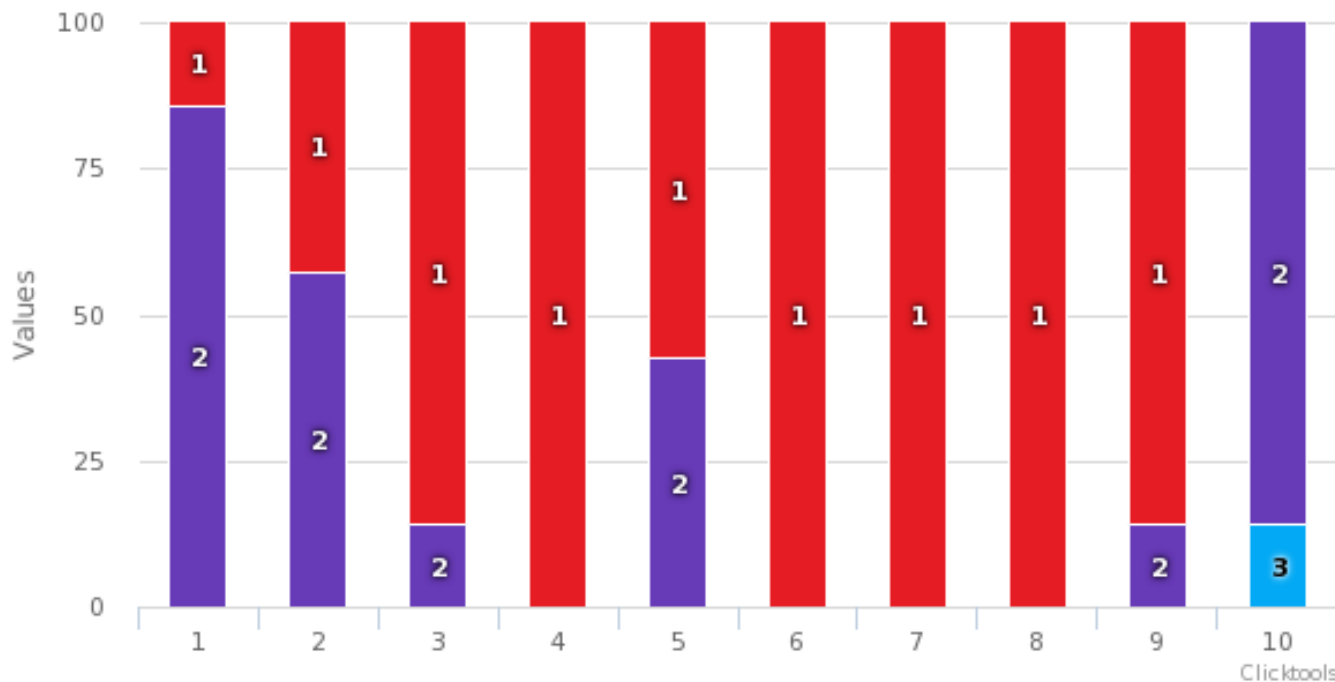


Education Revenue < \$1M (7)

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

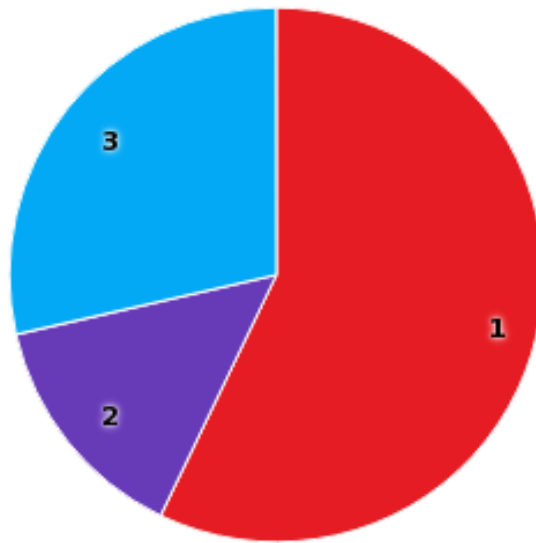


1	No revenue	2	<\$500K	3	\$500K-\$1M	4	\$1M-\$3M
5	\$3M-\$5M	6	\$5M-\$10M	7	\$10M-\$50M	8	\$50M-\$100M
9	>\$100M						

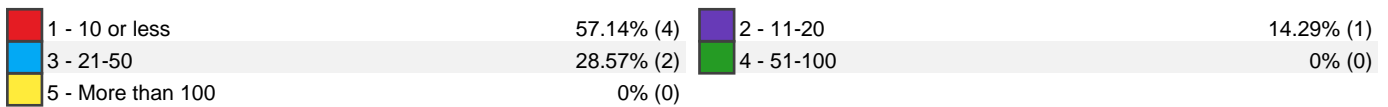
	1	2	3	4	5	6	7	8	9	Mean
1 Live Classroom	14.29% (1)	85.71% (6)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.86
2 Virtual Classroom	42.86% (3)	57.14% (4)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.57
3 e-Learning	85.71% (6)	14.29% (1)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.14
4 Self-paced	100% (7)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1
5 Certification	57.14% (4)	42.86% (3)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.43
6 Learning Consulting	100% (7)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1
7 Learning Technologies	100% (7)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1
8 New learning modalities	100% (7)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1
9 Subscriptions	85.71% (6)	14.29% (1)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.14
10 TOTAL TRAINING REVENUE	0% (0)	85.71% (6)	14.29% (1)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	2.14

