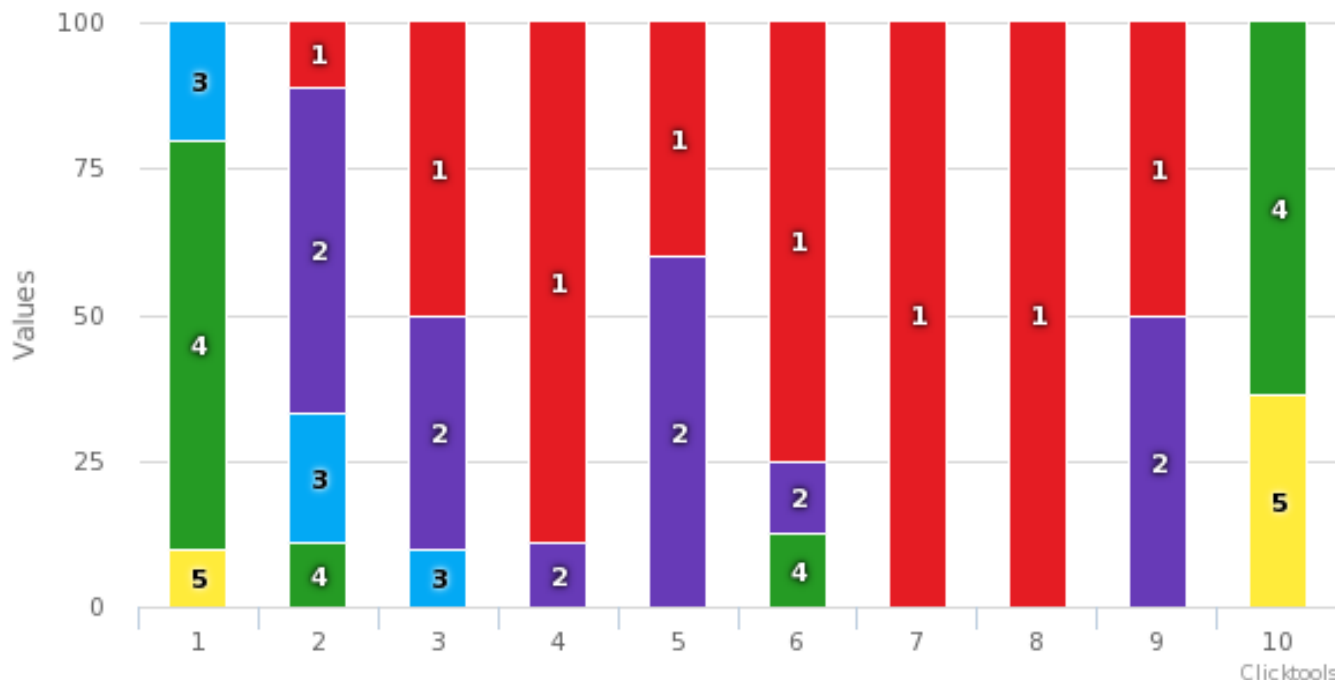


Education Revenue \$1M-\$5M (11)

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

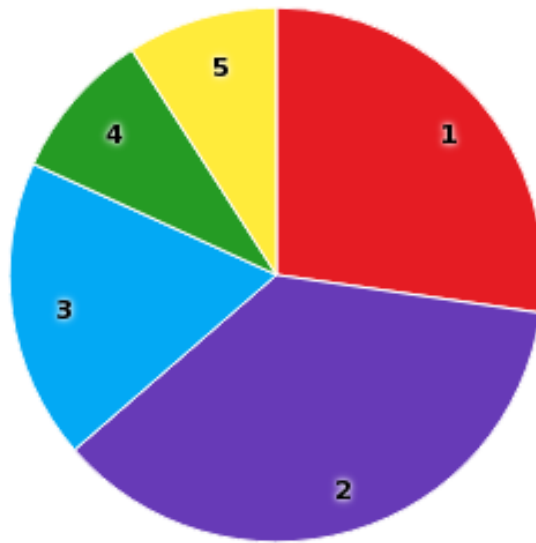


1	No revenue	2	<\$500K	3	\$500K-\$1M	4	\$1M-\$3M
5	\$3M-\$5M	6	\$5M-\$10M	7	\$10M-\$50M	8	\$50M-\$100M
9	>\$100M						

	1	2	3	4	5	6	7	8	9	Mean
1 Live Classroom	0% (0)	0% (0)	20% (2)	70% (7)	10% (1)	0% (0)	0% (0)	0% (0)	0% (0)	3.9
2 Virtual Classroom	11.11% (1)	55.56% (5)	22.22% (2)	11.11% (1)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	2.33
3 e-Learning	50% (5)	40% (4)	10% (1)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.6
4 Self-paced	88.89% (8)	11.11% (1)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.11
5 Certification	40% (4)	60% (6)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.6
6 Learning Consulting	75% (6)	12.5% (1)	0% (0)	12.5% (1)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.5
7 Learning Technologies	100% (8)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1
8 New learning modalities	100% (8)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1
9 Subscriptions	50% (5)	50% (5)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.5
10 TOTAL TRAINING REVENUE	0% (0)	0% (0)	0% (0)	63.64% (7)	36.36% (4)	0% (0)	0% (0)	0% (0)	0% (0)	4.36

Response: 11

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



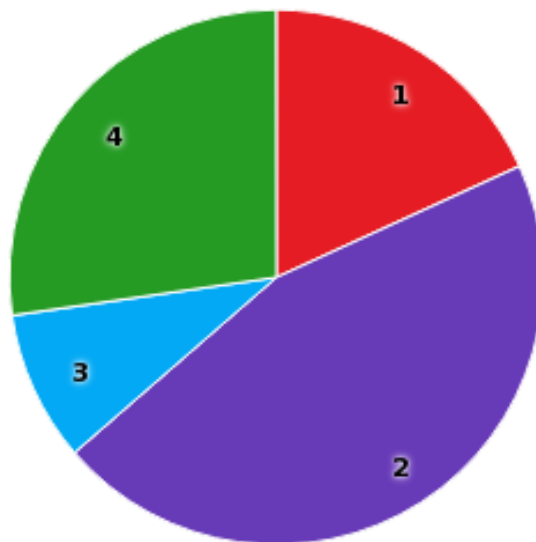
Clicktools

1 - 10 or less	27.27% (3)	2 - 11-20	36.36% (4)
3 - 21-50	18.18% (2)	4 - 51-100	9.09% (1)
5 - More than 100	9.09% (1)		

Mean: 2.36

Response: 11

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



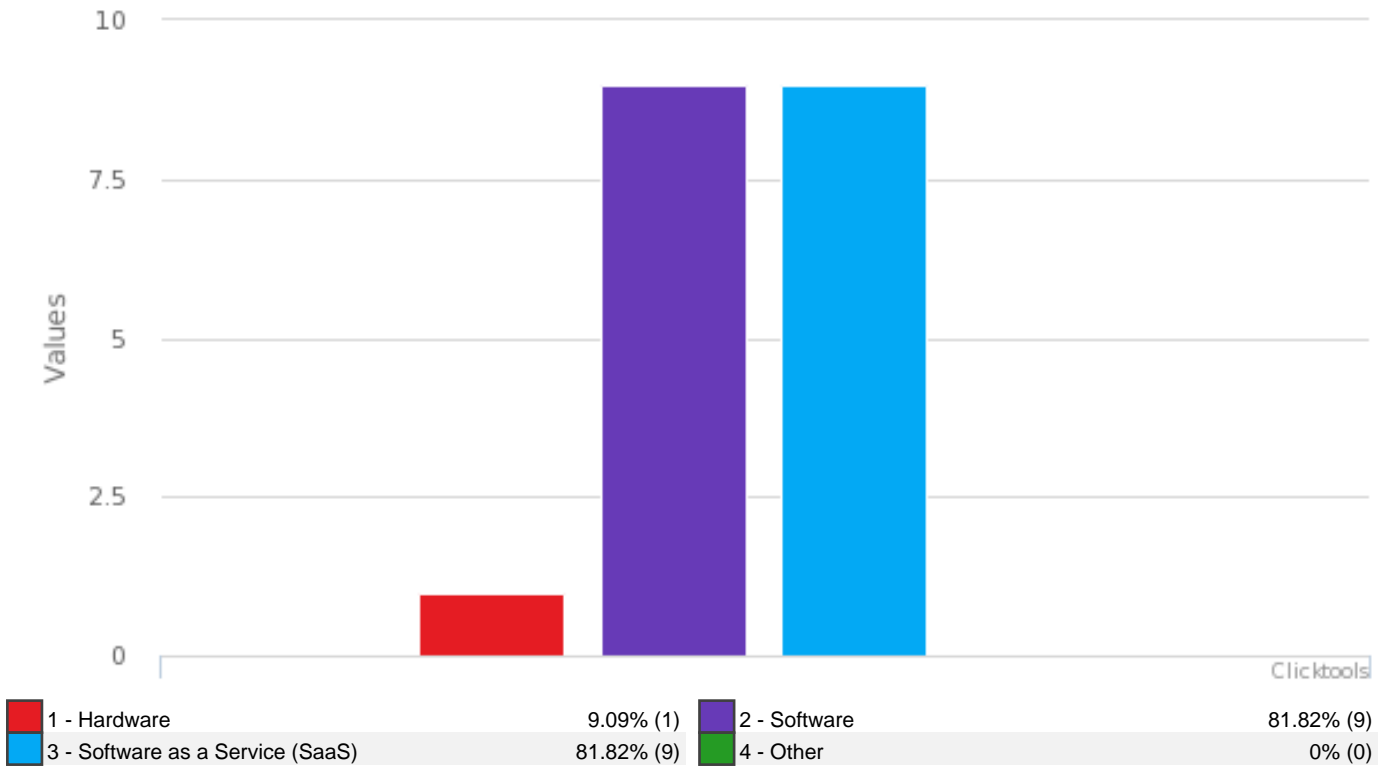
Clicktools

1 - Profit Center (expectation is to make a profit - may have a margin target to achieve)	18.18% (2)	2 - Cost Recovery (expectation is to sell enough training to at least break even on expenses)	45.45% (5)
3 - Cost Center (expectation is to provide non-education revenue benefits - for example better trained employees and partners)	9.09% (1)	4 - A hybrid depending upon the education business unit	27.27% (3)
5 - Other	0% (0)		

Mean: 2.45

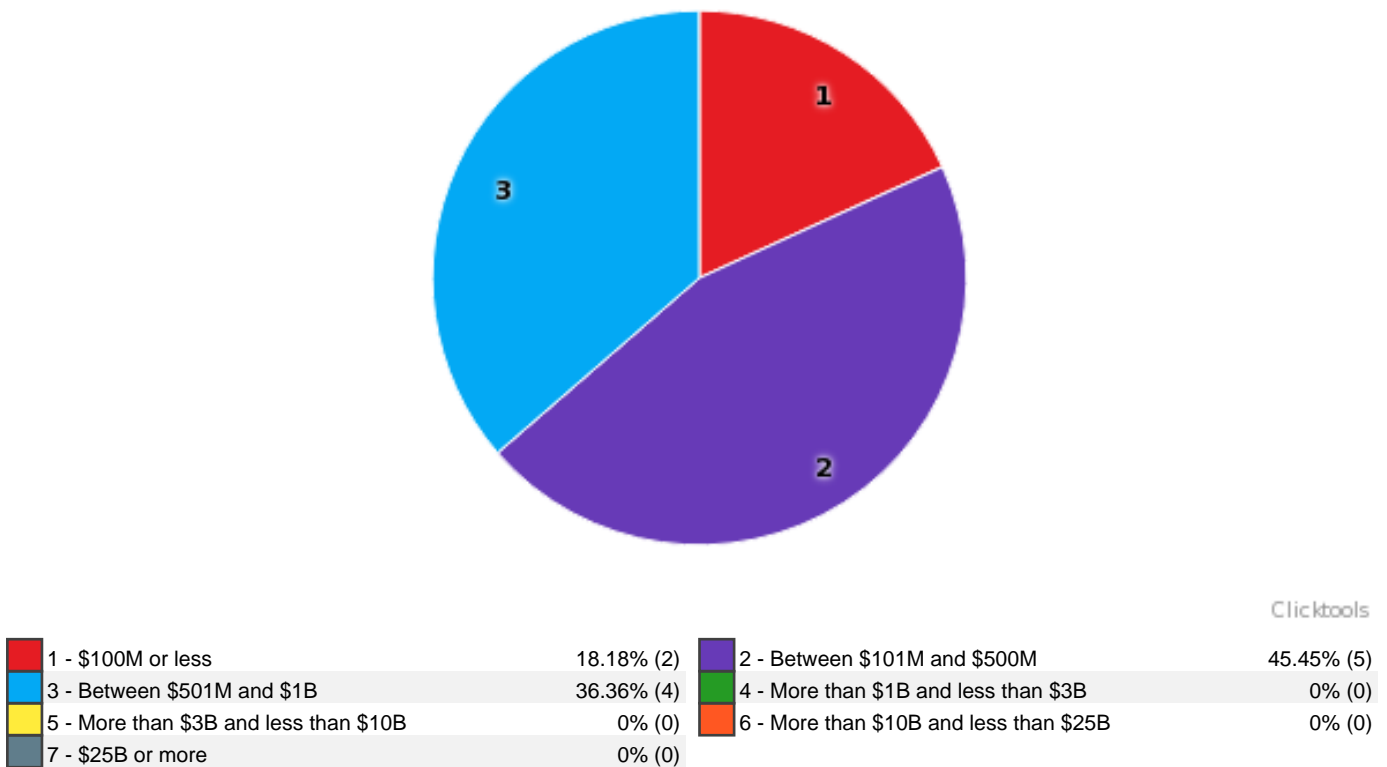
Response: 11

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



Response: 11

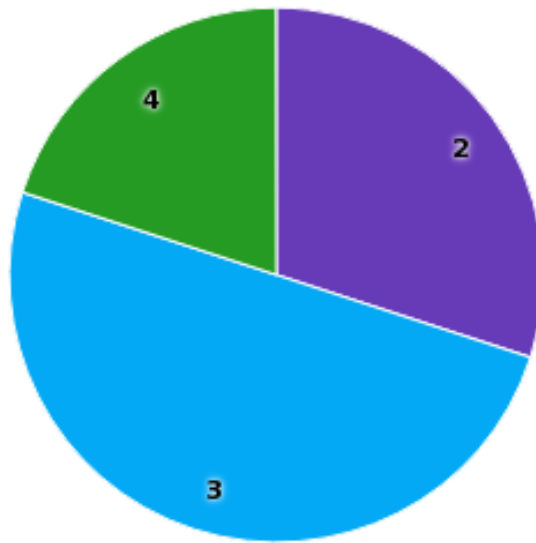
5. What was your company ' s worldwide annual revenue in the most recent fiscal year?



Mean: 2.18

Response: 11

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



Category	Percentage	Count	Category	Percentage	Count
1 - 100 or less	0%	(0)	2 - 101 to 1000	30%	(3)
3 - 1001 to 5000	50%	(5)	4 - 5001 to 10000	20%	(2)
5 - 10001 to 50000	0%	(0)	6 - More than 50000	0%	(0)

Mean: 2.9
Response: 10

Clicktools

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



Category	Percentage	Count	Category	Percentage	Count
1 - USD	90.91%	(10)	2 - EUR	0%	(0)
3 - GBP	0%	(0)	4 - Other	9.09%	(1)






Mean: 1.27
Response: 11

Clicktools

8. How do you manage price lists globally?



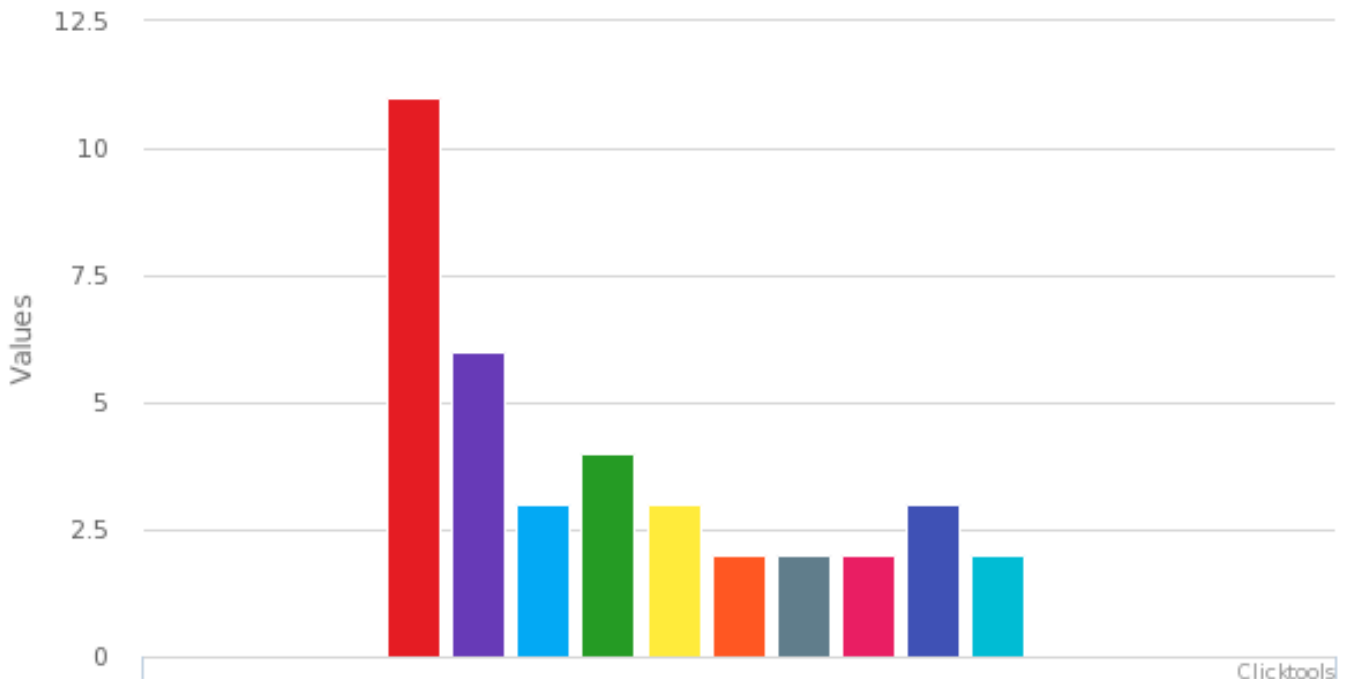
Clicktools

	1 - We have one price list with our base currency	36.36% (4)		2 - We have a price list per geographic region based on our base currency	36.36% (4)
	3 - We have a price list per geographic region or country based on the regional currency	18.18% (2)		4 - We have a price list based on pricing zones (eg high price countries in zone 1, low in zone 5)	9.09% (1)
	5 - Other	0% (0)			

