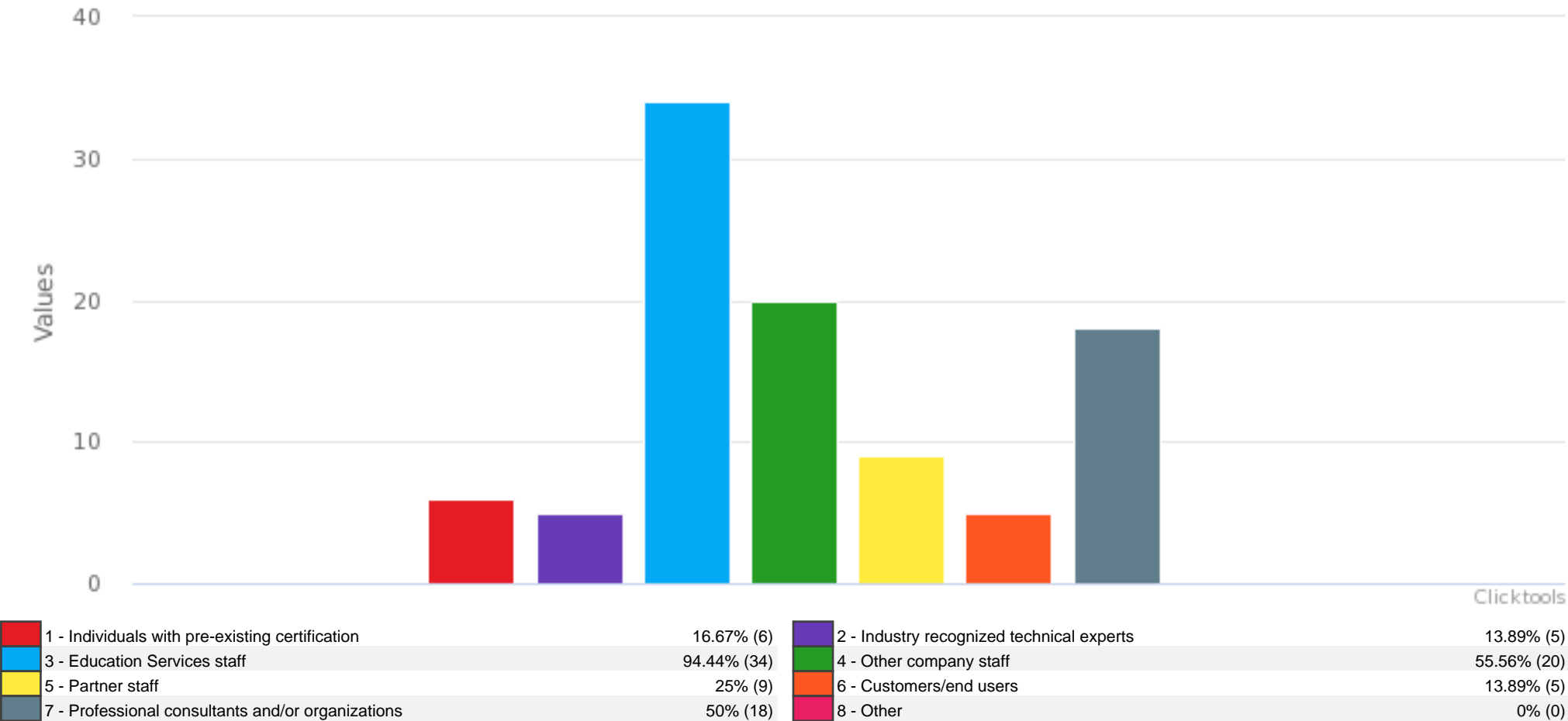
Response: 36

128. How are your certification exams administered? Select all that apply.

1 - Proctored practical exam(s)	13.89% (5)	2 - Proctored computer-based exam(s)	41.67% (15)
3 - Un-proctored computer-based exam(s)	13.89% (5)	4 - Proctored Online/web delivered computer-based exam(s)	58.33% (21)
5 - Unproctored Online/web delivered computer-based exam(s)	44.44% (16)	6 - Submission of a written/electronic dossier	5.56% (2)