Response: 7

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



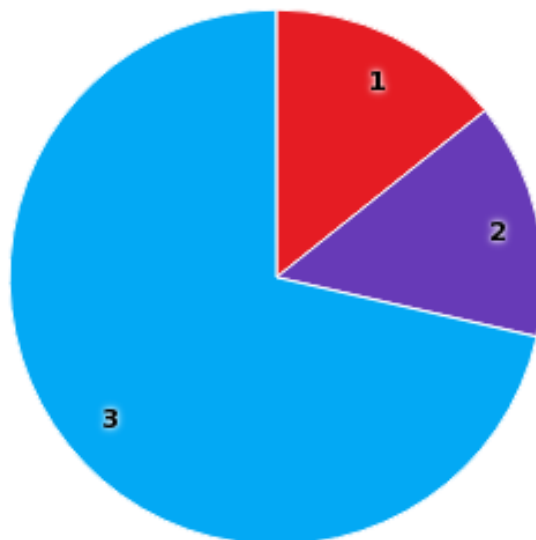
Clicktools



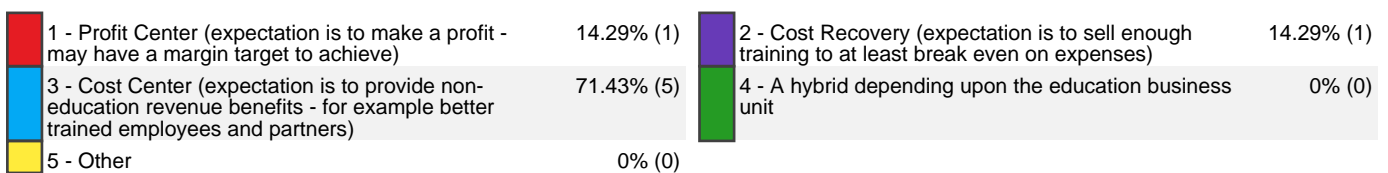
Mean: 1.71

Response: 7

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



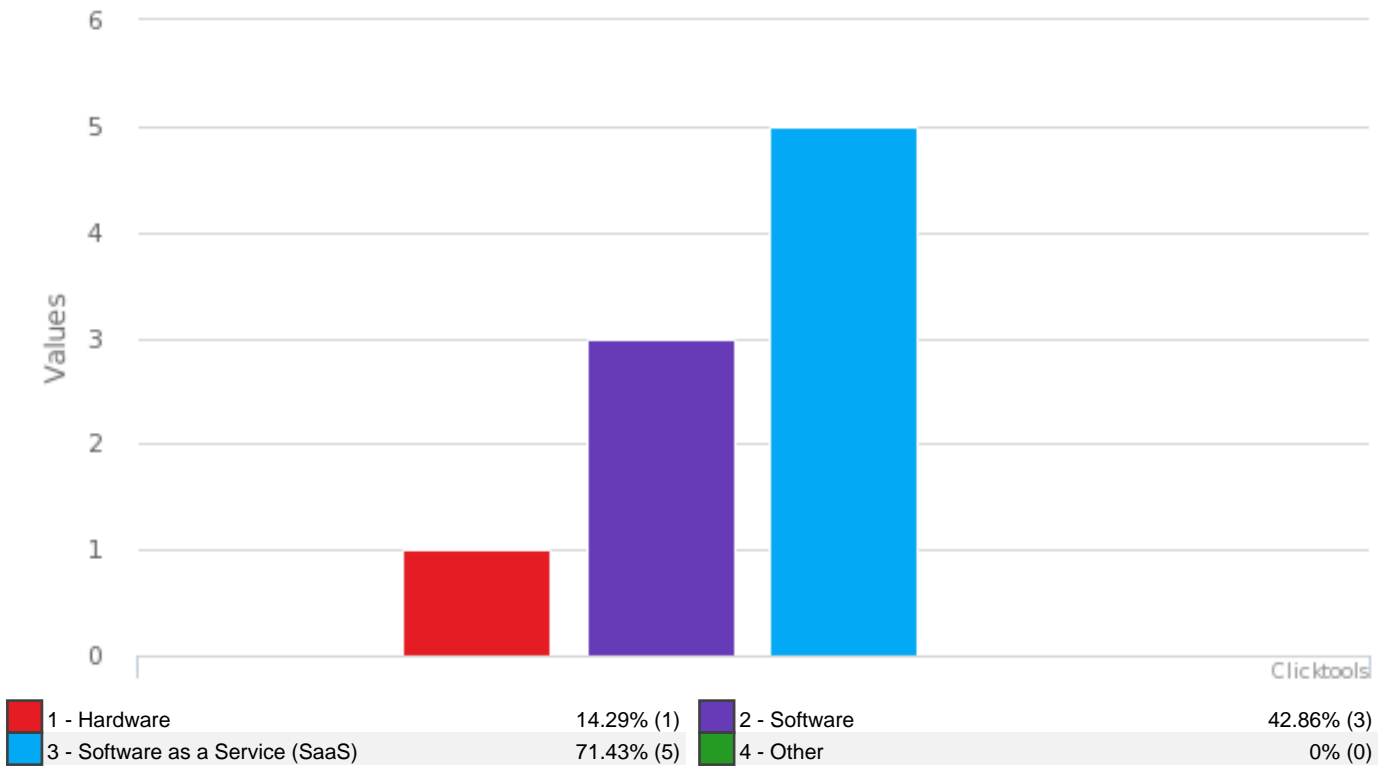
Clicktools



Mean: 2.57

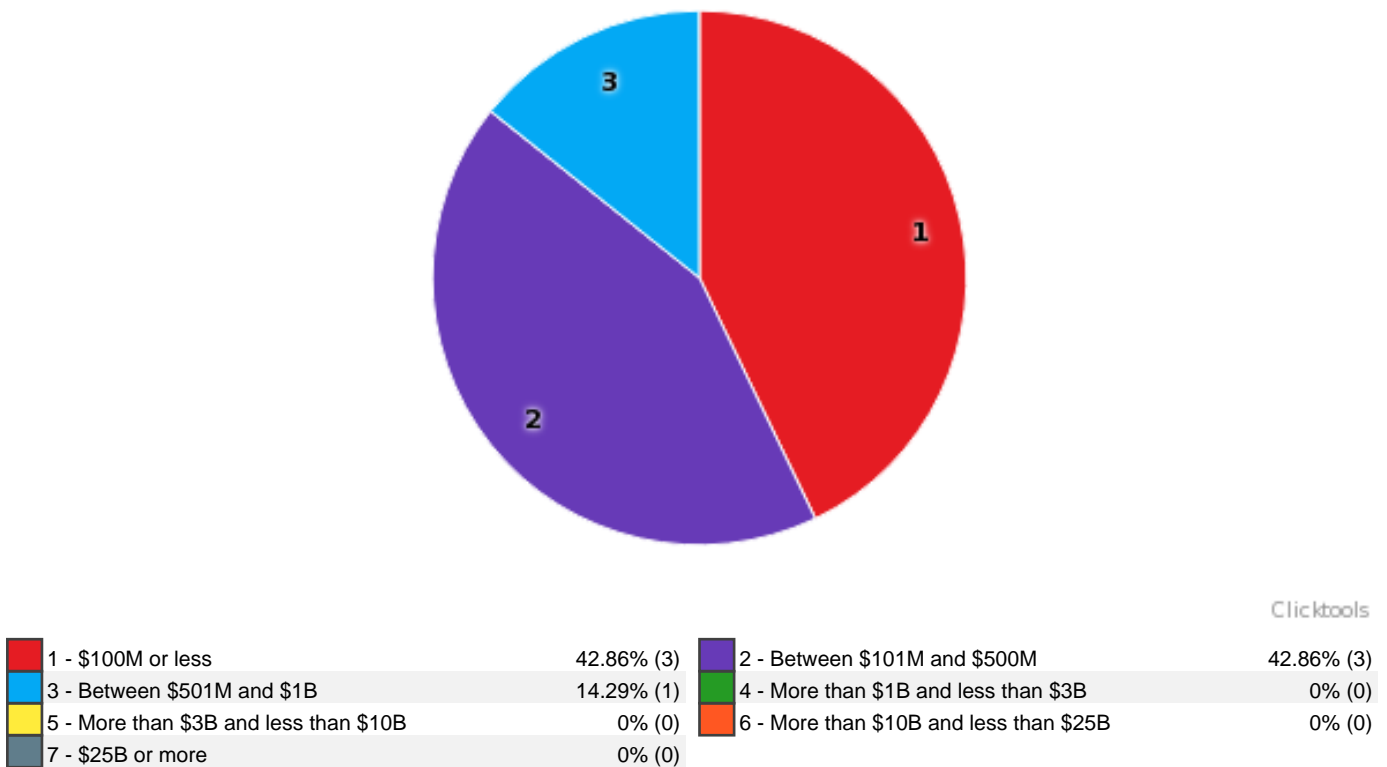
Response: 7

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



Response: 7

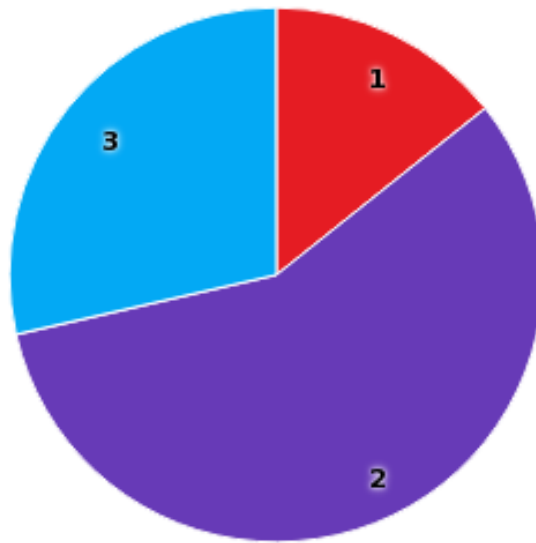
5. What was your company ' s worldwide annual revenue in the most recent fiscal year?



Mean: 1.71

Response: 7

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

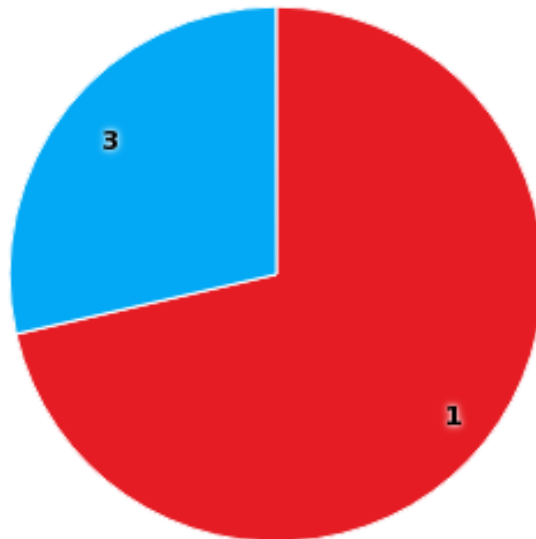


Category	Percentage	Count	Category	Percentage	Count
1 - 100 or less	14.29%	(1)	2 - 101 to 1000	57.14%	(4)
3 - 1001 to 5000	28.57%	(2)	4 - 5001 to 10000	0%	(0)
5 - 10001 to 50000	0%	(0)	6 - More than 50000	0%	(0)

Mean: 2.14
Response: 7

Clicktools

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

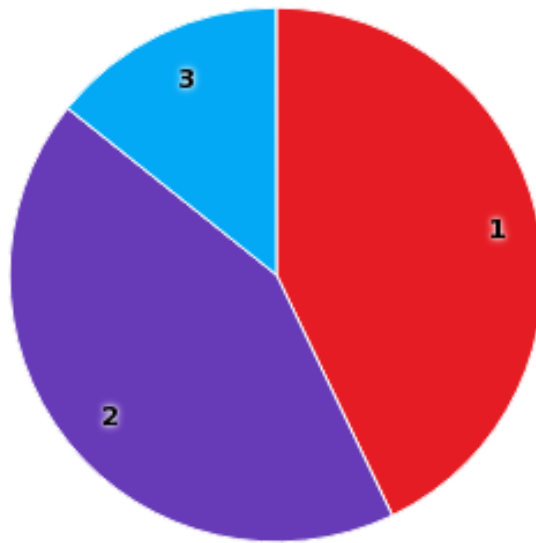


Category	Percentage	Count	Category	Percentage	Count
1 - USD	71.43%	(5)	2 - EUR	0%	(0)
3 - GBP	28.57%	(2)	4 - Other	0%	(0)

Mean: 1.57
Response: 7

Clicktools

8. How do you manage price lists globally?



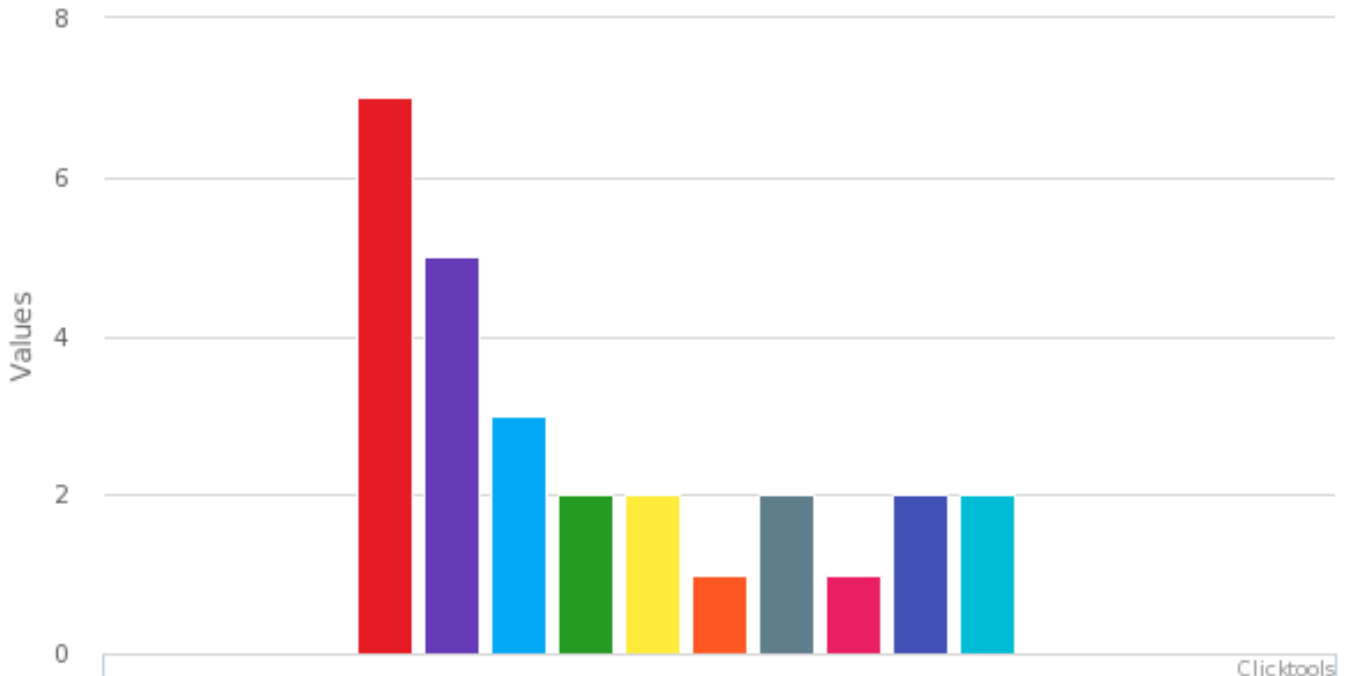
Clicktools

■ 1 - We have one price list with our base currency	42.86% (3)	■ 2 - We have a price list per geographic region based on our base currency	42.86% (3)
■ 3 - We have a price list per geographic region or country based on the regional currency	14.29% (1)	■ 4 - We have a price list based on pricing zones (eg high price countries in zone 1, low in zone 5)	0% (0)
■ 5 - Other	0% (0)		

Mean: 1.71

Response: 7

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



Clicktools

1 - USD	100% (7)	2 - EUR	71.43% (5)
3 - GBP	42.86% (3)	4 - JYP (Japan)	28.57% (2)
5 - AUD (Australia)	28.57% (2)	6 - INR (India)	14.29% (1)
7 - CNY (China)	28.57% (2)	8 - BRL (Brazil)	14.29% (1)
9 - CAD	28.57% (2)	10 - SGD (Singapore)	28.57% (2)
11 - Other	0% (0)		

Response: 7

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



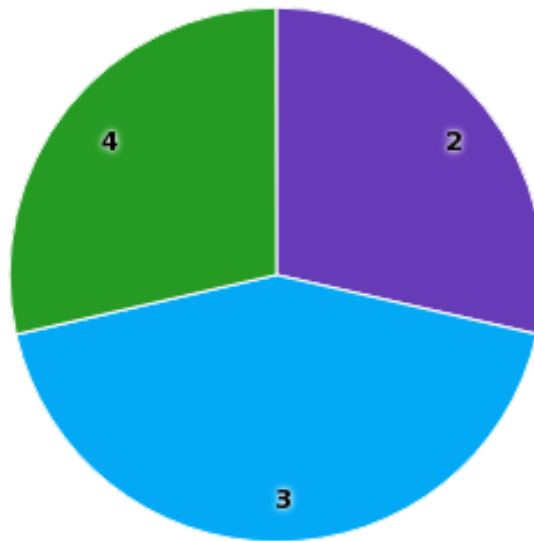
1 - Fixed rate in local currency	100% (6)	2 - Price changing based on the actual exchange rate	0% (0)
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Mean: 1

