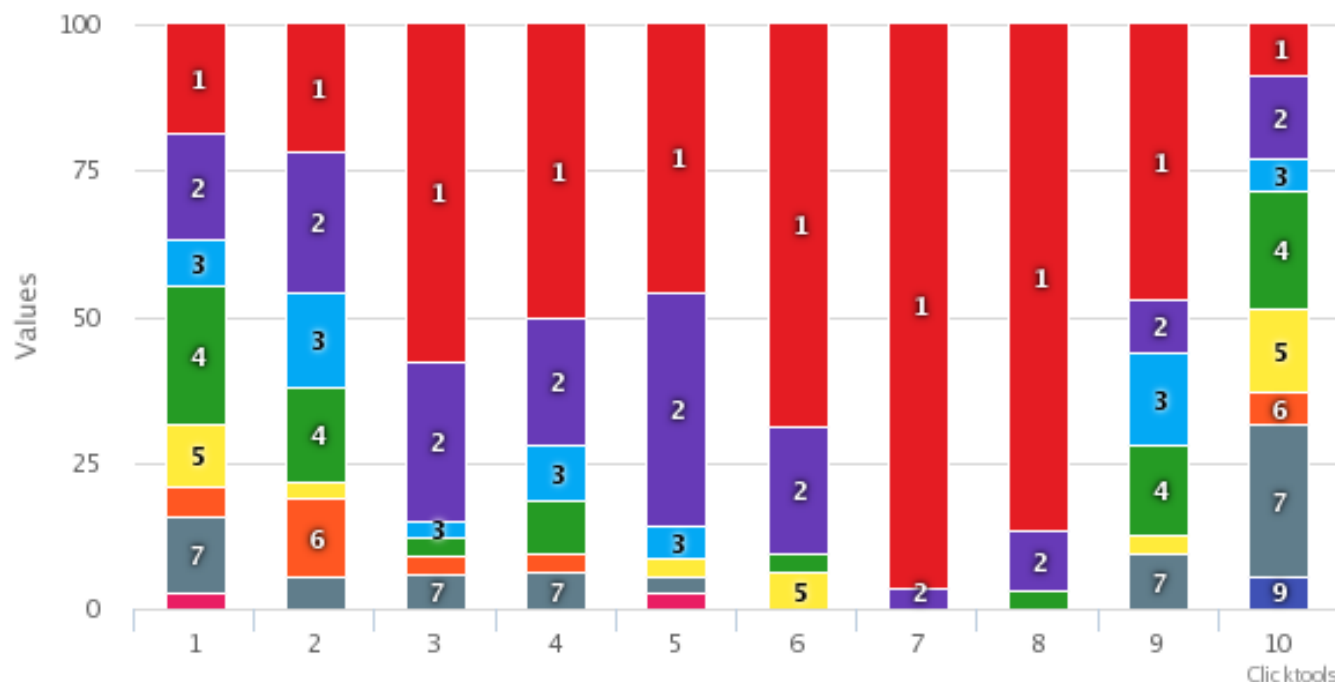


## SaaS (38)

1. Please indicate below your current annualized revenues from the following modalities.

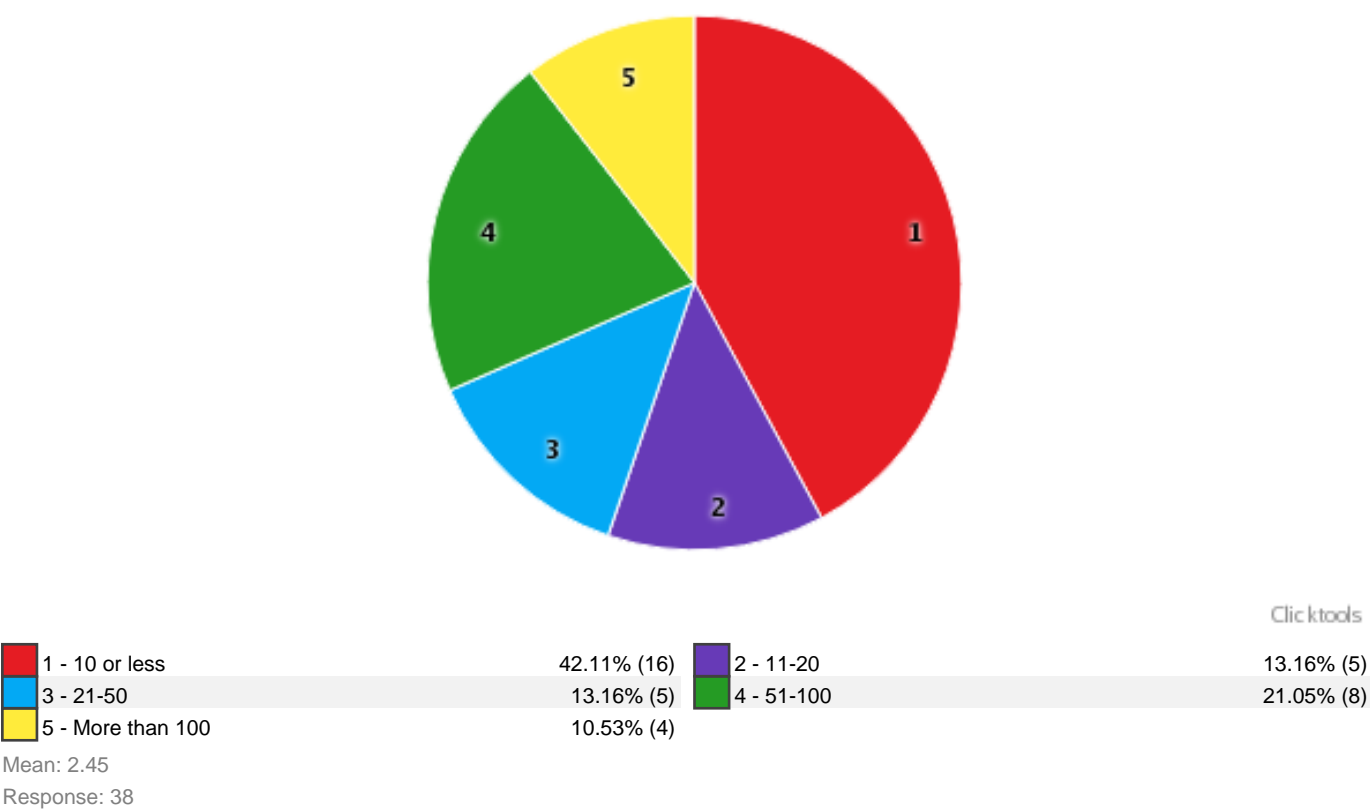


1	No revenue	2	<\$500K	3	\$500K-\$1M	4	\$1M-\$3M
5	\$3M-\$5M	6	\$5M-\$10M	7	\$10M-\$50M	8	\$50M-\$100M
9	>\$100M						

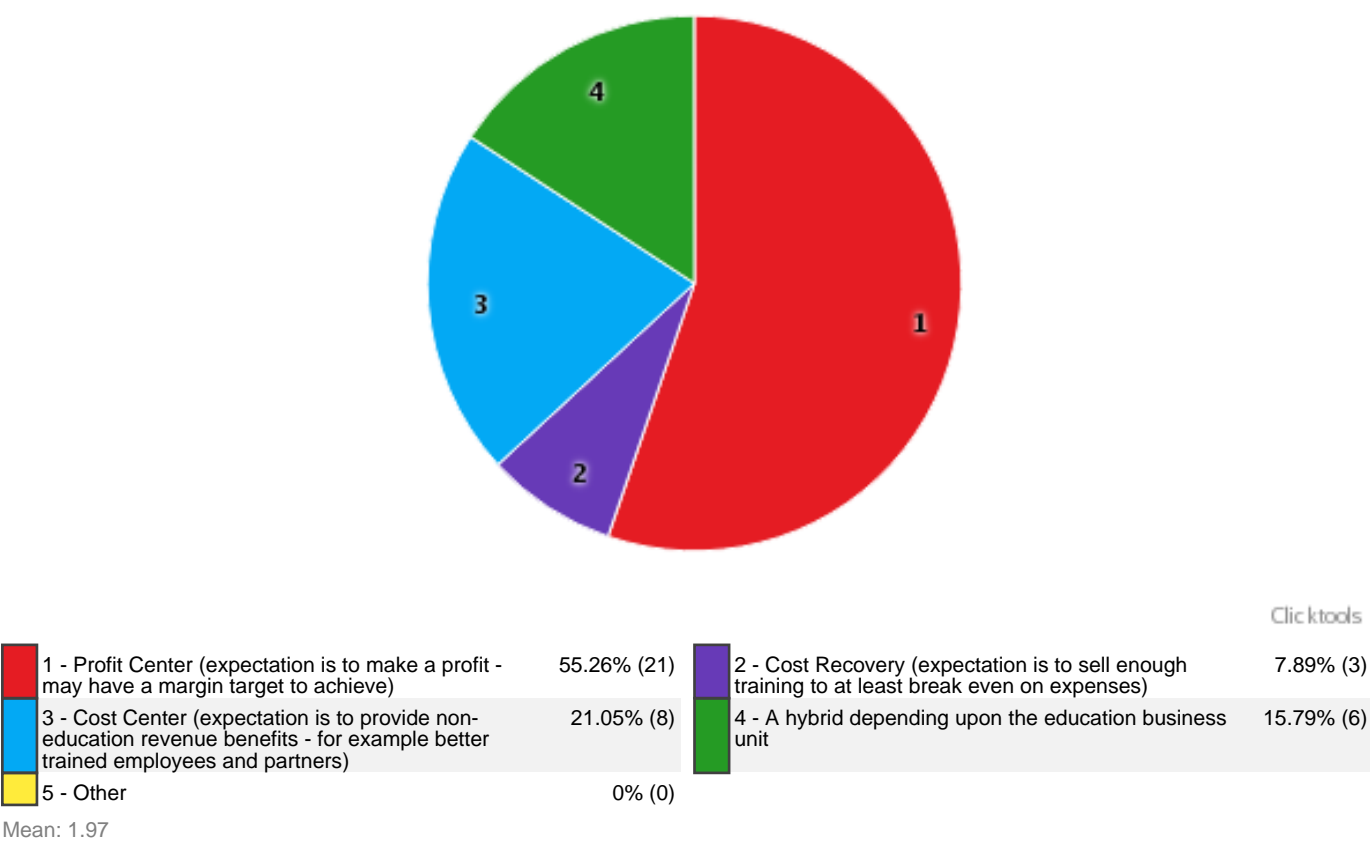
	1	2	3	4	5	6	7	8	9	Mean
1 Live Classroom	18.42% (7)	18.42% (7)	7.89% (3)	23.68% (9)	10.53% (4)	5.26% (2)	13.16% (5)	2.63% (1)	0% (0)	3.71
2 Virtual Classroom	21.62% (8)	24.32% (9)	16.22% (6)	16.22% (6)	2.7% (1)	13.51% (5)	5.41% (2)	0% (0)	0% (0)	3.16
3 e-Learning	57.58% (19)	27.27% (9)	3.03% (1)	3.03% (1)	0% (0)	3.03% (1)	6.06% (2)	0% (0)	0% (0)	1.94
4 Self-paced	50% (16)	21.88% (7)	9.38% (3)	9.38% (3)	0% (0)	3.12% (1)	6.25% (2)	0% (0)	0% (0)	2.22
5 Certification	45.71% (16)	40% (14)	5.71% (2)	0% (0)	2.86% (1)	0% (0)	2.86% (1)	2.86% (1)	0% (0)	2
6 Learning Consulting	68.75% (22)	21.88% (7)	0% (0)	3.12% (1)	6.25% (2)	0% (0)	0% (0)	0% (0)	0% (0)	1.56
7 Learning Technologies	96.55% (28)	3.45% (1)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.03
8 New learning modalities	86.67% (26)	10% (3)	0% (0)	3.33% (1)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.2
9 Subscriptions	46.88% (15)	9.38% (3)	15.62% (5)	15.62% (5)	3.12% (1)	0% (0)	9.38% (3)	0% (0)	0% (0)	2.56
1 TOTAL TRAINING REVENUE	8.57% (3)	14.29% (5)	5.71% (2)	20% (7)	14.29% (5)	5.71% (2)	25.71% (9)	0% (0)	5.71% (2)	4.71

Response: 38

2. What was your education organization’s headcount in the most recent fiscal year?

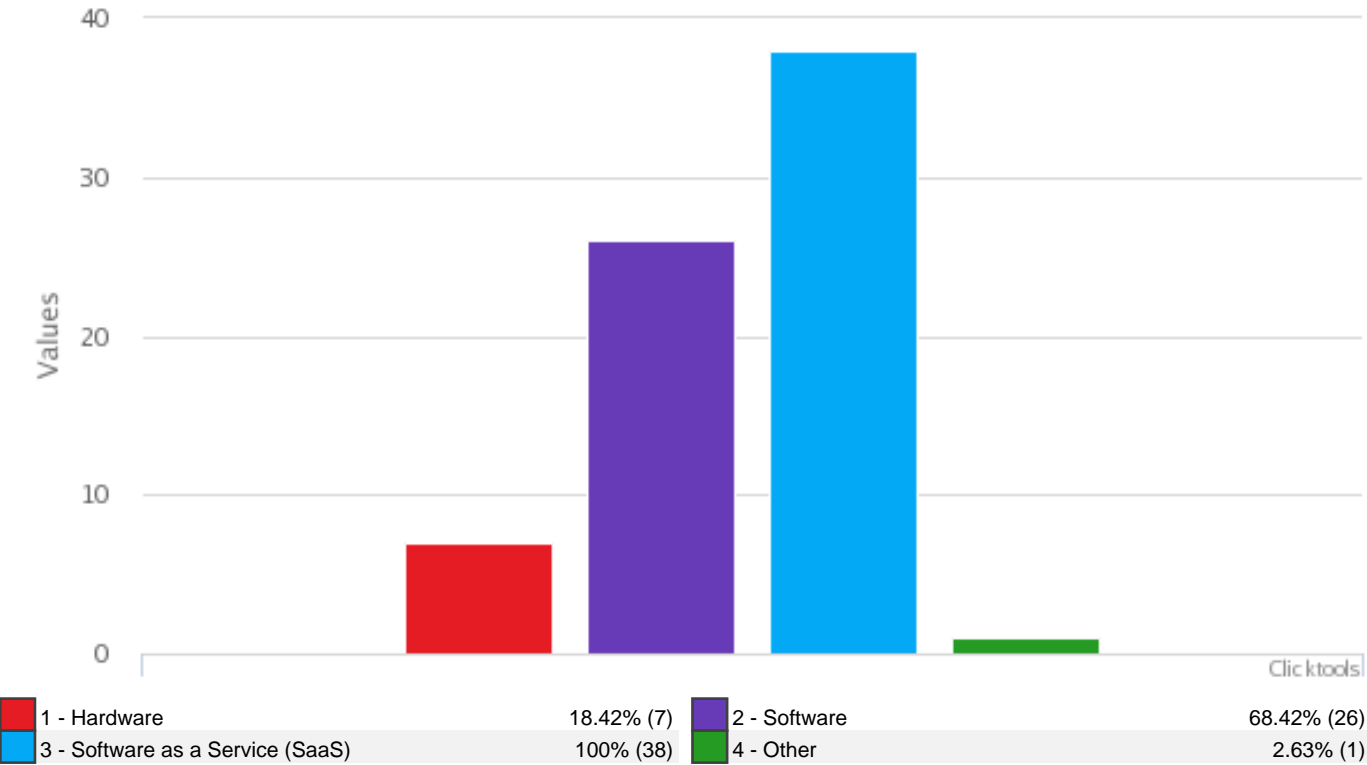


3. Which of the following best describes your education organization's primary business model?



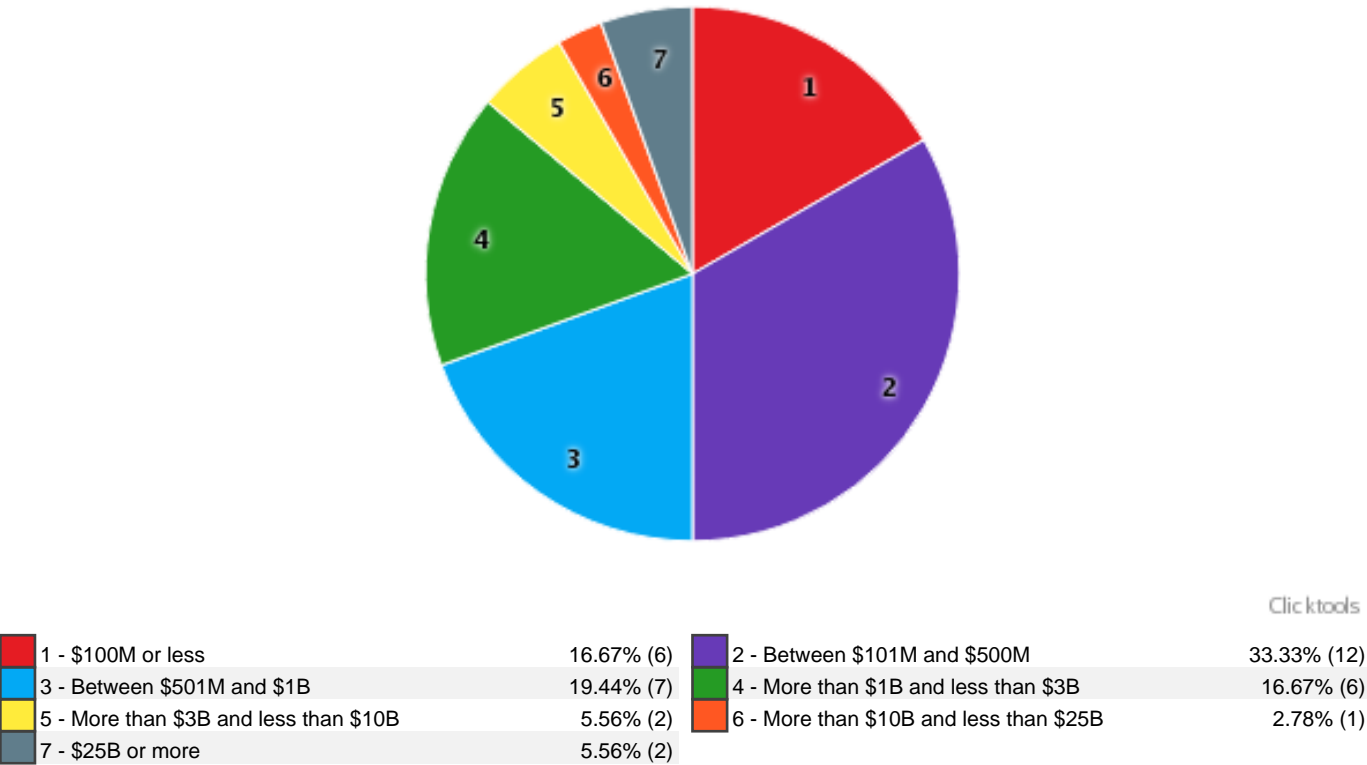
Response: 38

4. Which of the following describes your company's business?  
Please choose all that apply.



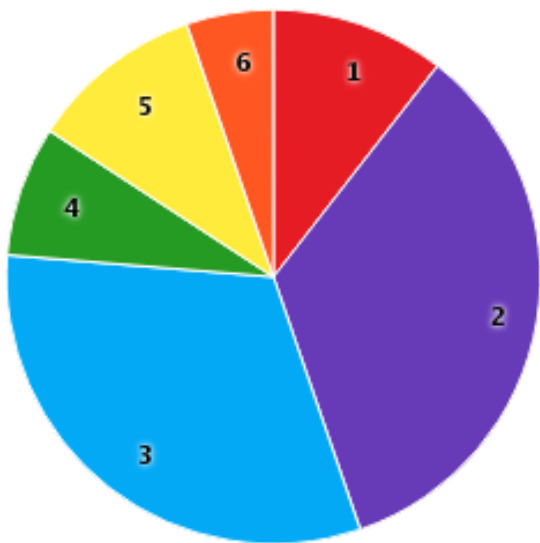
Response: 38

5. What was your company's worldwide annual revenue in the most recent fiscal year?



Mean: 2.92  
Response: 36

6. How many full-time employees does your company have worldwide?



1 - 100 or less	10.53% (4)	2 - 101 to 1000	34.21% (13)
3 - 1001 to 5000	31.58% (12)	4 - 5001 to 10000	7.89% (3)
5 - 10001 to 50000	10.53% (4)	6 - More than 50000	5.26% (2)

Mean: 2.89  
Response: 38

7. What is your base currency for reporting and pricing?



1 - USD	94.74% (36)	2 - EUR	0% (0)
3 - GBP	2.63% (1)	4 - Other	2.63% (1)

Mean: 1.13  
Response: 38

8. How do you manage price lists globally?

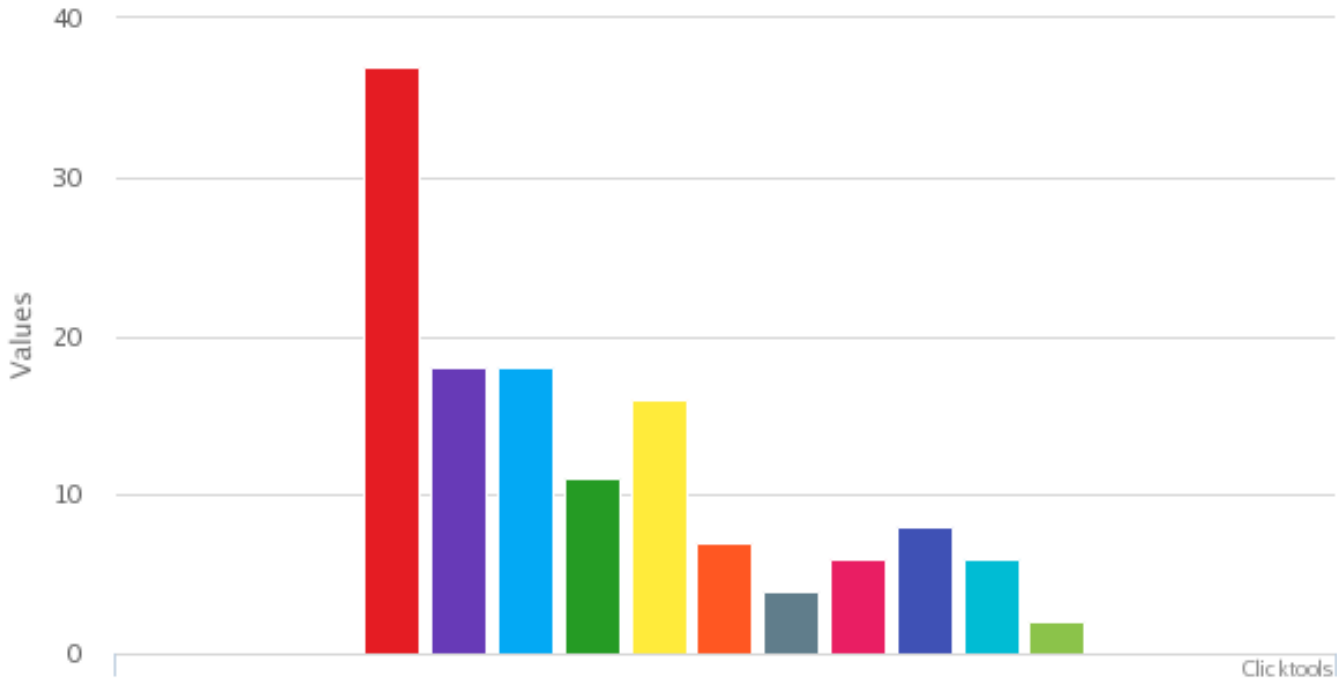


Clicktools

1 - We have one price list with our base currency	45.95% (17)	2 - We have a price list per geographic region based on our base currency	18.92% (7)
3 - We have a price list per geographic region or country based on the regional currency	27.03% (10)	4 - We have a price list based on pricing zones (eg high price countries in zone 1, low in zone 5)	5.41% (2)
5 - Other	2.7% (1)		

Mean: 2  
Response: 37

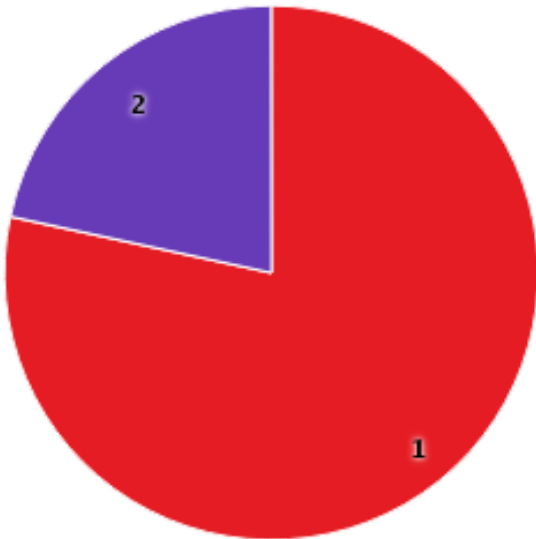
9. In which currencies do you charge your customers?