7 - Other	2.78% (1)		
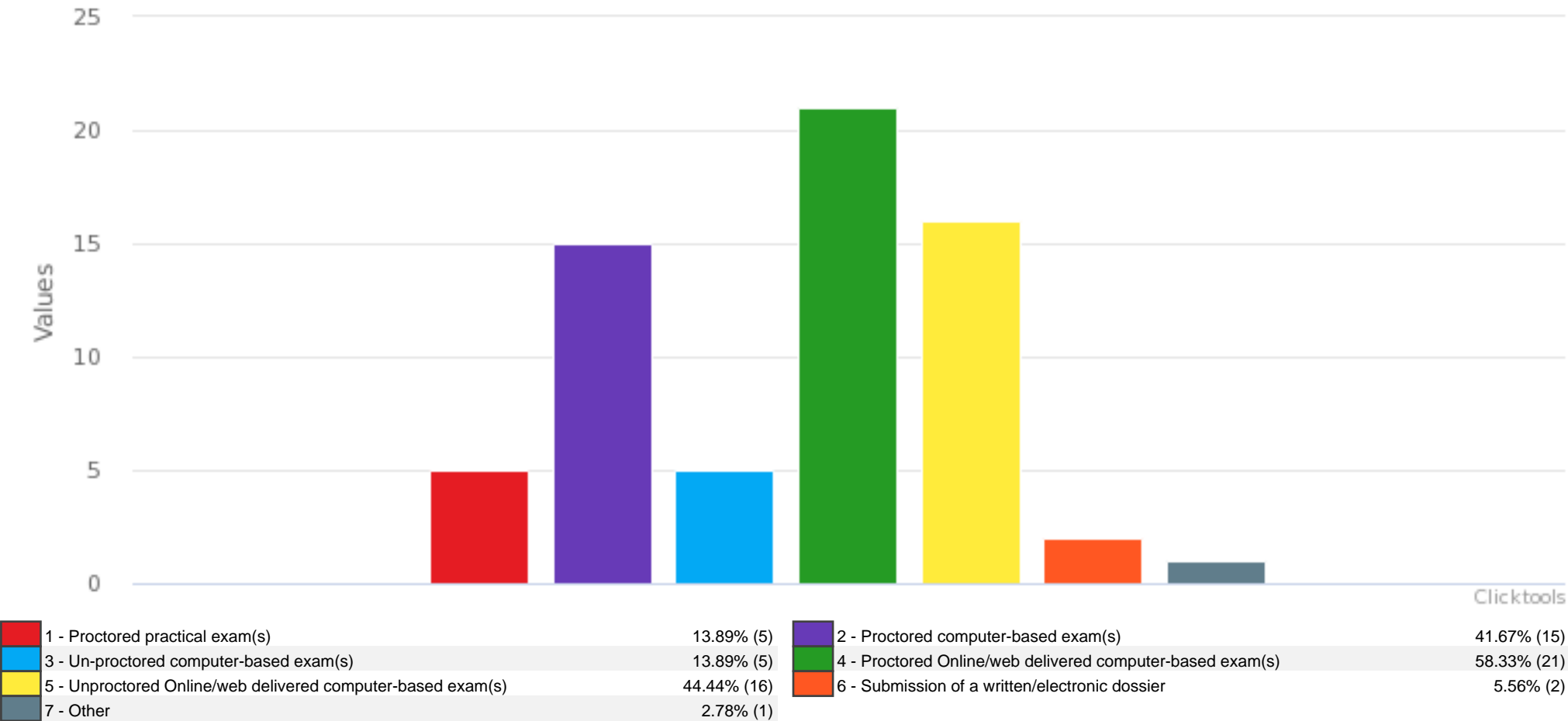
Response: 36

129. How do you deliver/distribute your certification exams? Select all that apply.

■ 1 - Our company training and testing centers	11.11% (4)	■ 2 - Authorized Training Partner training and testing centers	13.89% (5)
■ 3 - Third party training and testing centers	33.33% (12)	■ 4 - Electronically, over the web	86.11% (31)
■ 5 - Other	5.56% (2)		
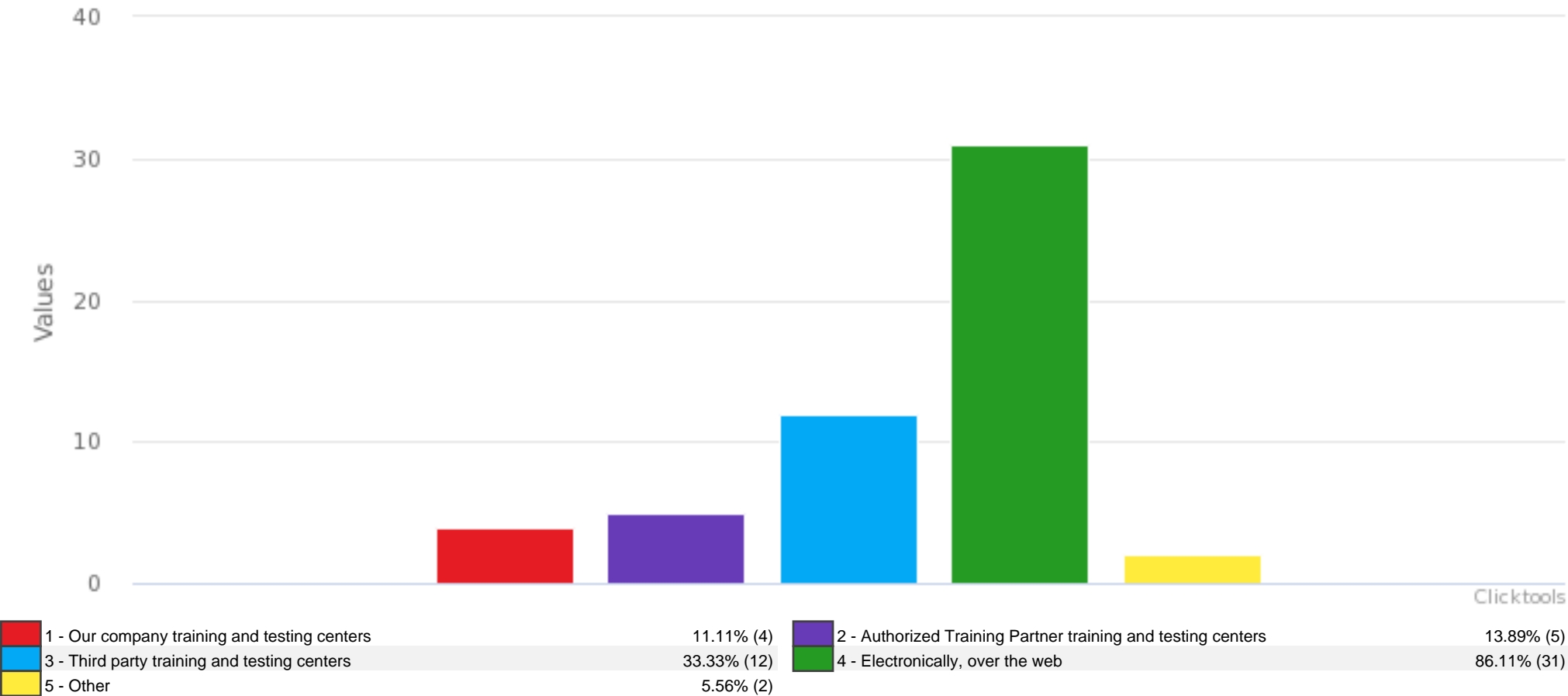
Response: 36