Response: 6

Clicktools

11. How are the prices calculated?



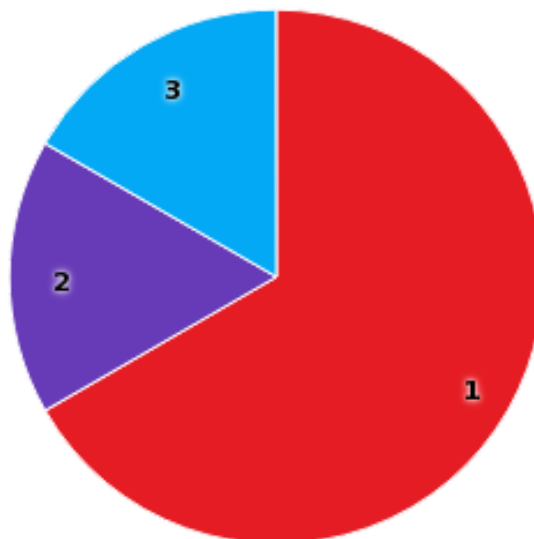
Clicktools

1 - Costs plus margin (all costs plus required margin)	0% (0)	2 - Market price (comparison to competitor and historical pricing)	28.57% (2)
3 - Value based pricing (perceived value to customer)	42.86% (3)	4 - Mixture of all	28.57% (2)
5 - Other	0% (0)		

Mean: 3

Response: 7

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



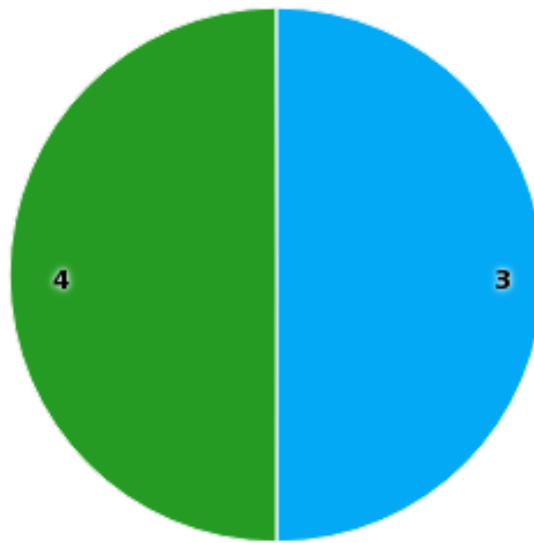
Clicktools

1 - Only 1 pricing level	66.67% (4)	2 - 2-3 pricing levels	16.67% (1)
3 - More pricing levels	16.67% (1)	4 - Each offering can have different prices in the same service type	0% (0)

Mean: 1.5

Response: 6

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



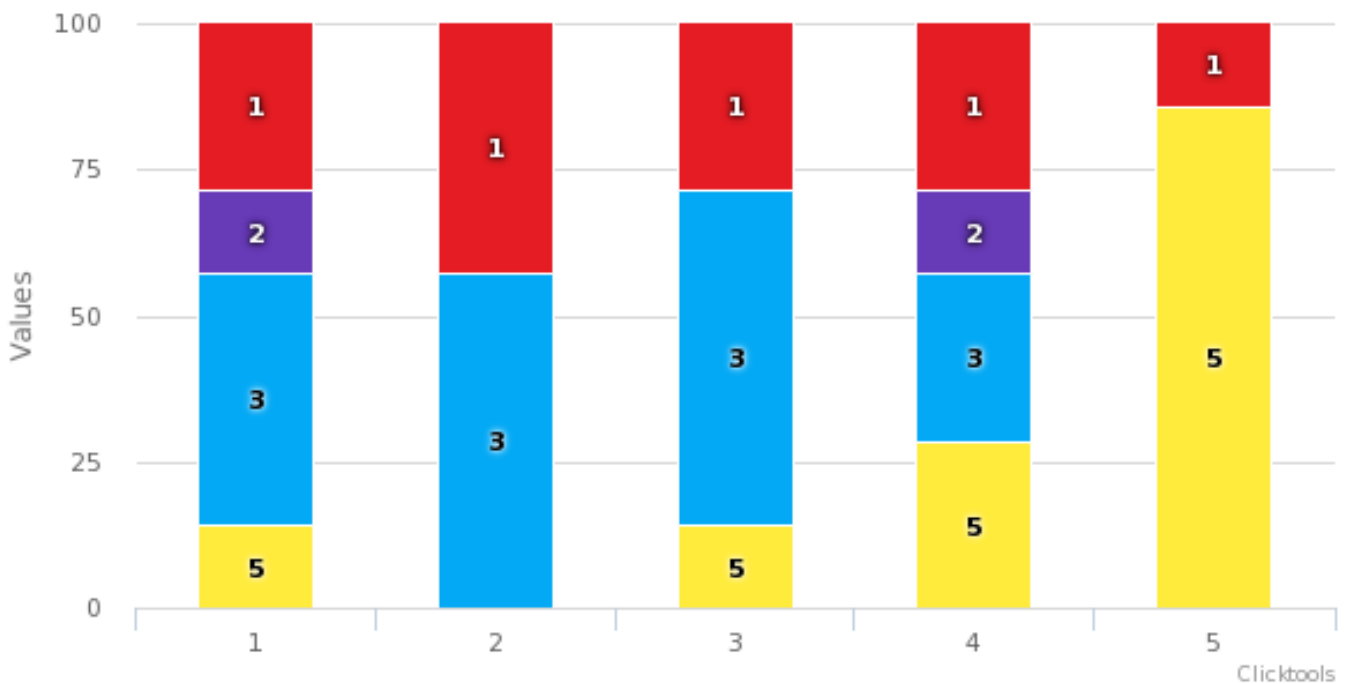
Clicktools

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

Mean: 3.5

Response: 2

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



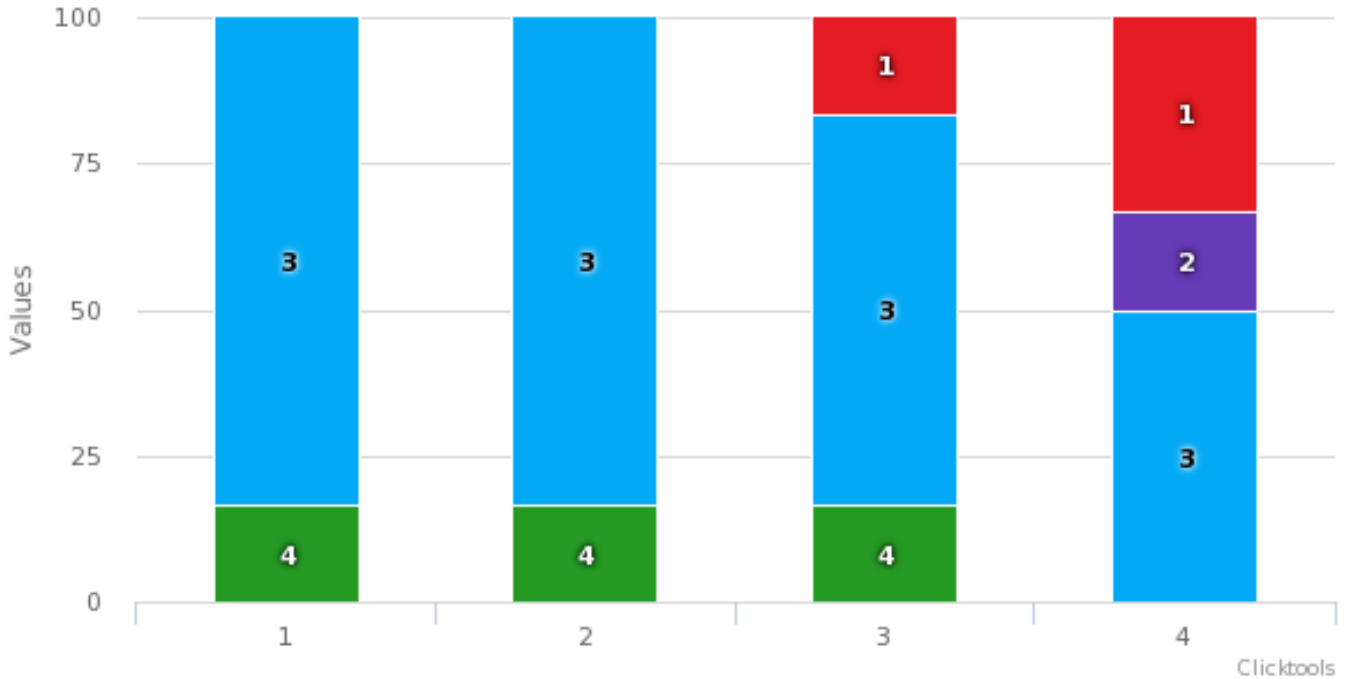
Clicktools

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	28.57% (2)	14.29% (1)	42.86% (3)	0% (0)	14.29% (1)	2.57
2 Business User	42.86% (3)	0% (0)	57.14% (4)	0% (0)	0% (0)	2.14
3 Technical/Admin	28.57% (2)	0% (0)	57.14% (4)	0% (0)	14.29% (1)	2.71
4 Partner	28.57% (2)	14.29% (1)	28.57% (2)	0% (0)	28.57% (2)	2.86
5 Employee	14.29% (1)	0% (0)	0% (0)	0% (0)	85.71% (6)	4.43

Response: 7

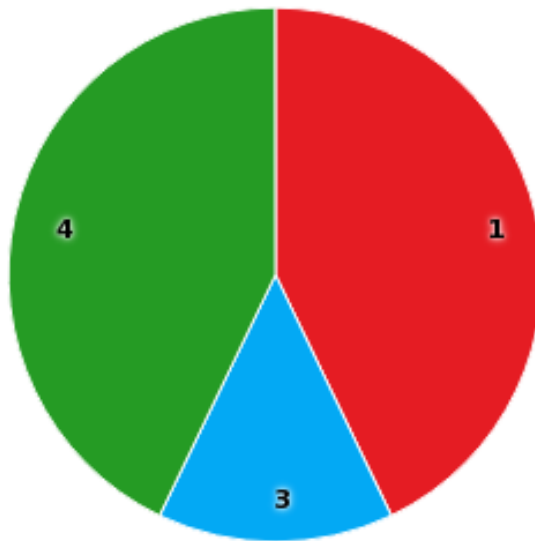
15. Do you have different pricing per complexity of content: compare the price per hour and same delivery format to the first comparable course in the learning path.