Mean: 2

Response: 11

9. In which currencies do you charge your customers (choose all that apply)?



Clicktools

1 - USD	100% (11)	2 - EUR	54.55% (6)
3 - GBP	27.27% (3)	4 - JYP (Japan)	36.36% (4)
5 - AUD (Australia)	27.27% (3)	6 - INR (India)	18.18% (2)
7 - CNY (China)	18.18% (2)	8 - BRL (Brazil)	18.18% (2)
9 - CAD	27.27% (3)	10 - SGD (Singapore)	18.18% (2)
11 - Other	0% (0)		

Response: 11

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



1 - Fixed rate in local currency

81.82% (9)

2 - Price changing based on the actual exchange rate

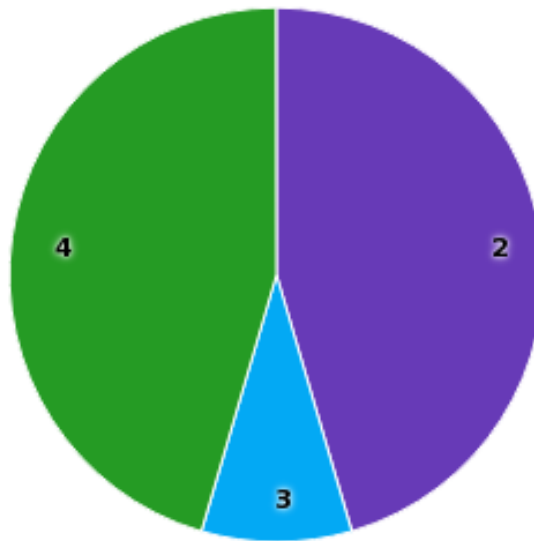
Clicktools

18.18% (2)

Mean: 1.18

Response: 11

11. How are the prices calculated?



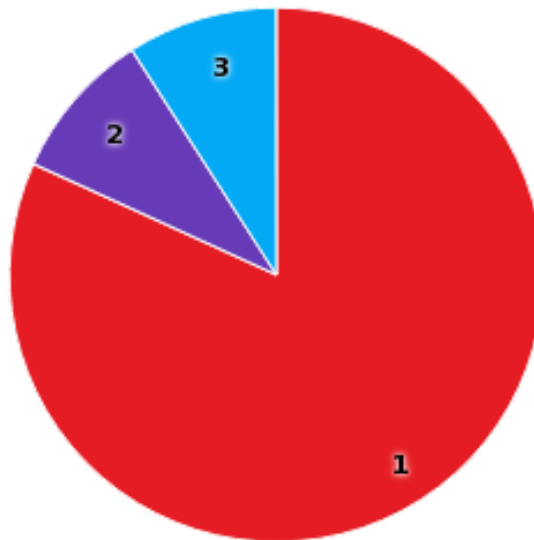
Clicktools

1 - Costs plus margin (all costs plus required margin)	0% (0)	2 - Market price (comparison to competitor and historical pricing)	45.45% (5)
3 - Value based pricing (perceived value to customer)	9.09% (1)	4 - Mixture of all	45.45% (5)
5 - Other	0% (0)		

Mean: 3

Response: 11

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



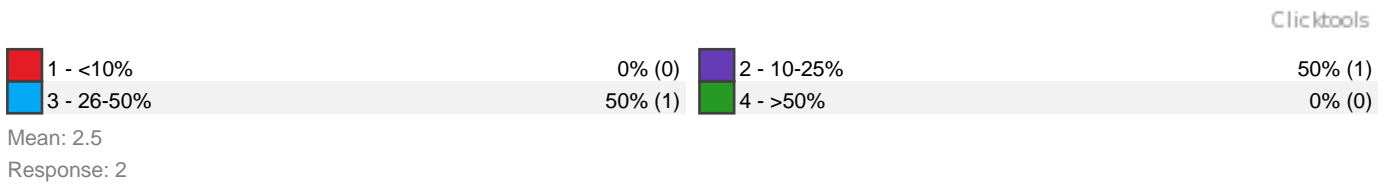
Clicktools

1 - Only 1 pricing level	81.82% (9)	2 - 2-3 pricing levels	9.09% (1)
3 - More pricing levels	9.09% (1)	4 - Each offering can have different prices in the same service type	0% (0)

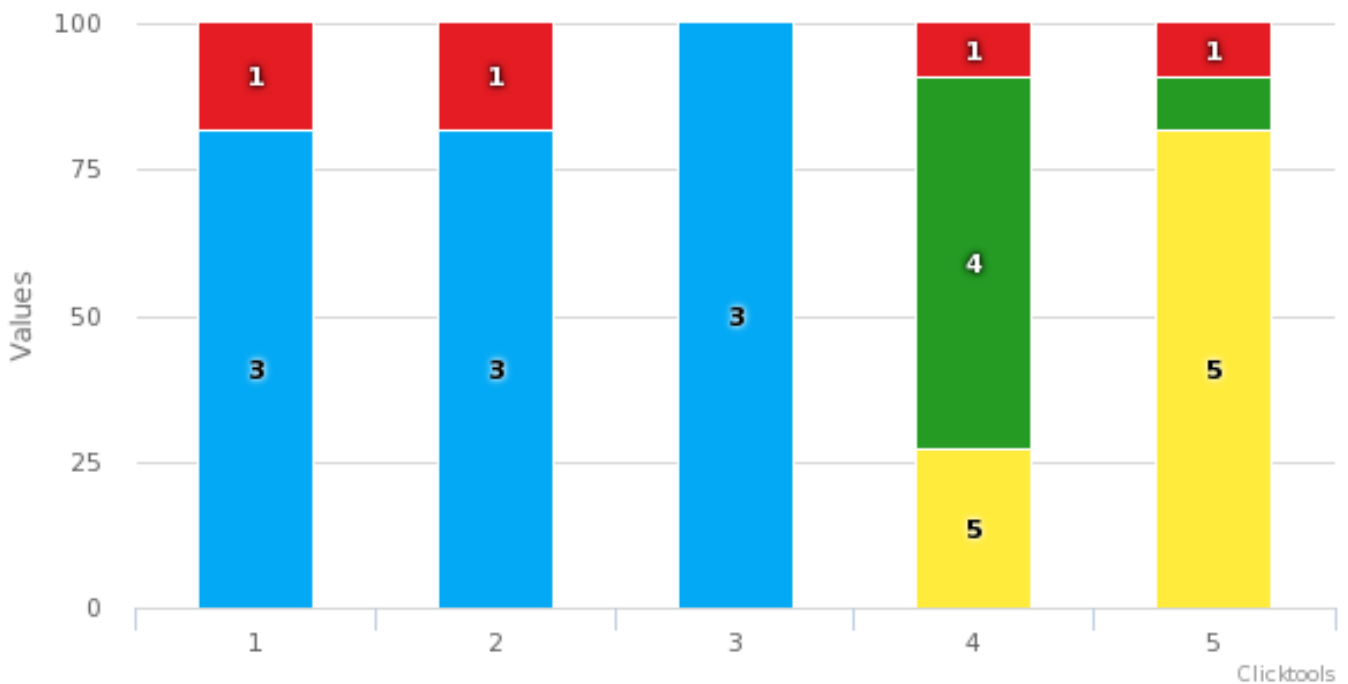
Mean: 1.27

Response: 11

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



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

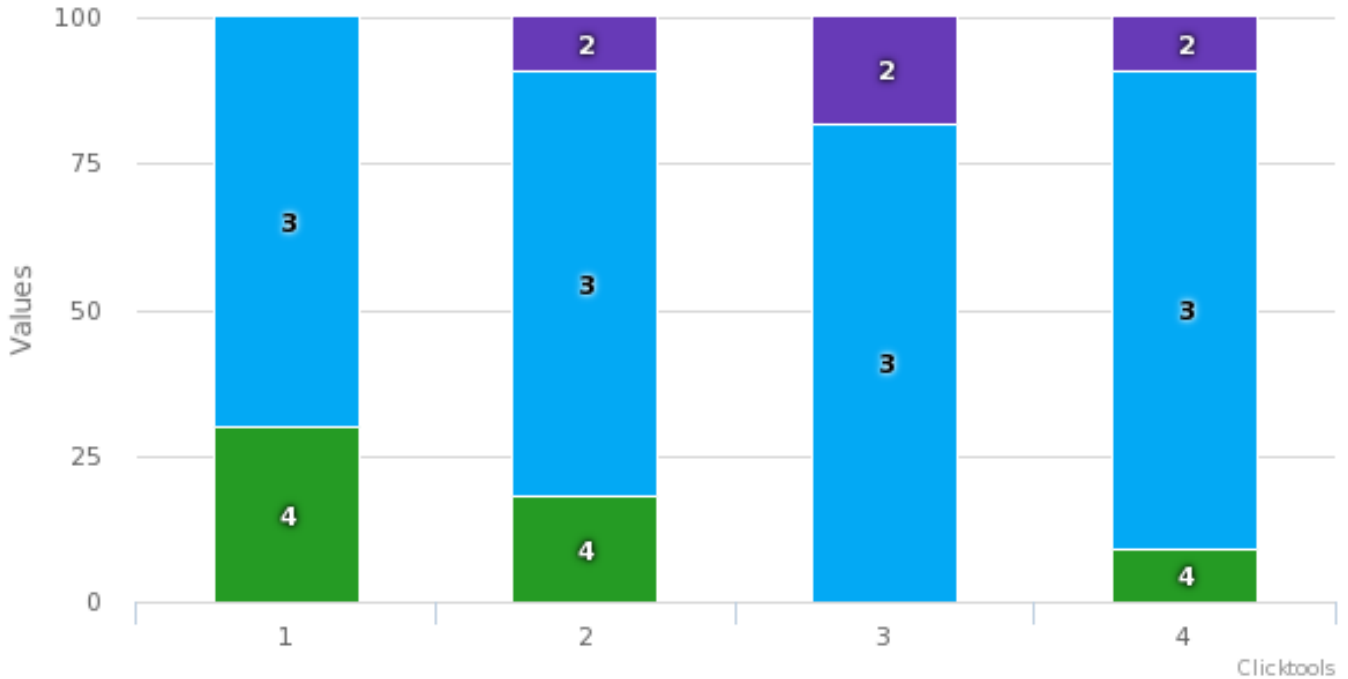


1	We do not train	2	More than technical	3	Same as technical	4	Less than technical
5	Free						

	1	2	3	4	5	Mean
1 End user	18.18% (2)	0% (0)	81.82% (9)	0% (0)	0% (0)	2.64
2 Business User	18.18% (2)	0% (0)	81.82% (9)	0% (0)	0% (0)	2.64
3 Technical/Admin	0% (0)	0% (0)	100% (11)	0% (0)	0% (0)	3
4 Partner	9.09% (1)	0% (0)	0% (0)	63.64% (7)	27.27% (3)	4
5 Employee	9.09% (1)	0% (0)	0% (0)	9.09% (1)	81.82% (9)	4.55

Response: 11

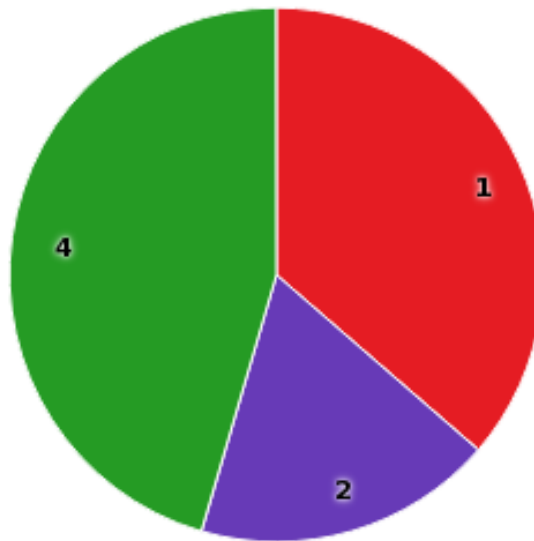
15. Do you have different pricing per complexity of content: compare the price per hour and same delivery format to the first comparable course in the learning path.



	1	2	3	4	Mean
1 Overview/introduction	0% (0)	0% (0)	70% (7)	30% (3)	3.3
2 Fundamentals/new starter	0% (0)	9.09% (1)	72.73% (8)	18.18% (2)	3.09
3 Advanced/expert	0% (0)	18.18% (2)	81.82% (9)	0% (0)	2.82
4 Workshop	0% (0)	9.09% (1)	81.82% (9)	9.09% (1)	3

Response: 11

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



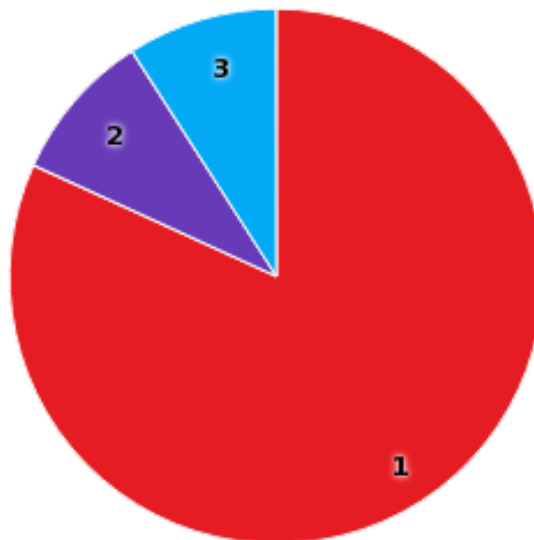
Clicktools

1 - Actuals incurred	36.36% (4)	2 - Daily fixed fees	18.18% (2)
3 - We don't charge for T&L	0% (0)	4 - T&L costs included in onsite rates	45.45% (5)

Mean: 2.55

Response: 11

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



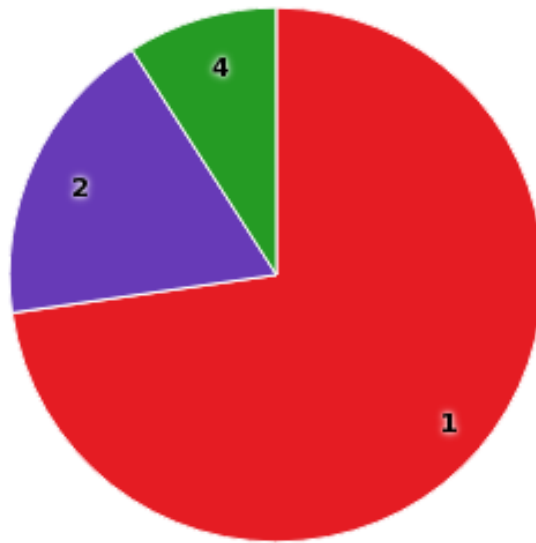
Clicktools

1 - No mark-up and margin	81.82% (9)	2 - No mark-up but margin due to higher daily fixed fees than average T&L	9.09% (1)
3 - Mark-up and therefore margin	9.09% (1)		

Mean: 1.27

Response: 11

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



			Clicktools
1 - No additional fees	72.73% (8)	2 - Yes, beyond a threshold of max 1-day travel to/from customer	18.18% (2)
3 - Yes, beyond a threshold of more than 1-day travel to/from customer	0% (0)	4 - Yes, for any travel time	9.09% (1)

Mean: 1.45
Response: 11

19. What do you charge for instructor travel time per day of travel?



			Clicktools
1 - 0-30% of instructor rate	66.67% (2)	2 - 31%-50% of instructor rate	33.33% (1)
3 - 51-75% of instructor rate	0% (0)	4 - 76%-100% of instructor rate	0% (0)

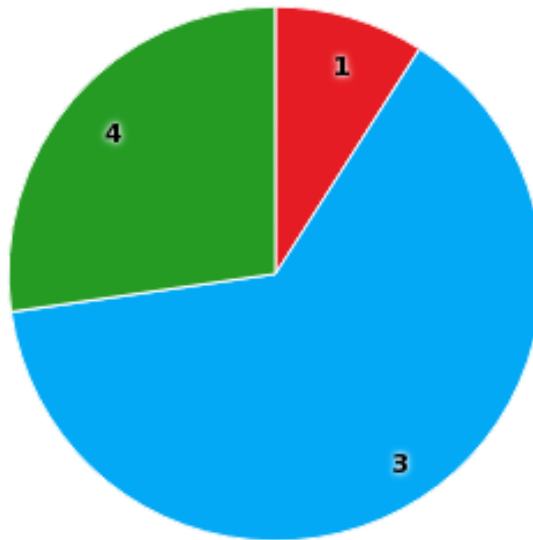
Mean: 1.33
Response: 3

20. Which percentage of your education revenue is generated by the following education sales options [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	50.91%	42.45%	3.91%	0.91%	0%
Highest	100%	97%	25%	10%	0%
Lowest	0%	0%	0%	0%	0%
Standard deviation	45.82	41.09	7.69	3.02	0