130. How many FTE equivalent employees in your organization are dedicated to certification?
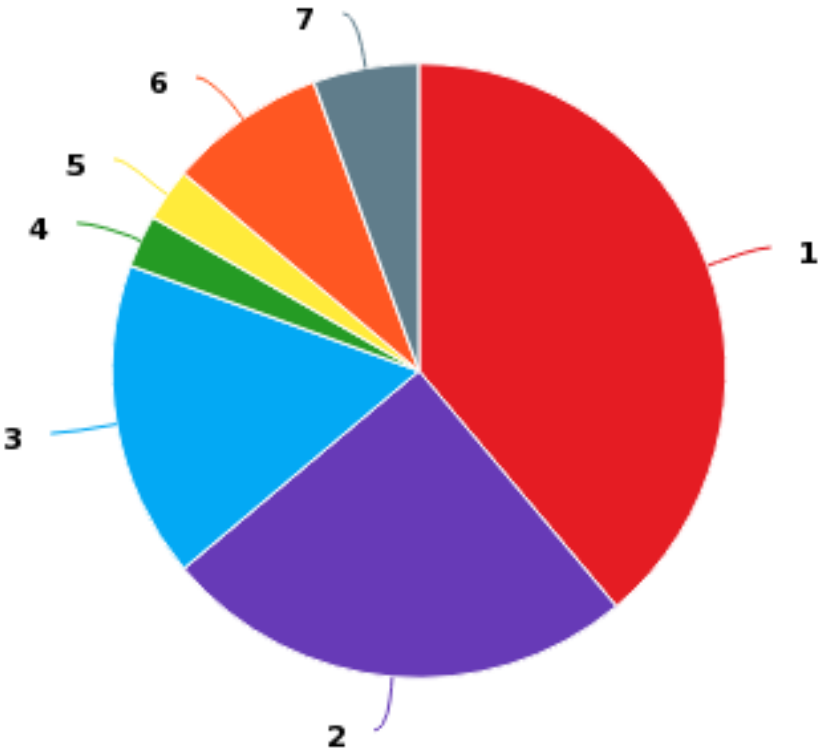
1 - None	38.89% (14)	2 - 1	25% (9)
3 - 2-3	16.67% (6)	4 - 4-5	2.78% (1)
5 - 6-10	2.78% (1)	6 - 11-20	8.33% (3)
7 - 21-40	5.56% (2)	8 - >40	0% (0)

Mean: 2.53
Response: 36

131. Which of the following benefits do your certified individuals receive? Select all that apply.

	1 - Logos	72.22% (26)	2 - Hard copy (paper) certificates	11.11% (4)
	3 - Soft copy (electronic) certificates	91.67% (33)	4 - Letters of recognition	13.89% (5)
	5 - Branded Merchandise (shirts, hats, and so on)	22.22% (8)	6 - Online store for branded merchandise	2.78% (1)
	7 - Early access to new product information	2.78% (1)	8 - Access to organization subject matter experts	2.78% (1)
	9 - Preferential access to training (for example, bypass wait lists)	0% (0)	10 - Preferential access to technical support	11.11% (4)
	11 - Preferential access to technology (online labs and networks)	5.56% (2)	12 - Access to dedicated community for certified individuals	19.44% (7)
	13 - Career Support Special events for certified individuals at vendor conferences	8.33% (3)	14 - Product service or discounts	5.56% (2)
	15 - Registry listing	13.89% (5)	16 - Free training when products they are certified on are updated	11.11% (4)
	17 - Other	19.44% (7)		

Response: 36