	1 We do not provide	2 More than the first	3 Same as the first	4 Less than the first	Mean
1 Overview/introduction	0% (0)	0% (0)	83.33% (5)	16.67% (1)	3.17
2 Fundamentals/new starter	0% (0)	0% (0)	83.33% (5)	16.67% (1)	3.17
3 Advanced/expert	16.67% (1)	0% (0)	66.67% (4)	16.67% (1)	2.83
4 Workshop	33.33% (2)	16.67% (1)	50% (3)	0% (0)	2.17

Response: 6

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



Clicktools

1 - Actuals incurred	42.86% (3)	2 - Daily fixed fees	0% (0)
3 - We don't charge for T&L	14.29% (1)	4 - T&L costs included in onsite rates	42.86% (3)

Mean: 2.57
Response: 7

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



Clicktools

1 - No mark-up and margin	100% (6)	2 - No mark-up but margin due to higher daily fixed fees than average T&L	0% (0)
3 - Mark-up and therefore margin	0% (0)		

Mean: 1
Response: 6

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



Clicktools

1 - No additional fees	100% (7)	2 - Yes, beyond a threshold of max 1-day travel to/from customer	0% (0)
3 - Yes, beyond a threshold of more than 1-day travel to/from customer	0% (0)	4 - Yes, for any travel time	0% (0)

Mean: 1

Response: 7

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

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	0% (0)

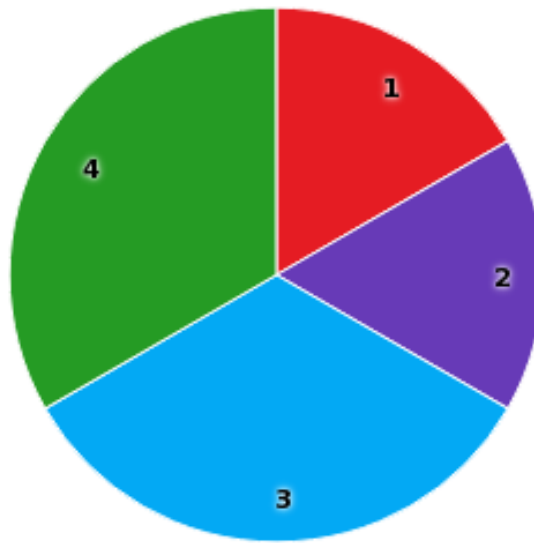
Response: 0

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
Average	84.17%	0%	15.83%	0%
Highest	100%	0%	95%	0%
Lowest	5%	0%	0%	0%
Standard deviation	38.78	0	38.78	0

Response: 6

21. Do you sell education together with product sales?



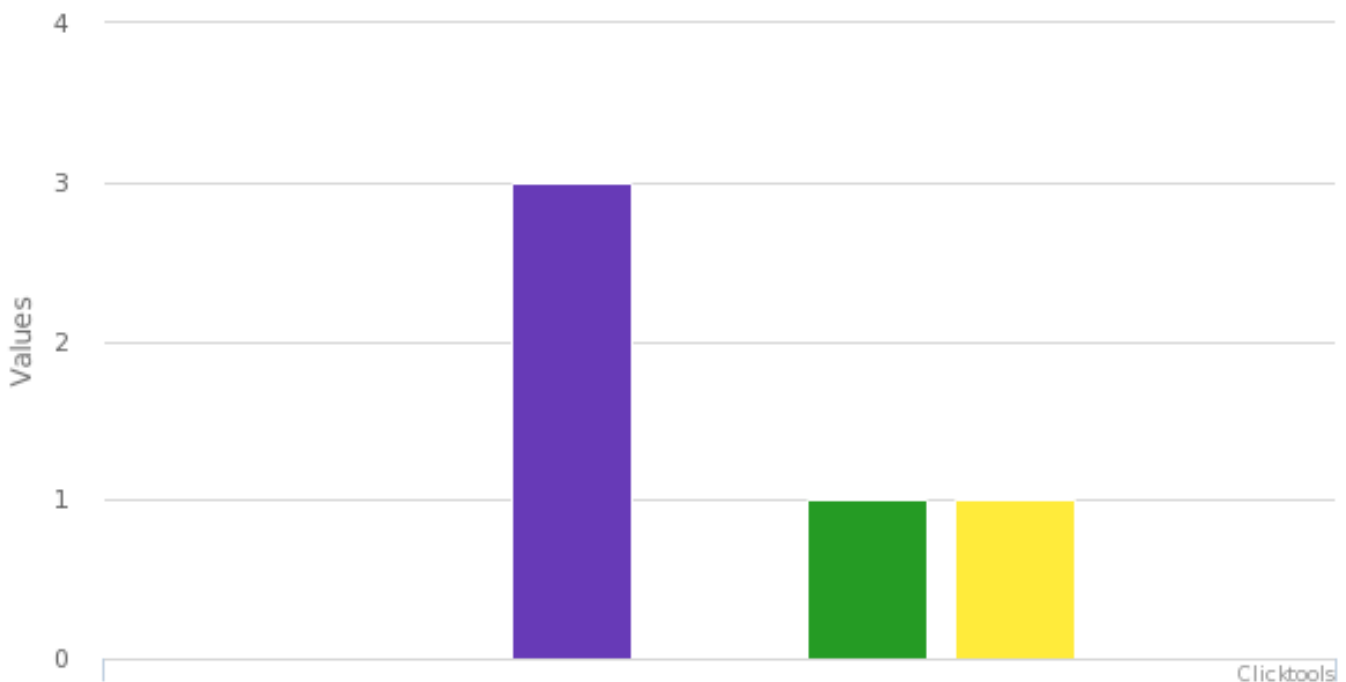
Clicktools

1 - Mandatory attach	16.67% (1)	2 - Automatic attach, can be removed	16.67% (1)
3 - On a case by case basis	33.33% (2)	4 - Never, always separate	33.33% (2)

Mean: 2.83

Response: 6

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



Clicktools

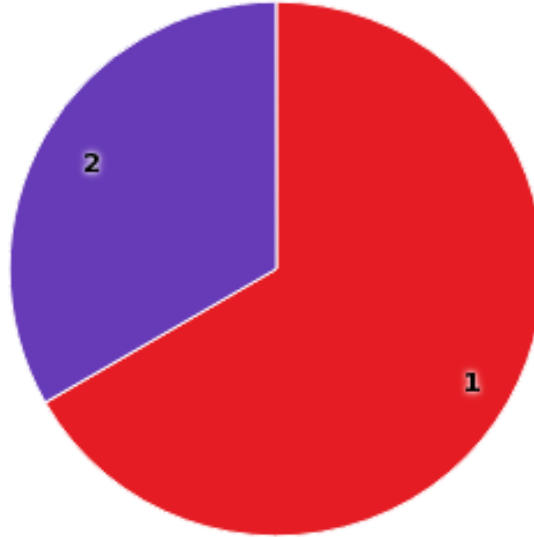
1 - Percentage of product fees	0% (0)	2 - Predefined education packages	60% (3)
3 - Number of individual education subscriptions per product deal size	0% (0)	4 - An enterprise education subscription	20% (1)
5 - Other	20% (1)		

Response: 5

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

1 - An absolute education amount 0% (0) 2 - Defined education credits 0% (0)
Response: 0

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



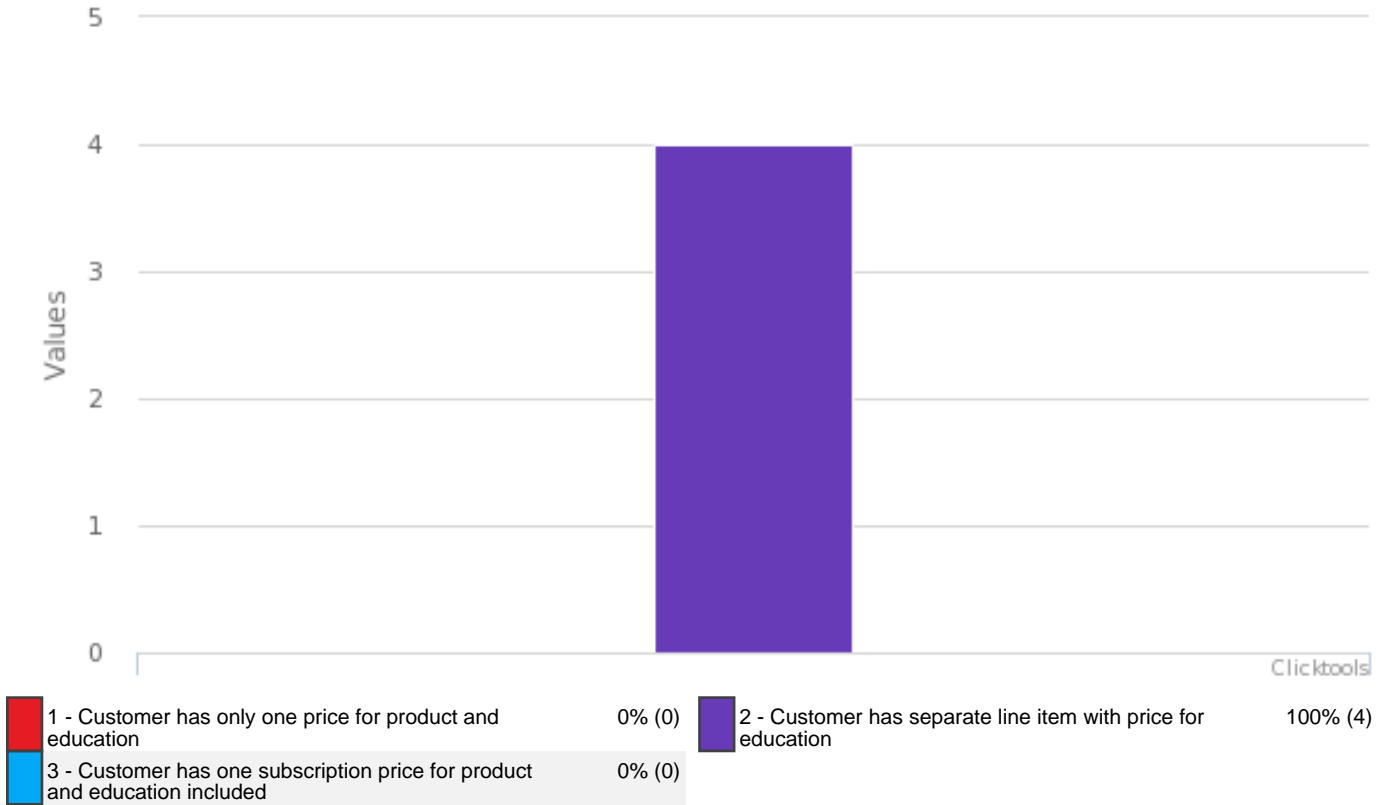
1 - A defined number of packages/individual subscriptions for all customers 66.67% (2) 2 - Defined number packages/individual subscriptions per deal size, for example, in several tiers 33.33% (1)
Clicktools
Mean: 1.33
Response: 3

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

Average	12.33%
Highest	35%
Lowest	1%
Standard deviation	19.63

Response: 3

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



Response: 4

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

Average	23.6%
Highest	100%
Lowest	1%
Standard deviation	42.85

Response: 5

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



Clicktools

1 - One to one like product – full quota retiring	16.67% (1)	2 - Up to a limit but like product	0% (0)
3 - Unlimited but less than product	0% (0)	4 - Up to a limit but less than product	0% (0)
5 - Not compensated	66.67% (4)	6 - Other	16.67% (1)

Mean: 4.5

Response: 6

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

1 - 1 unit of the credit is equal to an amount in our base currency (e.g. 1 credit=1 USD)	0% (0)	2 - 1 unit of the credit is equal to a certain amount of learning services (e.g. 1 credit=1 student day)	0% (0)
3 - Other	0% (0)		