Response: 11

21. Do you sell education together with product sales?



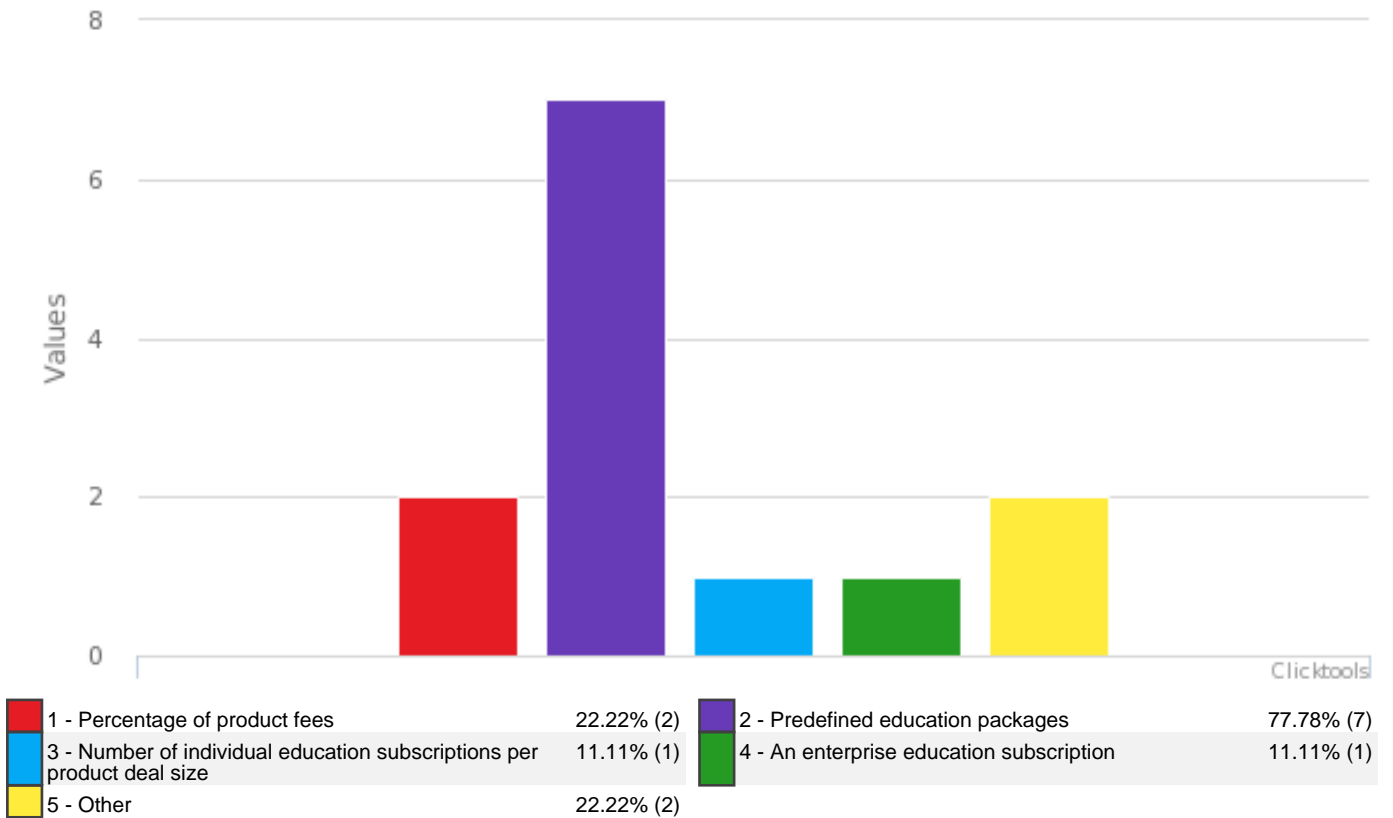
Clicktools

1 - Mandatory attach	9.09% (1)	2 - Automatic attach, can be removed	0% (0)
3 - On a case by case basis	63.64% (7)	4 - Never, always separate	27.27% (3)

Mean: 3.09

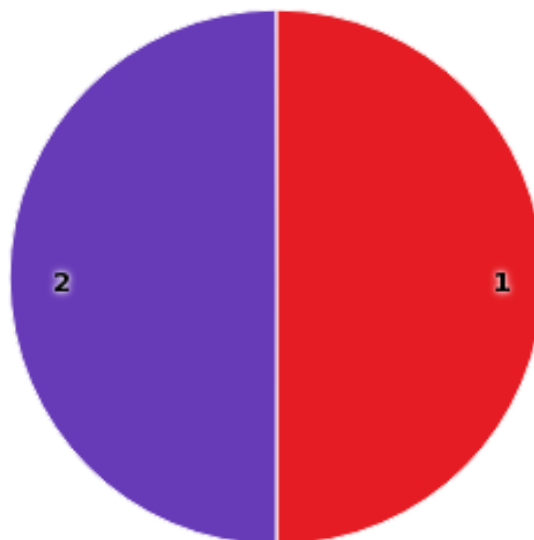
Response: 11

22. Which method(s) do you use to attach education to product sales? Choose all that apply.



Response: 9

23. What do you attach to percentage of product fees?



1 - An absolute education amount

50% (1)

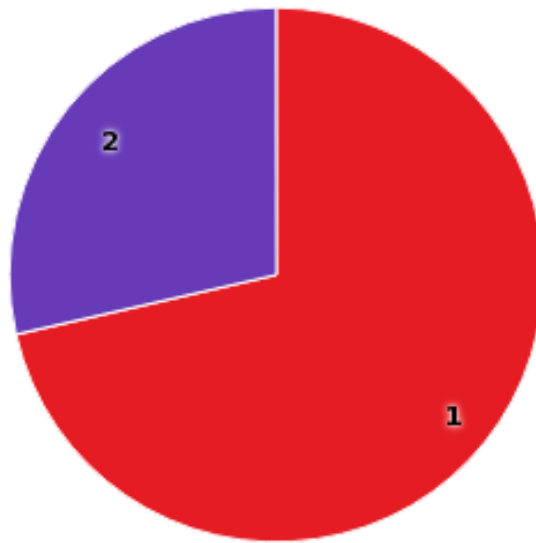
2 - Defined education credits

50% (1)

Mean: 1.5

Response: 2

24. What do you attach to predefined packages/individual subscriptions?



Clicktools

1 - A defined number of packages/individual subscriptions for all customers

71.43% (5)

2 - Defined number packages/individual subscriptions per deal size, for example, in several tiers

28.57% (2)

Mean: 1.29

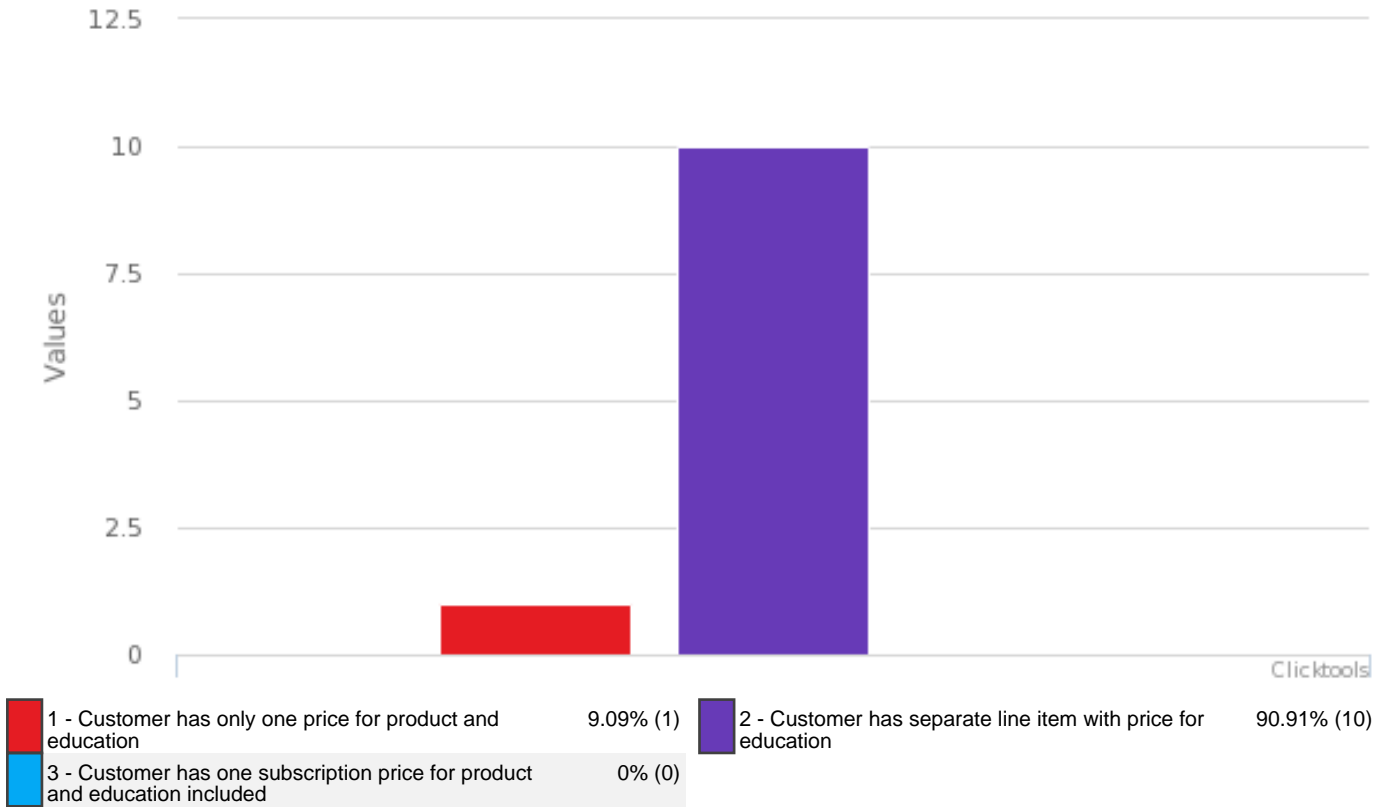
Response: 7

25. What is the average percentage education revenue vs product revenue?

Average	6.6%
Highest	25%
Lowest	1%
Standard deviation	7.88

Response: 10

26. If product and training is sold together, is the education fee visible to the customer? Choose all that apply.



Response: 11

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

Average	22.25%
Highest	80%
Lowest	1%
Standard deviation	24.57

Response: 8

28. Is the product sales rep compensated for education sales?



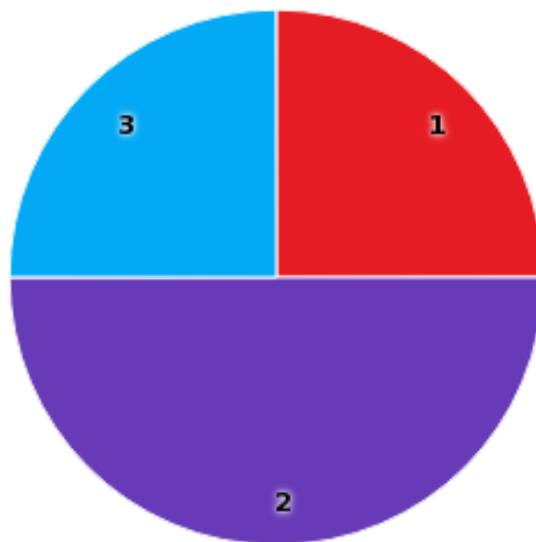
Clicktools

1 - One to one like product – full quota retiring	36.36% (4)	2 - Up to a limit but like product	0% (0)
3 - Unlimited but less than product	27.27% (3)	4 - Up to a limit but less than product	18.18% (2)
5 - Not compensated	18.18% (2)	6 - Other	0% (0)

Mean: 2.82

Response: 11

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



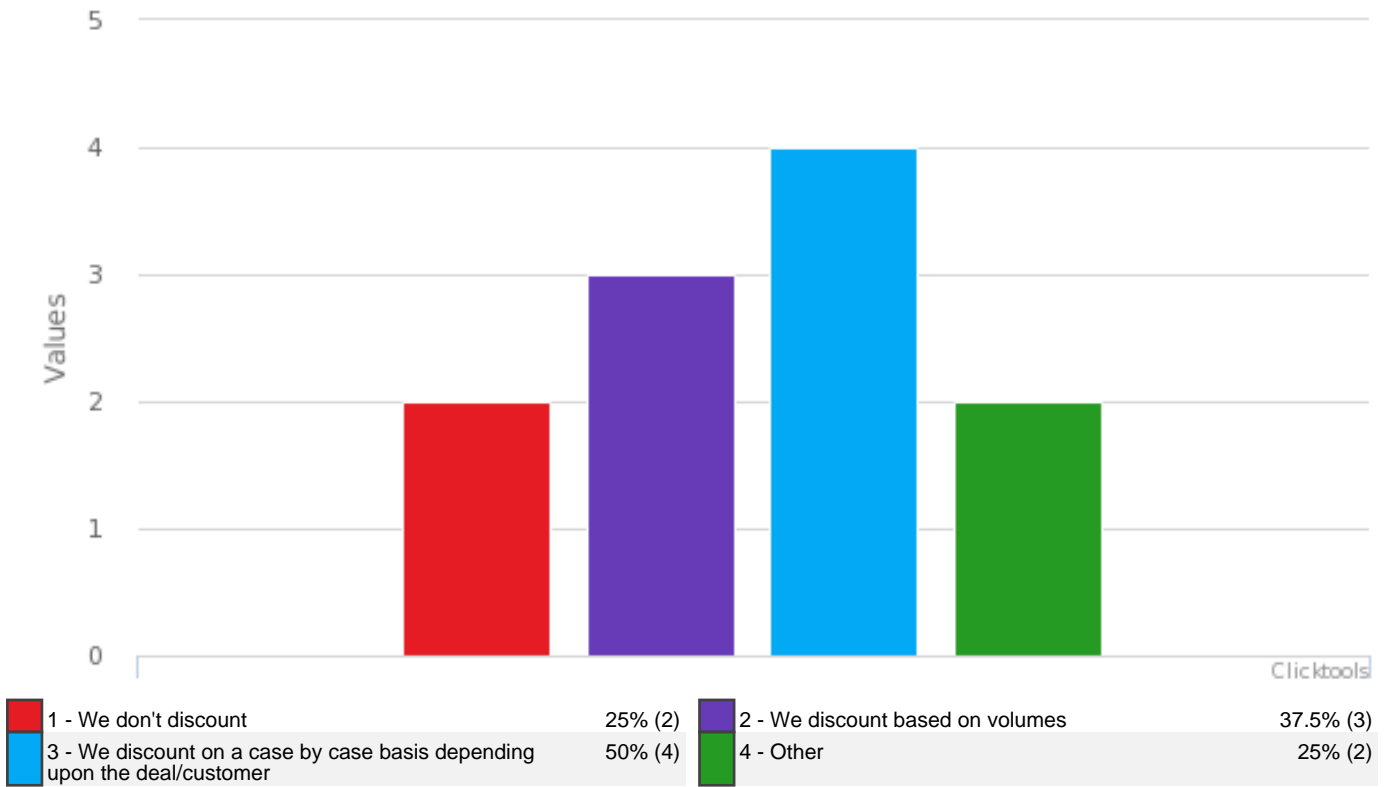
Clicktools

1 - 1 unit of the credit is equal to an amount in our base currency (e.g. 1 credit=1 USD)	25% (2)	2 - 1 unit of the credit is equal to a certain amount of learning services (e.g. 1 credit=1 student day)	50% (4)
3 - Other	25% (2)		

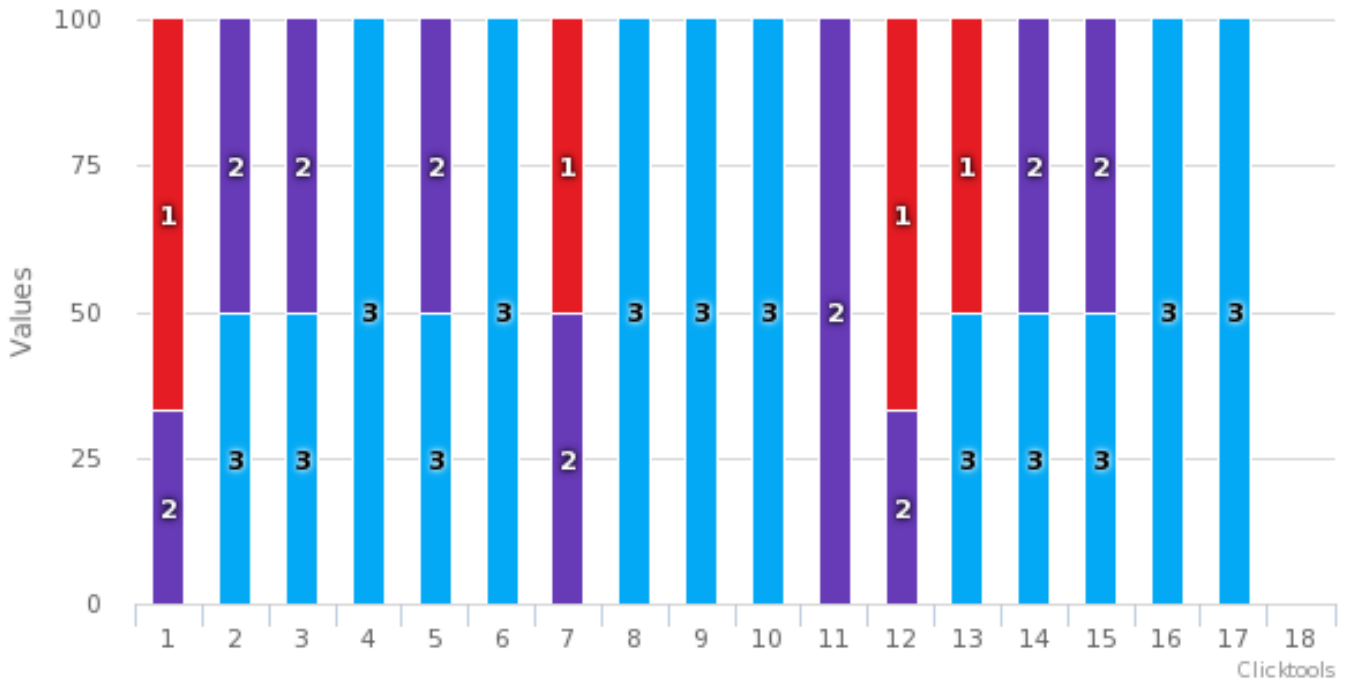
Mean: 2

Response: 8

30. Do you discount training credits?



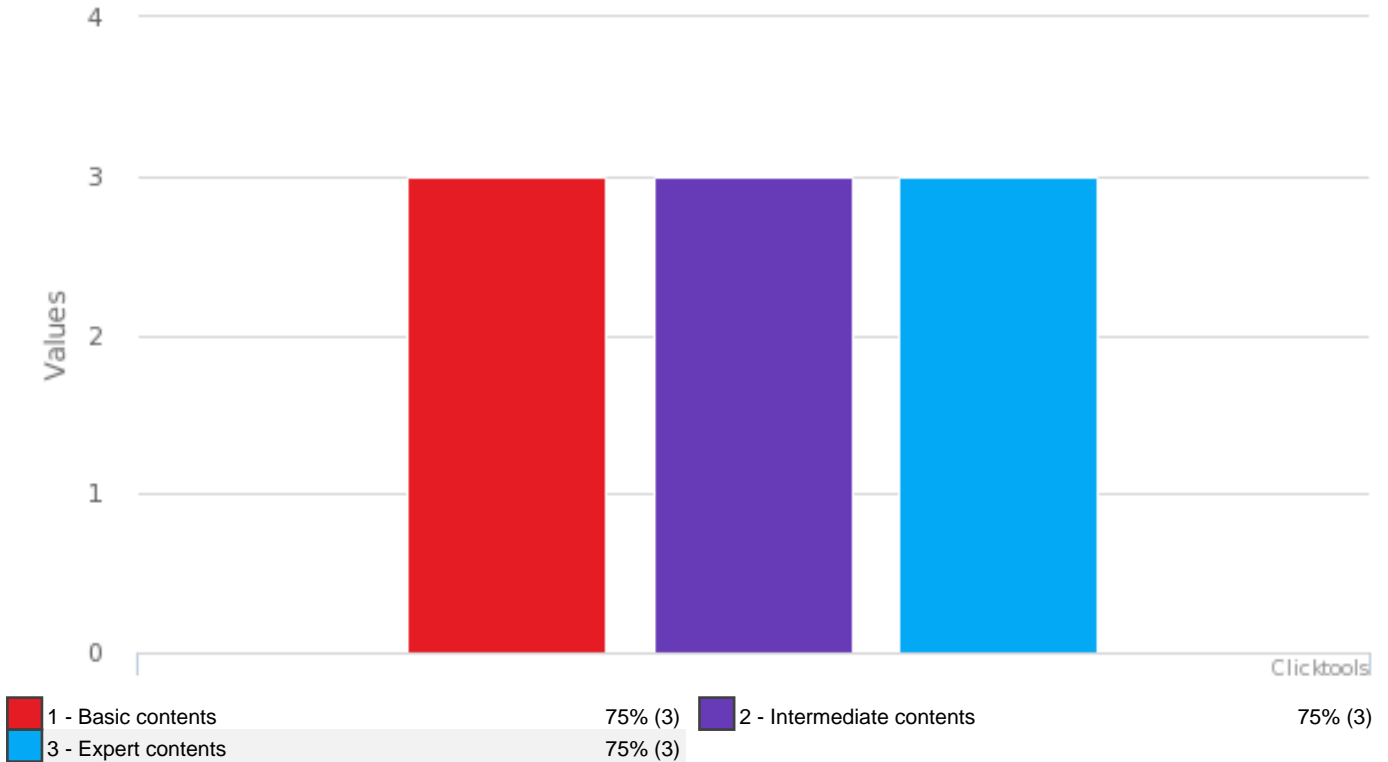
31. What does the subscription cover (if you have more than one subscription, use the subscription with the highest value)?