1 - USD	97.37% (37)	2 - EUR	47.37% (18)
3 - GBP	47.37% (18)	4 - JYP (Japan)	28.95% (11)
5 - AUD (Australia)	42.11% (16)	6 - INR (India)	18.42% (7)
7 - CNY (China)	10.53% (4)	8 - BRL (Brazil)	15.79% (6)
9 - CAD	21.05% (8)	10 - SGD (Singapore)	15.79% (6)
11 - Other	5.26% (2)		

Response: 38

10. Do you use a fixed rate or is the price in the local currency, changing based on the actual exchange rate?



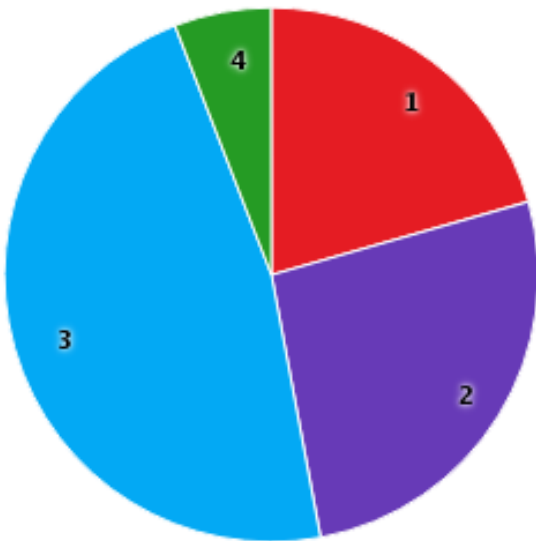
Clicktools

1 - Fixed rate in local currency	78.38% (29)	2 - Price changing based on the actual exchange rate	21.62% (8)
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Mean: 1.22

Response: 37

11. How are the prices calculated?



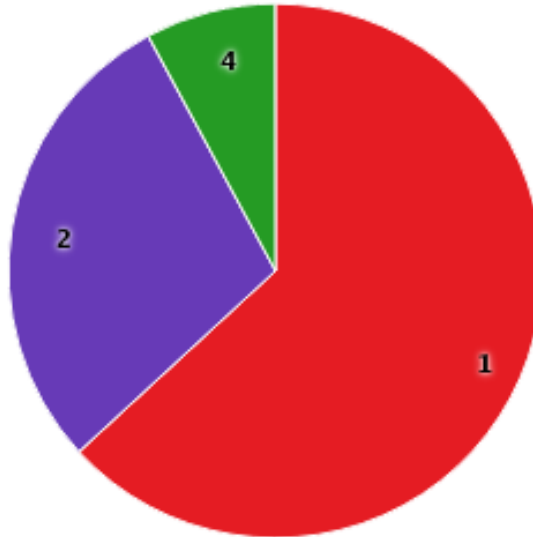
Clicktools

1 - Costs plus margin	20.59% (7)	2 - Market price	26.47% (9)
3 - Mixture between both	47.06% (16)	4 - Other	5.88% (2)

Mean: 2.38

Response: 34

## 12. Do you have different pricing levels for the same learning service type (for example, open classes)?



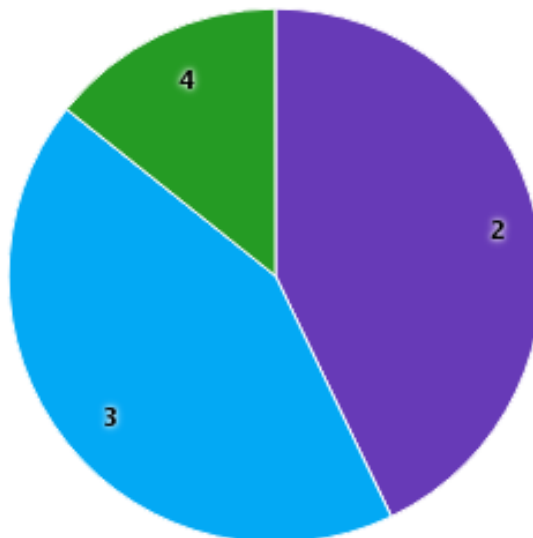
Clicktools

1 - Only 1 pricing level	63.16% (24)	2 - 2-3 pricing levels	28.95% (11)
3 - More pricing levels	0% (0)	4 - Each offering can have different prices in the same service type	7.89% (3)

Mean: 1.53

Response: 38

## 13. As you have different levels, what is the difference between your lowest and highest level?

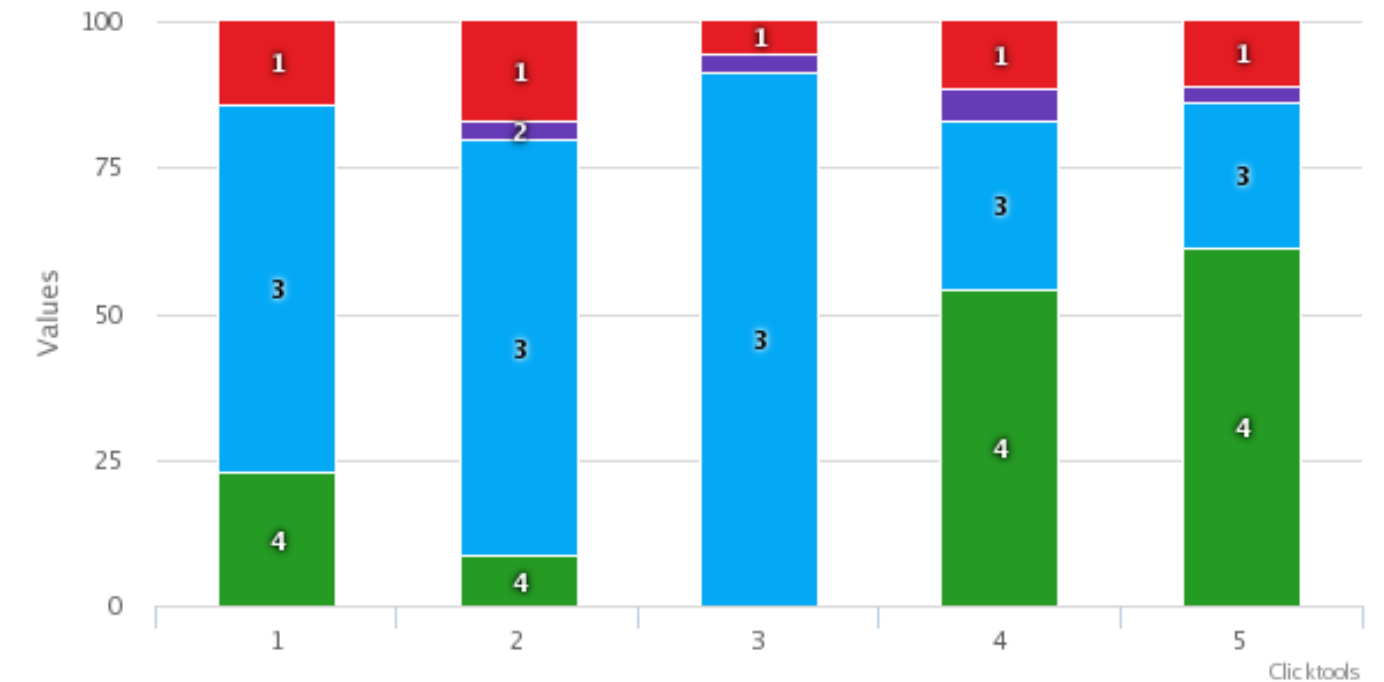


Clicktools

1 - <10%	0% (0)	2 - 10-25%	42.86% (6)
3 - 26-50%	42.86% (6)	4 - >50%	14.29% (2)

Mean: 2.71  
Response: 14

14. Do you have different pricing per audience: compare the price per hour and same delivery format to a technical audience (admin or developer).

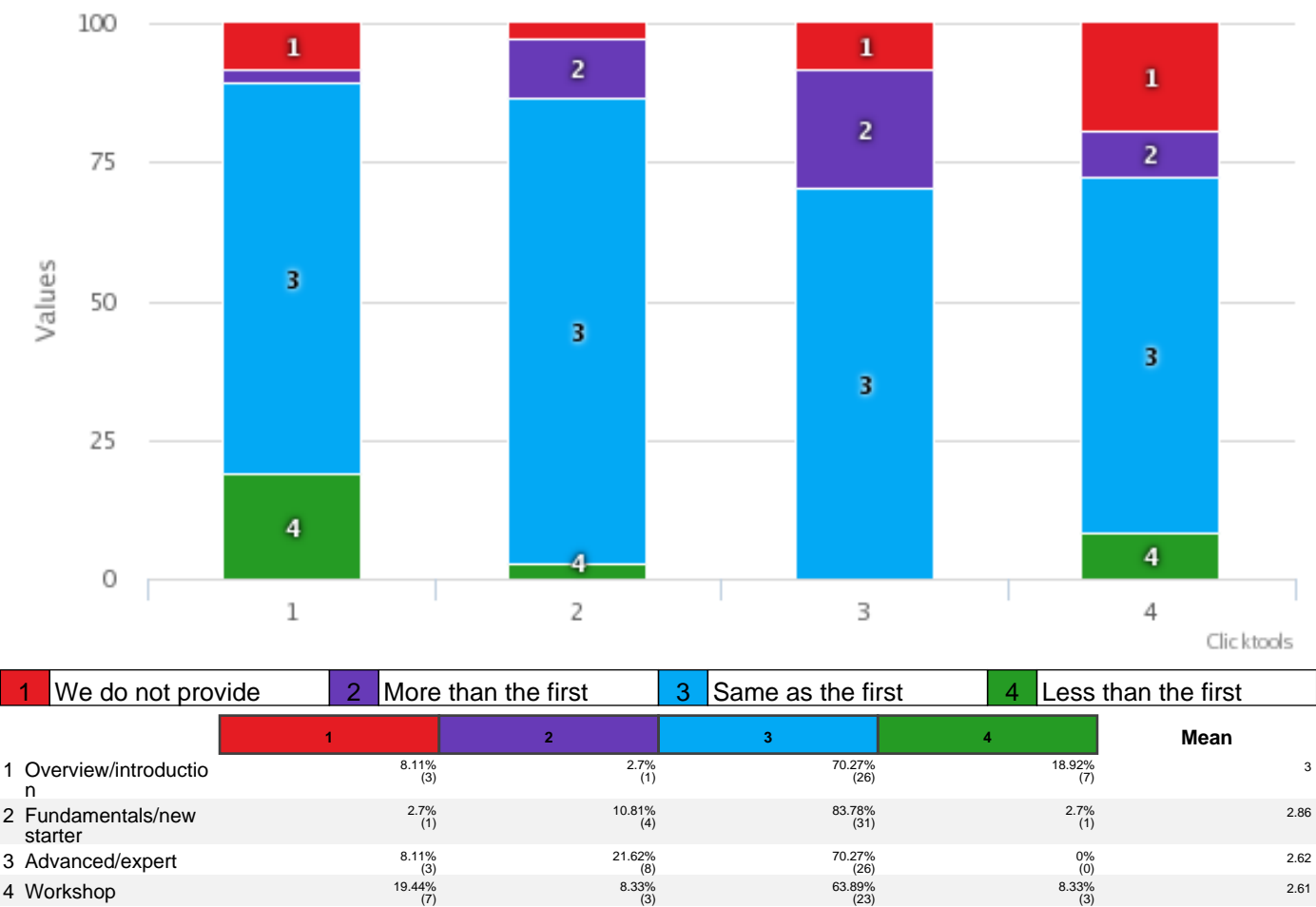


	1	2	3	4	
	We do not train	More than technical	Same as technical	Less than technical	
	1	2	3	4	Mean
1 End user	14.29% (5)	0% (0)	62.86% (22)	22.86% (8)	2.94
2 Business User	17.14% (6)	2.86% (1)	71.43% (25)	8.57% (3)	2.71
3 Technical/Admin	5.71% (2)	2.86% (1)	91.43% (32)	0% (0)	2.86
4 Partner	11.43% (4)	5.71% (2)	28.57% (10)	54.29% (19)	3.26
5 Employee	11.11% (4)	2.78% (1)	25% (9)	61.11% (22)	3.36

Response: 36



15. Do you have different pricing per complexity of content: compare the price per hour and same delivery format to the first comparable course in the learning path ).



Response: 37

16. How do you charge for Travel & Living (T&L)?

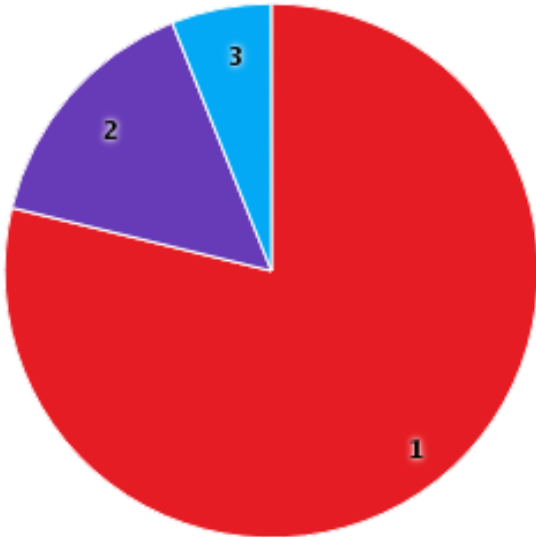


Clicktools

1 - Actuals incurred	48.57% (17)	2 - Daily fixed fees	14.29% (5)
3 - We don't charge for T&L	11.43% (4)	4 - T&L costs included in onsite rates	25.71% (9)

Mean: 2.14  
Response: 35

17. Do you mark up Travel & Living (T&L) and generate a margin on T&L?



1 - No mark-up and margin	78.79% (26)	2 - No mark-up but margin due to higher daily fixed fees than average T&L	15.15% (5)
3 - Mark-up and therefore margin	6.06% (2)		

Mean: 1.27  
Response: 33

18. Do you charge customers for the instructor travel time for onsite training?



1 - No additional fees	91.43% (32)	2 - Yes, beyond a threshold of max 1 day travel to/from customer	2.86% (1)
3 - Yes, beyond a threshold of more than 1 day travel to/from customer	2.86% (1)	4 - Yes, for any travel time	2.86% (1)

Mean: 1.17  
 Response: 35

19. What do you charge for instructor travel time for onsite?



Clicktools

1 - 0-30% of instructor rate	0% (0)	2 - 31%-50% of instructor rate	0% (0)
3 - 51-75% of instructor rate	0% (0)	4 - 76%-100% of instructor rate	100% (3)

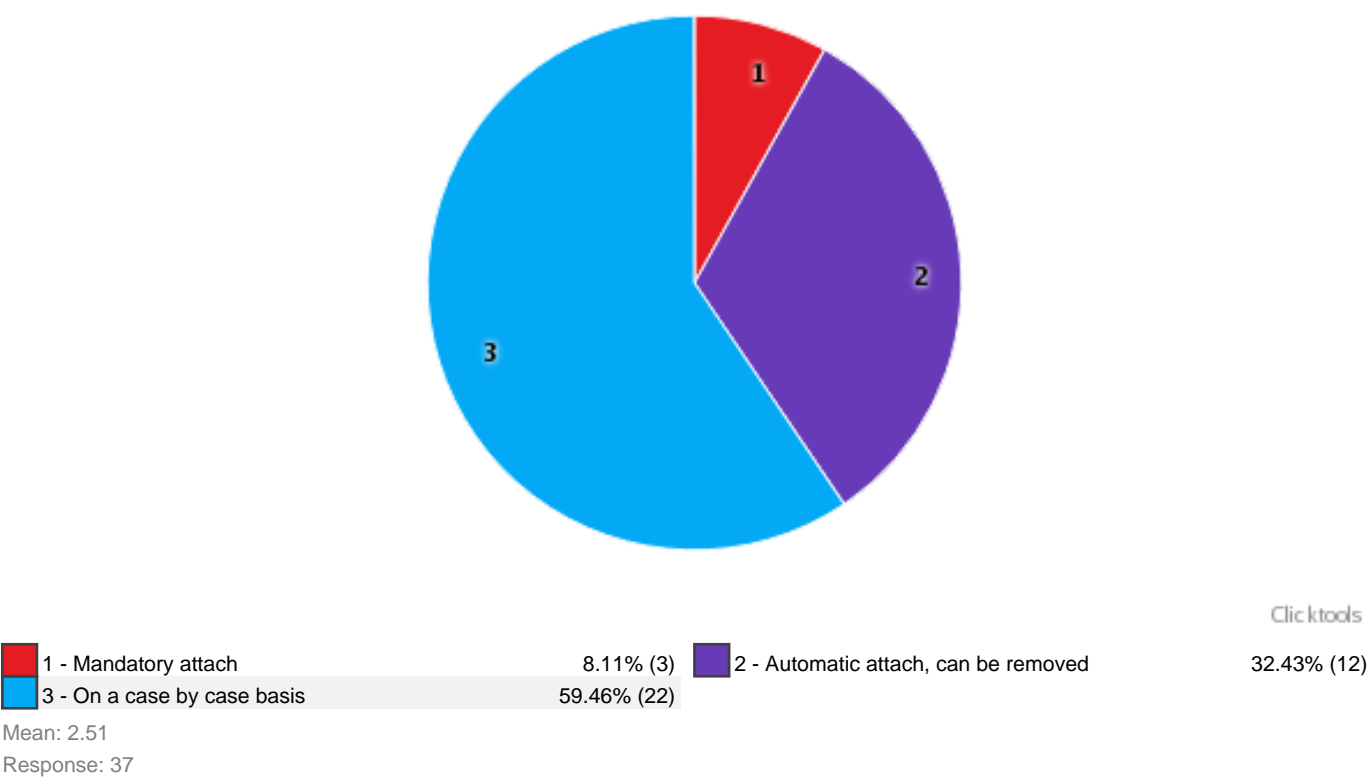
Mean: 4  
 Response: 3

20. Which percentage of your education revenue is generated by the following pricing approaches [must add up to 100%]?

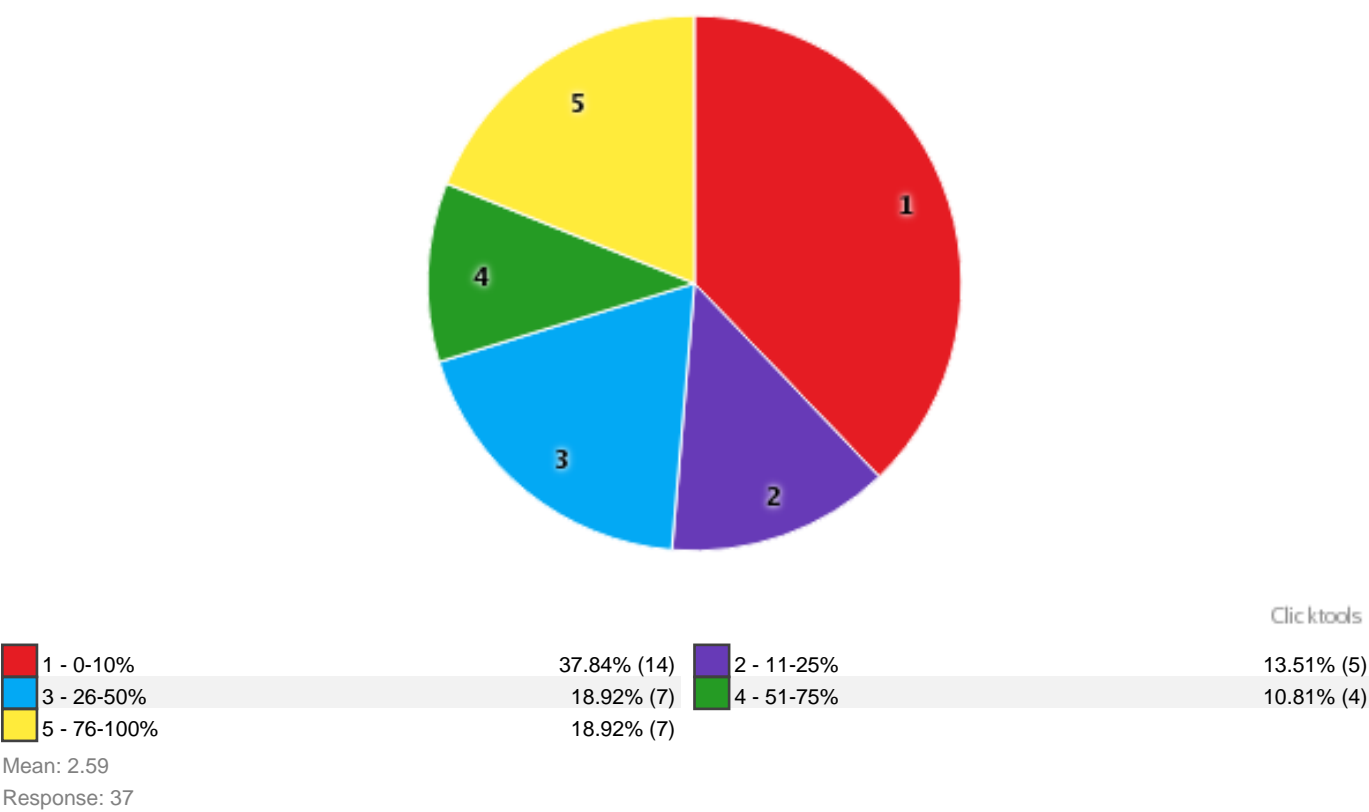
	Customers can buy learning products as required (Transactional)	Customers buy training credits and redeem credits against learning products	Customers buy a subscription to some/all learning services for a limited time period	Customers buy bulk-purchase options, such as training days, volume purchase agreement	Other
Average	51.76%	19.88%	19.97%	2.38%	5.74%
Highest	100%	100%	95%	25%	100%
Lowest	0%	0%	0%	0%	0%
Standard deviation	39.39	28.97	28.79	6.42	2.7