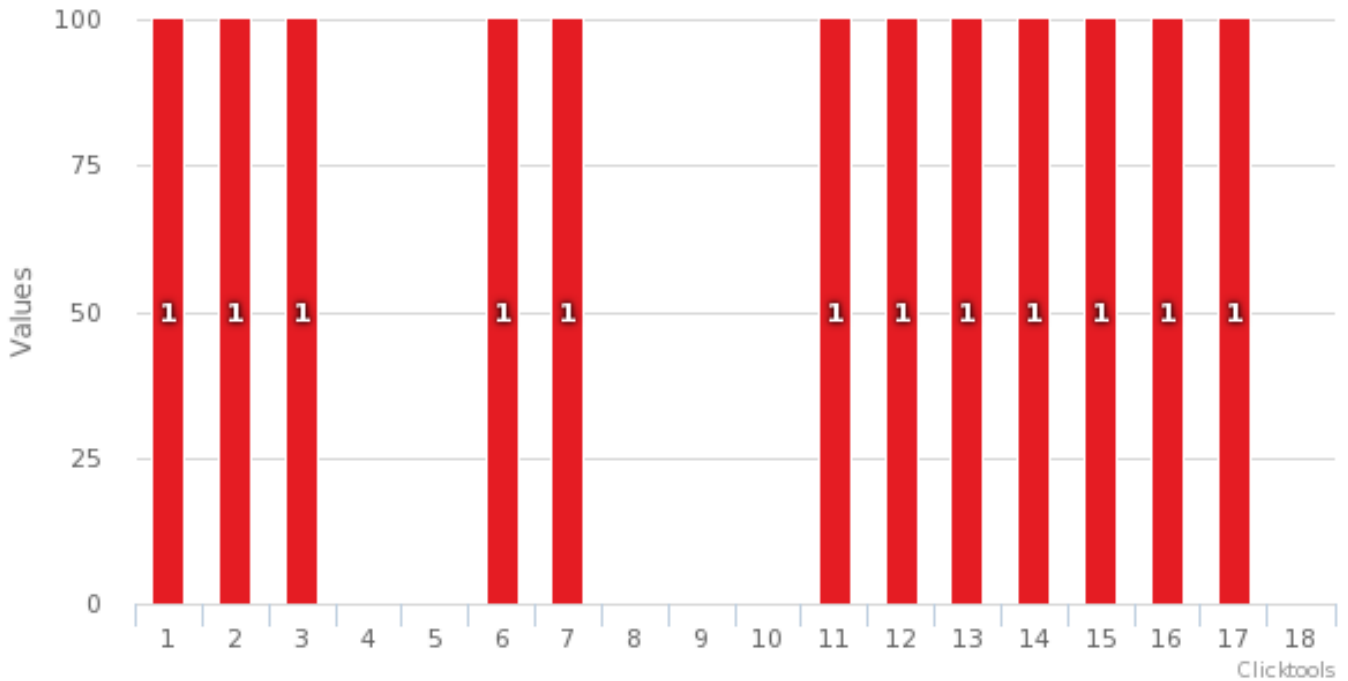
Response: 0

30. Do you discount training credits?

1 - We don't discount	0% (0)	2 - We discount based on volumes	0% (0)
3 - We discount on a case by case basis depending upon the deal/customer	0% (0)	4 - Other	0% (0)

Response: 0

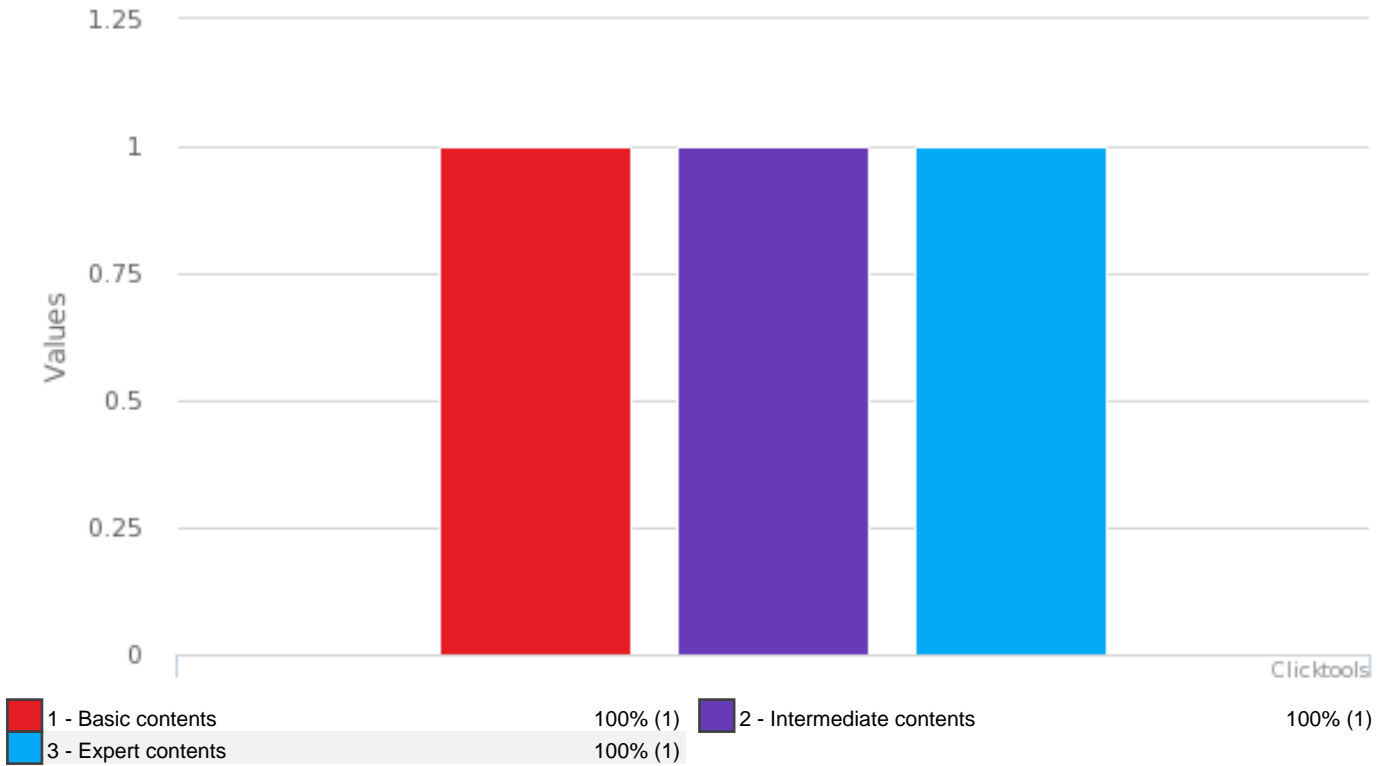
31. What does the subscription cover (if you have more than one subscription, use the subscription with the highest value)?



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

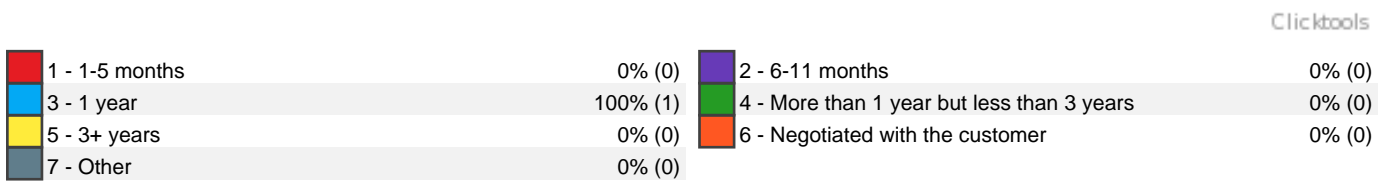
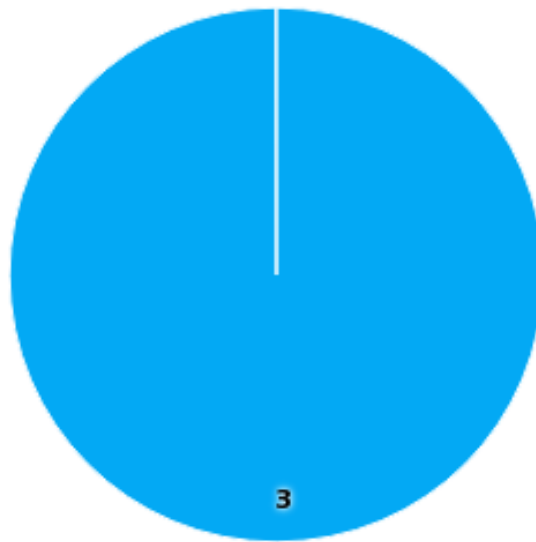
Response: 1

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



Response: 1

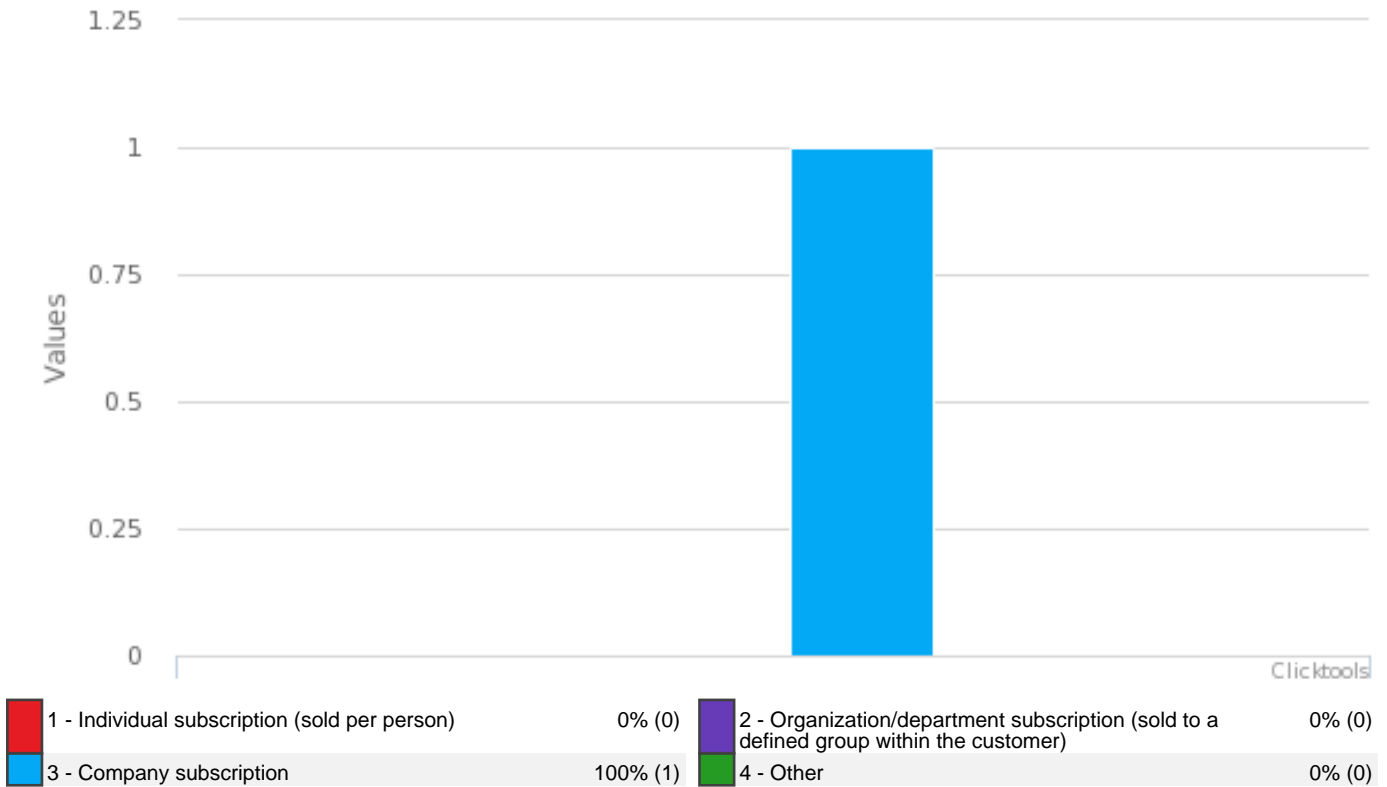
33. How long is a subscription valid?