	1 Unlimited	2 Limited	3 No	Mean
1 eLearning/WBTs	66.67% (2)	33.33% (1)	0% (0)	1.33
2 ILT - live classrooms	0% (0)	50% (1)	50% (1)	2.5
3 VILT - virtual classrooms	0% (0)	50% (1)	50% (1)	2.5
4 Closed/dedicated classes (onsite or virtual)	0% (0)	0% (0)	100% (2)	3
5 Recorded instructor-led training	0% (0)	50% (1)	50% (1)	2.5
6 Demos	0% (0)	0% (0)	100% (2)	3
7 Videos	50% (1)	50% (1)	0% (0)	1.5
8 Instructor support (at regular dates)	0% (0)	0% (0)	100% (2)	3
9 Instructor coaching one-on-one	0% (0)	0% (0)	100% (2)	3
10 Student books	0% (0)	0% (0)	100% (2)	3
11 Access to other self-study options	0% (0)	100% (1)	0% (0)	2
12 Access to online/virtual labs	66.67% (2)	33.33% (1)	0% (0)	1.33
13 Assessments	50% (1)	0% (0)	50% (1)	2
14 Certification exam attempts	0% (0)	50% (1)	50% (1)	2.5
15 Webinars/recorded webinars	0% (0)	50% (1)	50% (1)	2.5
16 Communities/Social Learning/forums/chats	0% (0)	0% (0)	100% (2)	3
17 Support to find required training	0% (0)	0% (0)	100% (2)	3
18 Other	0% (0)	0% (0)	0% (0)	0

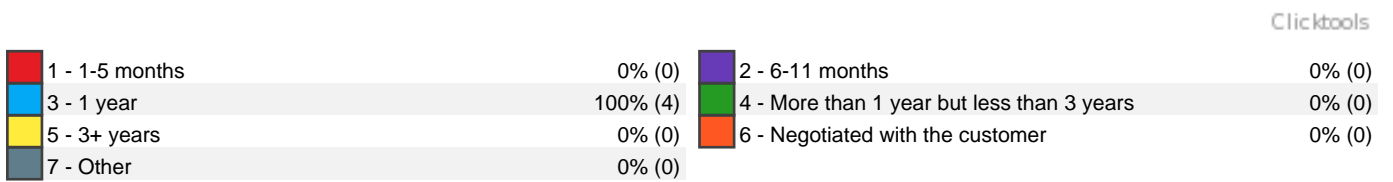
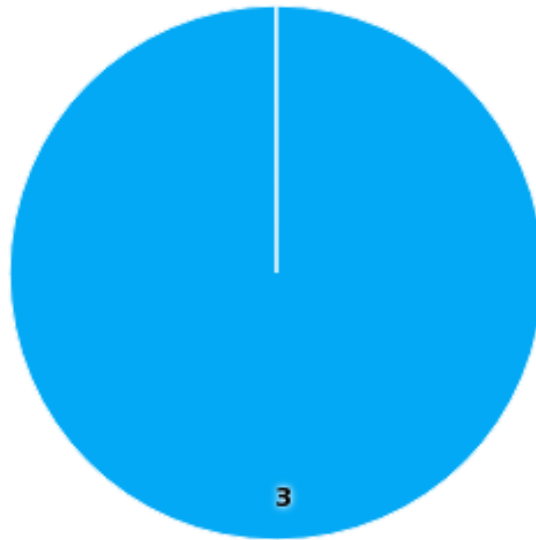
Response: 4

32. Which levels of complexity of content do you include in your subscriptions? Please select all you include in your subscriptions.



Response: 4

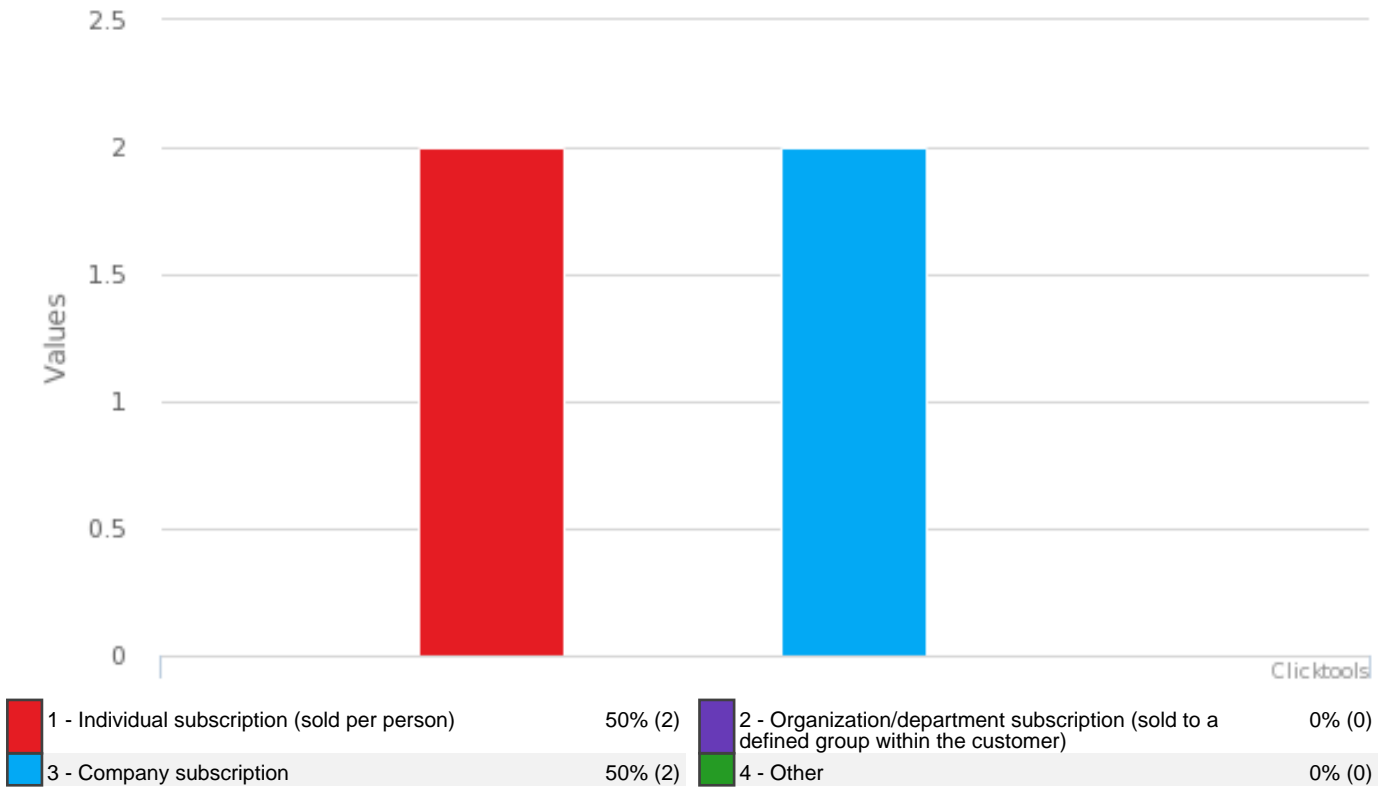
33. How long is a subscription valid?



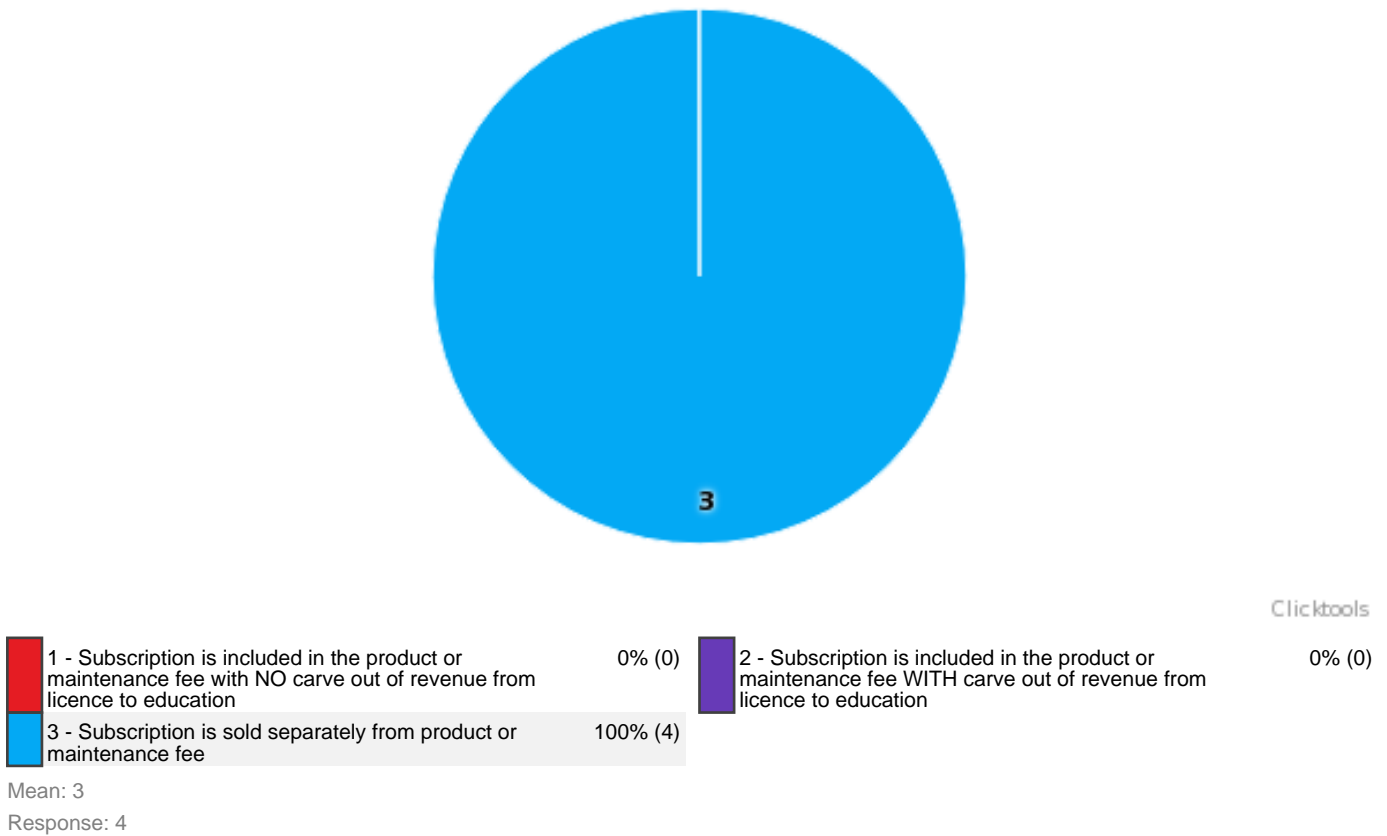
Mean: 3

Response: 4

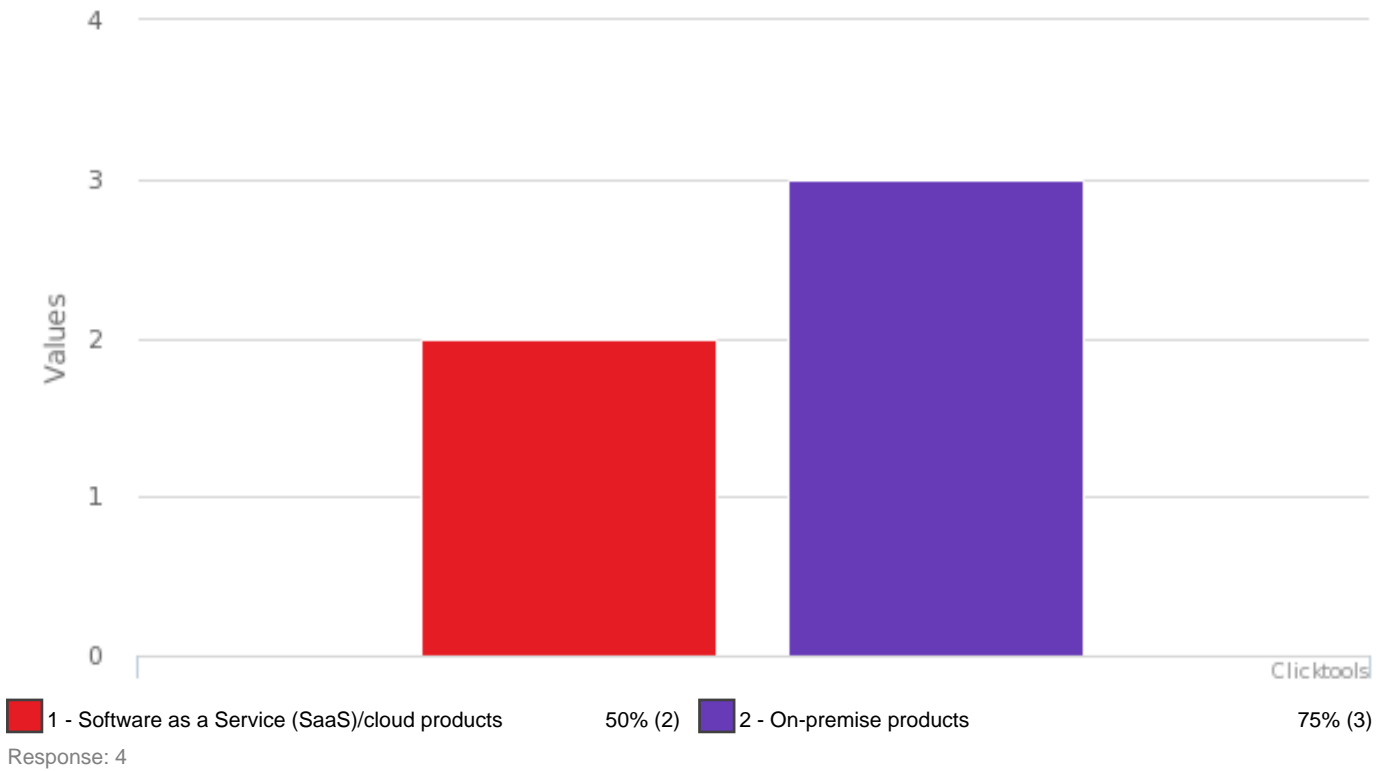
34. Which type of subscription do you offer?



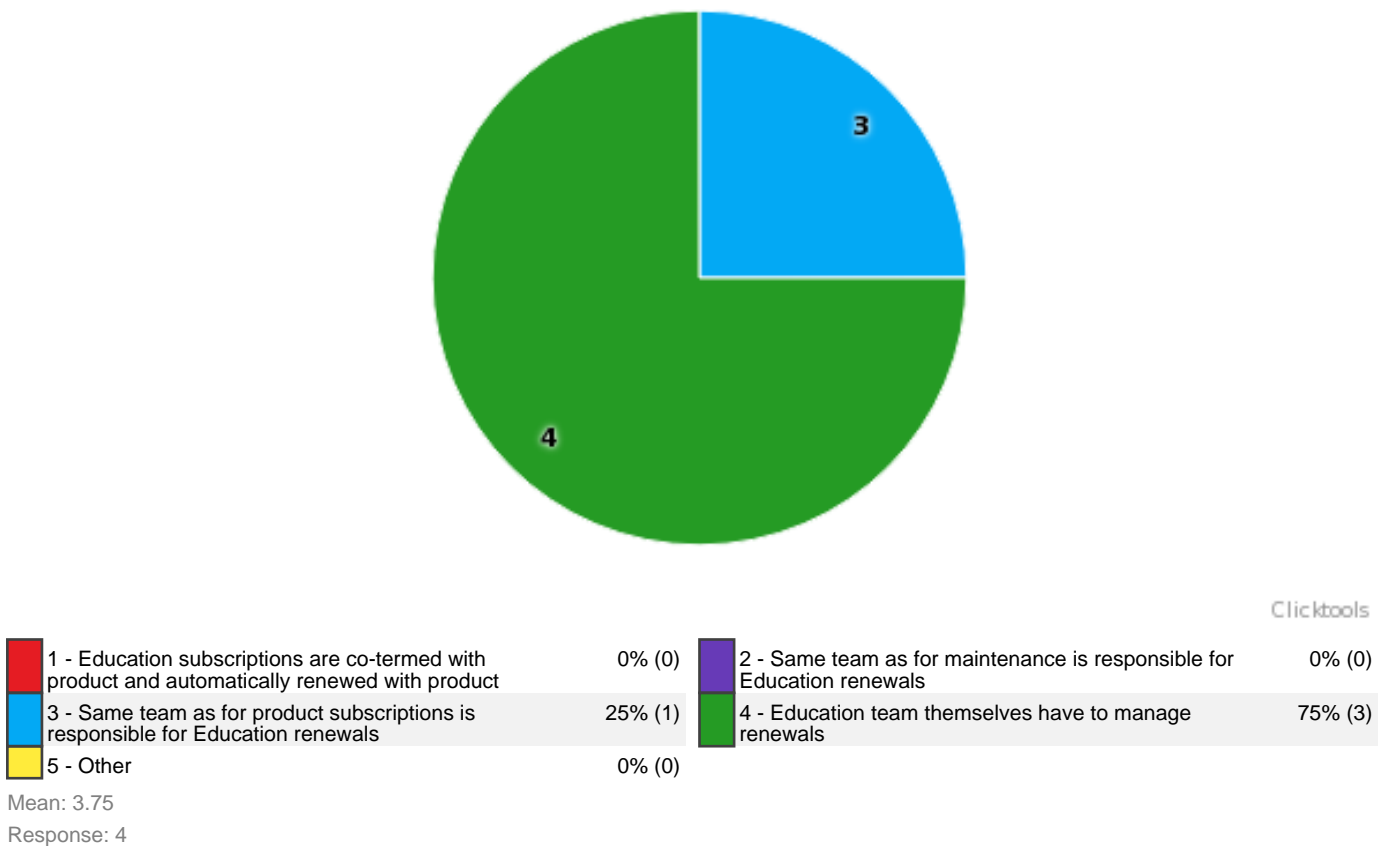
35. How do you charge for subscriptions?