Response: 34

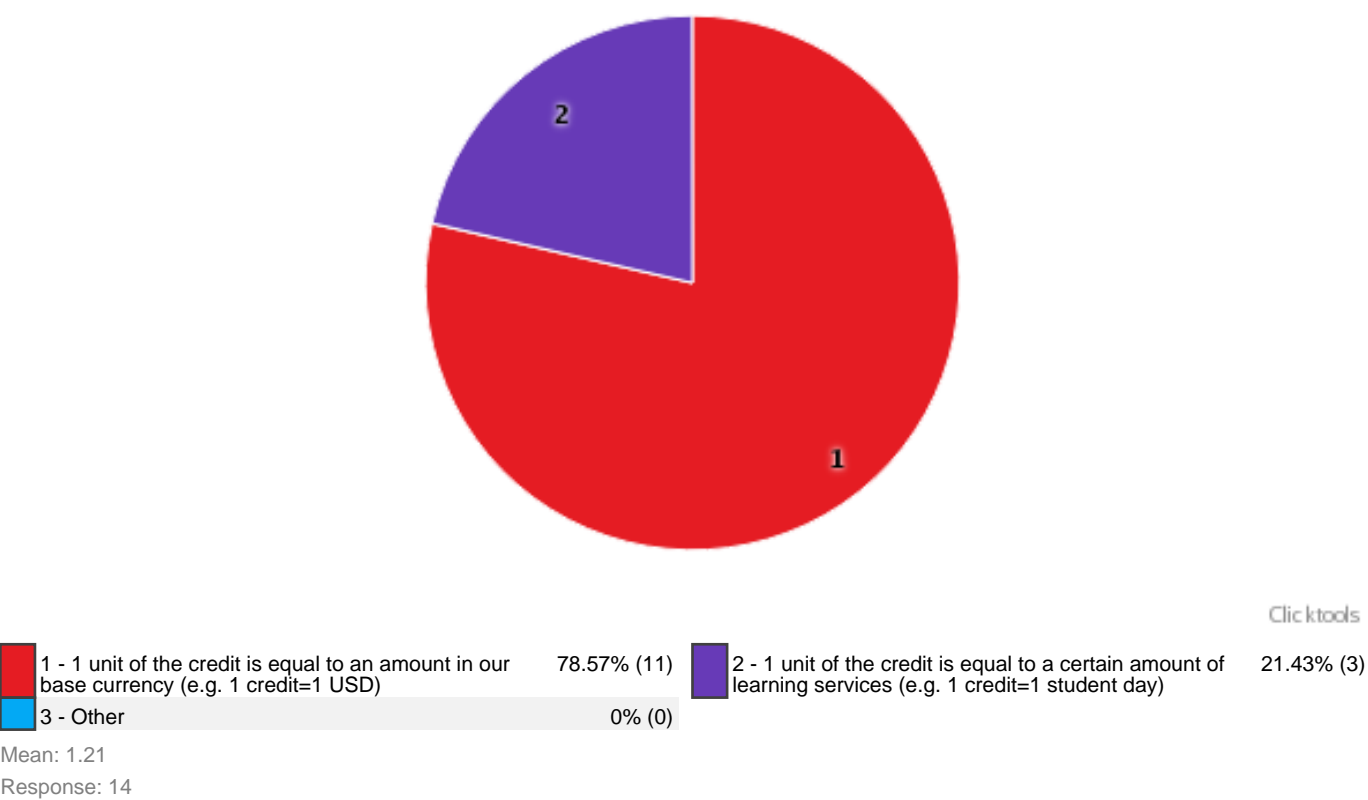
21. Are these pricing approaches linked to product sales?



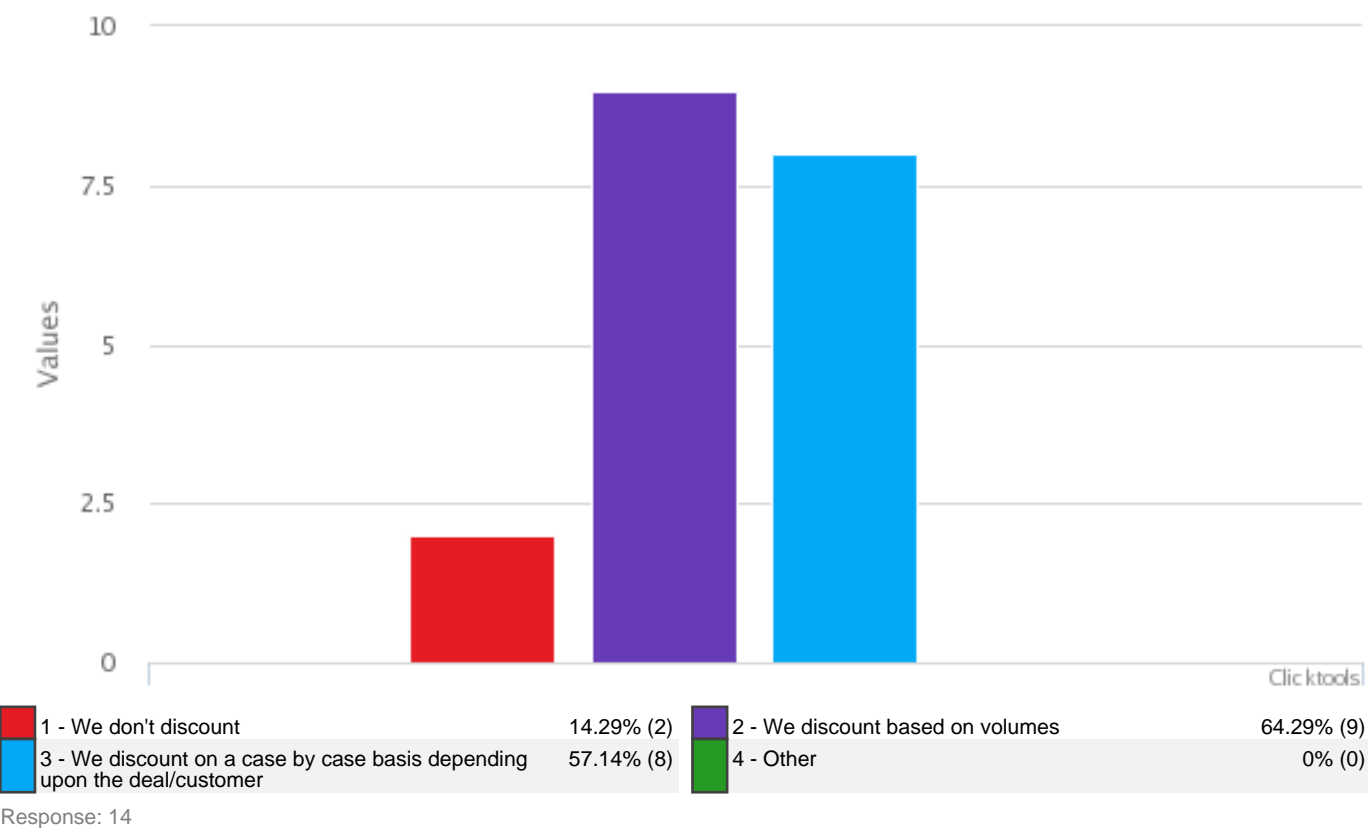
22. In what percentage of product deals do you have training included?



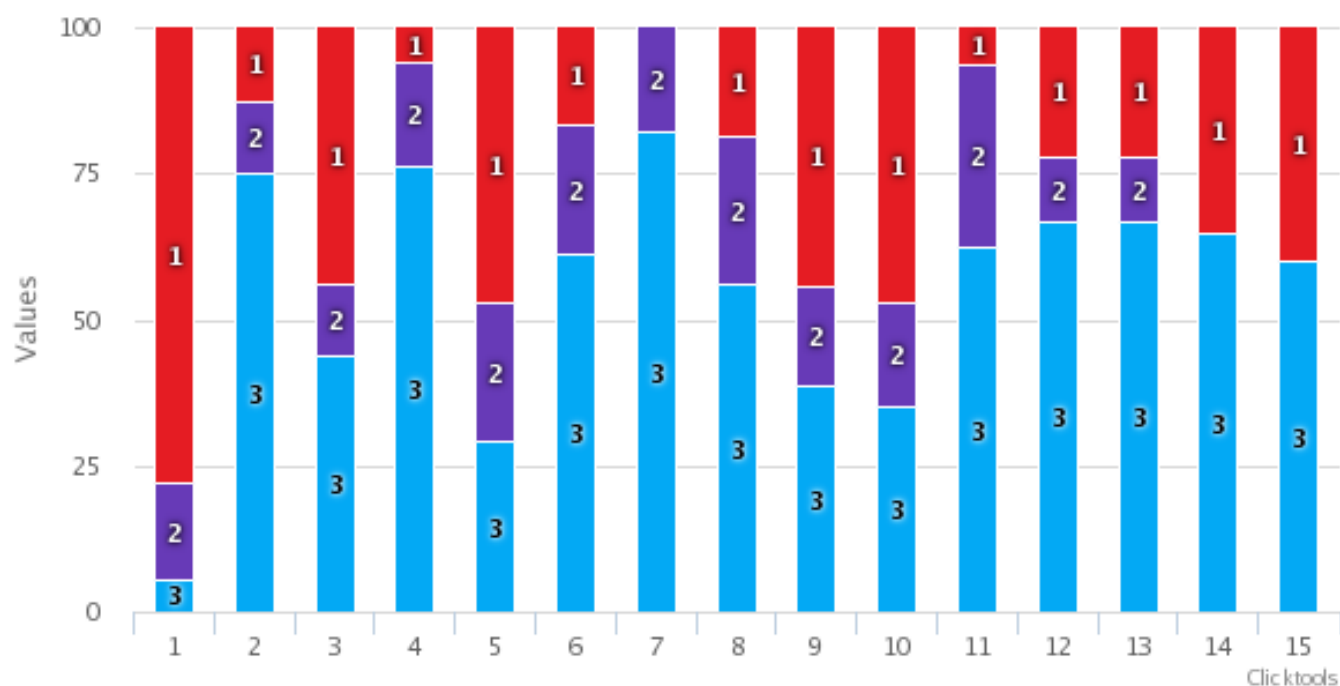
23. How is the value of the training credits defined?



24. Do you discount training credits?



## 25. What does the subscription cover?

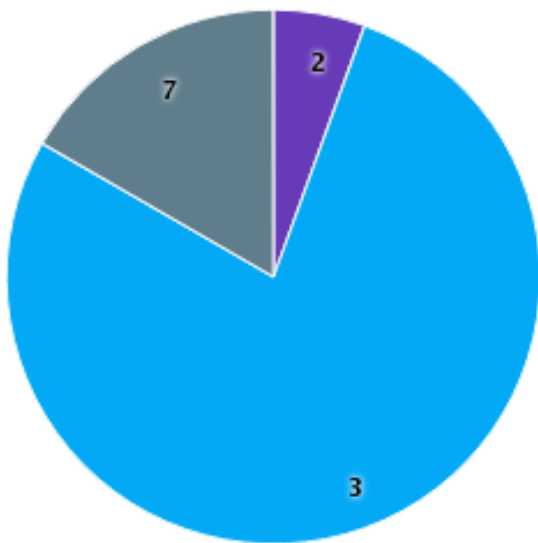


1	Unlimited	2	Limited	3	No
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	1	2	3	Mean
1 eLearning/WBTs	77.78% (14)	16.67% (3)	5.56% (1)	1.28
2 ILT - live classrooms	12.5% (2)	12.5% (2)	75% (12)	2.62
3 VILT - virtual classrooms	43.75% (7)	12.5% (2)	43.75% (7)	2
4 Closed/dedicated classes (onsite or virtual)	5.88% (1)	17.65% (3)	76.47% (13)	2.71
5 Recorded instructor-led training	47.06% (8)	23.53% (4)	29.41% (5)	1.82
6 Instructor support (at regular dates)	16.67% (3)	22.22% (4)	61.11% (11)	2.44
7 Instructor coaching one-on-one	0% (0)	17.65% (3)	82.35% (14)	2.82
8 Student books	18.75% (3)	25% (4)	56.25% (9)	2.38
9 Access to other self-study options	44.44% (8)	16.67% (3)	38.89% (7)	1.94
1 Access to online/virtual labs	47.06% (8)	17.65% (3)	35.29% (6)	1.88
1 Certification exam attempts	6.25% (1)	31.25% (5)	62.5% (10)	2.56
1 Exclusive webinars	22.22% (4)	11.11% (2)	66.67% (12)	2.44
1 Access to exclusive community	22.22% (4)	11.11% (2)	66.67% (12)	2.44
1 Support to find required training	35.29% (6)	0% (0)	64.71% (11)	2.29
1 Other	40% (4)	0% (0)	60% (6)	2.2

Response: 18

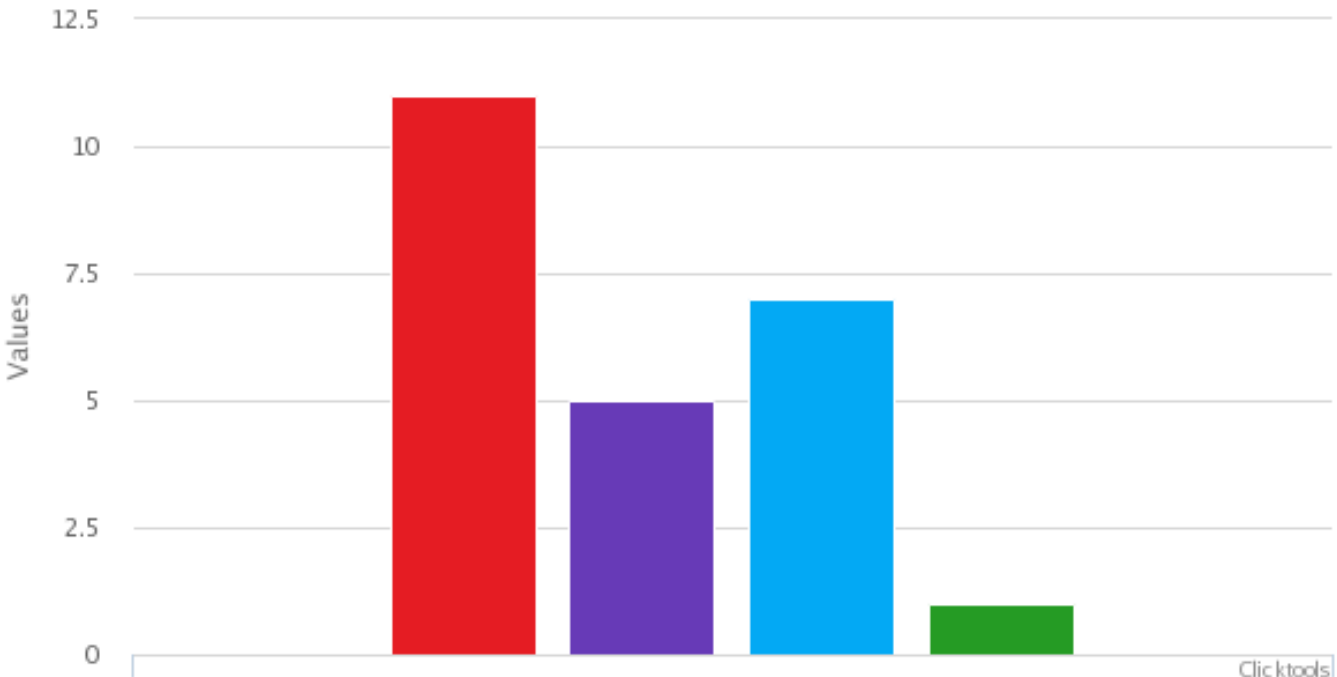
26. How long is a subscription valid?



1 - 1-5 months	0% (0)	2 - 6-11 months	5.56% (1)
3 - 1 year	77.78% (14)	4 - More than 1 year but less than 3 years	0% (0)
5 - 3+ years	0% (0)	6 - Negotiated with the customer	0% (0)
7 - Other	16.67% (3)		

Mean: 3.61  
Response: 18

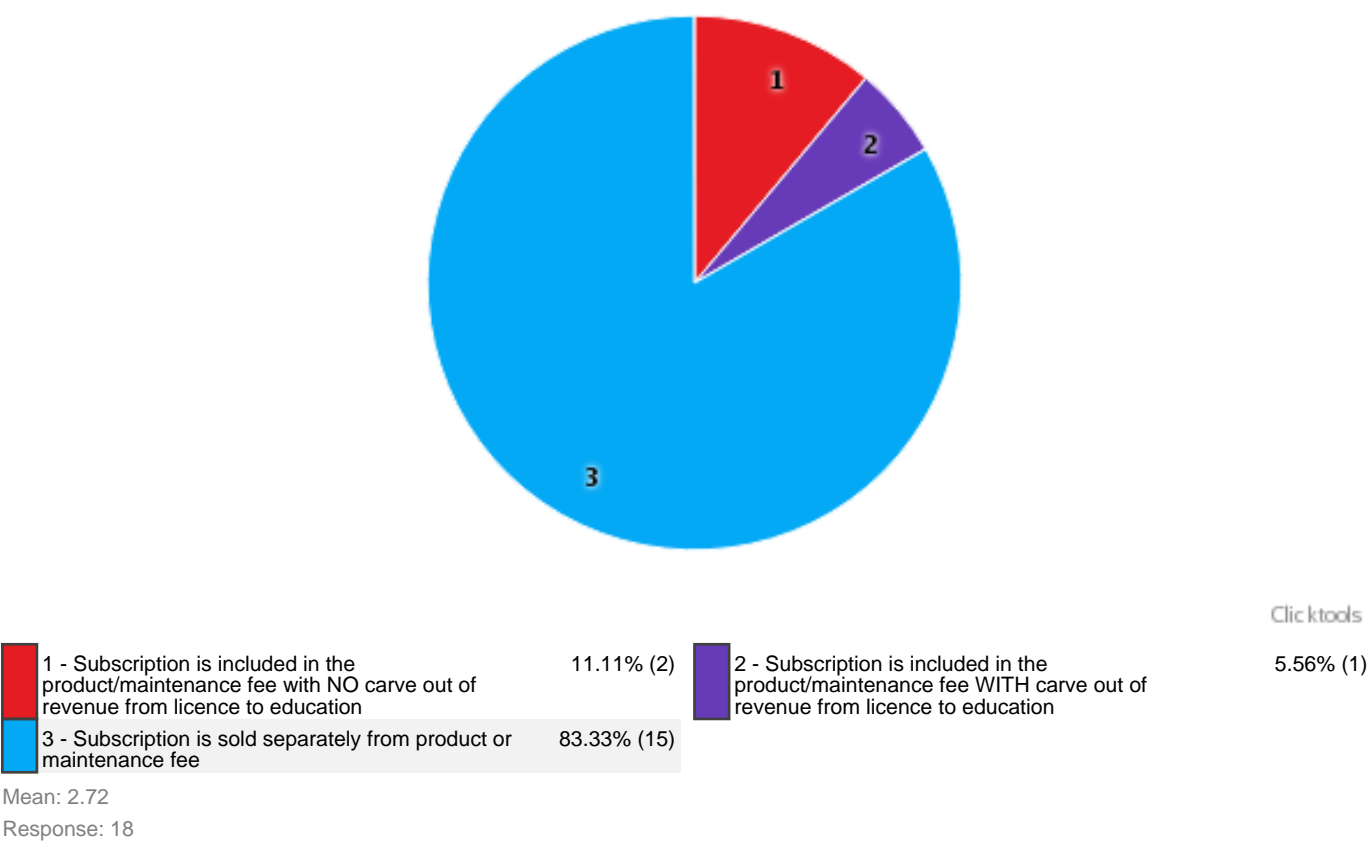
27. Which type of subscription do you offer?