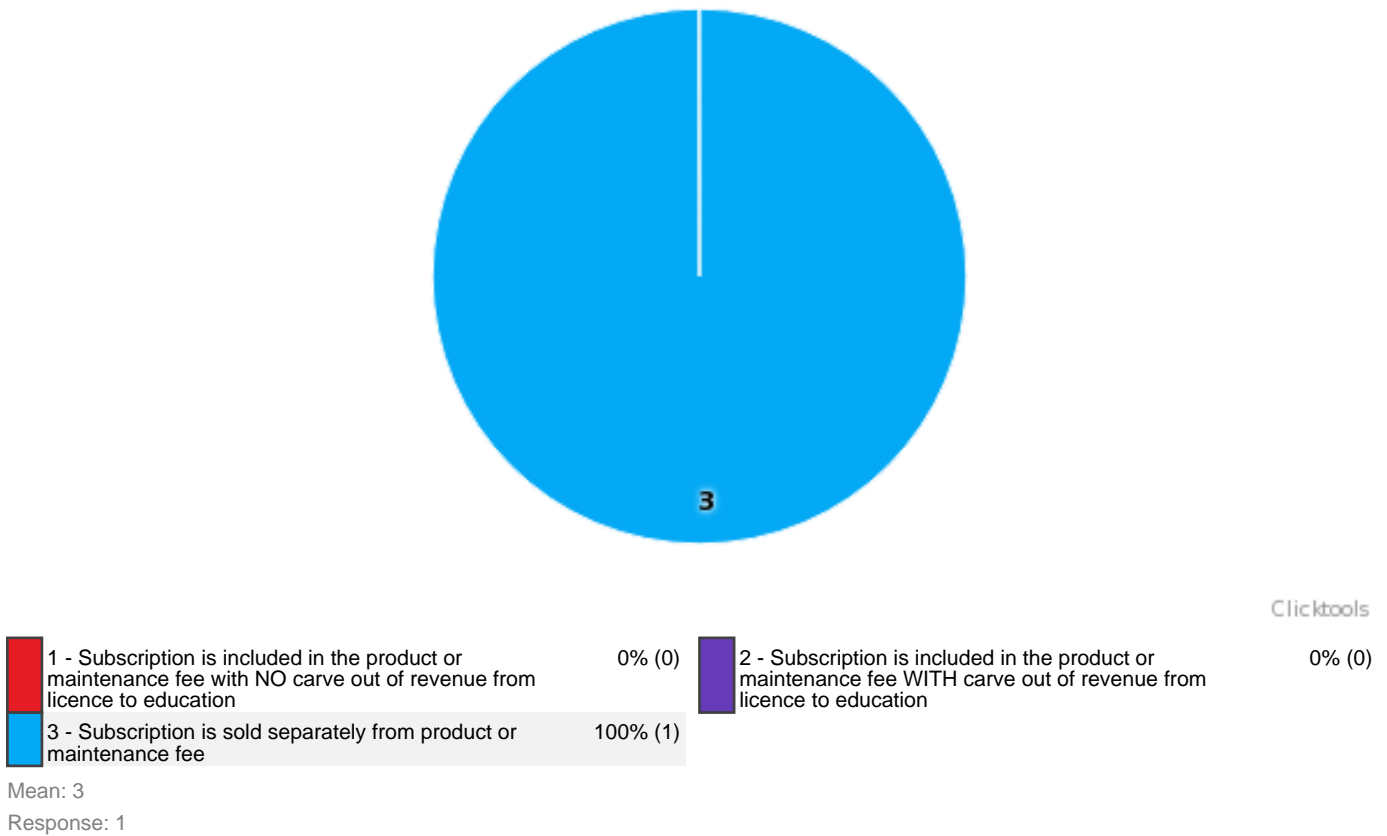
Mean: 3

Response: 1

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.



100% (1) 0% (0)

Response: 1

37. How do you get subscriptions renewed?



0% (0) 0% (0) 100% (1) 0% (0) 0% (0)

Mean: 3

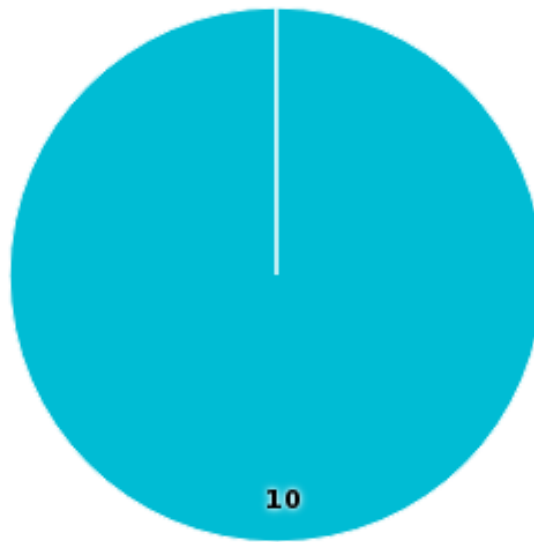
Response: 1

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

Average	57%
Highest	57%
Lowest	57%
Standard deviation	0

Response: 1

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

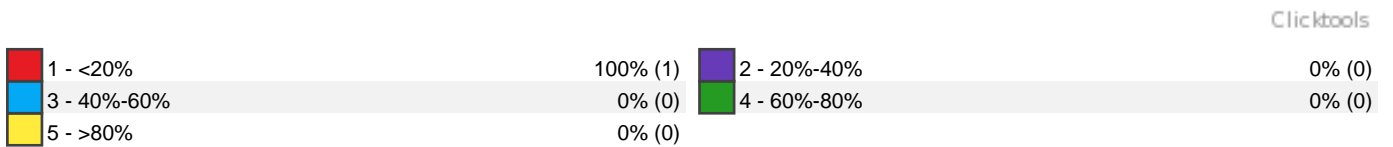


			Clicktools
1 - <10%	0% (0)	2 - 10%-20%	0% (0)
3 - 20%-30%	0% (0)	4 - 30%-40%	0% (0)
5 - 40%-50%	0% (0)	6 - 50%-60%	0% (0)
7 - 60%-70%	0% (0)	8 - 70%-80%	0% (0)
9 - 80%-90%	0% (0)	10 - >90%	100% (1)

Mean: 10

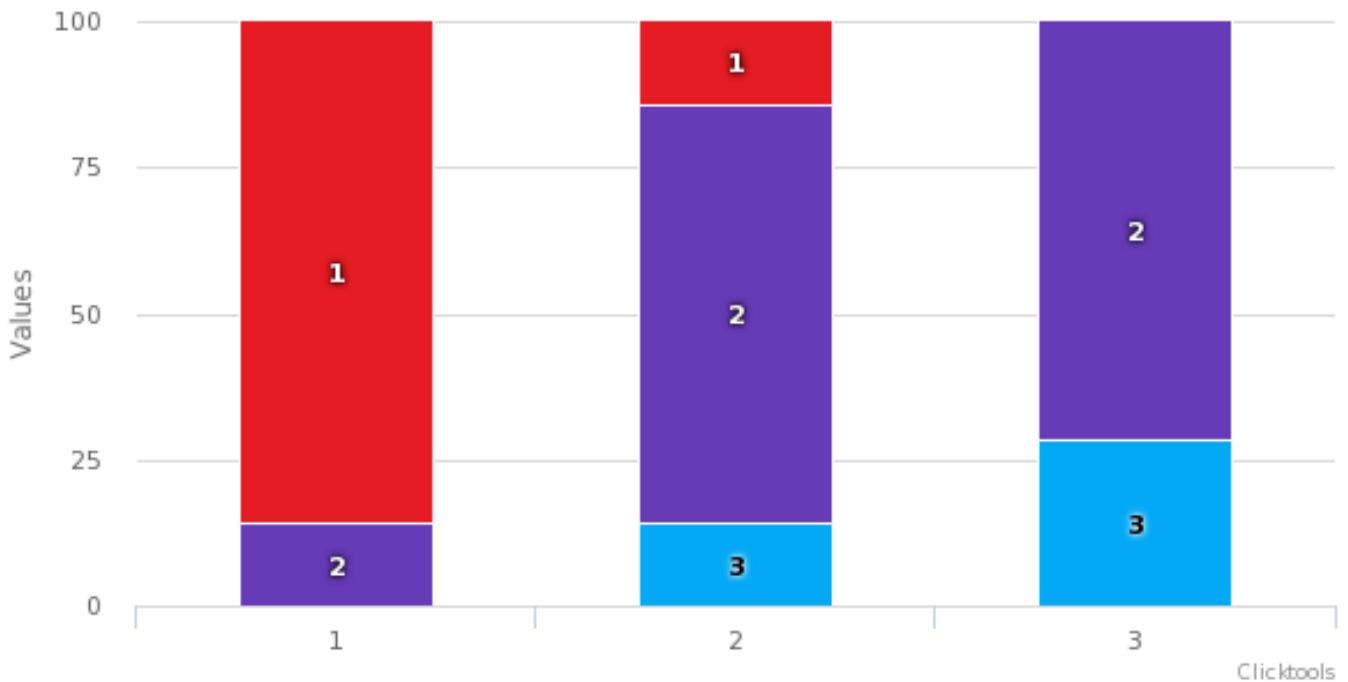
Response: 1

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



Mean: 1
Response: 1

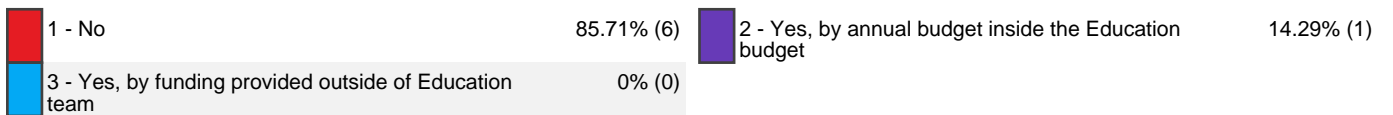
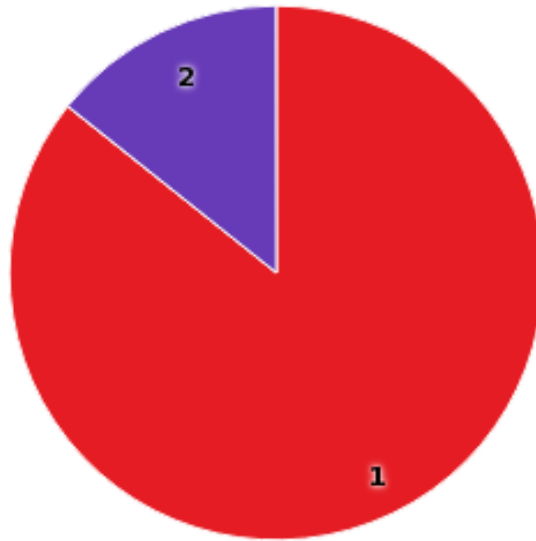
41. Do you offer free training to the following audiences?