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



37. How do you get subscriptions renewed?

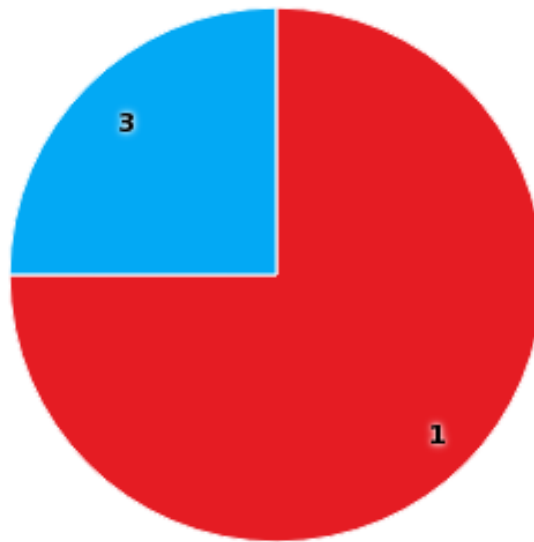


38. What is your Education subscription renewal rate (as percentage of expiring subscriptions)?

Average	47.5%
Highest	85%
Lowest	10%
Standard deviation	53.03

Response: 2

39. As a percentage of overall Education revenue, what percentage is attributable to subscription-based offers?



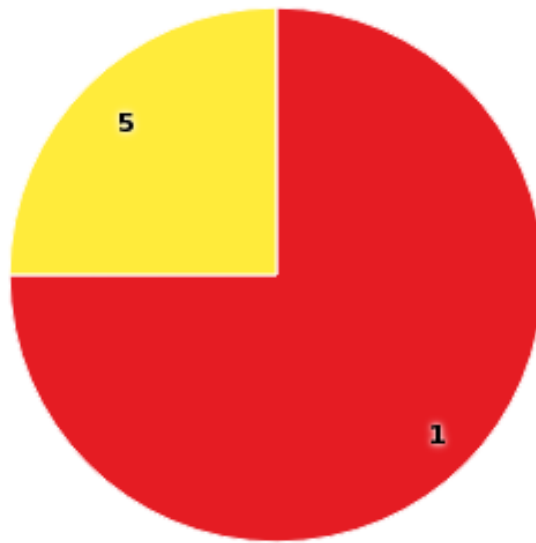
Category	Percentage	Count	Category	Percentage	Count
1 - <10%	75%	(3)	2 - 10%-20%	0%	(0)
3 - 20%-30%	25%	(1)	4 - 30%-40%	0%	(0)
5 - 40%-50%	0%	(0)	6 - 50%-60%	0%	(0)
7 - 60%-70%	0%	(0)	8 - 70%-80%	0%	(0)
9 - 80%-90%	0%	(0)	10 - >90%	0%	(0)

Mean: 1.5

Response: 4

Clicktools

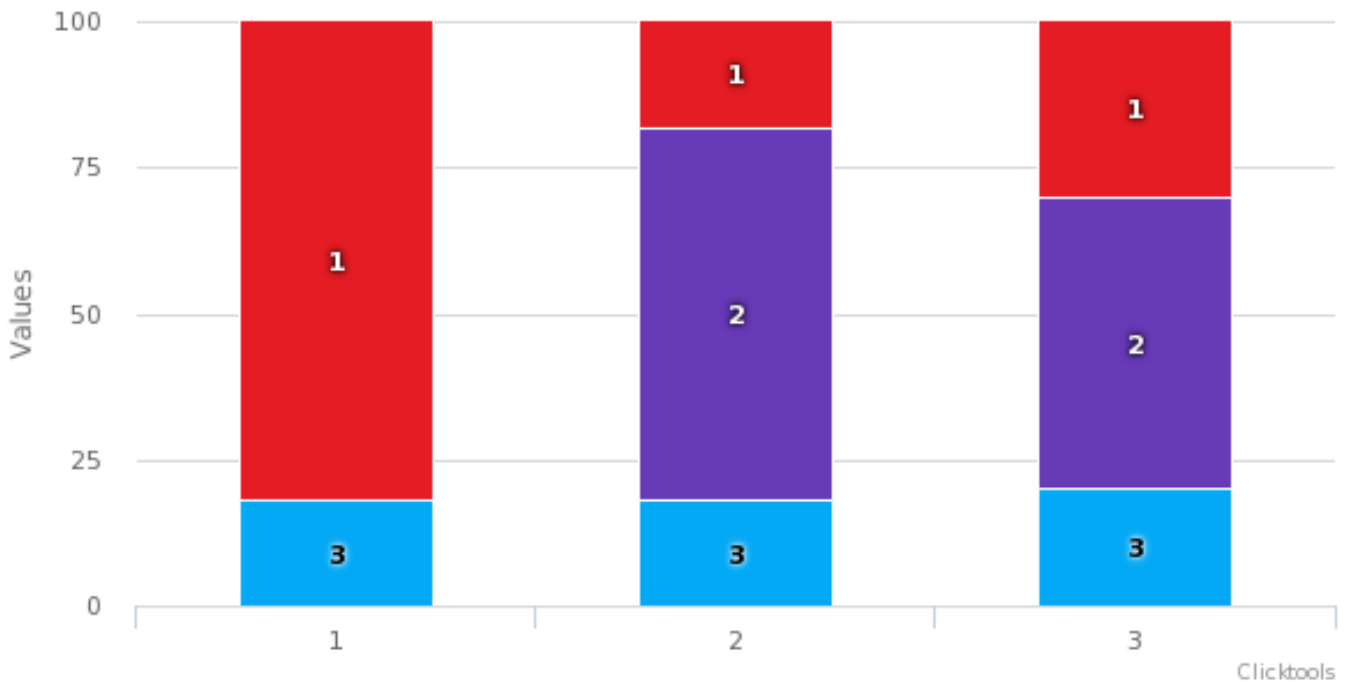
40. What is the percentage of Education subscription revenue growth for the past 12 months?



Category	Percentage	Count	Category	Percentage	Count
1 - <20%	75%	(3)	2 - 20%-40%	0%	(0)
3 - 40%-60%	0%	(0)	4 - 60%-80%	0%	(0)
5 - >80%	25%	(1)			

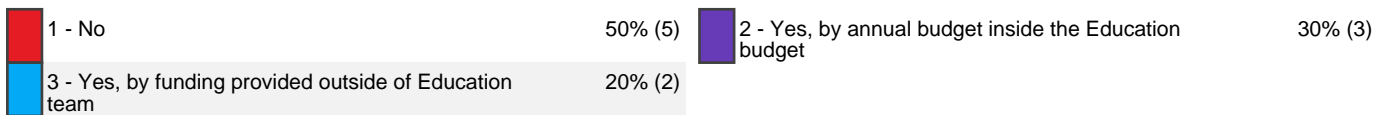
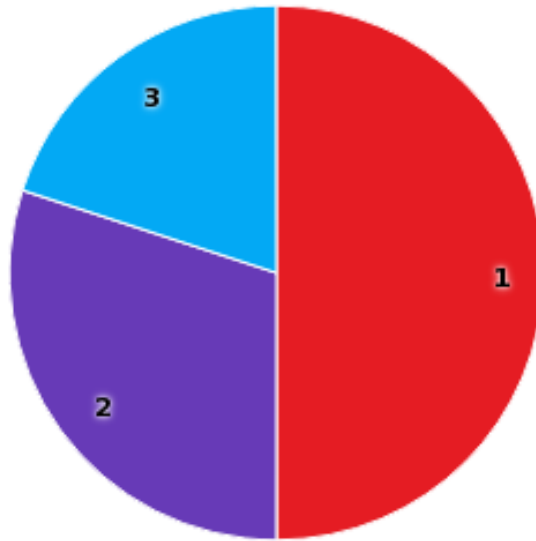
Mean: 2
Response: 4

41. Do you offer free training to the following audiences?



	1 Always	2 Sometimes	3 Never	Mean
1 Employees	81.82% (9)	0% (0)	18.18% (2)	1.36
2 Customers	18.18% (2)	63.64% (7)	18.18% (2)	2
3 Product Channel	30% (3)	50% (5)	20% (2)	1.9

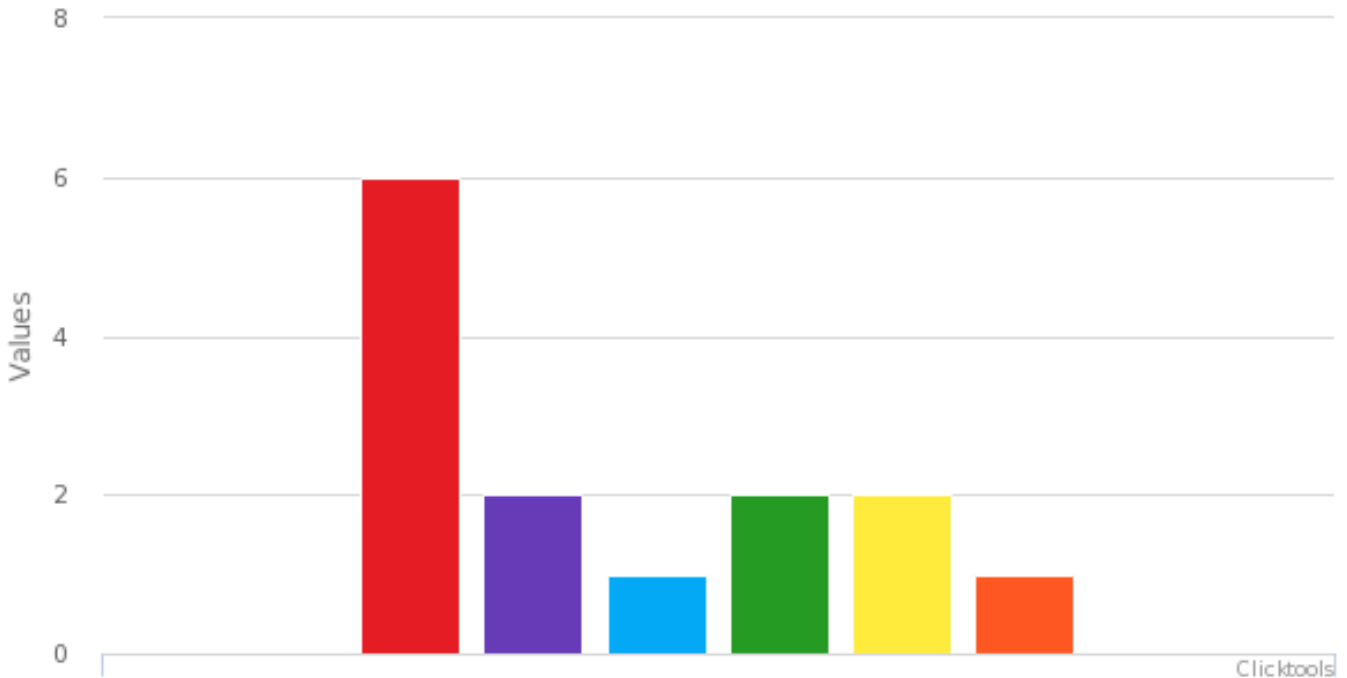
42. Is there a limit to the free training?



Mean: 1.7

Response: 10

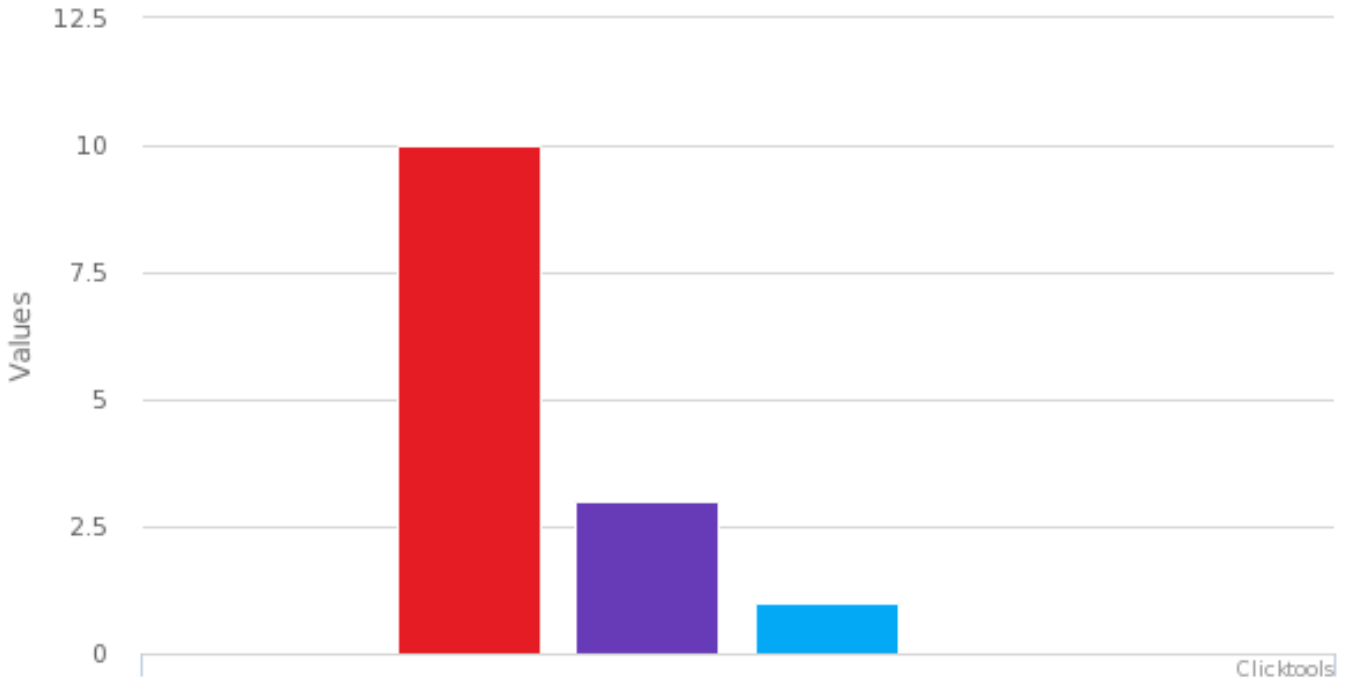
43. Do you have any special program to reduce pricing for specific customers or partners?



1 - No	54.55% (6)	2 - Yes, carve out product revenue and move to Education	18.18% (2)
3 - Yes, funding outside the Education team and transfer of costs only	9.09% (1)	4 - Yes, marketing/training development fund (% of product revenue systematically carved out and available for education funding of customer or partner)	18.18% (2)
5 - Yes, specific annual budget inside the Education budget	18.18% (2)	6 - Other	9.09% (1)

Response: 11

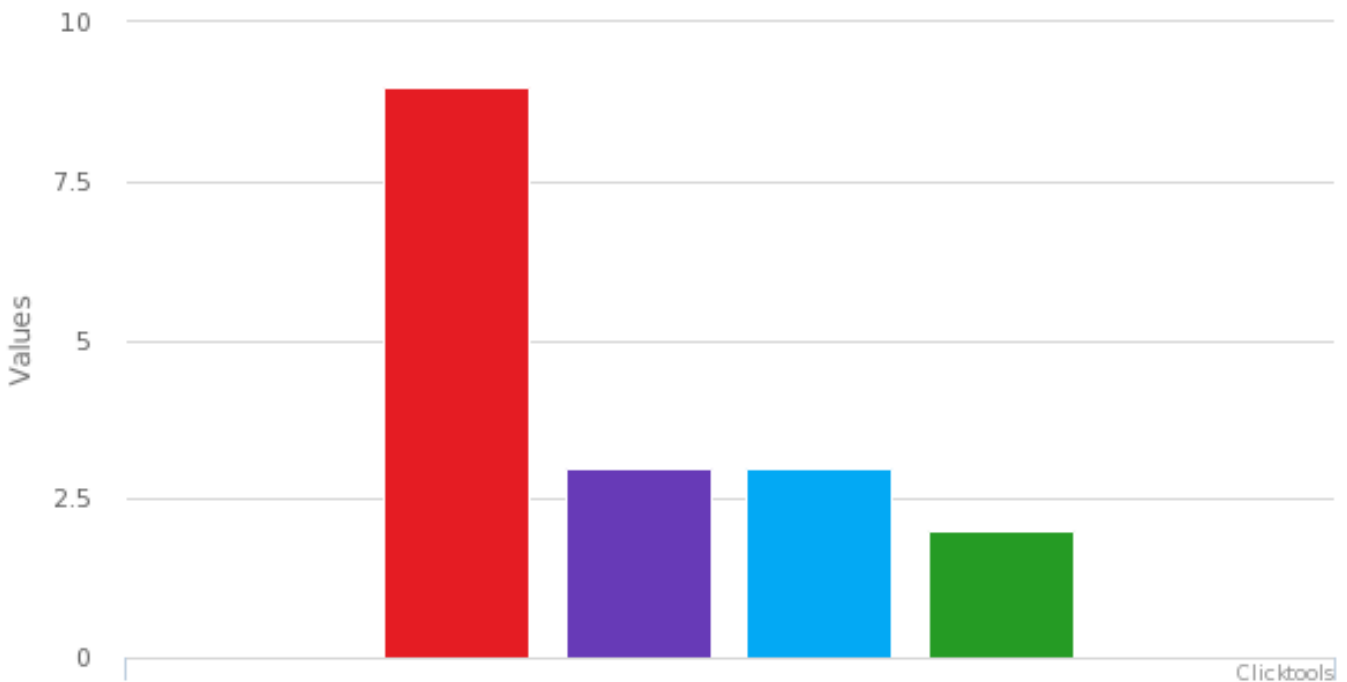
44. What do you communicate about pricing outside your company?