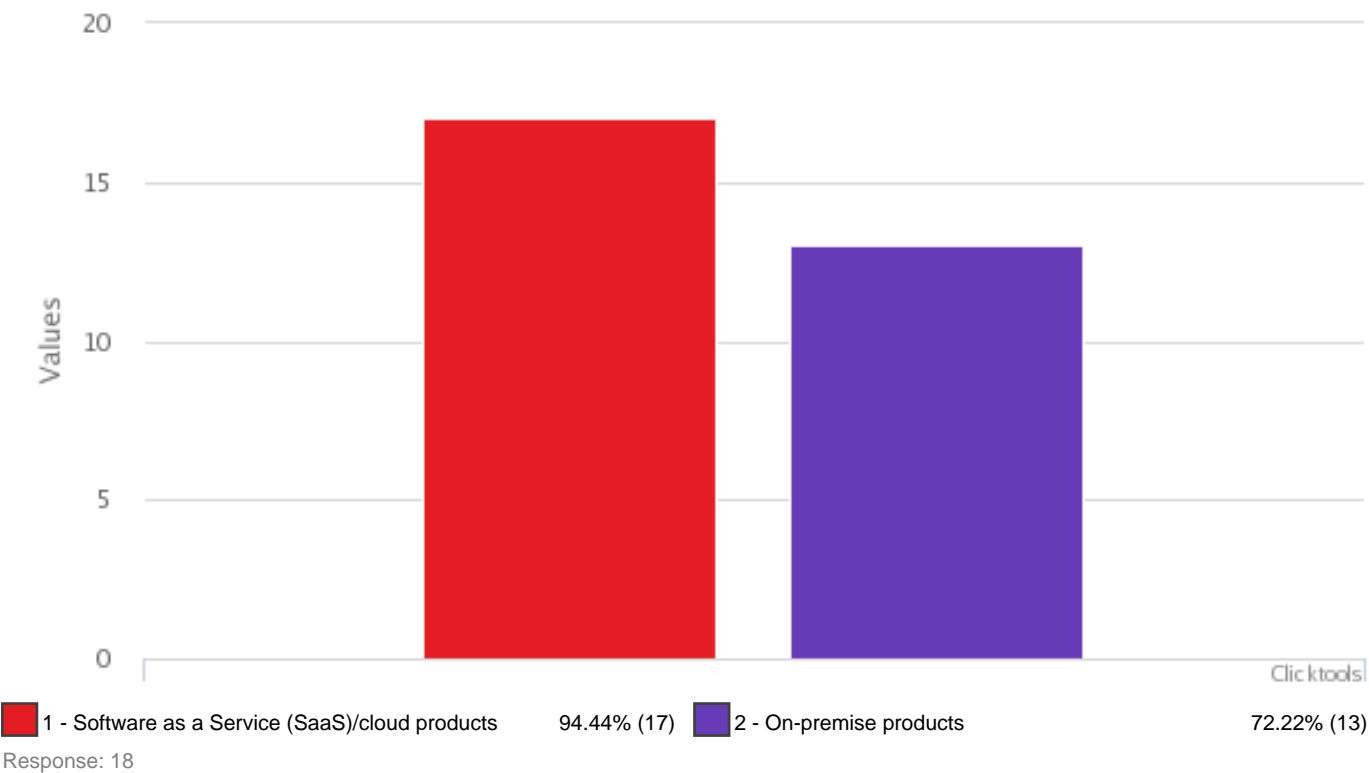
1 - Individual subscription (sold per person)	61.11% (11)	2 - Organization/department subscription (sold to a defined group within the customer)	27.78% (5)
3 - Company subscription	38.89% (7)	4 - Other	5.56% (1)

Response: 18

28. How do you charge for subscriptions?

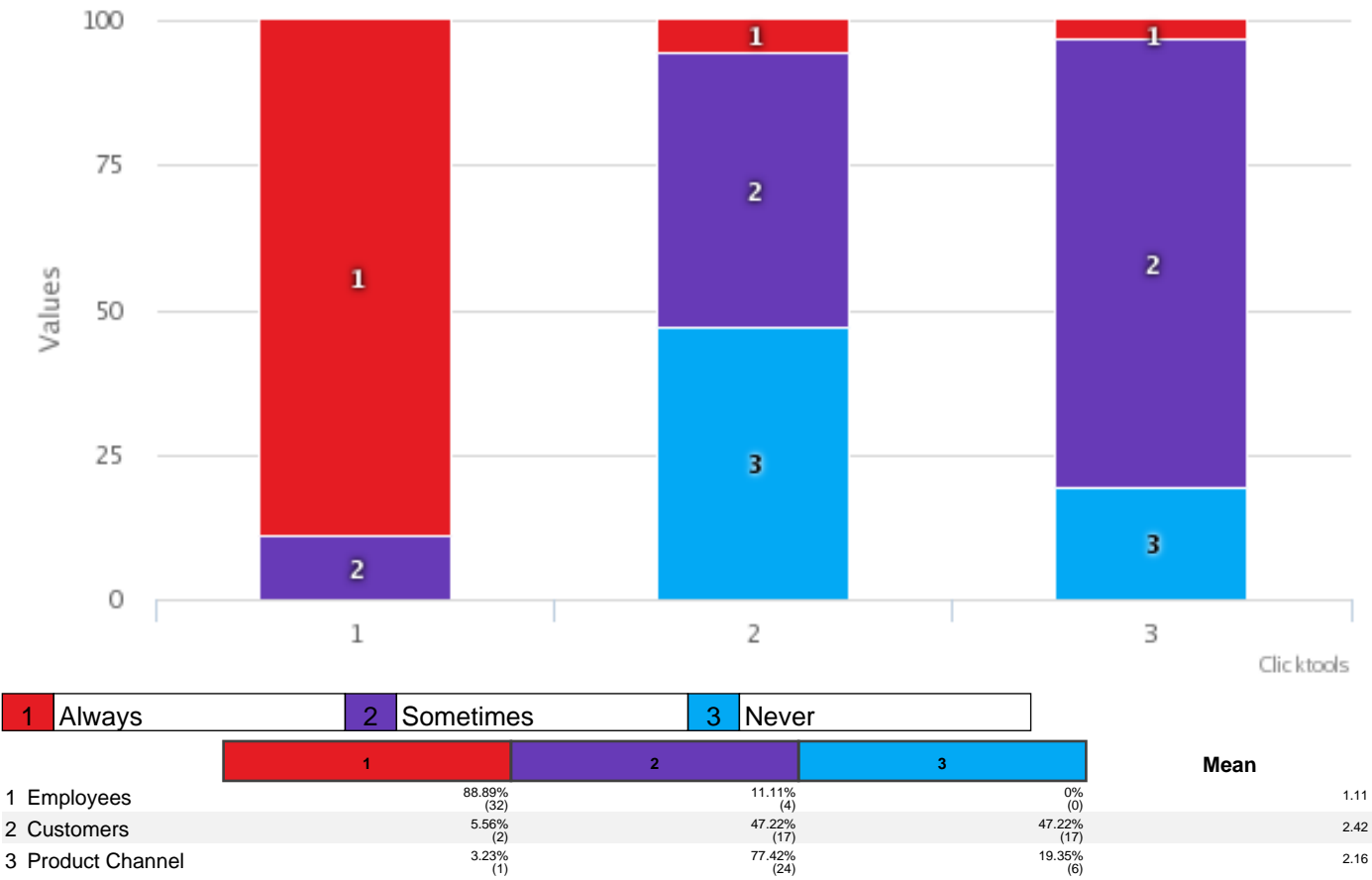


29. For which company products do you offer an education subscription? Choose all that apply.

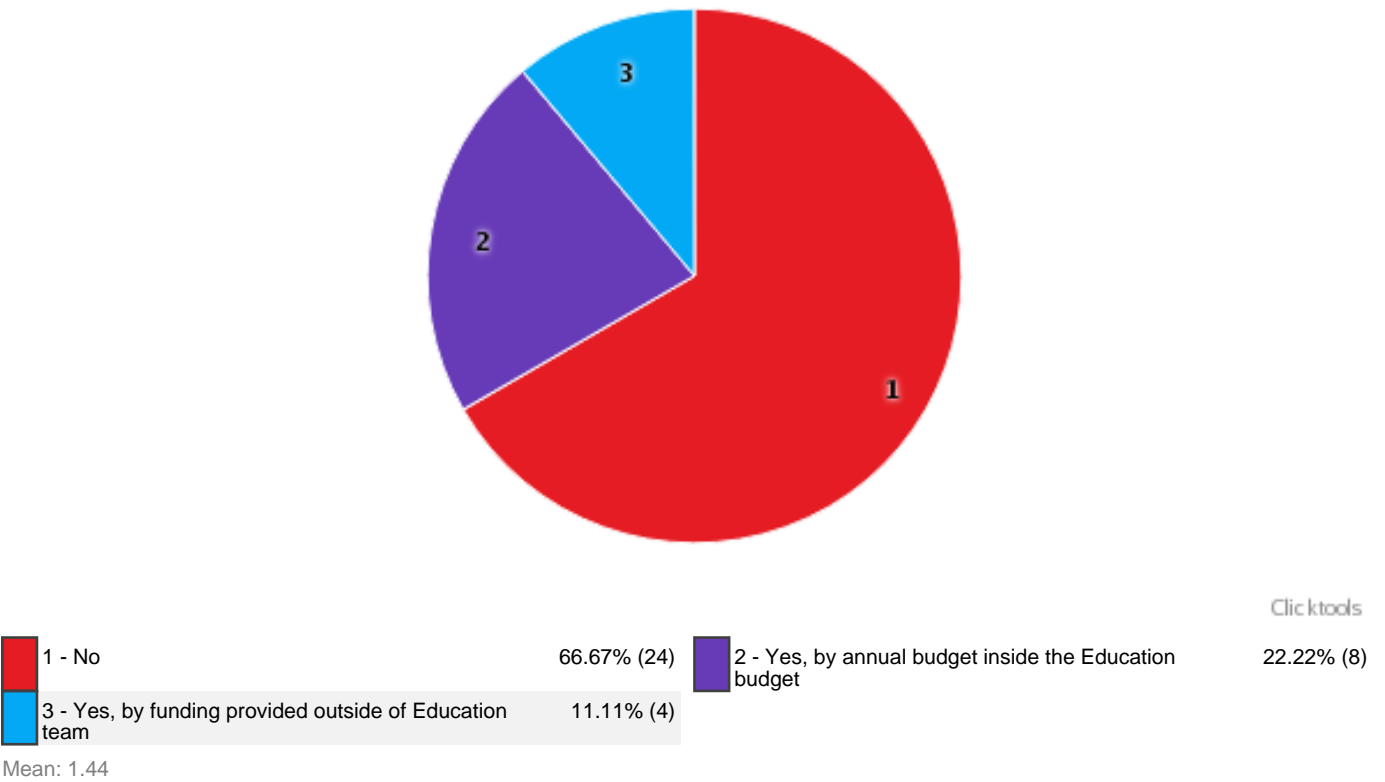




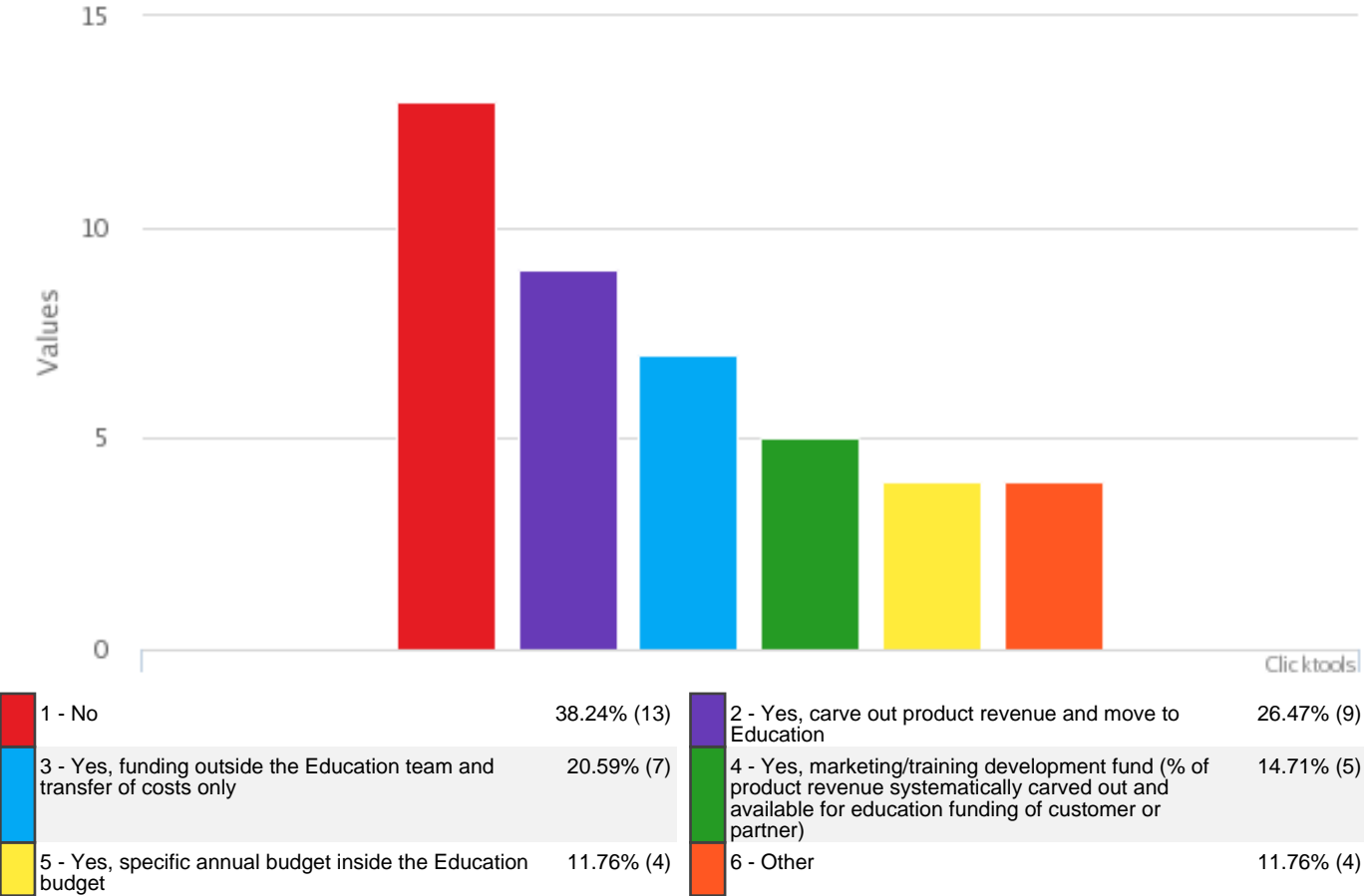
30. We offer free training to the following audiences:



31. Is there a limit to the free training?

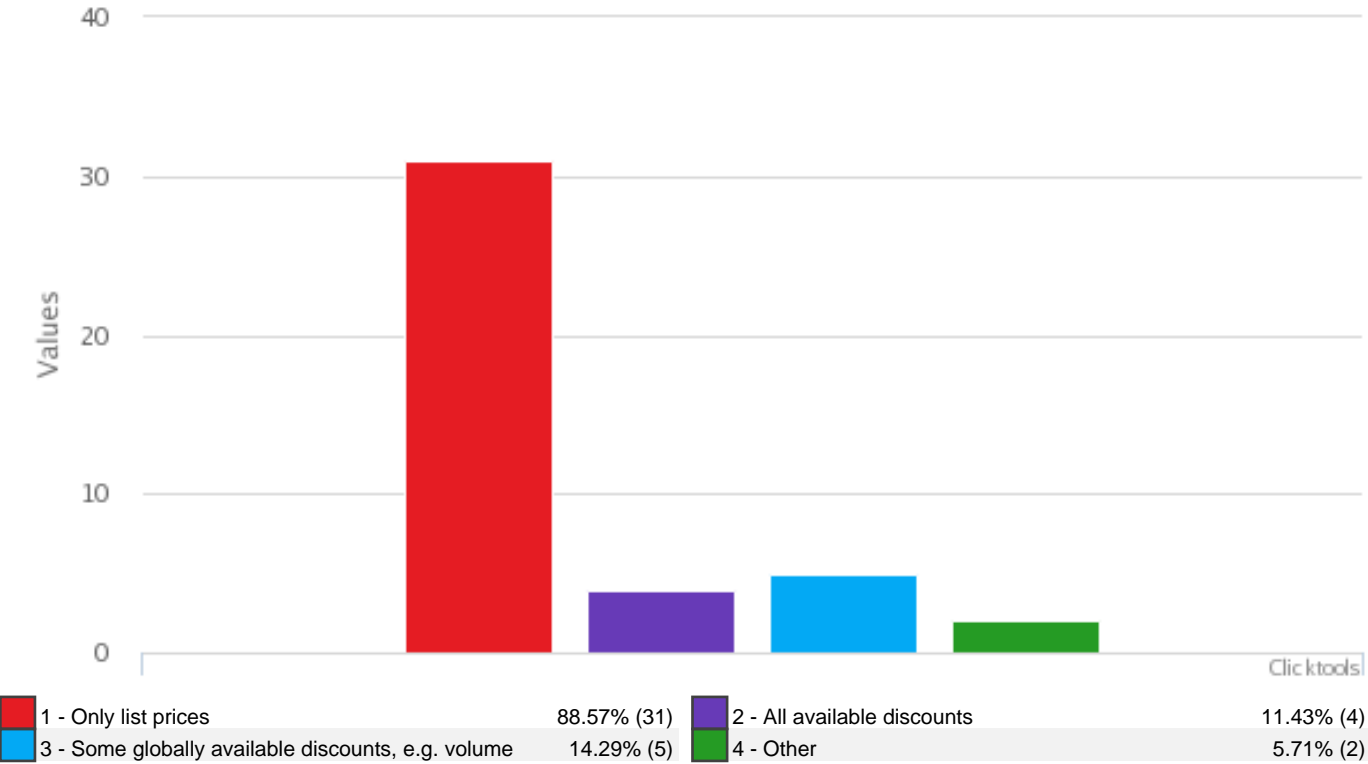


32. Do you have any special program to reduce pricing for specific customers or partners?



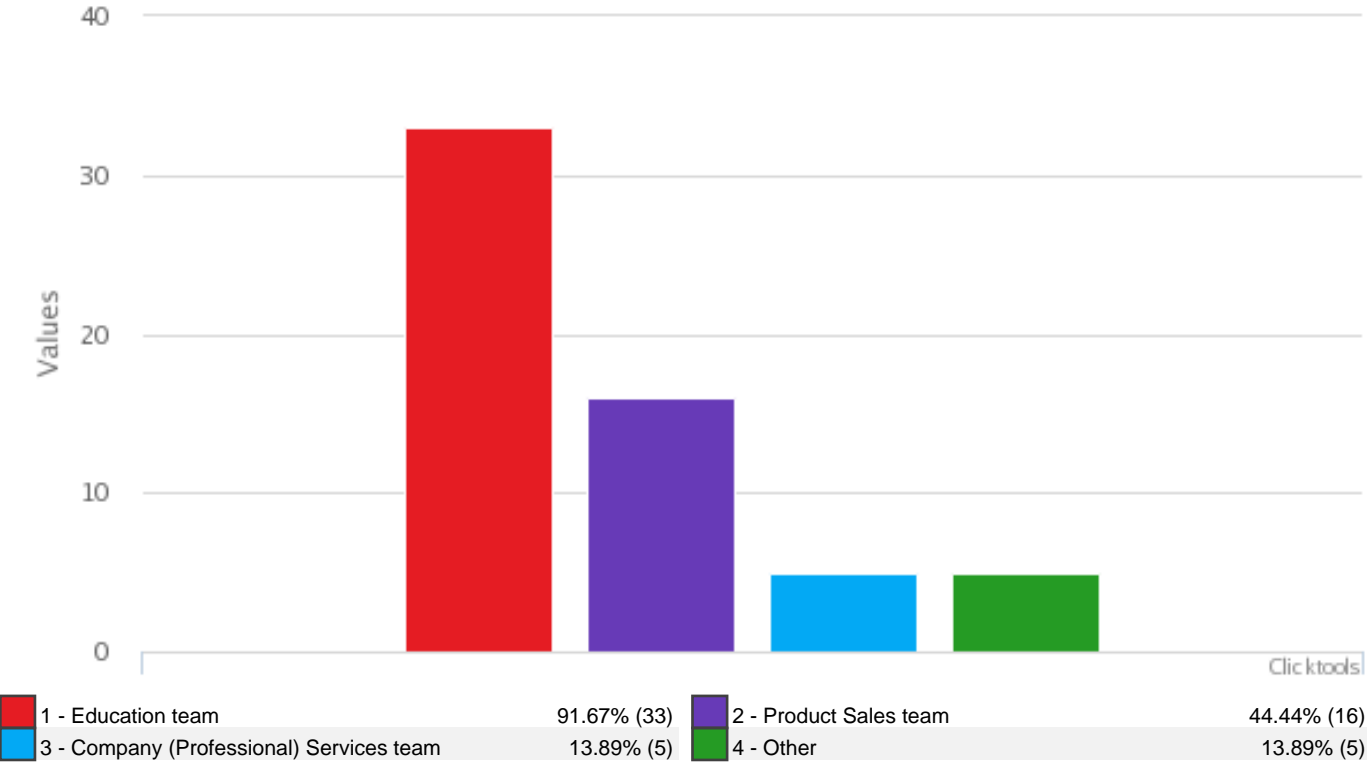
Response: 34

33. What do you communicate about pricing outside your company?



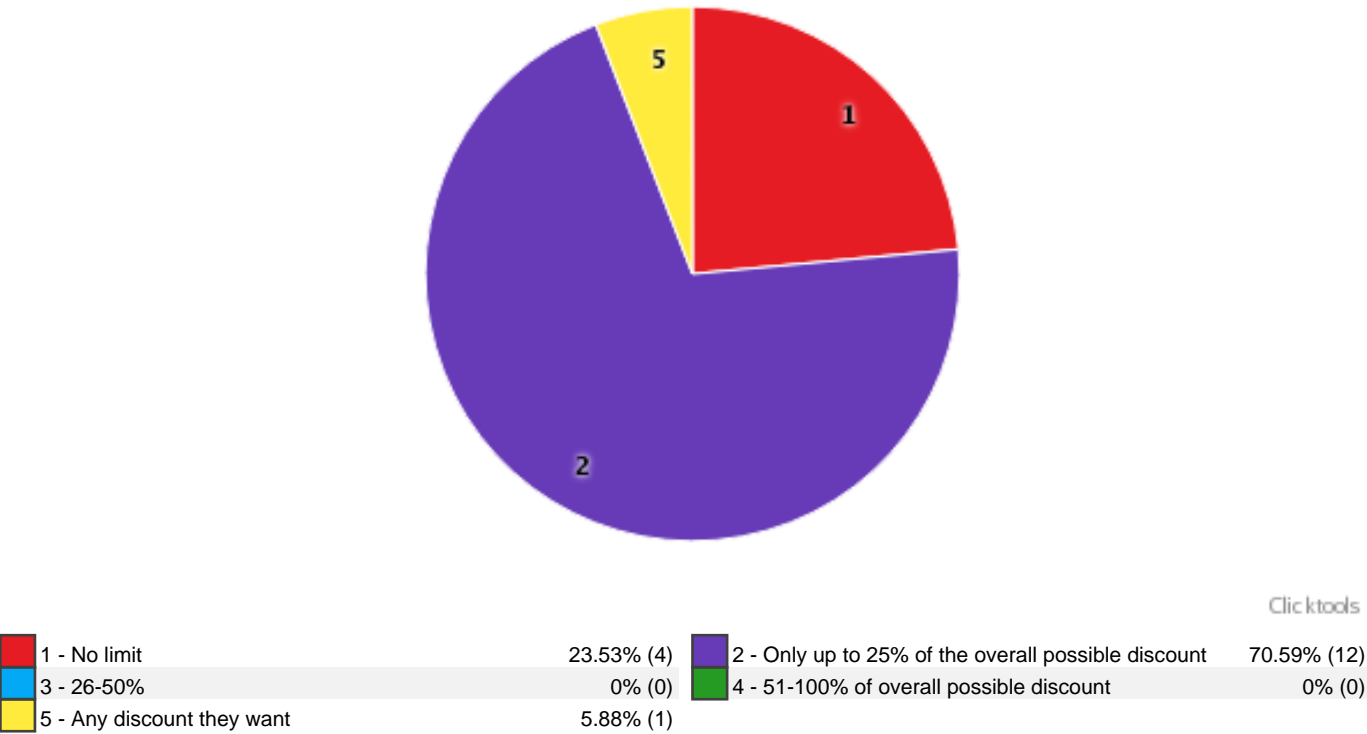
Response: 35

34. Who is allowed to discount training?



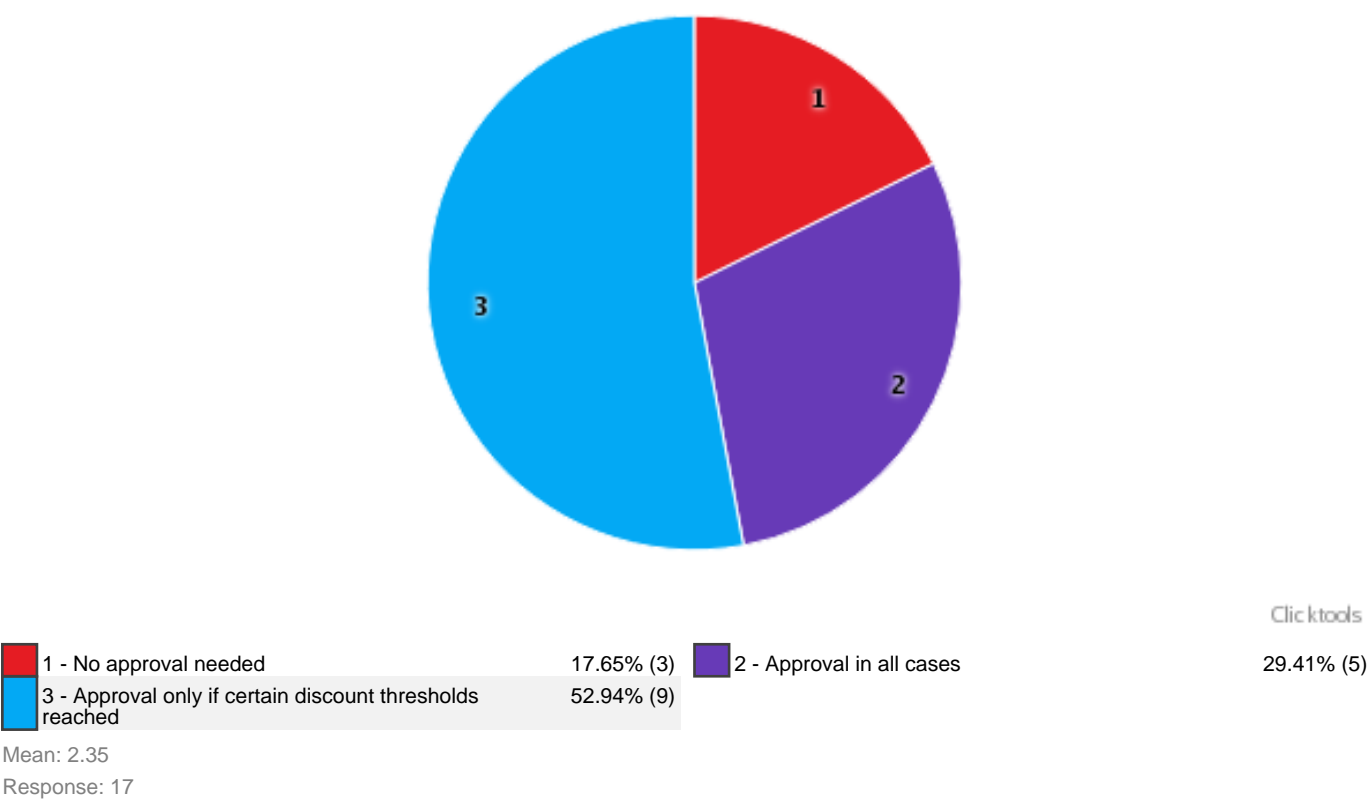
Response: 36

35. Do these other organizations (not Education) have a limit up to which they can give discounts and what is it?

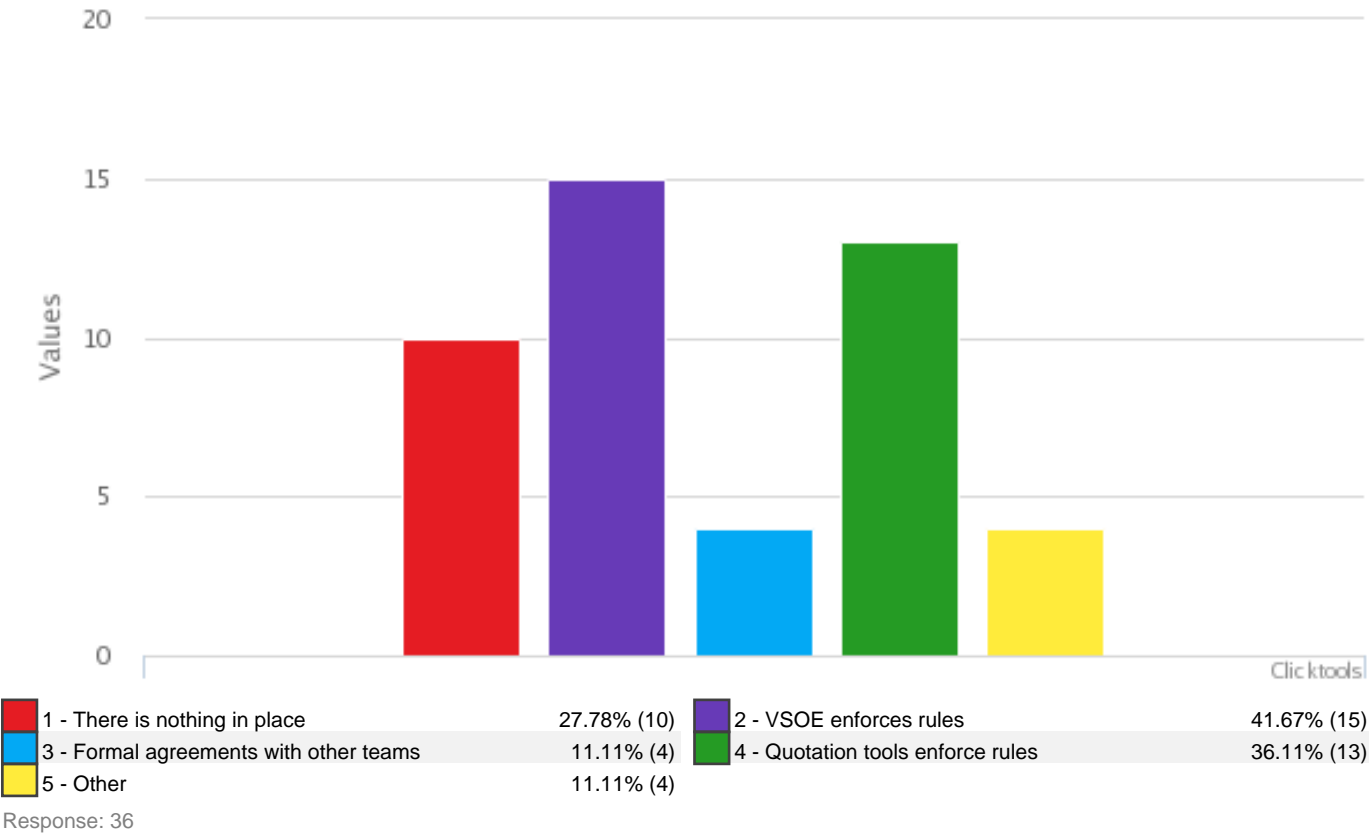


Mean: 1.94  
Response: 17

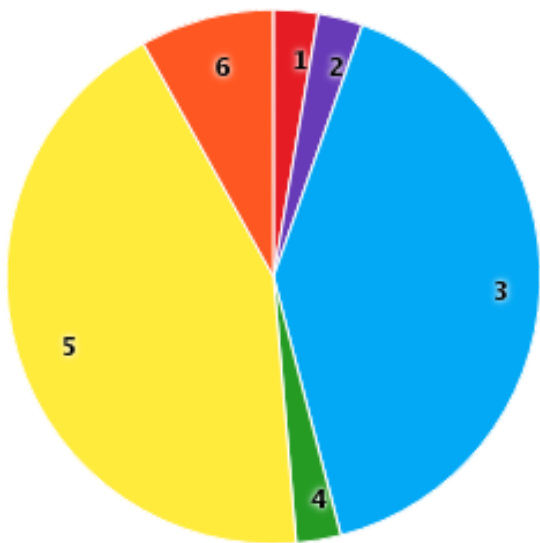
36. Do these other organizations need approval to discount?



37. How do you ensure pricing and discounting compliance, so that no discounts exceed your defined rules?



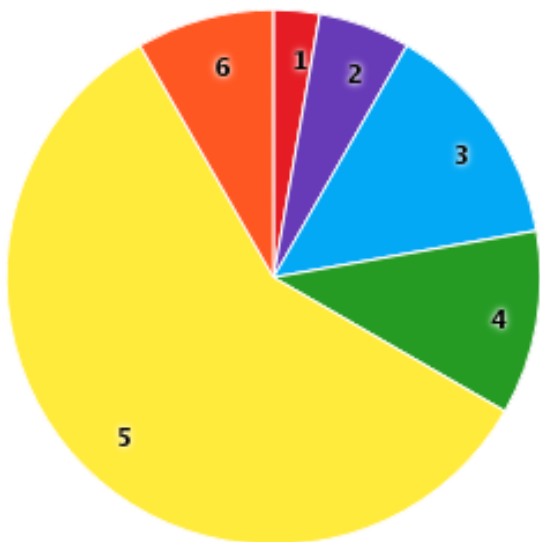
38. How frequently do you re-evaluate your pricing?



1 - Up to 3 months	2.7% (1)	2 - 4-11 months	2.7% (1)
3 - 12 months	40.54% (15)	4 - 13 months or more	2.7% (1)
5 - No set time, just whenever it is needed	43.24% (16)	6 - Other	8.11% (3)

Mean: 4.05  
Response: 37

39. How often do you change your pricing?



1 - Up to 3 months	2.78% (1)	2 - 4-11 months	5.56% (2)
3 - 12 months	13.89% (5)	4 - 13 months or more	11.11% (4)
5 - No set time, just whenever it is needed	58.33% (21)	6 - Other	8.33% (3)

Mean: 4.42  
Response: 36

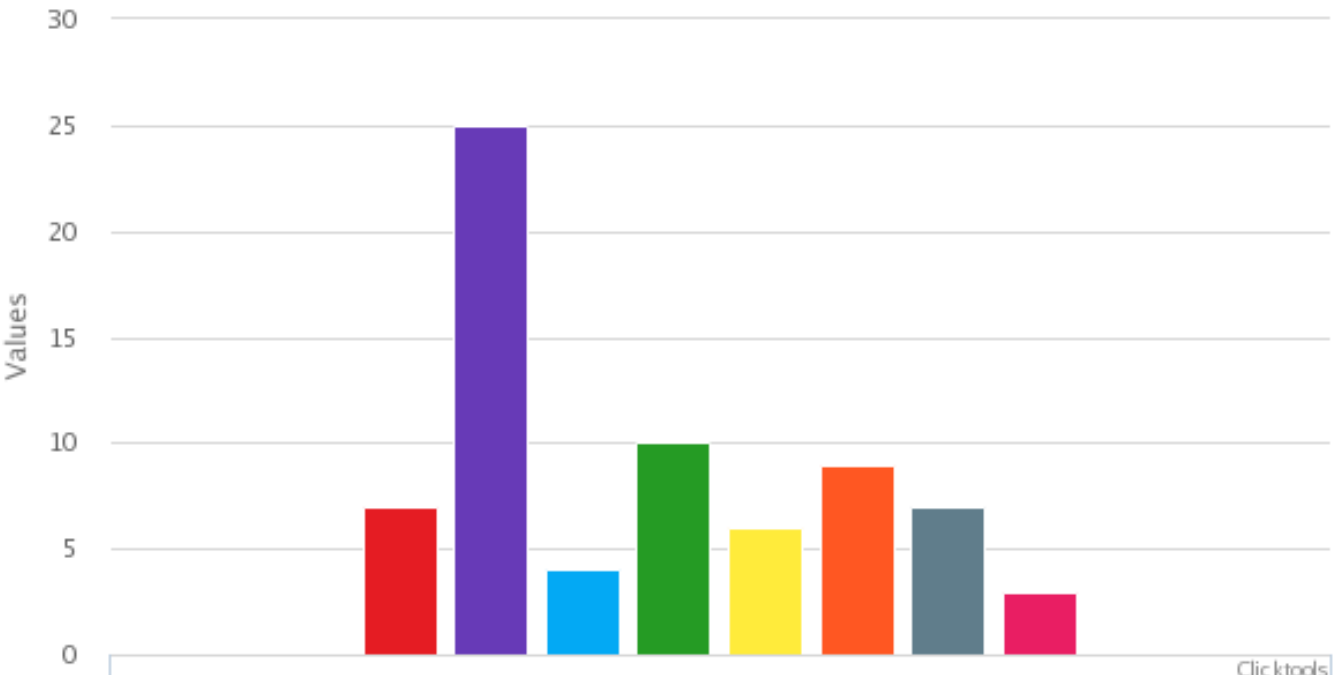
40. How frequently do you update pricing in local currencies due to changes in exchange rates?



1 - Up to 3 months	0% (0)	2 - 4-11 months	8.33% (3)
3 - 12 months	19.44% (7)	4 - 13 months or more	2.78% (1)
5 - No set time, just whenever it is needed	50% (18)	6 - Other	19.44% (7)

Mean: 4.53  
Response: 36

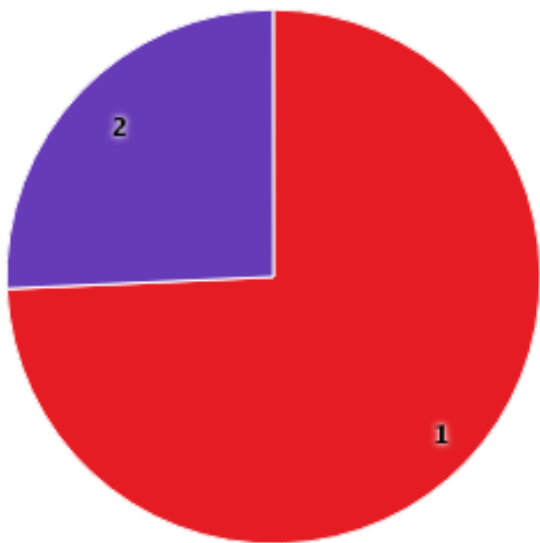
41. What is the key driver for the price change?



1 - Inflation	20.59% (7)	2 - Market trends	73.53% (25)
3 - Historical trends	11.76% (4)	4 - Competitiveness	29.41% (10)
5 - Profit margins	17.65% (6)	6 - Exchange rate changes	26.47% (9)
7 - Higher expenses	20.59% (7)	8 - Other	8.82% (3)