	1 Always	2 Sometimes	3 Never	Mean
1 Employees	85.71% (6)	14.29% (1)	0% (0)	1.14
2 Customers	14.29% (1)	71.43% (5)	14.29% (1)	2
3 Product Channel	0% (0)	71.43% (5)	28.57% (2)	2.29

Response: 7

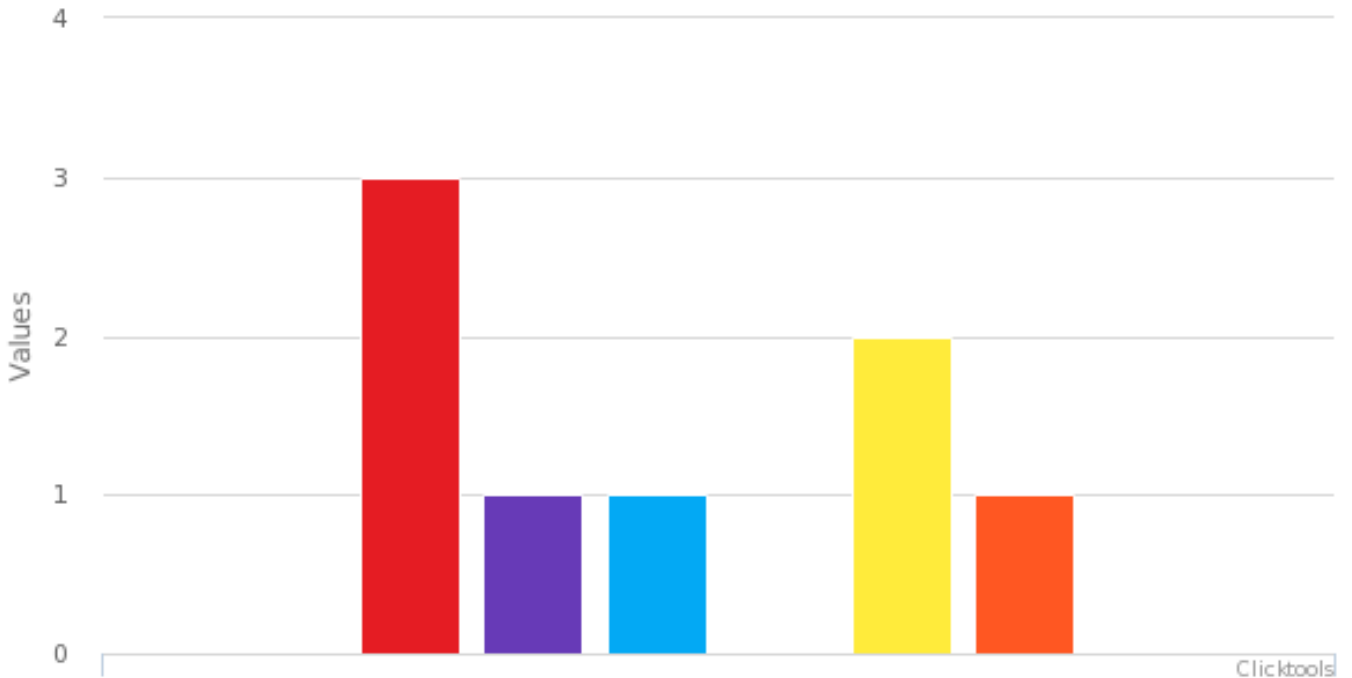
42. Is there a limit to the free training?



Mean: 1.14

Response: 7

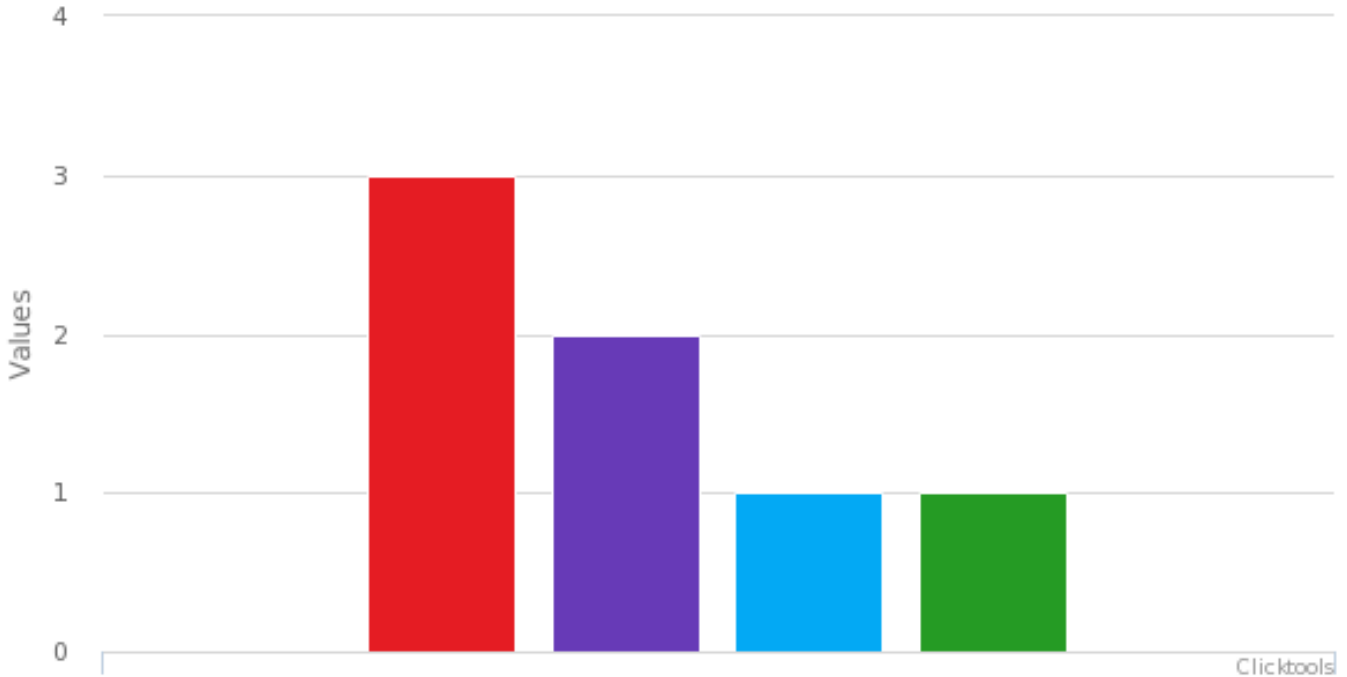
43. Do you have any special program to reduce pricing for specific customers or partners?



1 - No	42.86% (3)	2 - Yes, carve out product revenue and move to Education	14.29% (1)
3 - Yes, funding outside the Education team and transfer of costs only	14.29% (1)	4 - Yes, marketing/training development fund (% of product revenue systematically carved out and available for education funding of customer or partner)	0% (0)
5 - Yes, specific annual budget inside the Education budget	28.57% (2)	6 - Other	14.29% (1)

Response: 7

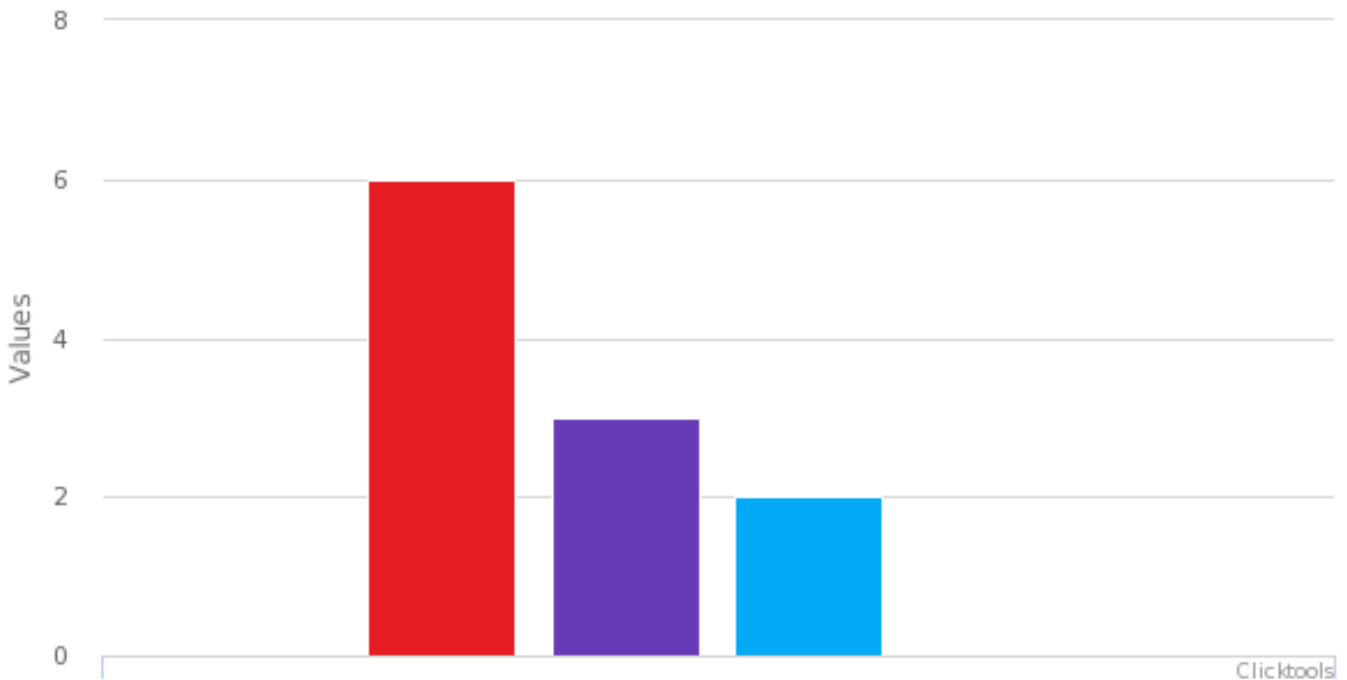
44. What do you communicate about pricing outside your company?



1 - Only list prices	42.86% (3)	2 - All available discounts	28.57% (2)
3 - Some globally available discounts, e.g. volume	14.29% (1)	4 - Other	14.29% (1)

Response: 7

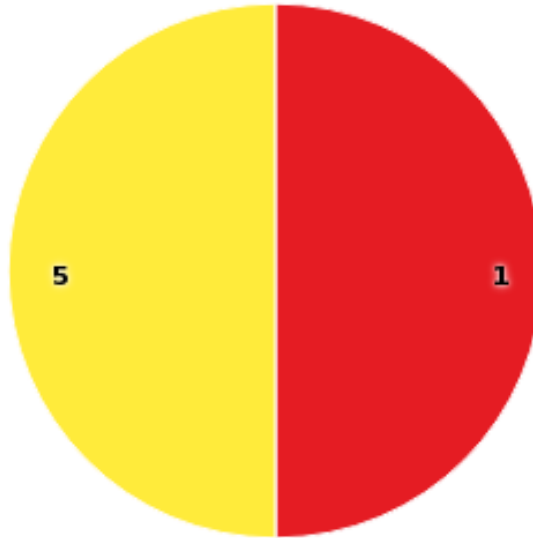
45. Who is allowed to discount training?