1 - Only list prices	100% (10)	2 - All available discounts	30% (3)
3 - Some globally available discounts, e.g. volume	10% (1)	4 - Other	0% (0)

Response: 10

45. Who is allowed to discount training?



1 - Education team	81.82% (9)	2 - Product Sales team	27.27% (3)
3 - Company (Professional) Services team	27.27% (3)	4 - Other	18.18% (2)

Response: 11

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



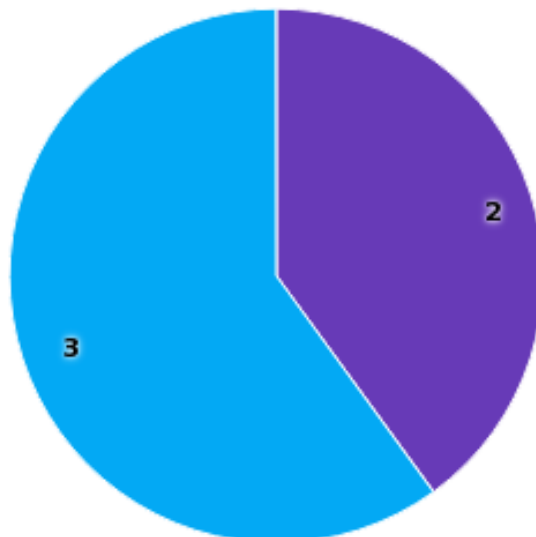
Clicktools

1 - No limit	20% (1)	2 - Only up to 25% of the overall possible discount	20% (1)
3 - 26-50%	20% (1)	4 - 51-100% of overall possible discount	0% (0)
5 - Any discount they want	40% (2)		

Mean: 3.2

Response: 5

47. Do these other organizations need approval to discount?

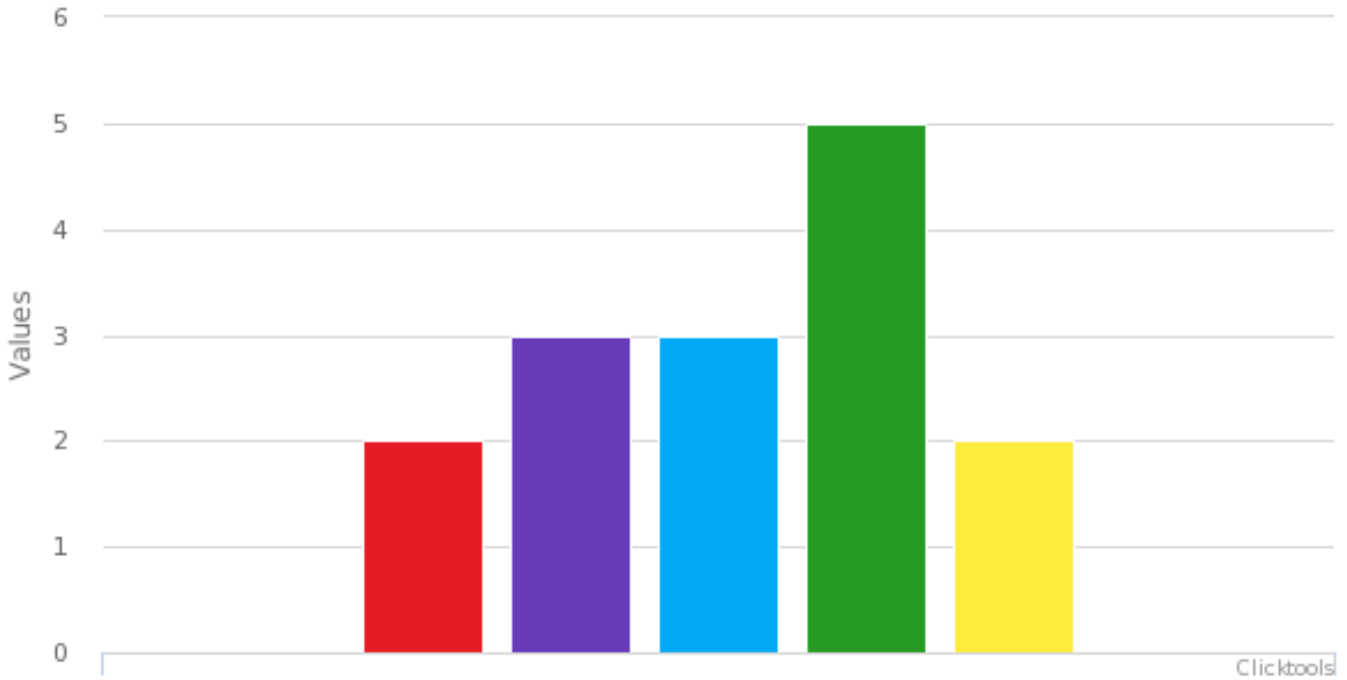


Clicktools

1 - No approval needed	0% (0)	2 - Approval in all cases	40% (2)
3 - Approval only if certain discount thresholds reached	60% (3)		

Mean: 2.6
Response: 5

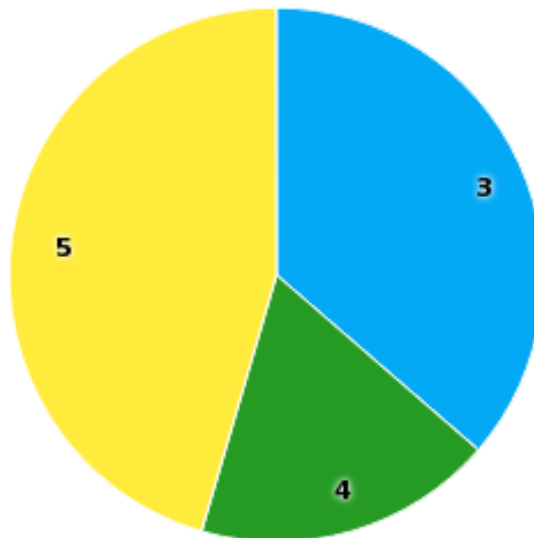
48. How do you ensure pricing and discounting compliance, so that no discounts exceed your defined rules?



1 - There is nothing in place	18.18% (2)	2 - VSOE or 606 enforces rules	27.27% (3)
3 - Formal agreements with other teams	27.27% (3)	4 - Quotation tools enforce rules	45.45% (5)
5 - Other	18.18% (2)		

Response: 11

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



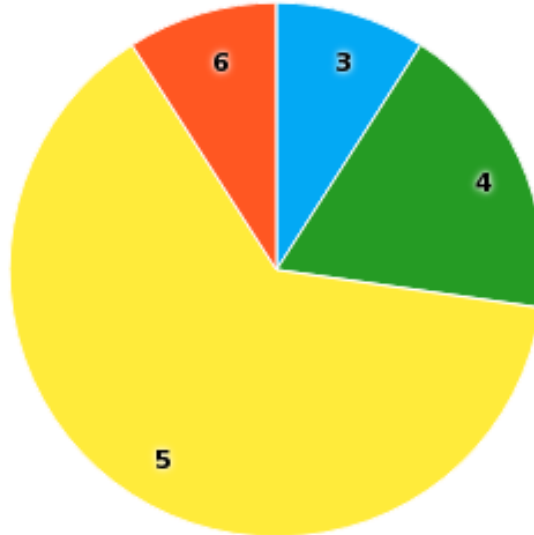
Clicktools

1 - Up to 3 months	0% (0)	2 - 4-11 months	0% (0)
3 - 12 months	36.36% (4)	4 - 13 months or more	18.18% (2)
5 - No set time, just whenever it is needed	45.45% (5)	6 - Other	0% (0)

Mean: 4.09

Response: 11

50. How often do you change your pricing?



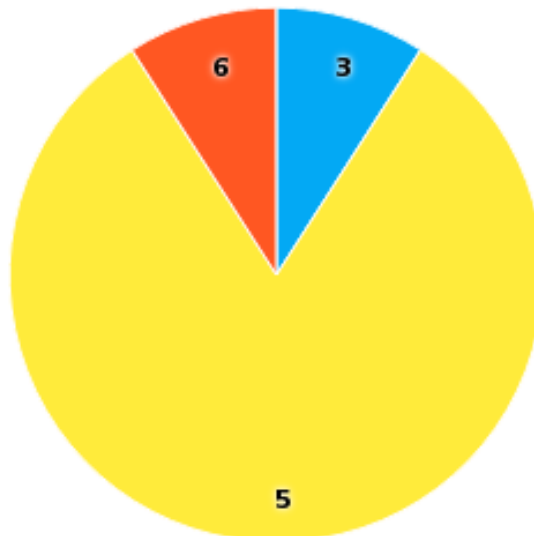
Clicktools

1 - Up to 3 months	0% (0)	2 - 4-11 months	0% (0)
3 - 12 months	9.09% (1)	4 - 13 months or more	18.18% (2)
5 - No set time, just whenever it is needed	63.64% (7)	6 - Other	9.09% (1)

Mean: 4.73

Response: 11

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



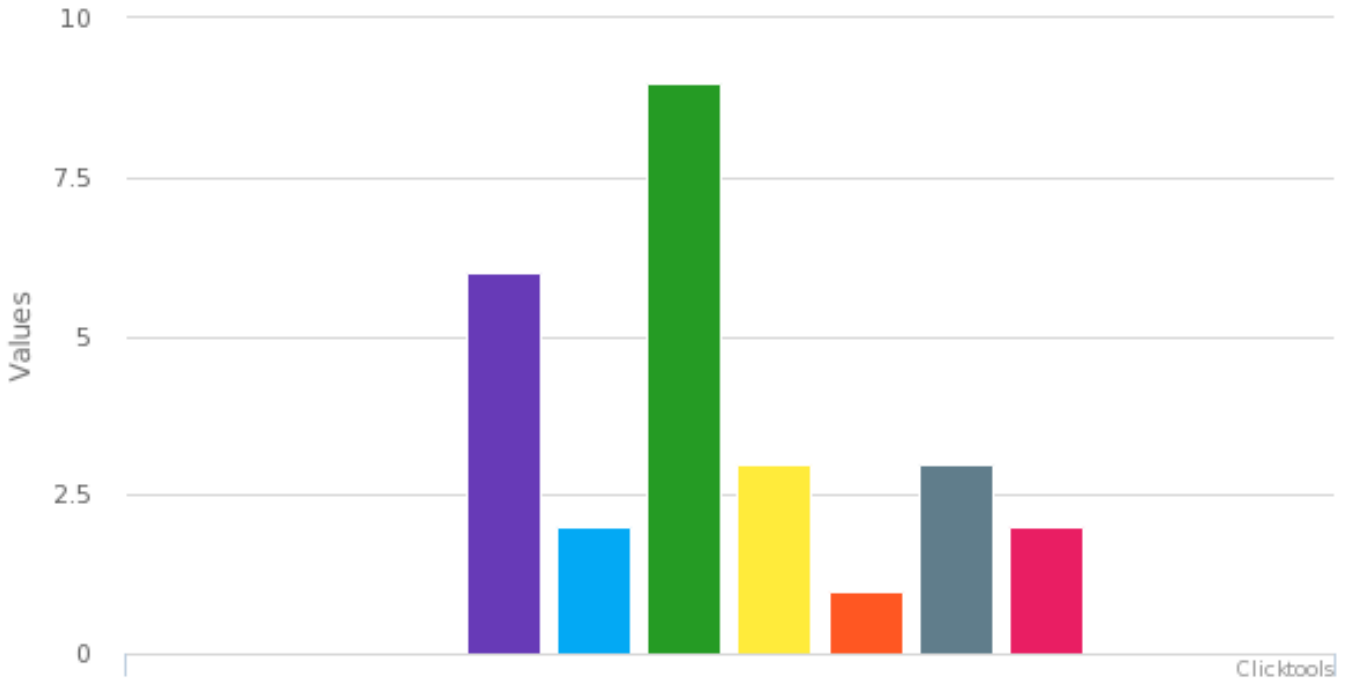
Clicktools

1 - Up to 3 months	0% (0)	2 - 4-11 months	0% (0)
3 - 12 months	9.09% (1)	4 - 13 months or more	0% (0)
5 - No set time, just whenever it is needed	81.82% (9)	6 - Other	9.09% (1)

Mean: 4.91

Response: 11

52. What is the key driver for the price change? Choose all that apply.



1 - Inflation	0% (0)	2 - Market trends	60% (6)
3 - Historical trends	20% (2)	4 - Competitiveness	90% (9)
5 - Profit margins	30% (3)	6 - Exchange rate changes	10% (1)
7 - Higher expenses	30% (3)	8 - Other	20% (2)

Response: 10

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



Clicktools

1 - Yes

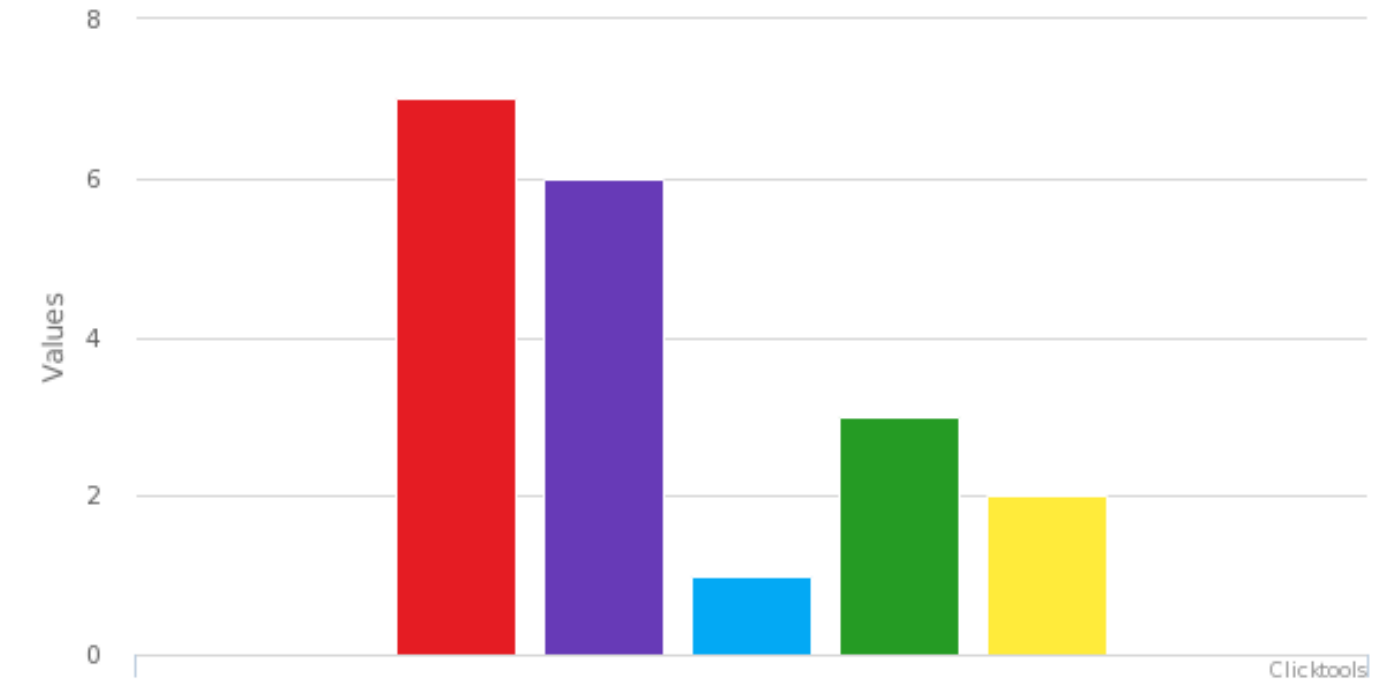
90.91% (10) 2 - No

9.09% (1)

Mean: 1.09

Response: 11

54. Who is required to approve changes? Choose all that apply.



1 - Education Head

70% (7)

2 - Company Financial Head

60% (6)

3 - Company CEO

10% (1)

4 - Sales or Country Manager of impacted countries/customers

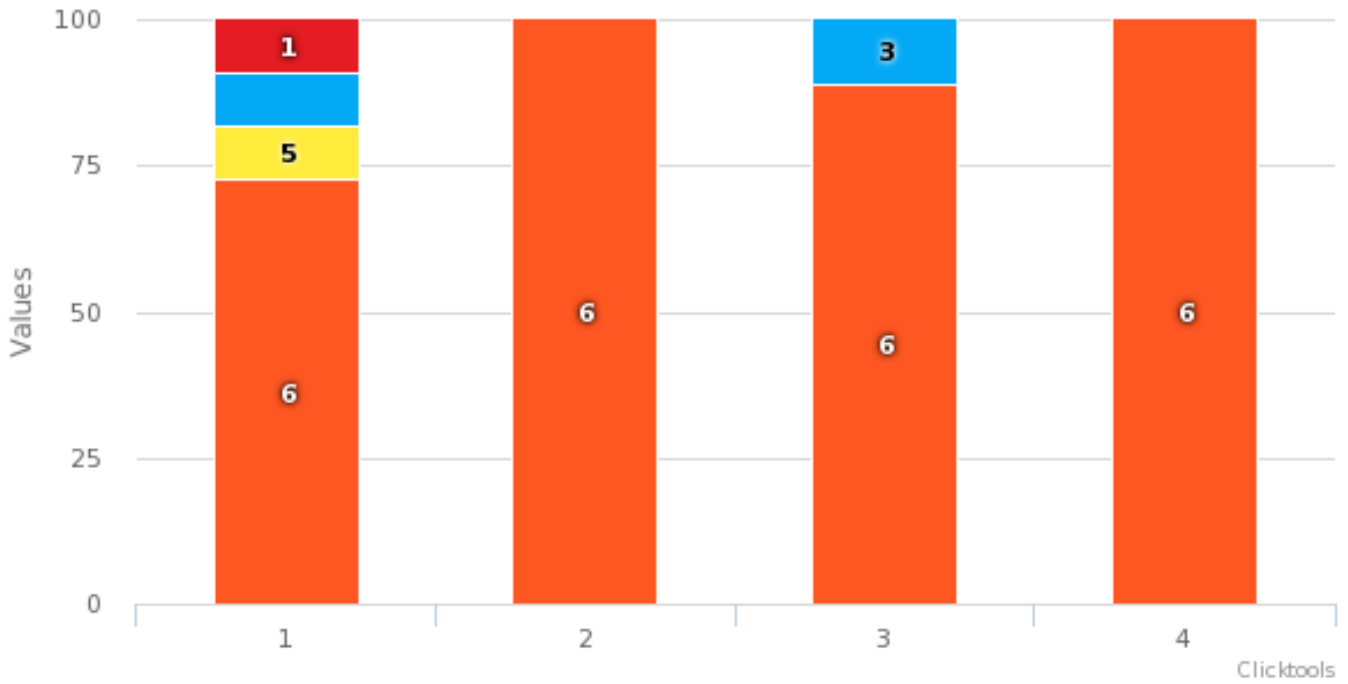
30% (3)