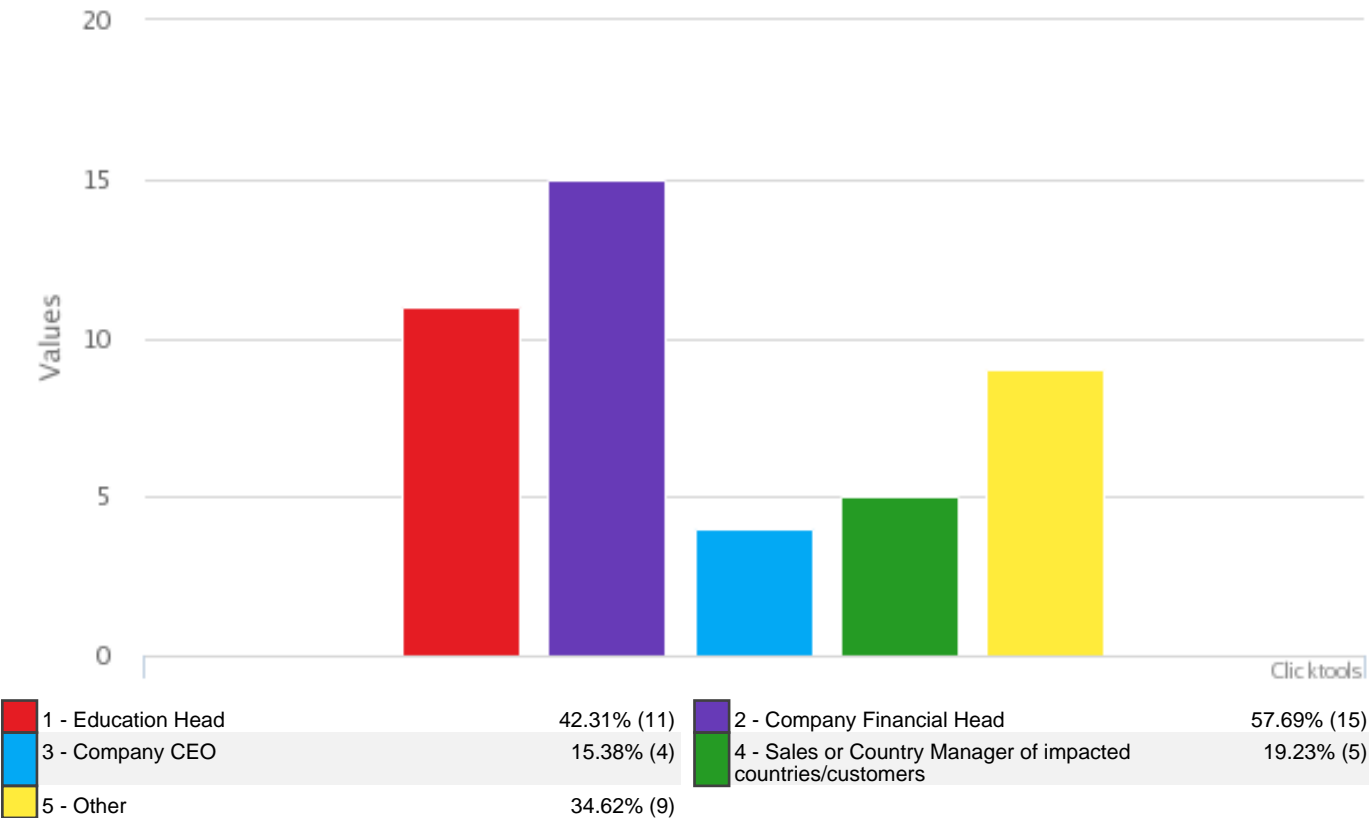
Response: 34

42. Do you need approval to make a price change?

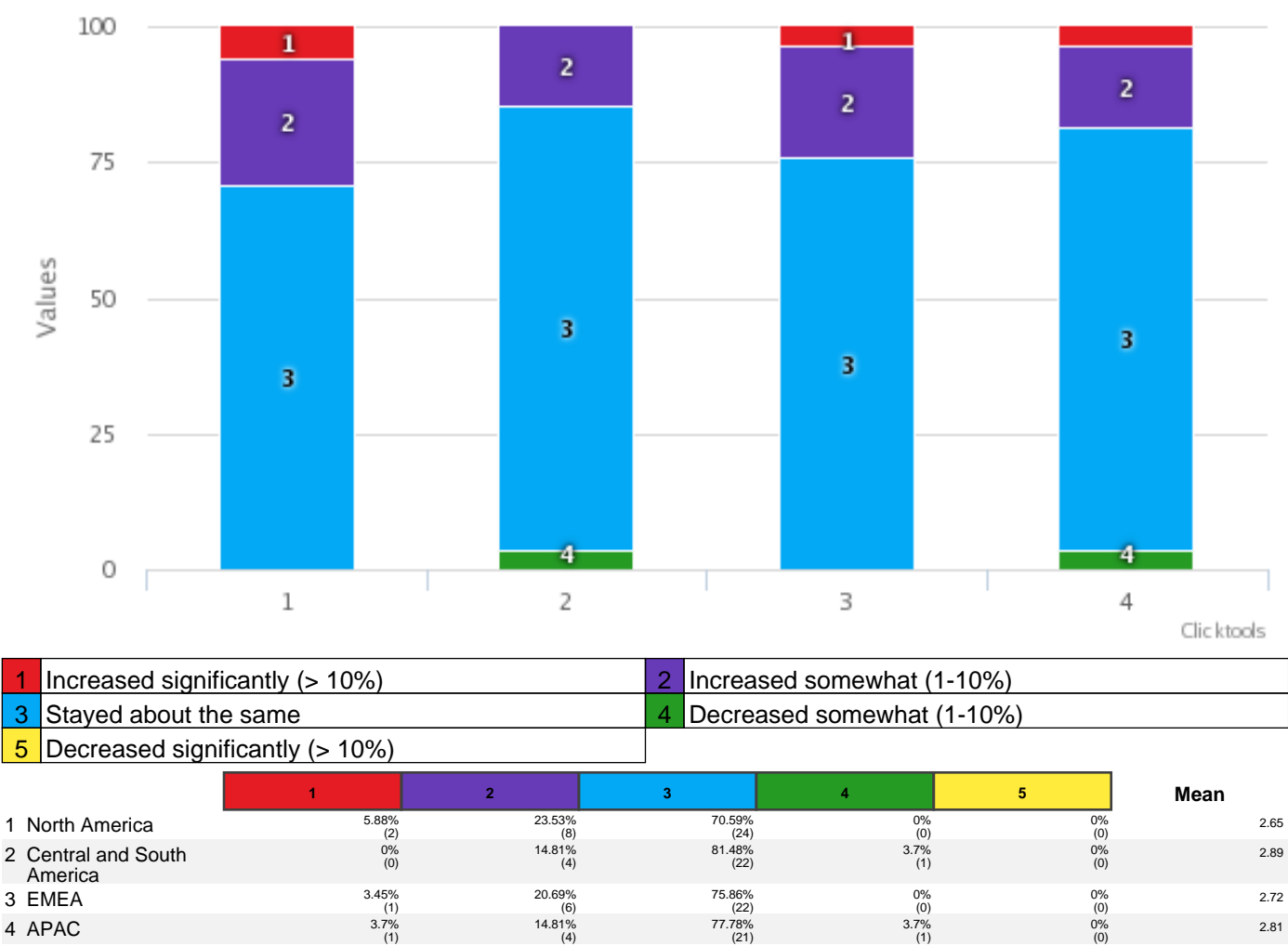


1 - Yes	74.29% (26)	2 - No	25.71% (9)
Mean: 1.26			
Response: 35			

43. Who is required to approve changes?



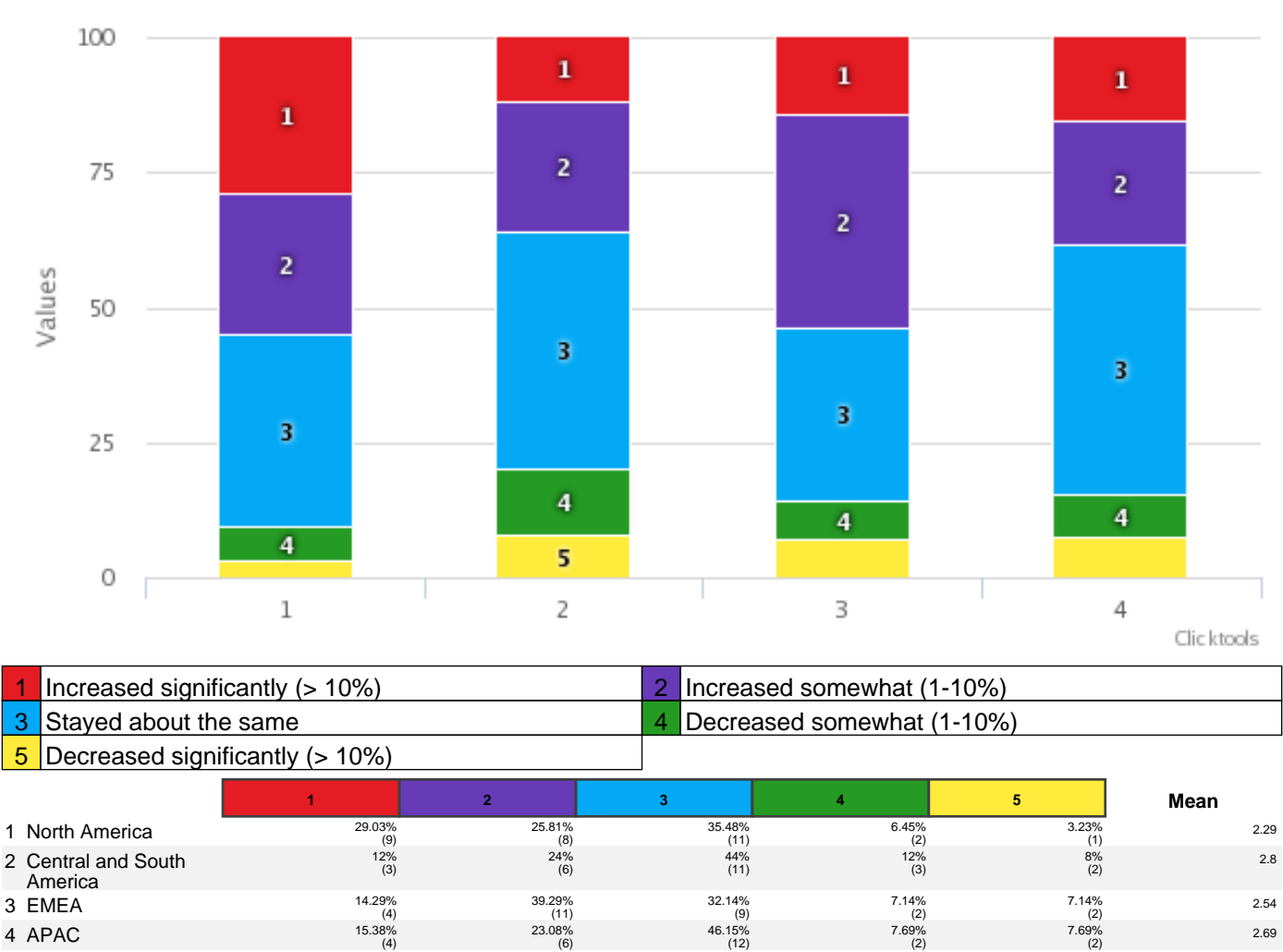
44. If you compare your actual pricing to the pricing of one (1) year ago, what kind of changes have occurred?



Response: 35

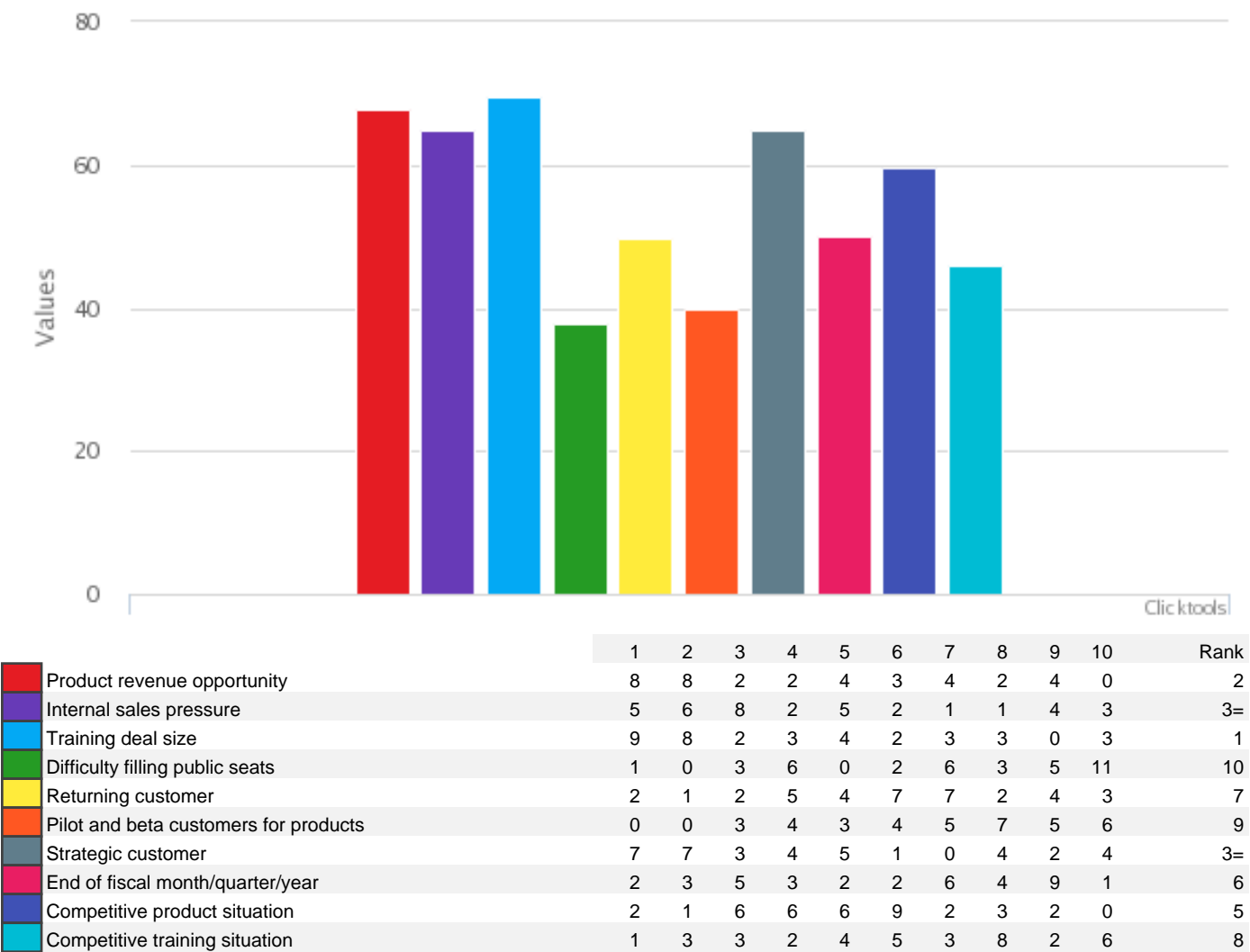


45. If you compare your actual pricing to the pricing of three (3) years ago, what kind of changes have occurred?



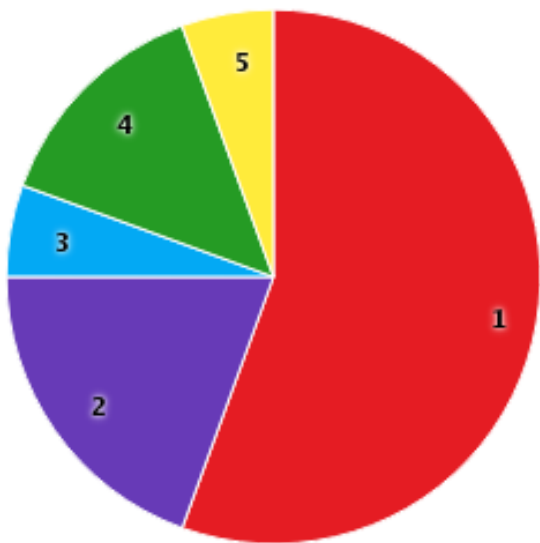
Response: 32

46. What are your top three reasons for discounting education? (Please order the following list, and put your top three as 1, 2 and 3.)



Response: 37

47. How do you manage price differences between different local markets?

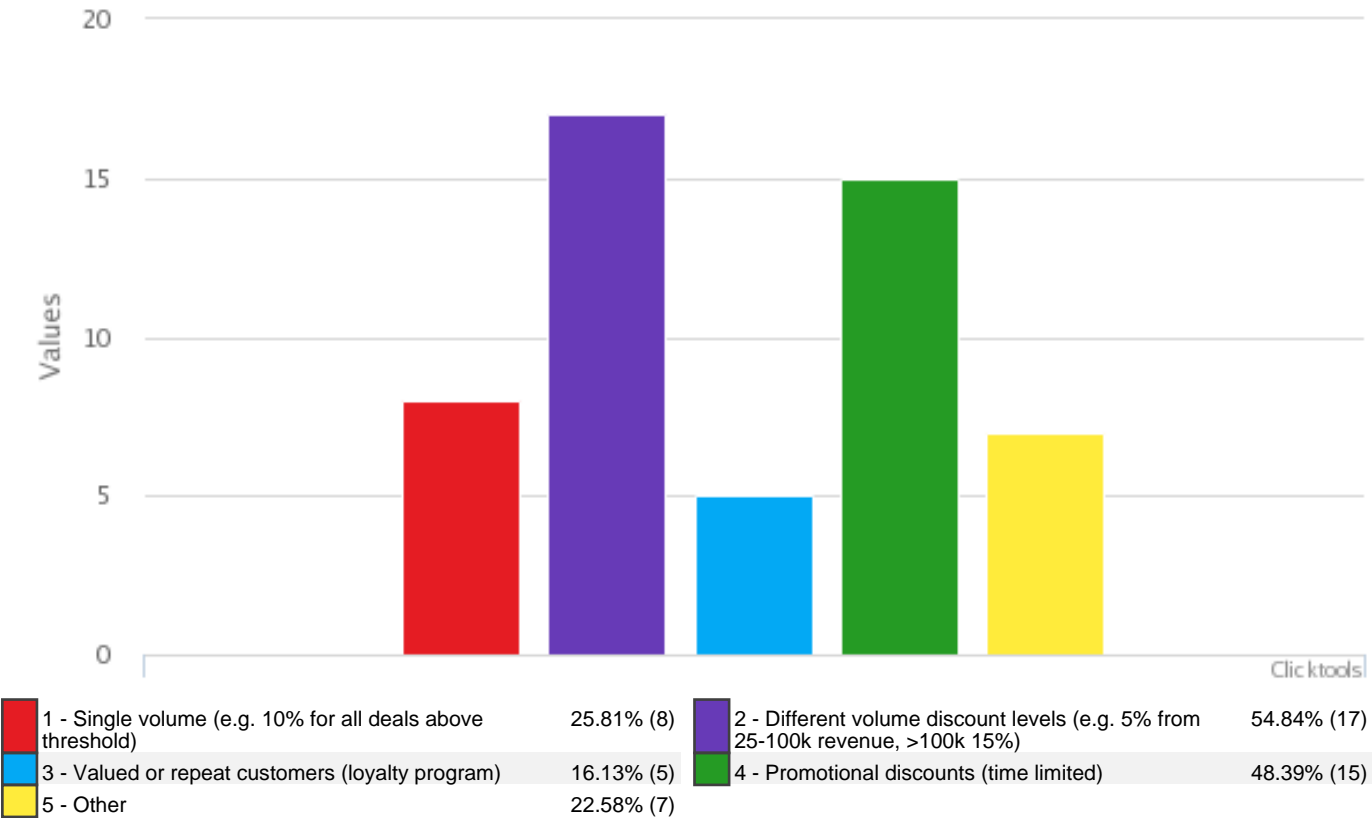


Clicktools

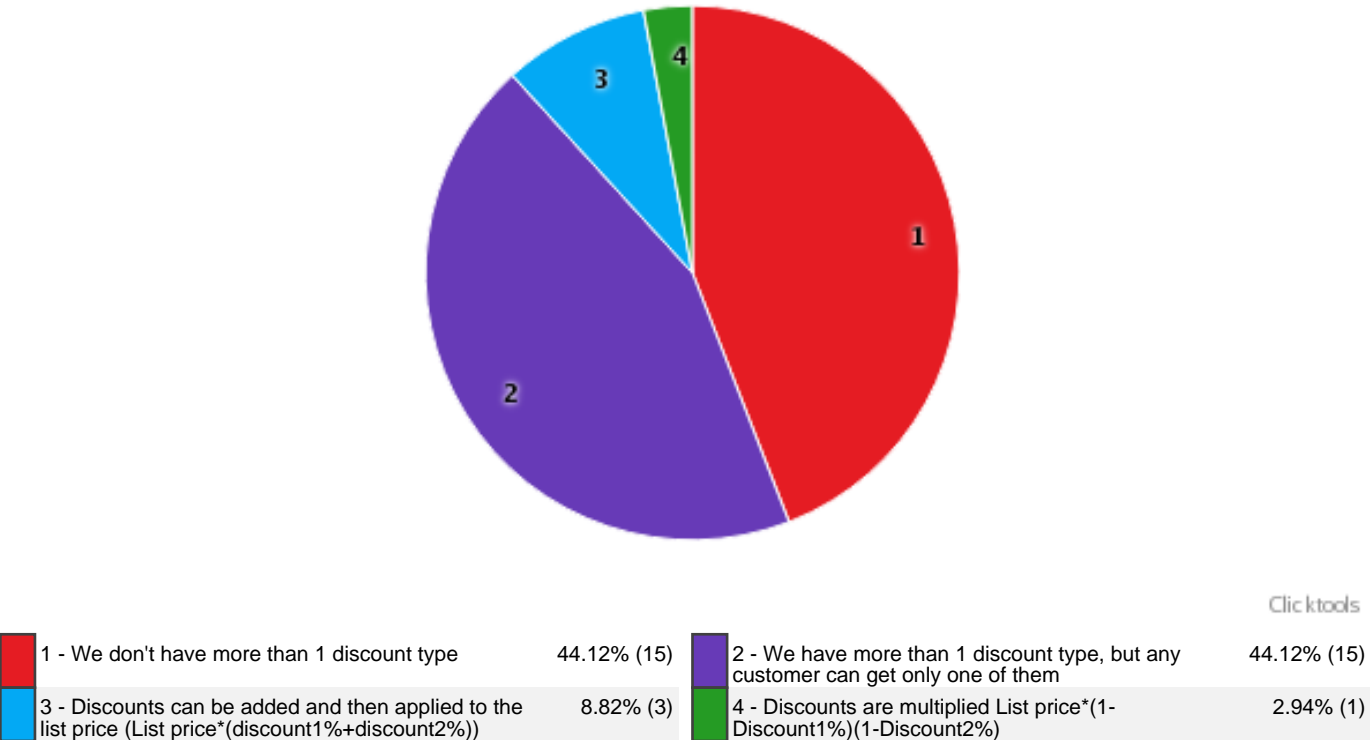
1 - No price differences for different local markets	55.56% (20)	2 - Global pricelist and discounts by country to bring global price down to market price	19.44% (7)
3 - Global pricelist and discount level (each country is part of one level) to bring global price down to market price	5.56% (2)	4 - Pricelists for local markets which have different prices by market	13.89% (5)
5 - Other	5.56% (2)		

Mean: 1.94  
Response: 36

48. What other type of discounts do you offer?

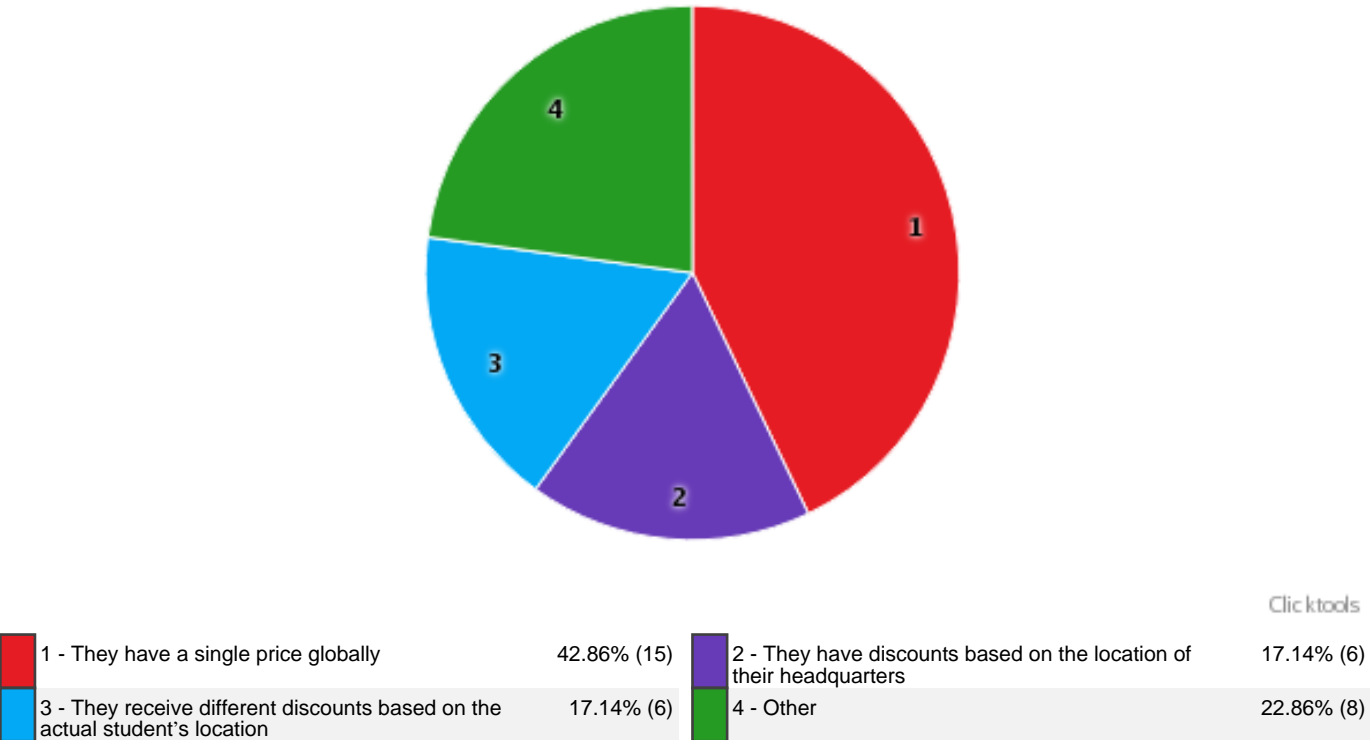


49. If you have different types of discounts, how do you handle multiple discounts?



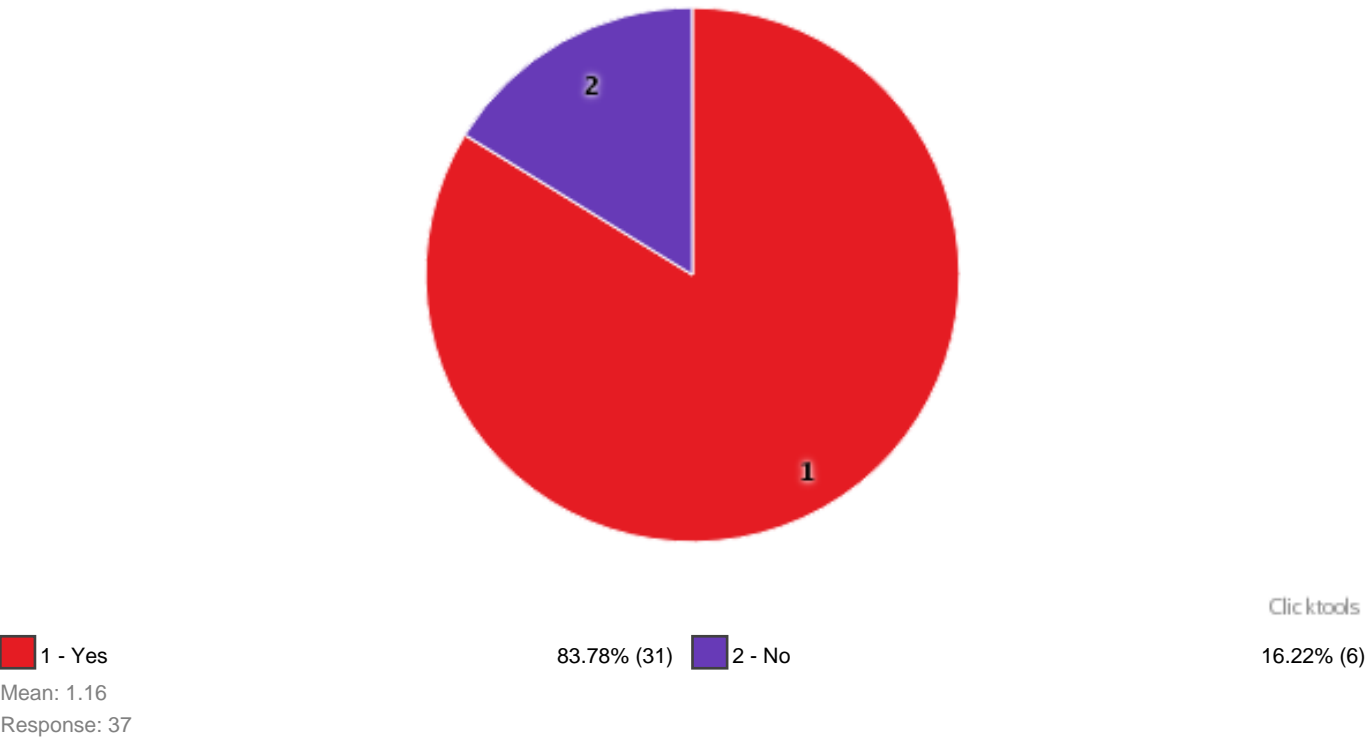
Mean: 1.71  
Response: 34

50. How do you manage pricing for global customers?

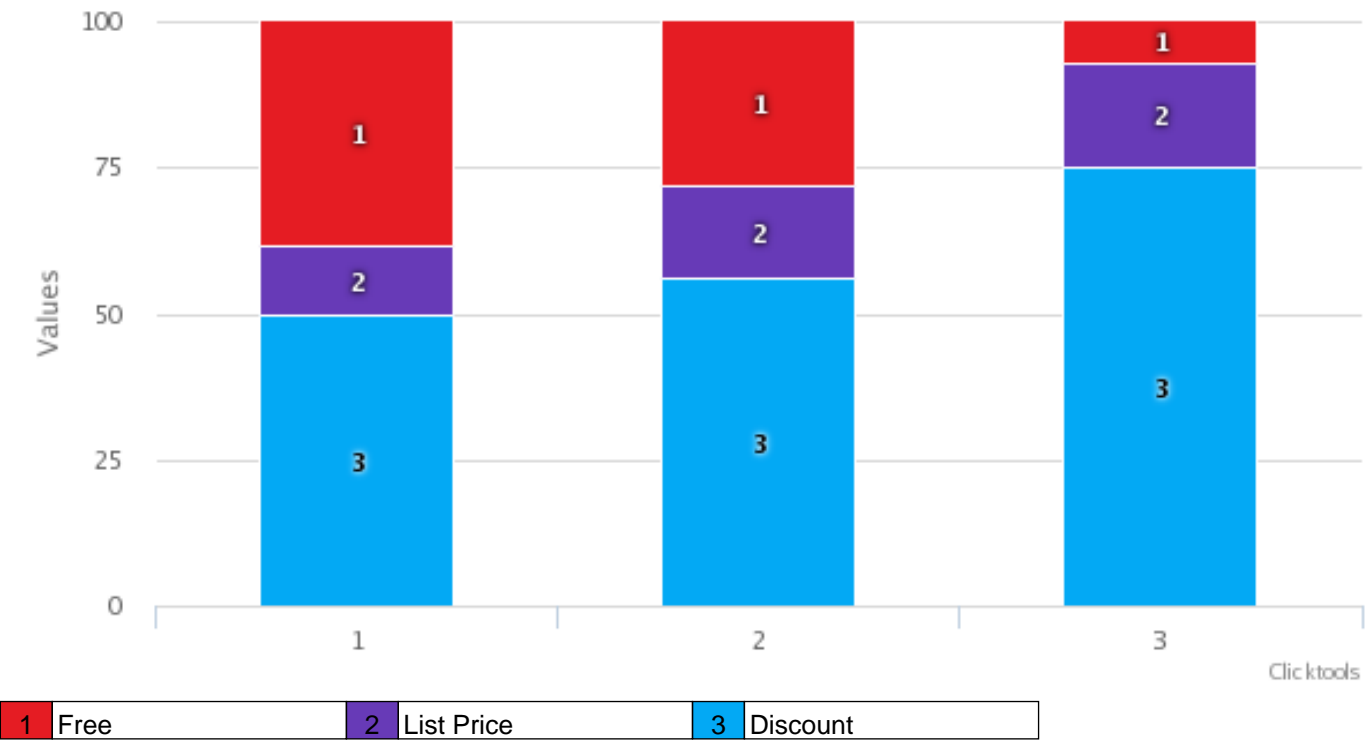


Mean: 2.2

51. Do you train channel partners who sell or support your company's products?



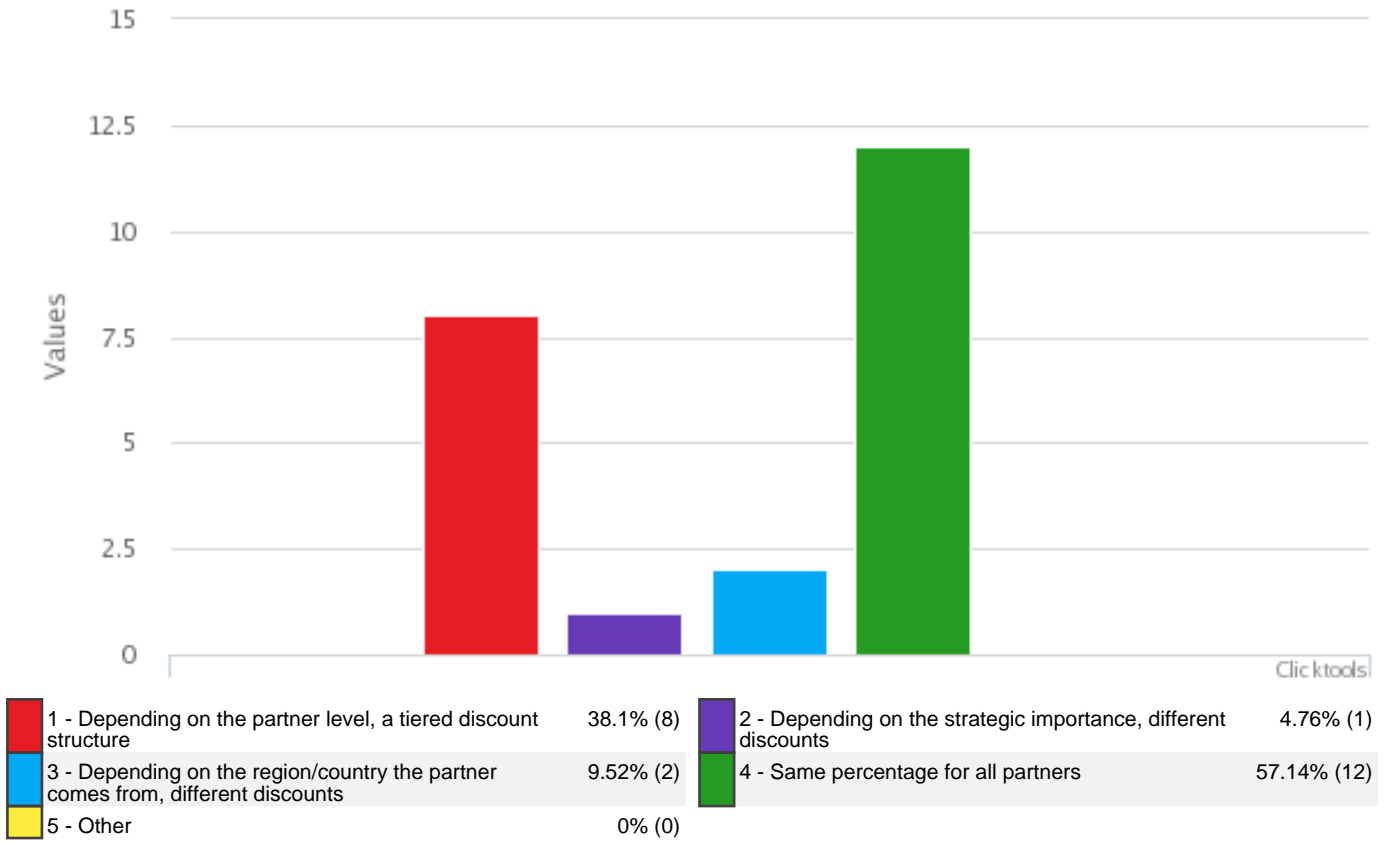
52. How do you charge for the following partner audiences?



	1	2	3	Mean
1 Channel Sales	38.46% (10)	11.54% (3)	50% (13)	2.12
2 Channel Presales	28% (7)	16% (4)	56% (14)	2.28
3 Channel Post sales - deployment, operations, maintenance	7.14% (2)	17.86% (5)	75% (21)	2.68

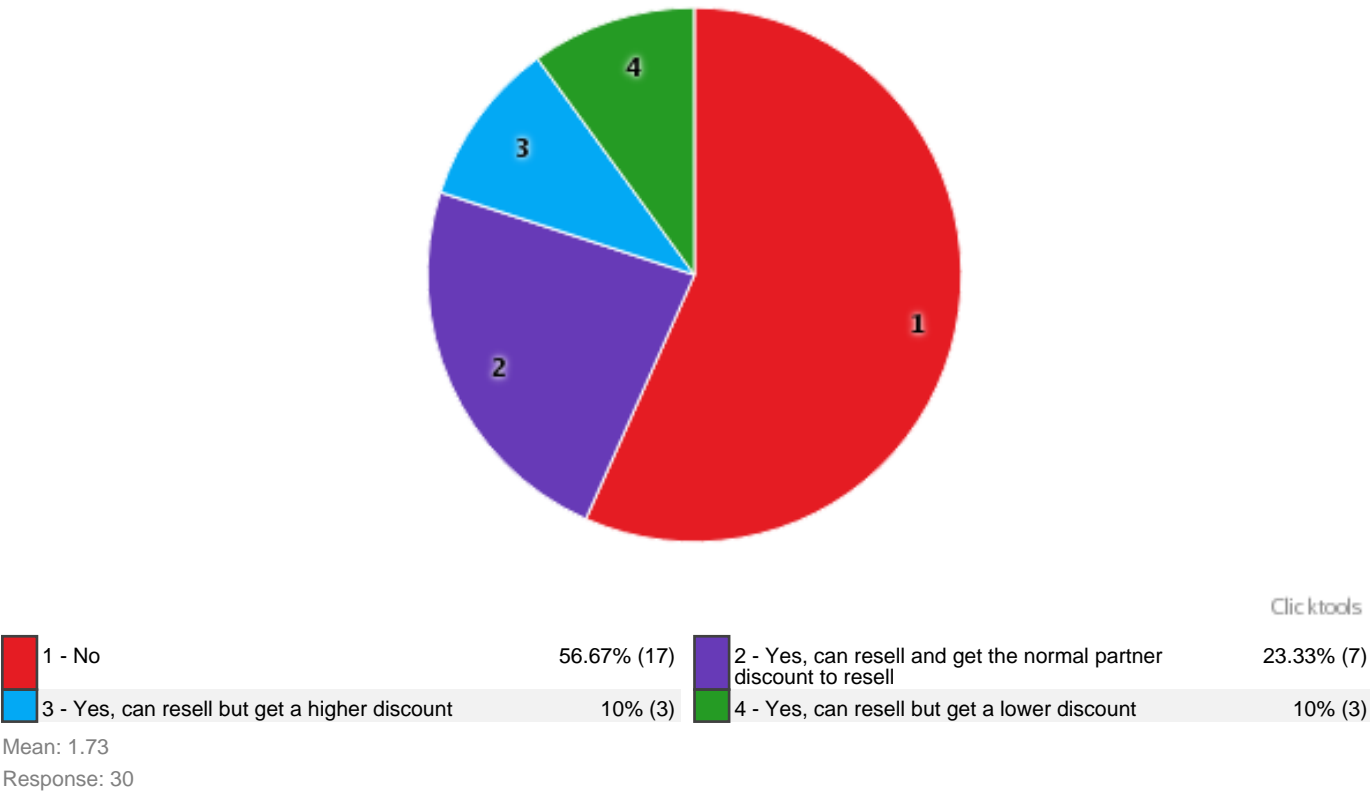
Response: 29

### 53. How do you discount training for your channel partner?

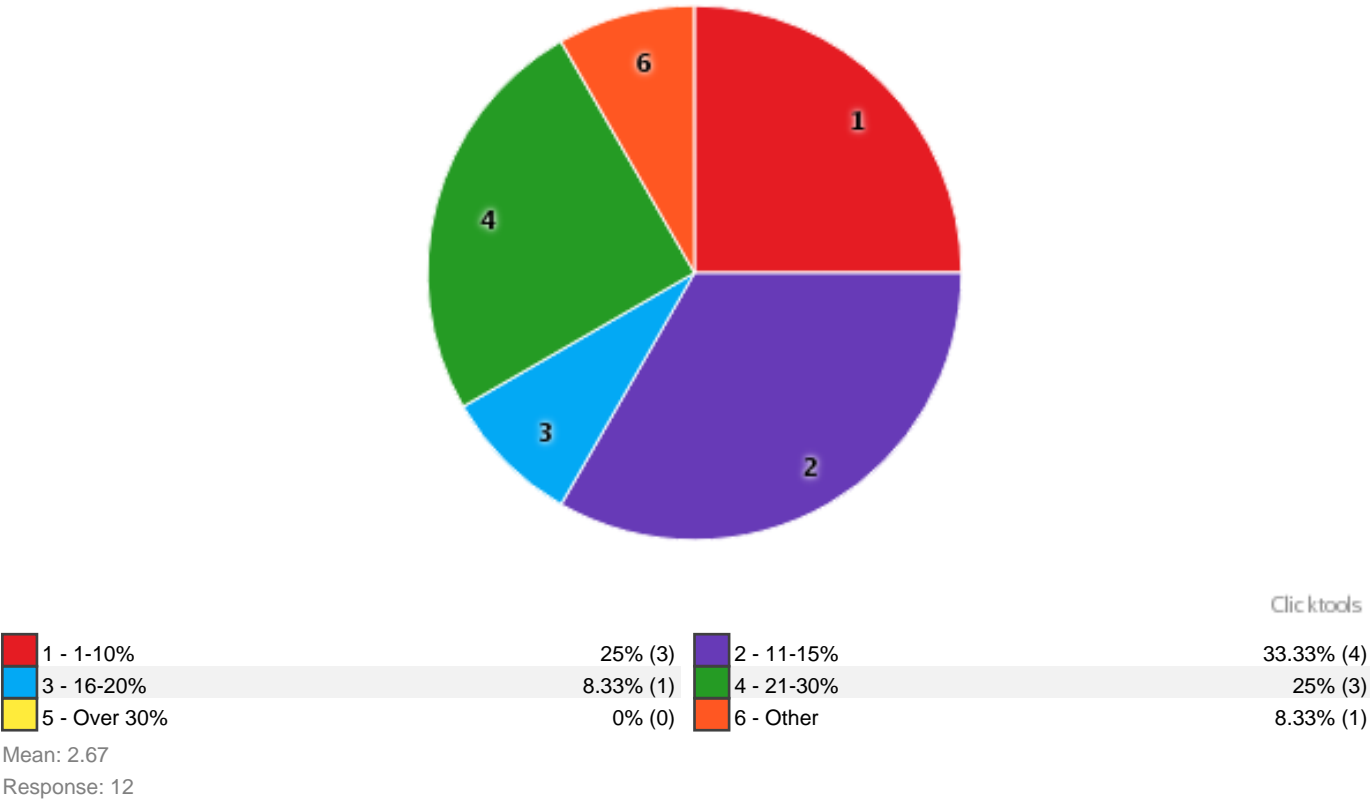


Response: 21

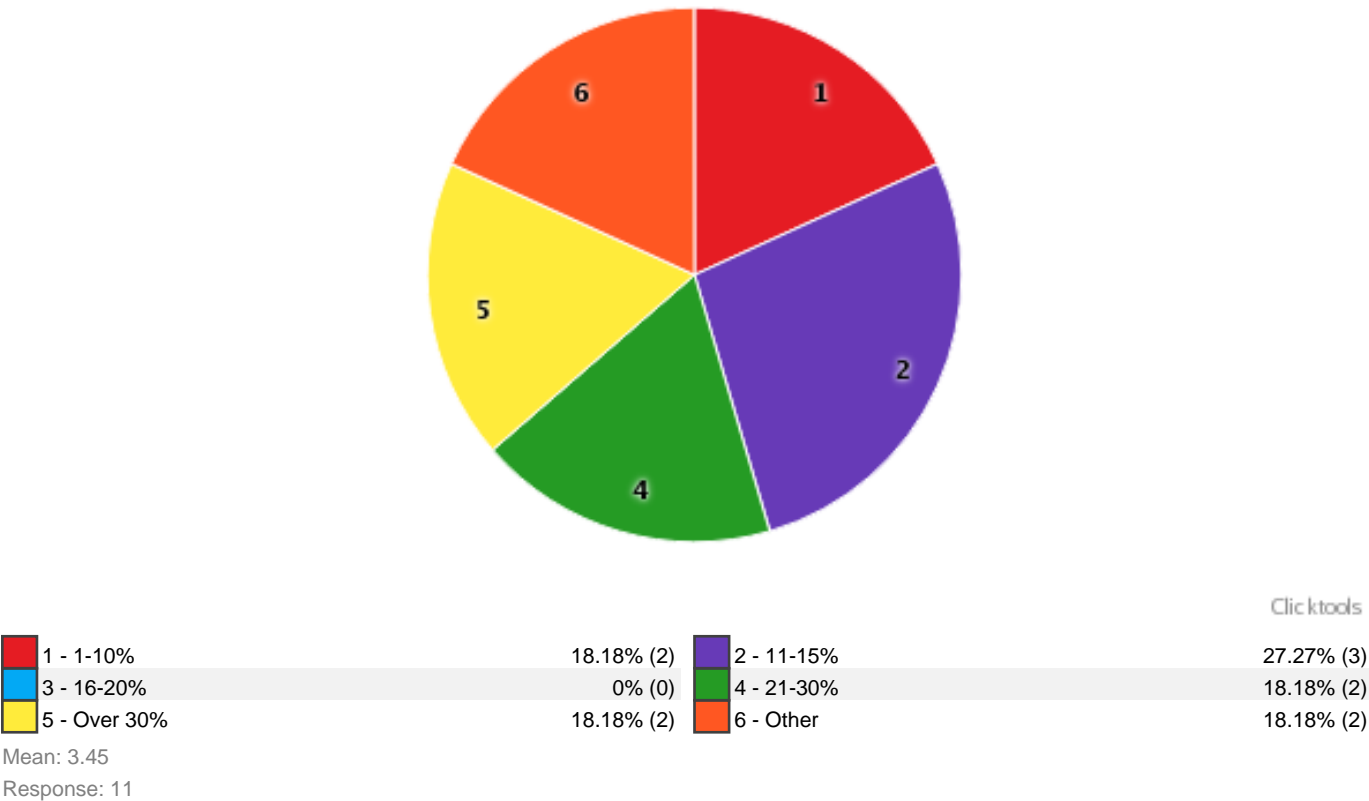
54. Do you allow partners to resell your training?