5 - Other

20% (2)

Response: 10

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

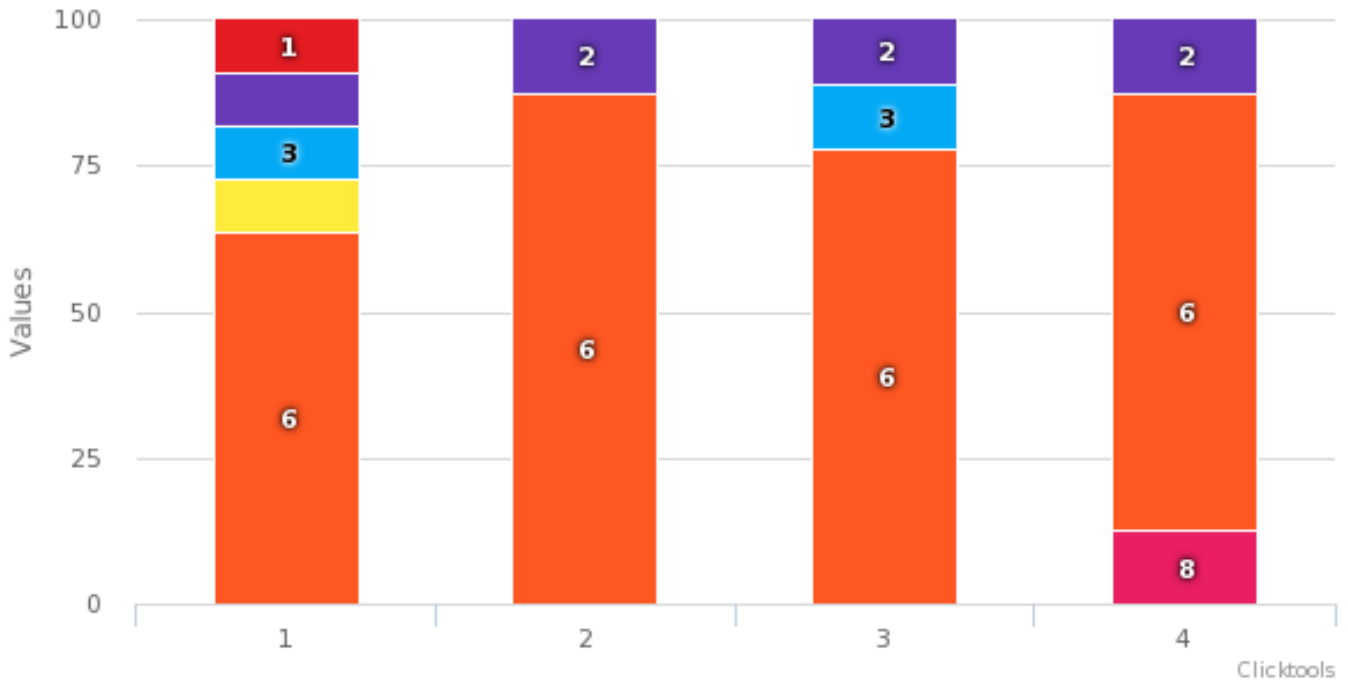


1	Increased >10%	2	Increased 7.5%-10%	3	Increased 5%-7.5%	4	Increased 2.5%-5%
5	Increased < 2.5%	6	Stayed the same	7	Decreased < 2.5%	8	Decreased 2.5%-5%
9	Decreased 5%-7.5%	10	Decreased 7.5%-10%	11	Decreased > 10%		

	1	2	3	4	5	6	7	8	9	10	11	Mean
1 North America	9.09% (1)	0% (0)	9.09% (1)	0% (0)	9.09% (1)	72.73% (8)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	5.18
2 Central and South America	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	100% (8)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	6
3 EMEA	0% (0)	0% (0)	11.11% (1)	0% (0)	0% (0)	88.89% (8)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	5.67
4 APAC	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	100% (8)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	6

Response: 11

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

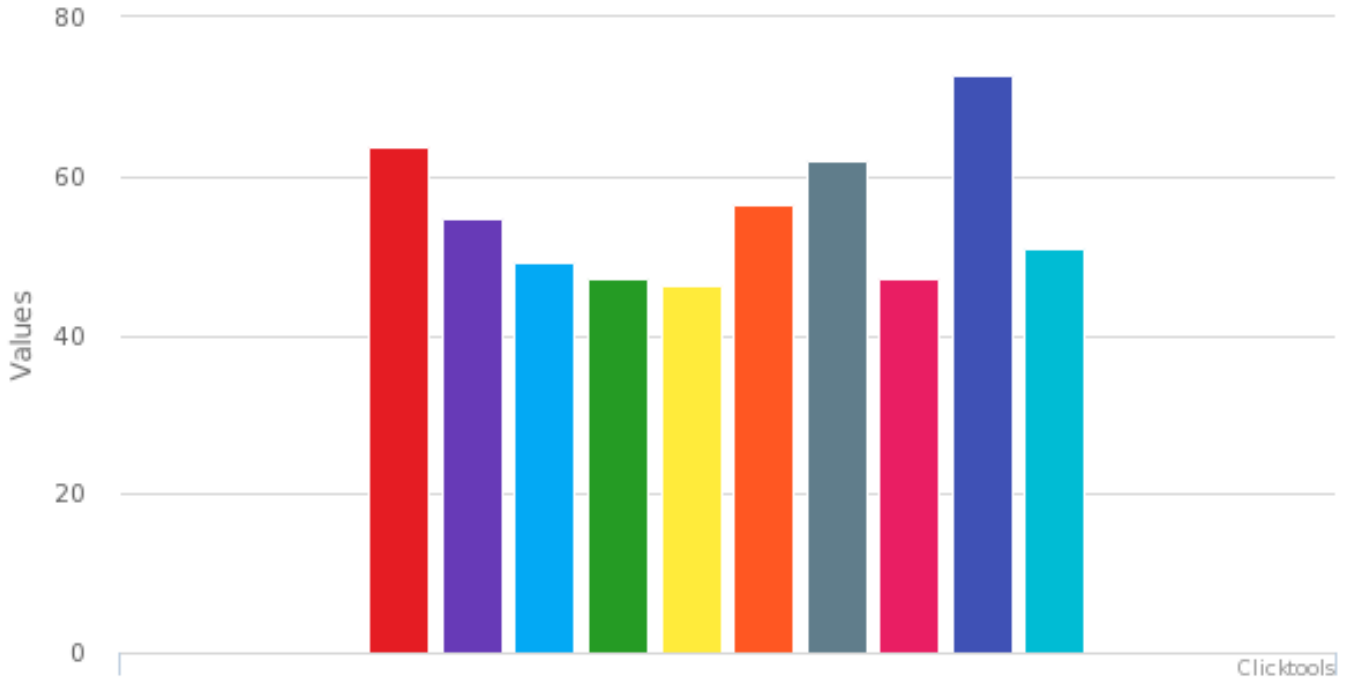


1	Increased >10%	2	Increased 7.5%-10%	3	Increased 5%-7.5%	4	Increased 2.5%-5%
5	Increased < 2.5%	6	Stayed the same	7	Decreased < 2.5%	8	Decreased 2.5%-5%
9	Decreased 5%-7.5%	10	Decreased 7.5%-10%	11	Decreased > 10%		

	1	2	3	4	5	6	7	8	9	10	11	Mean
1 North America	9.09% (1)	9.09% (1)	9.09% (1)	0% (0)	9.09% (1)	63.64% (7)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	4.82
2 Central and South America	0% (0)	12.5% (1)	0% (0)	0% (0)	0% (0)	87.5% (7)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	5.5
3 EMEA	0% (0)	11.11% (1)	11.11% (1)	0% (0)	0% (0)	77.78% (7)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	5.22
4 APAC	0% (0)	12.5% (1)	0% (0)	0% (0)	0% (0)	75% (6)	0% (0)	12.5% (1)	0% (0)	0% (0)	0% (0)	5.75

Response: 11

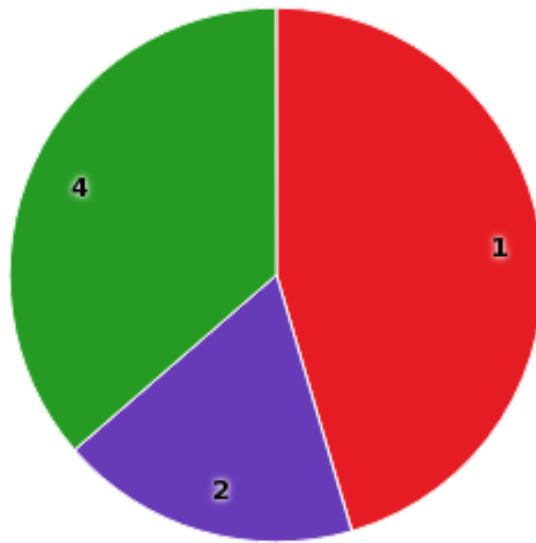
57. What are your top three reasons for discounting education? (Please order the following list, and put your top three as 1, 2 and 3.)








	1	2	3	4	5	6	7	8	9	10	Rank
Product revenue opportunity	2	1	0	2	1	4	0	0	0	1	2
Internal sales pressure	0	0	2	0	5	1	2	0	0	1	5
Training deal size	0	1	1	2	1	1	1	2	0	2	7
Difficulty filling public seats	3	0	0	1	0	0	0	3	2	2	8=
Returning customer	0	1	2	0	0	1	3	1	3	0	10
Pilot and beta customers for products	1	2	1	1	0	3	0	0	1	2	4
Strategic customer	2	2	1	0	2	0	1	0	3	0	3
End of fiscal month/quarter/year	0	1	1	2	0	0	3	2	1	1	8=
Competitive product situation	2	3	2	1	1	0	0	1	0	1	1
Competitive training situation	1	0	1	2	1	1	1	2	1	1	6

Response: 11

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



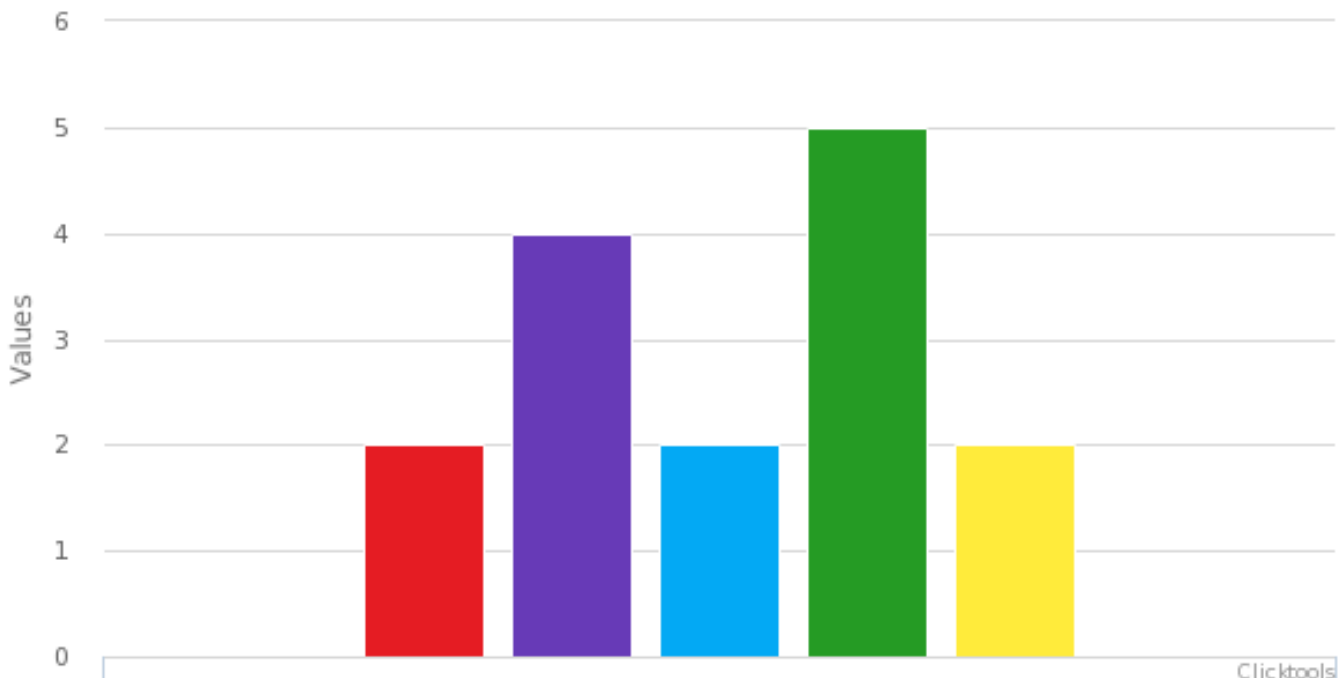
Clicktools

	1 - No price differences for different local markets	45.45% (5)		2 - Global pricelist and discounts by country to bring global price down to market price	18.18% (2)
	3 - Global pricelist and discount level (each country is part of one level) to bring global price down to market price	0% (0)		4 - Pricelists for local markets which have different prices by market	36.36% (4)
	5 - Other	0% (0)			






Mean: 2.27

Response: 11

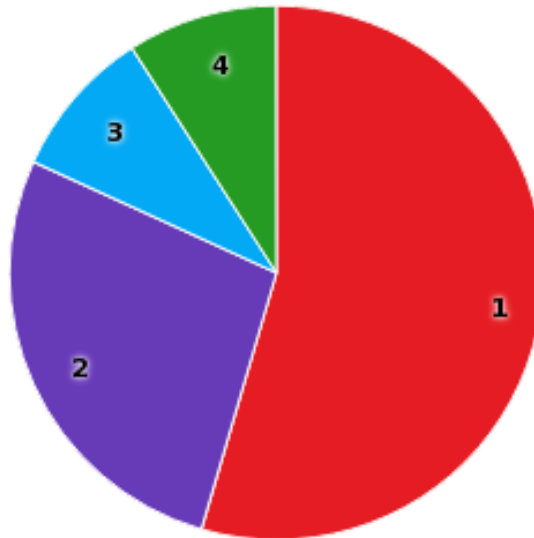
59. What other type of discounts do you offer?



Clicktools

	1 - Single volume (e.g. 10% for all deals above threshold)	20% (2)		2 - Different volume discount levels (e.g. 5% from 25-100k revenue, >100k 15%)	40% (4)
	3 - Valued or repeat customers (loyalty program)	20% (2)		4 - Promotional discounts (time limited)	50% (5)
	5 - Other	20% (2)			

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



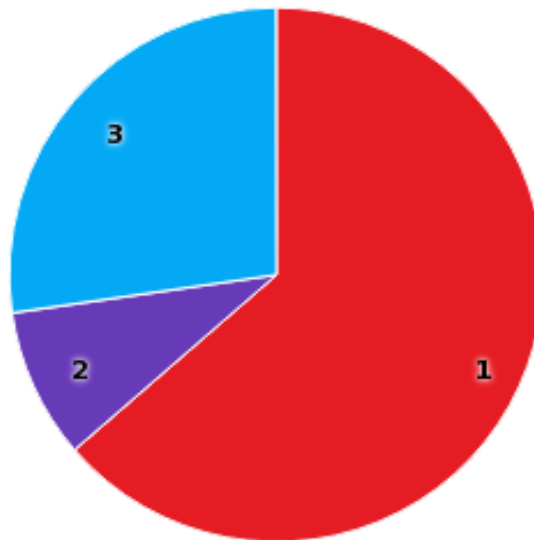
Clicktools

1 - We don't have more than 1 discount type	54.55% (6)	2 - We have more than 1 discount type, but any customer can get only one of them	27.27% (3)
3 - Discounts can be added and then applied to the list price (List price*(discount1%+discount2%))	9.09% (1)	4 - Discounts are multiplied List price*(1-Discout1%)(1-Discout2%)	9.09% (1)

Mean: 1.73

Response: 11

61. How do you manage pricing for global customers?



Clicktools

1 - They have a single price globally	63.64% (7)	2 - They have discounts based on the location of their headquarters	9.09% (1)
3 - They receive different discounts based on the actual student 's location	27.27% (3)	4 - Other	0% (0)

Mean: 1.64

Response: 11

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



1 - Yes

90.91% (10) 2 - No

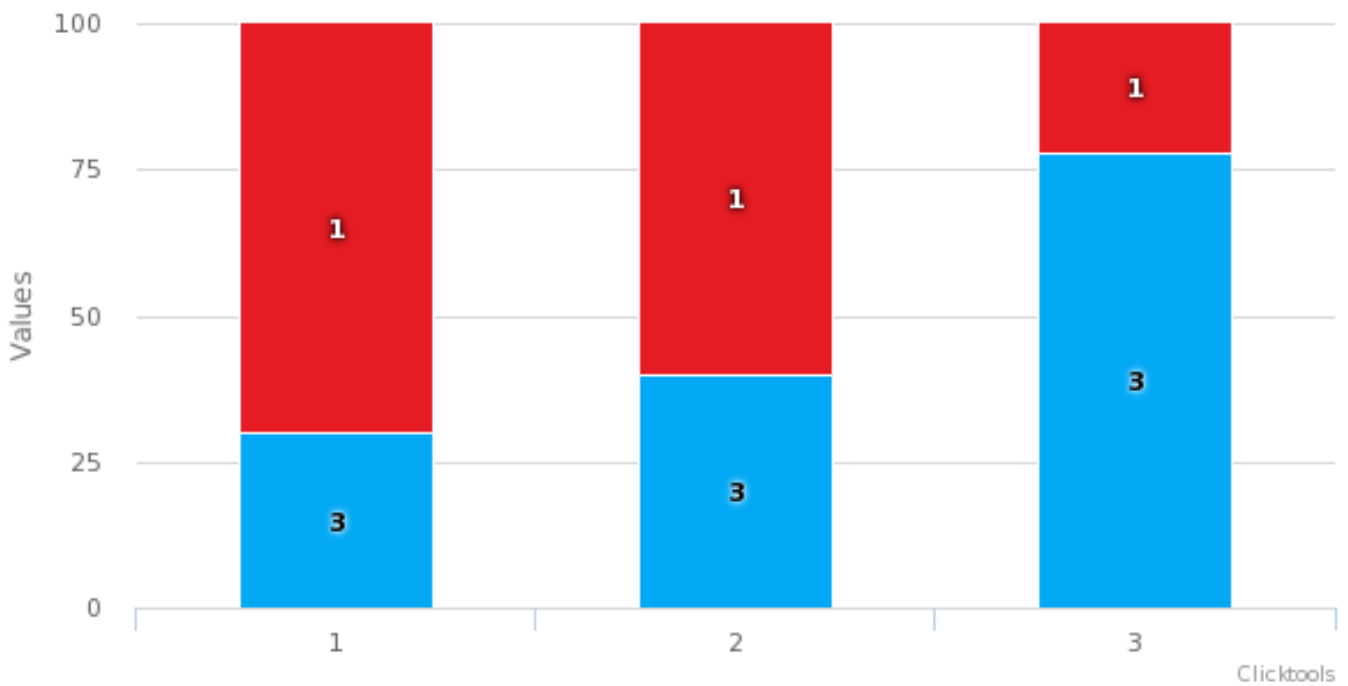
Clicktools

9.09% (1)

Mean: 1.09

Response: 11

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

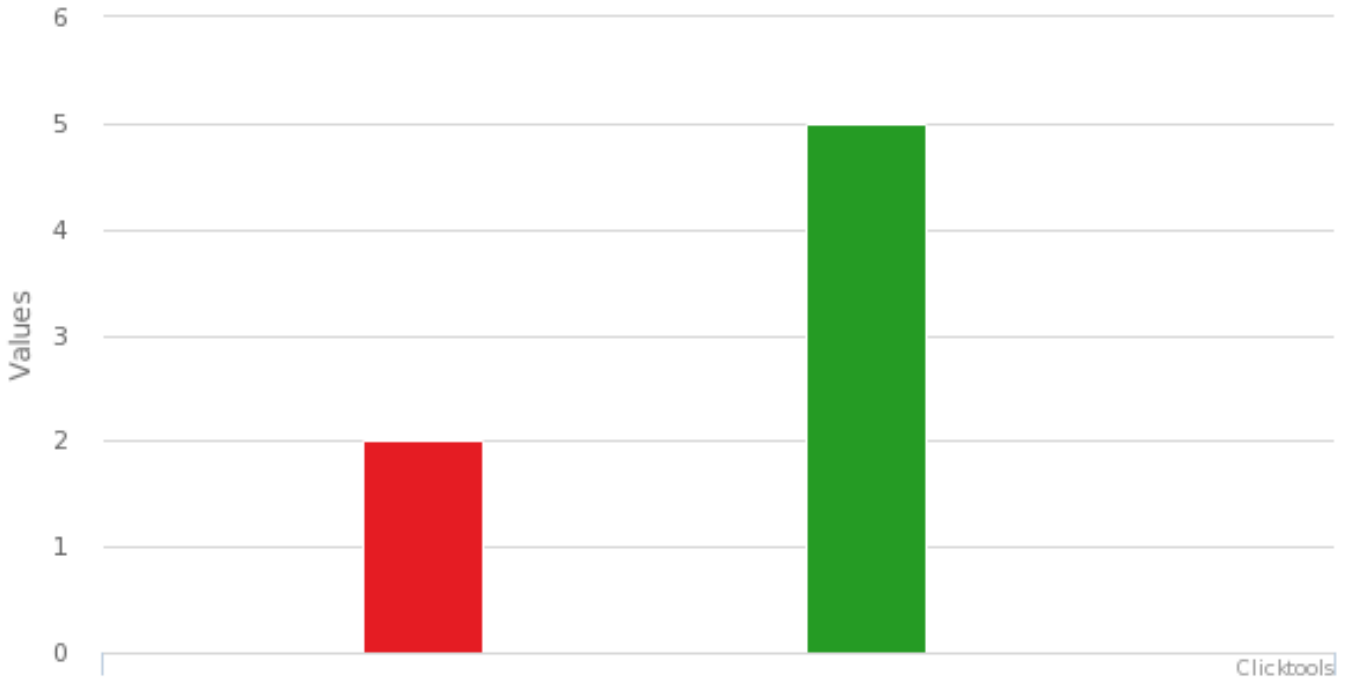


1 Free 2 List Price 3 Discount

	1	2	3	Mean
1 Channel Sales	70% (7)	0% (0)	30% (3)	1.6
2 Channel Presales	60% (6)	0% (0)	40% (4)	1.8
3 Channel Post sales - deployment, operations, maintenance	22.22% (2)	0% (0)	77.78% (7)	2.56

Response: 10

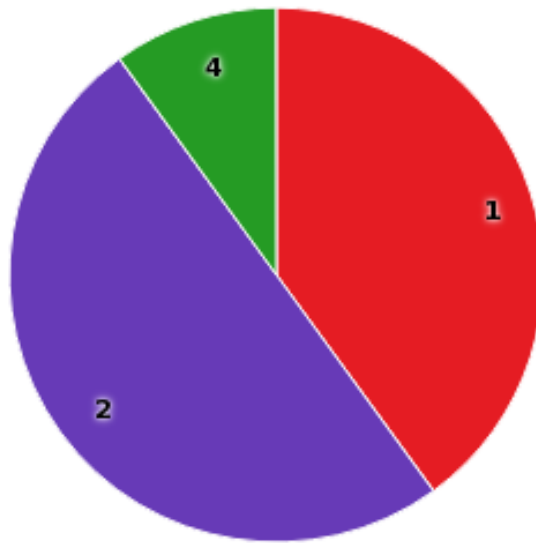
64. How do you discount training for your channel partner?



1 - Depending on the partner level, a tiered discount structure	28.57% (2)	2 - Depending on the strategic importance, different discounts	0% (0)
3 - Depending on the region/country the partner comes from, different discounts	0% (0)	4 - Same percentage for all partners	71.43% (5)
5 - Other	0% (0)		

Response: 7

65. Do you allow partners to resell your training?

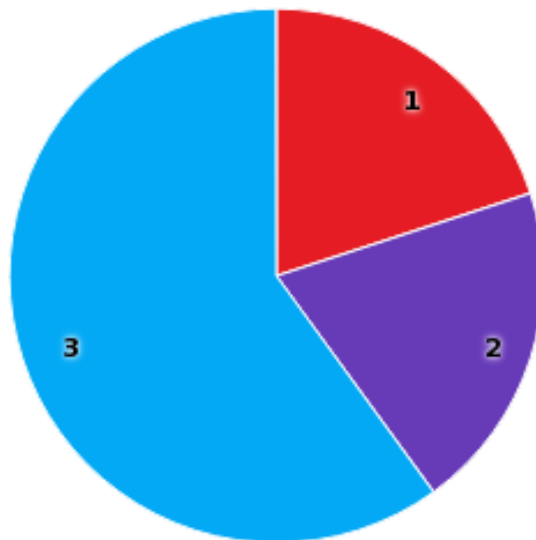


Response	Percentage	Count	Response	Percentage	Count
1 - No	40%	(4)	2 - Yes, can resell and get the normal partner discount to resell	50%	(5)
3 - Yes, can resell but get a higher discount	0%	(0)	4 - Yes, can resell but get a lower discount	10%	(1)

Mean: 1.8
Response: 10

Clicktools

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



Response	Percentage	Count	Response	Percentage	Count
1 - 1-10%	20%	(1)	2 - 11-15%	20%	(1)
3 - 16-20%	60%	(3)	4 - 21-30%	0%	(0)
5 - Over 30%	0%	(0)	6 - Other	0%	(0)

Mean: 2.4
Response: 5

Clicktools

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



Category	Percentage	Count	Category	Percentage	Count	Category	Percentage	Count
1 - 1-10%	25%	(1)	2 - 11-15%	25%	(1)	4 - 21-30%	0%	(0)
3 - 16-20%	50%	(2)	6 - Other	0%	(0)			
5 - Over 30%	0%	(0)						

Mean: 2.25
Response: 4

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



Category	Percentage	Count	Category	Percentage	Count
1 - Yes	0%	(0)	2 - No	100%	(11)

Mean: 2
Response: 11

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

1 - Student books (hardcopy only)	0% (0)	2 - Instructor books (hardcopy only)	0% (0)
3 - Instructor tool kits (editable)	0% (0)	4 - Instructor-led course templates	0% (0)
5 - eLearning source code	0% (0)	6 - Training environment (Lab in the Cloud)	0% (0)
7 - Other editable or non-editable content (please specify)	0% (0)		

Response: 0

70. What is your sales model for selling Intellectual Property?

1 - Flat fee for the total course	0% (0)	2 - Flat fee per course day	0% (0)
3 - Separate price for individual items	0% (0)		

Response: 0

71. On average, how much do you charge (\$) as a flat fee per course day (1 day = 6 hours, use also for eLearning)?

Average	0
Highest	0
Lowest	0
Standard deviation	0

Response: 0

72. 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	0	0	0	0	0	0	0
Highest	0	0	0	0	0	0	0
Lowest	0	0	0	0	0	0	0
Standard deviation	0	0	0	0	0	0	0

Response: 0

73. Do you offer the service to develop training?



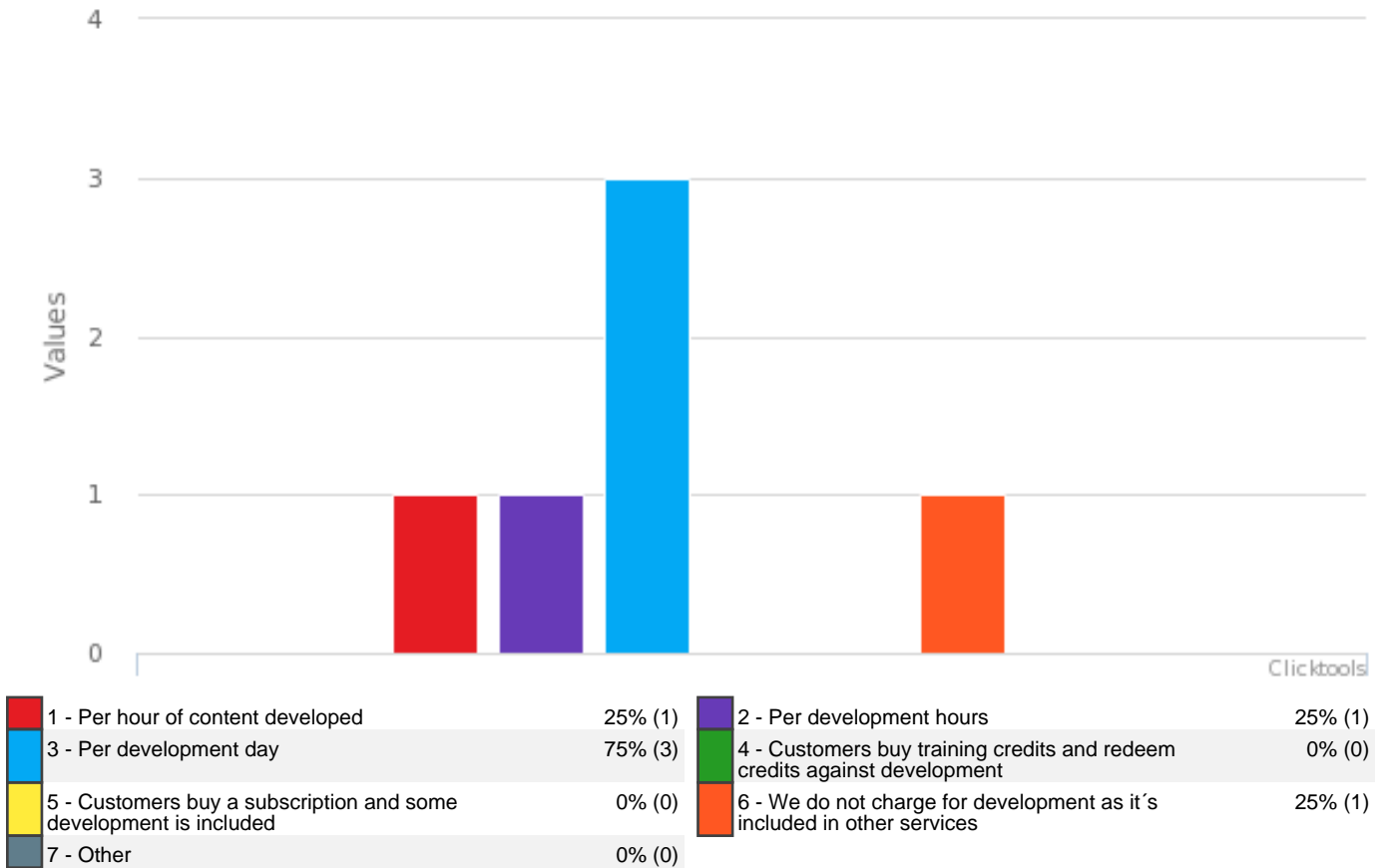
1 - Yes 36.36% (4) 2 - No 63.64% (7)

Mean: 1.64

Clicktools

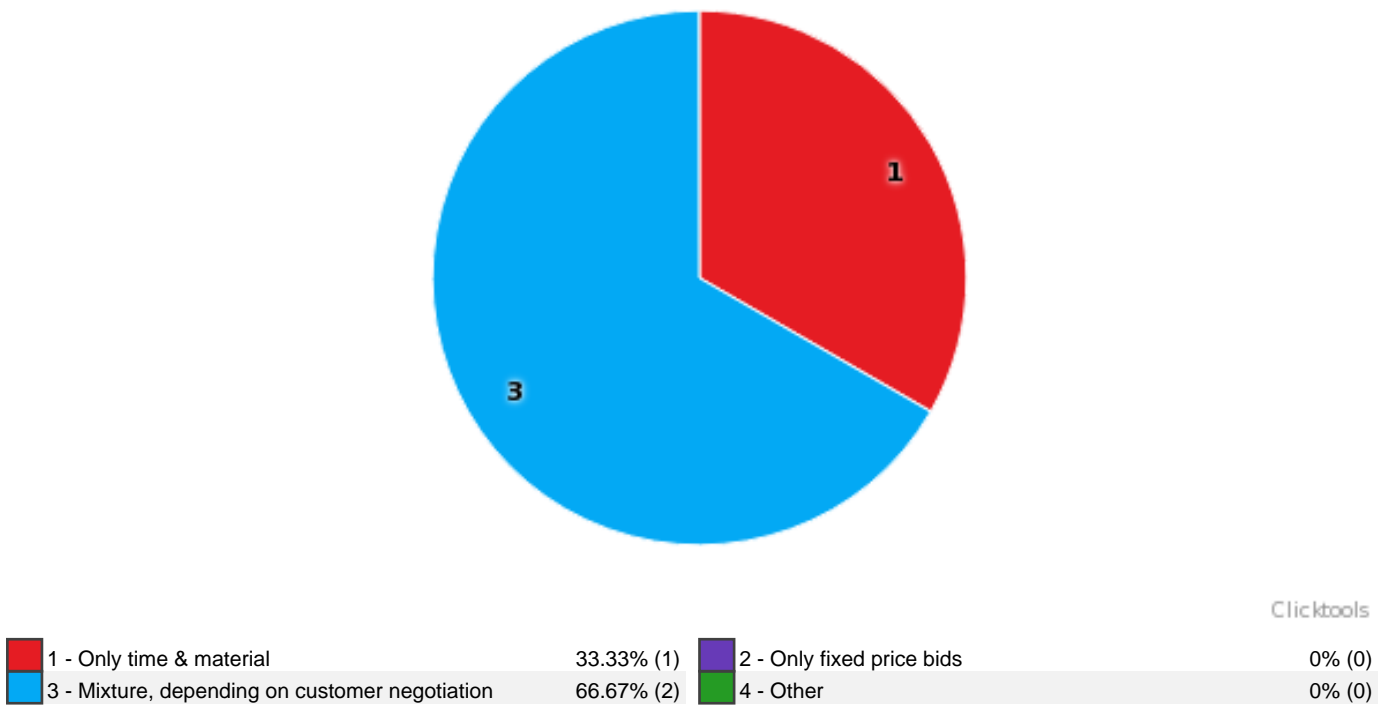
Response: 11

74. How do you price your development work? Choose all that apply.



Response: 4

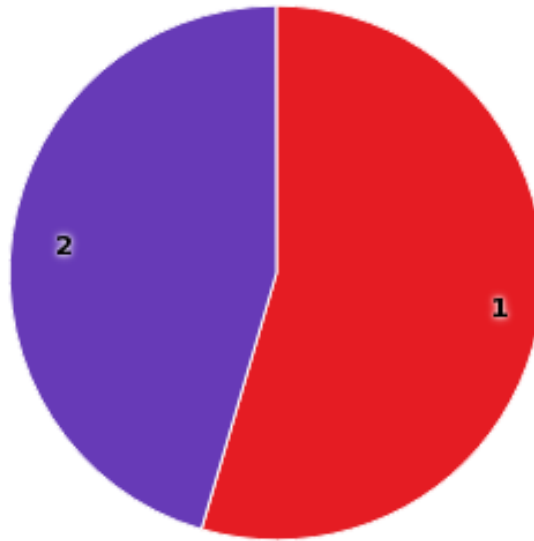
75. How do you quote for development work?



Mean: 2.33

Response: 3

76. Do you offer services to customize existing courses?



1 - Yes

54.55% (6)

2 - No

Clicktools

45.45% (5)

Mean: 1.45

Response: 11

77. When do you start to charge for customization?



1 - Never charge

16.67% (1)

2 - Strictly for any customization

33.33% (2)

3 - Small customization with up to 1 day ' s work for free, after that a charge

33.33% (2)

4 - Small customization with 1-2 day ' s work for free, after that a charge

0% (0)

5 - Small customization with more than 2 days work for free, after that a charge

16.67% (1)

Mean: 2.67

Response: 6

Clicktools