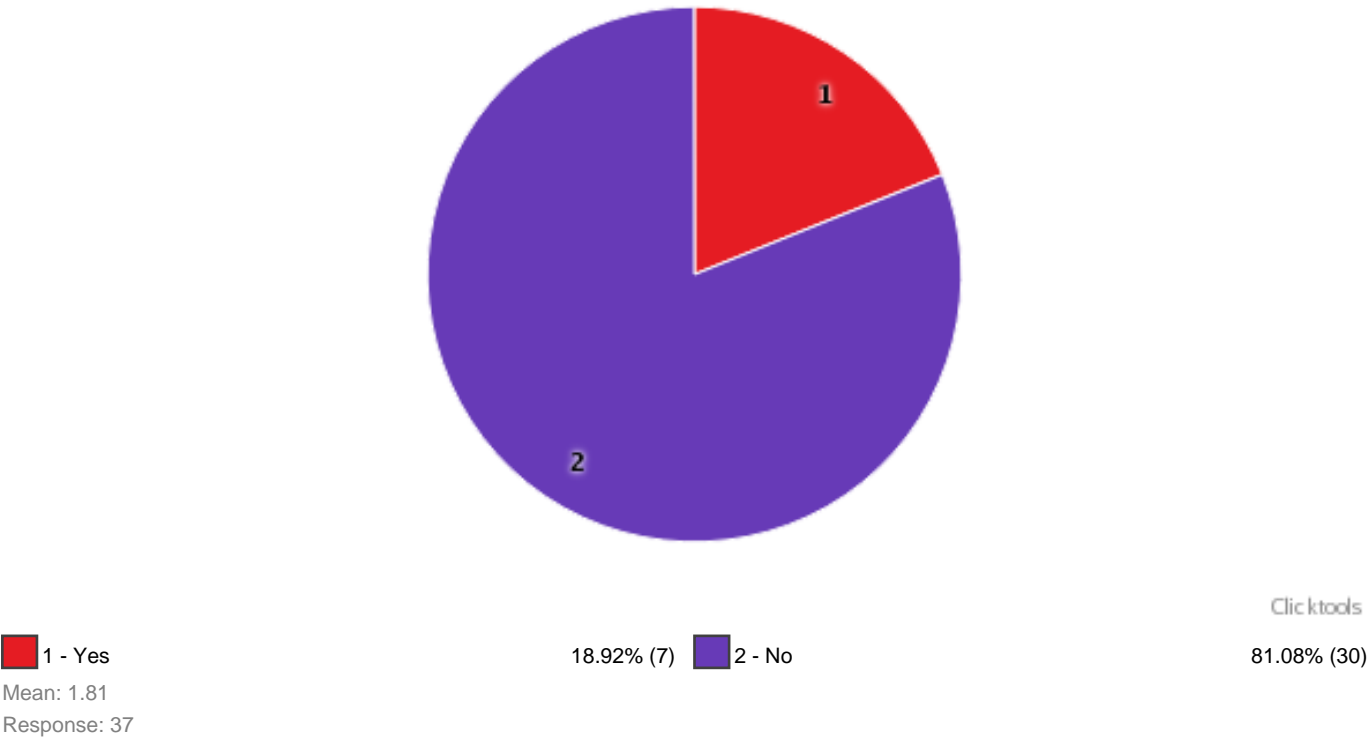
55. What discount or commission do you offer to your resellers for instructor led training (ILT)?



56. What discount or commission do you offer to your resellers for eLearning?

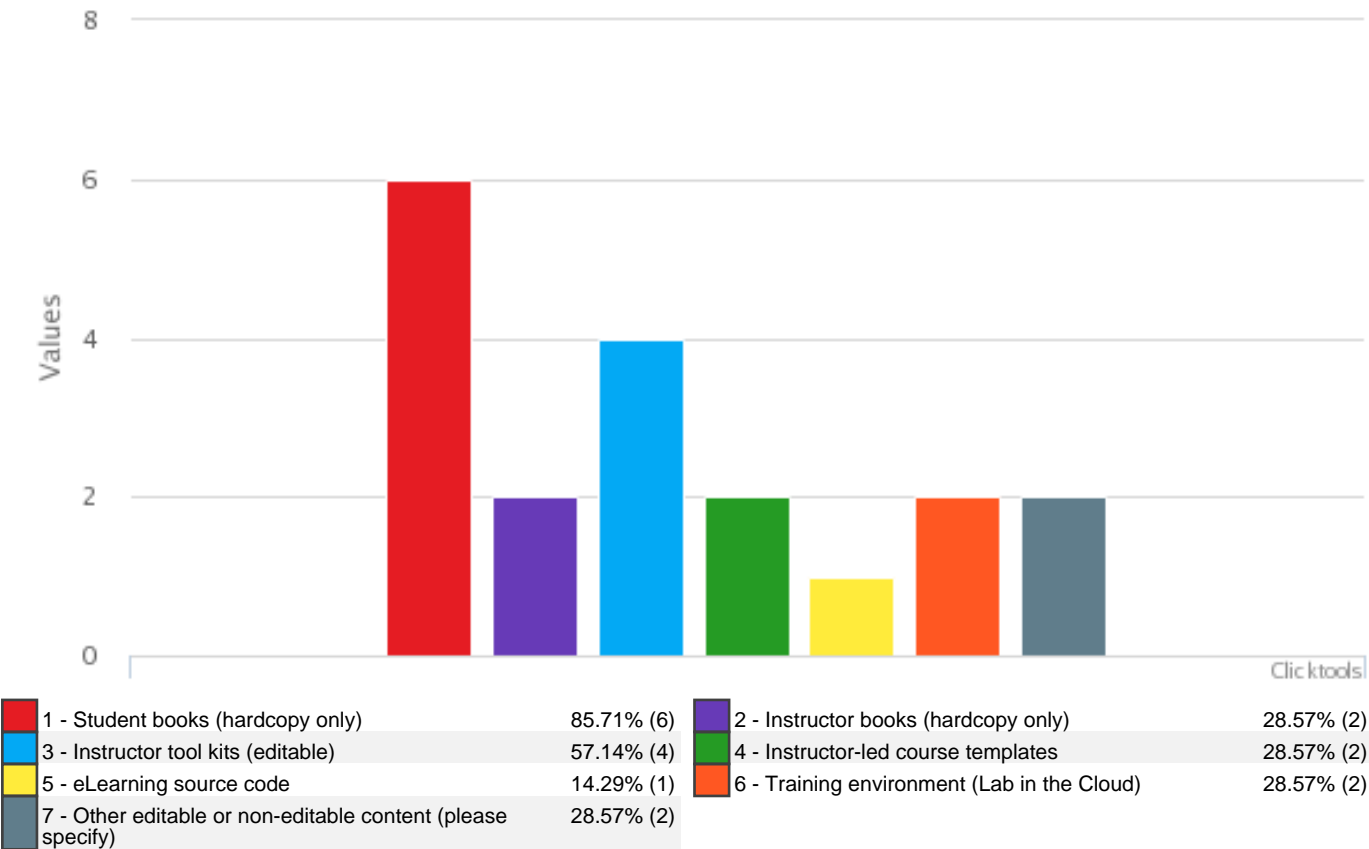


57. Do you sell any education services intellectual property as a standalone item?

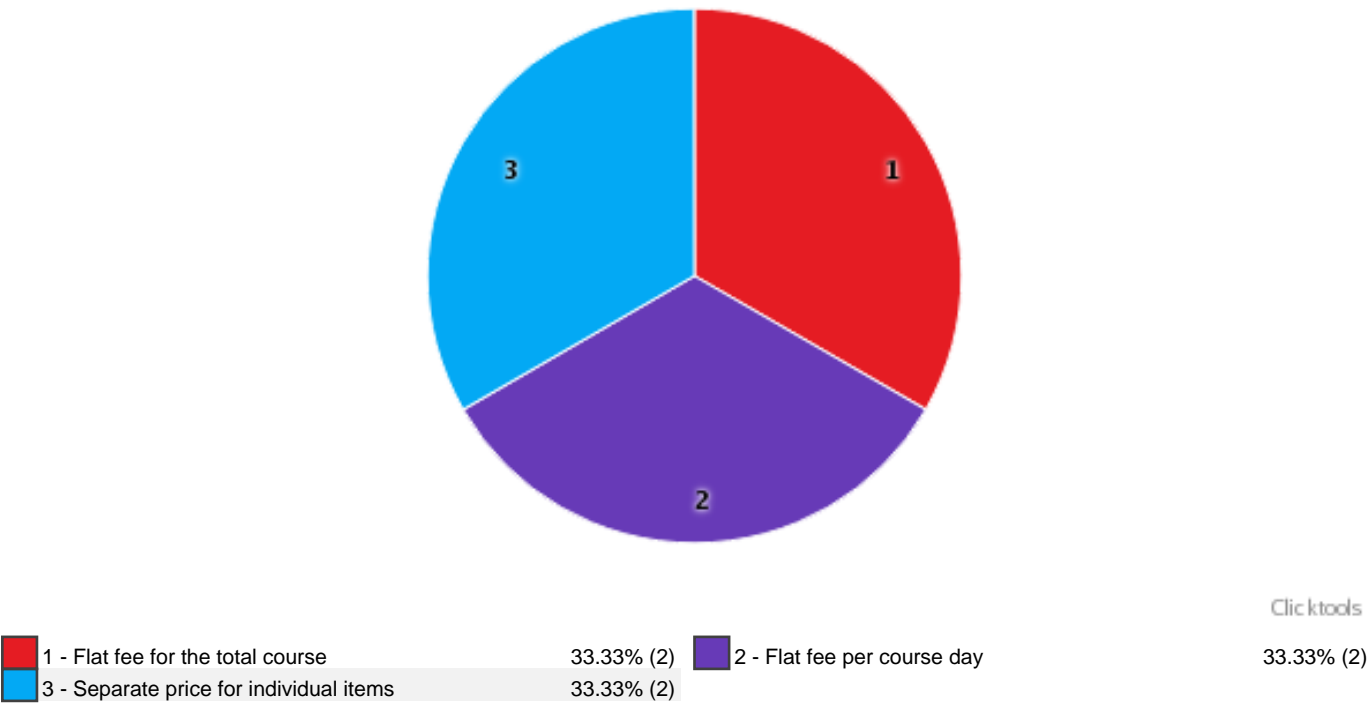




58. Which of the following intellectual property related learning services do you sell?



59. What is your sales model for selling IP?



Mean: 2  
Response: 6

60. On average, how much do you charge (\$) as a flat fee per course day?

Average	3,900
Highest	10,000
Lowest	600
Standard deviation	5,288.67

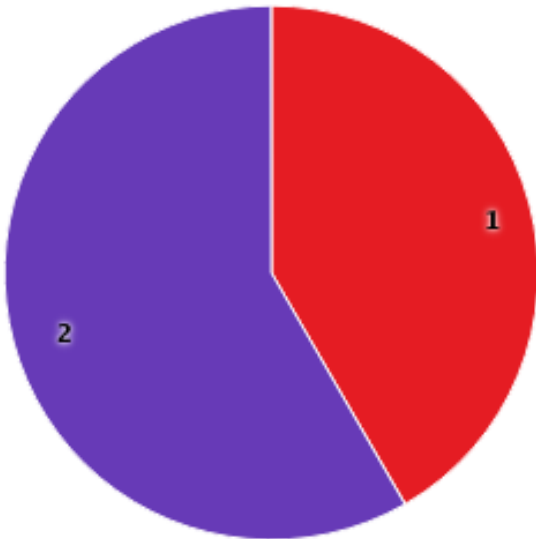
Response: 3

61. What is the average list price per course day (to the nearest \$) for each of the following items? If you do not sell the item, please enter 0.

	Student manuals (non-editable)	Instructor guides (non-editable)	Instructor tool kits (editable)	Instructor-led course templates	eLearning course/module master	Training environment (Lab in the Cloud)	Other editable or non-editable content
Average	45	0	366.67	0	200	0	0
Highest	100	0	1,100	0	600	0	0
Lowest	0	0	0	0	0	0	0
Standard deviation	50.74	0	635.09	0	346.41	0	0

Response: 3

62. Do you offer the service to develop training?



1 - Yes

41.67% (15)

2 - No

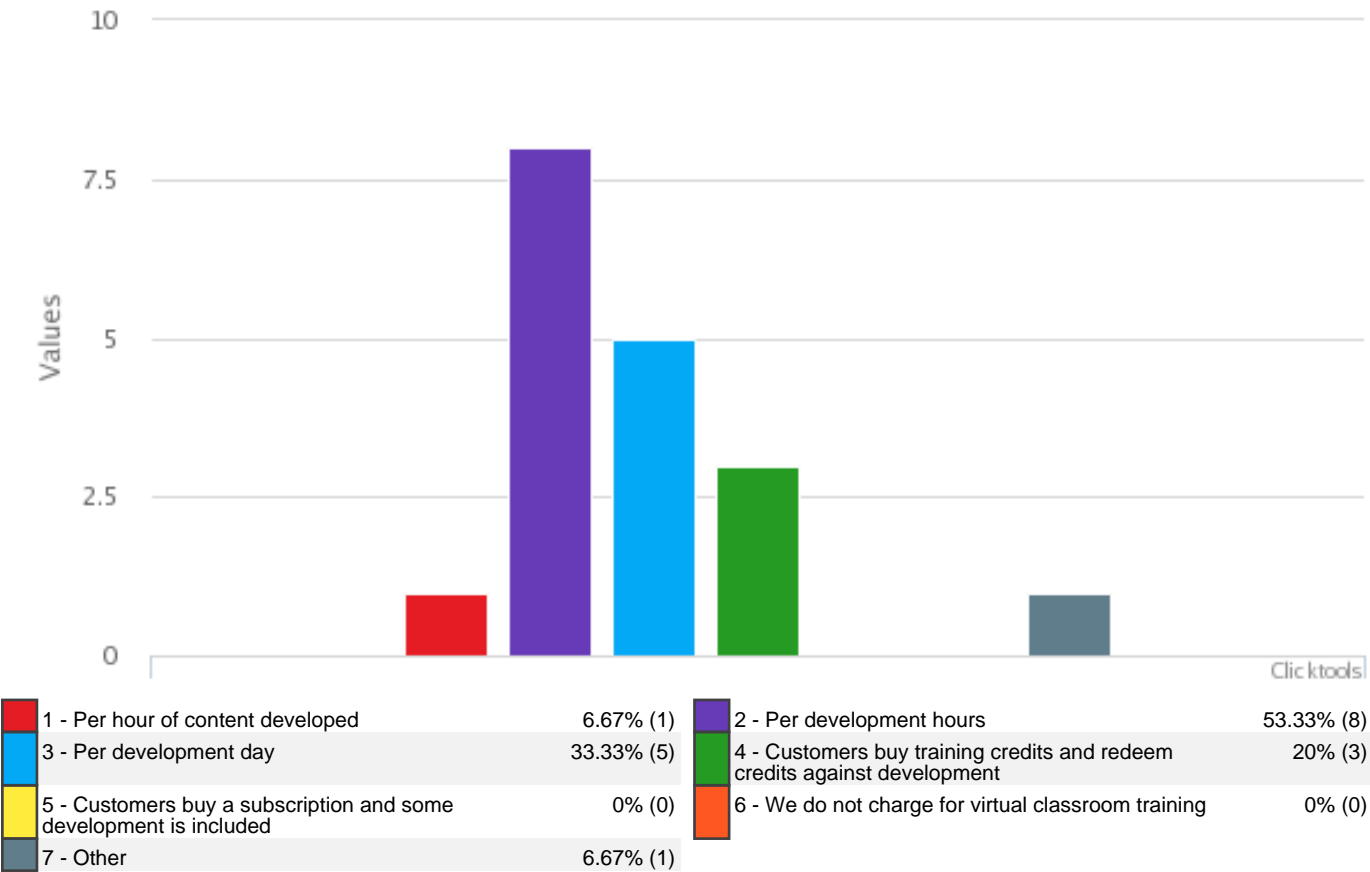
58.33% (21)

Clicktools

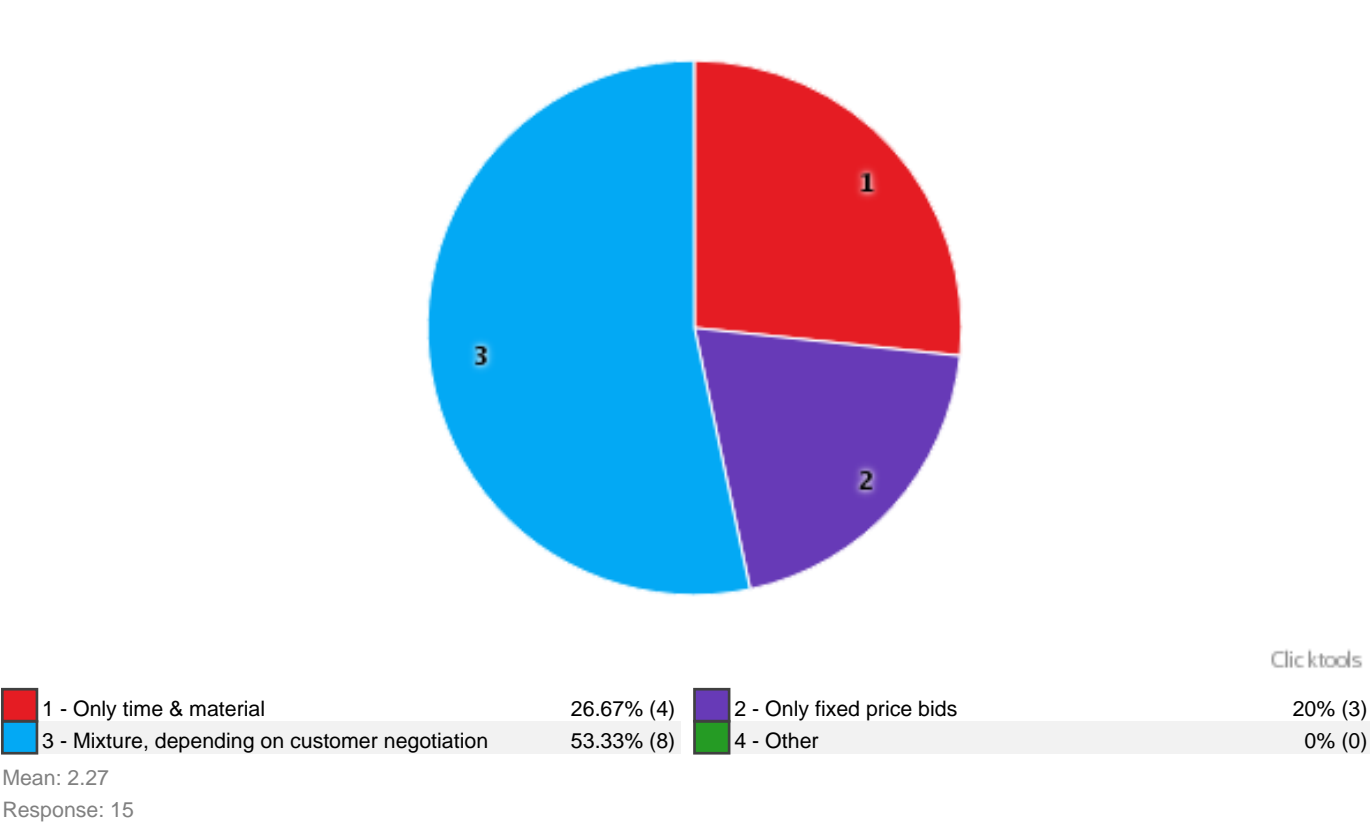
Mean: 1.58

Response: 36

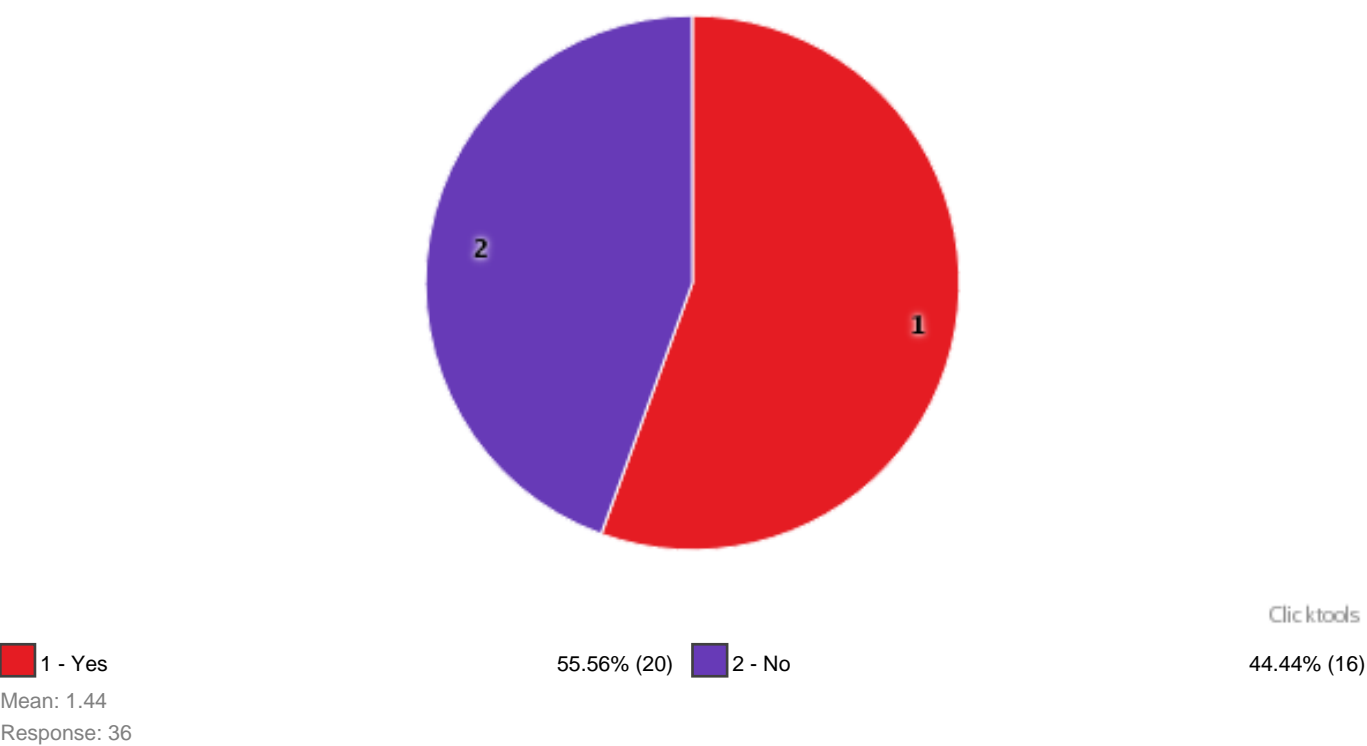
63. How do you price your development work?



64. How do you quote for development work?



65. Do you offer services to customize existing courses?



66. When do you start to charge for customization?