1 - Education team	85.71% (6)	2 - Product Sales team	42.86% (3)
3 - Company (Professional) Services team	28.57% (2)	4 - Other	0% (0)

Response: 7

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



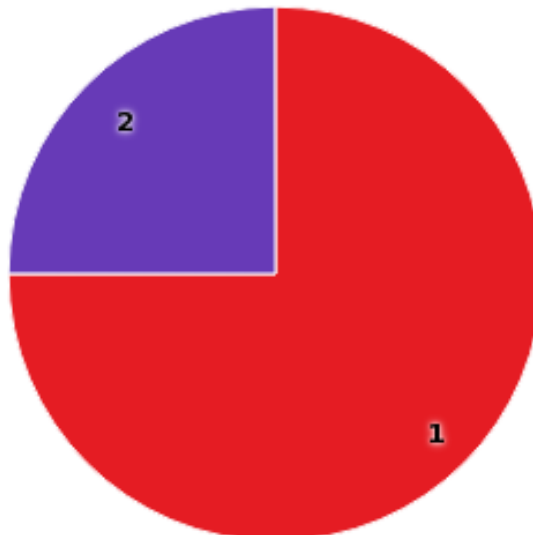
Clicktools

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

Mean: 3

Response: 4

47. Do these other organizations need approval to discount?

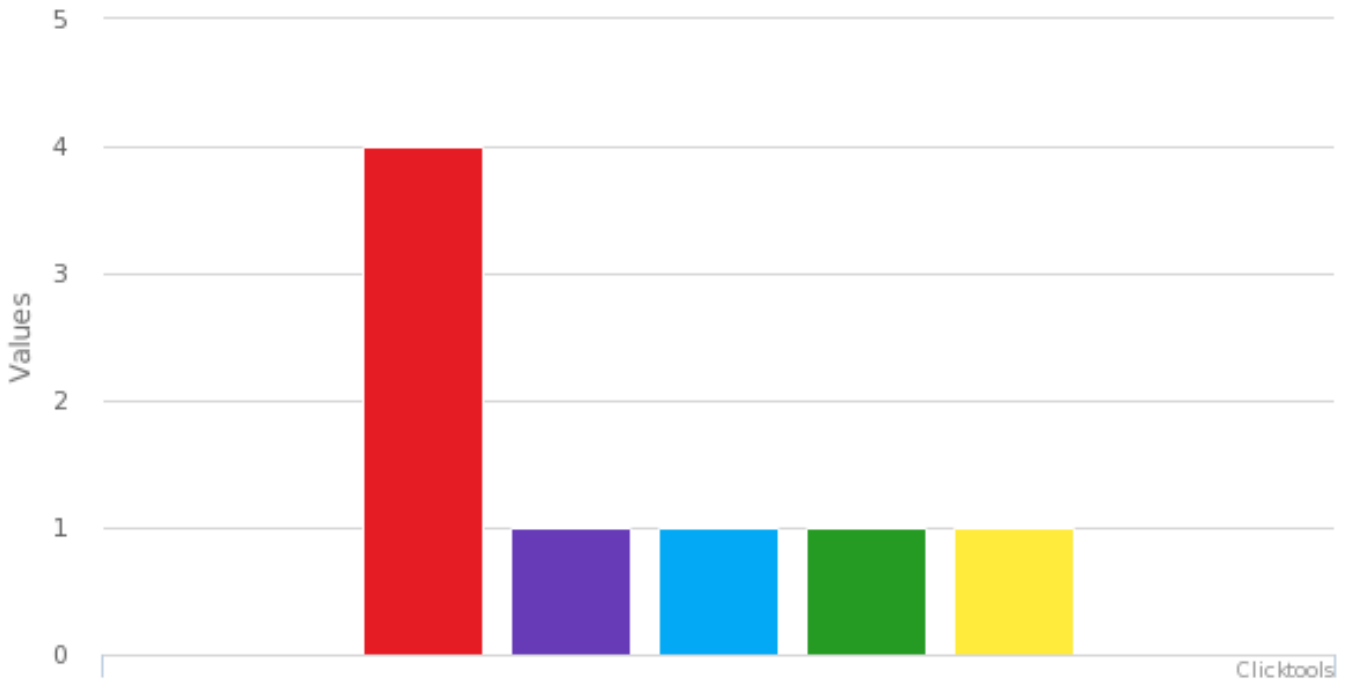


Clicktools

1 - No approval needed	75% (3)	2 - Approval in all cases	25% (1)
3 - Approval only if certain discount thresholds reached	0% (0)		

Mean: 1.25
Response: 4

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



1 - There is nothing in place	57.14% (4)	2 - VSOE or 606 enforces rules	14.29% (1)
3 - Formal agreements with other teams	14.29% (1)	4 - Quotation tools enforce rules	14.29% (1)
5 - Other	14.29% (1)		

Response: 7

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

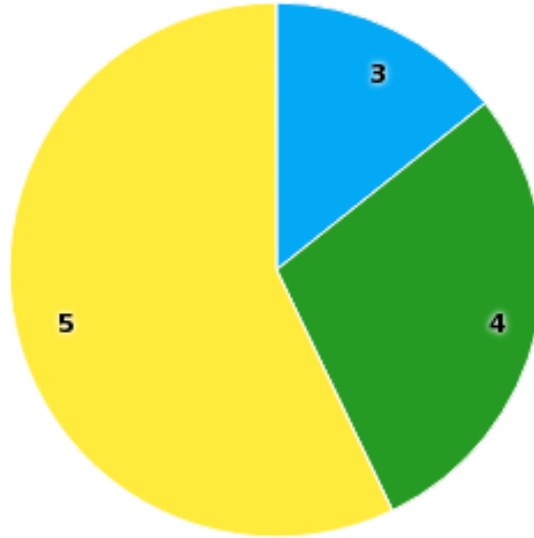


Clicktools

1 - Up to 3 months	0% (0)	2 - 4-11 months	0% (0)
3 - 12 months	57.14% (4)	4 - 13 months or more	0% (0)
5 - No set time, just whenever it is needed	28.57% (2)	6 - Other	14.29% (1)

Mean: 4
Response: 7

50. How often do you change your pricing?

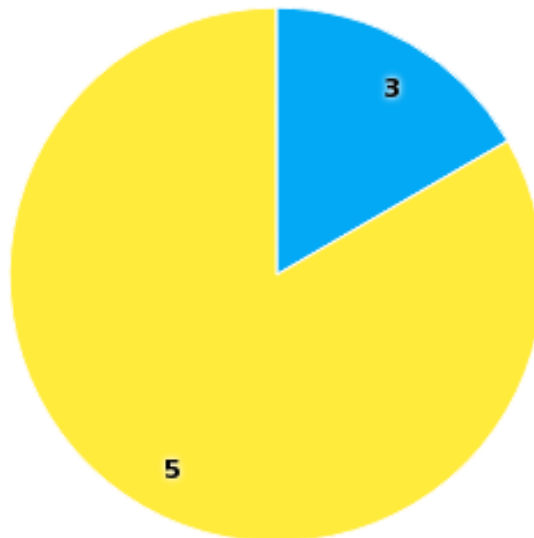


Clicktools

1 - Up to 3 months	0% (0)	2 - 4-11 months	0% (0)
3 - 12 months	14.29% (1)	4 - 13 months or more	28.57% (2)
5 - No set time, just whenever it is needed	57.14% (4)	6 - Other	0% (0)

Mean: 4.43
Response: 7

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



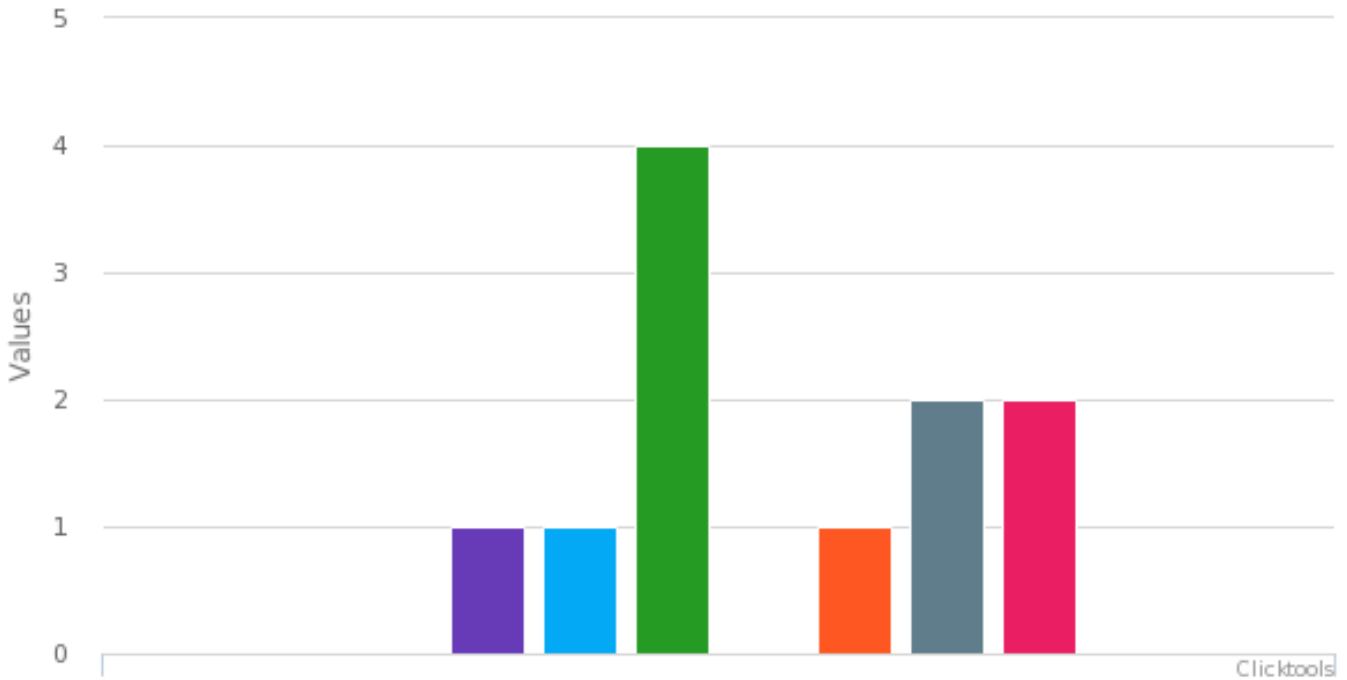
Clicktools

1 - Up to 3 months	0% (0)	2 - 4-11 months	0% (0)
3 - 12 months	16.67% (1)	4 - 13 months or more	0% (0)
5 - No set time, just whenever it is needed	83.33% (5)	6 - Other	0% (0)

Mean: 4.67

Response: 6

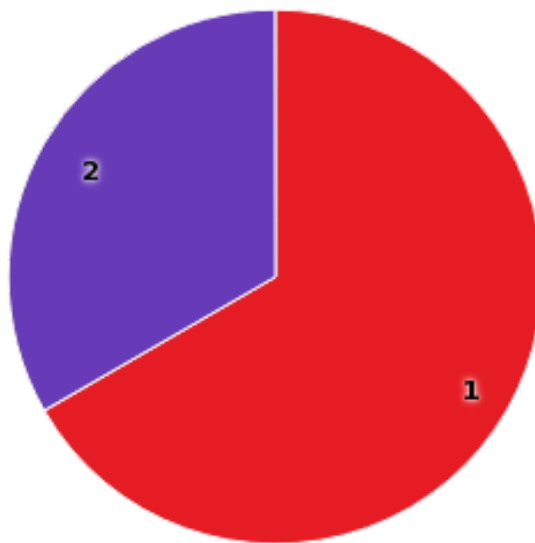
52. What is the key driver for the price change? Choose all that apply.



1 - Inflation	0% (0)	2 - Market trends	16.67% (1)
3 - Historical trends	16.67% (1)	4 - Competitiveness	66.67% (4)
5 - Profit margins	0% (0)	6 - Exchange rate changes	16.67% (1)
7 - Higher expenses	33.33% (2)	8 - Other	33.33% (2)

Response: 6

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



Clicktools

1 - Yes

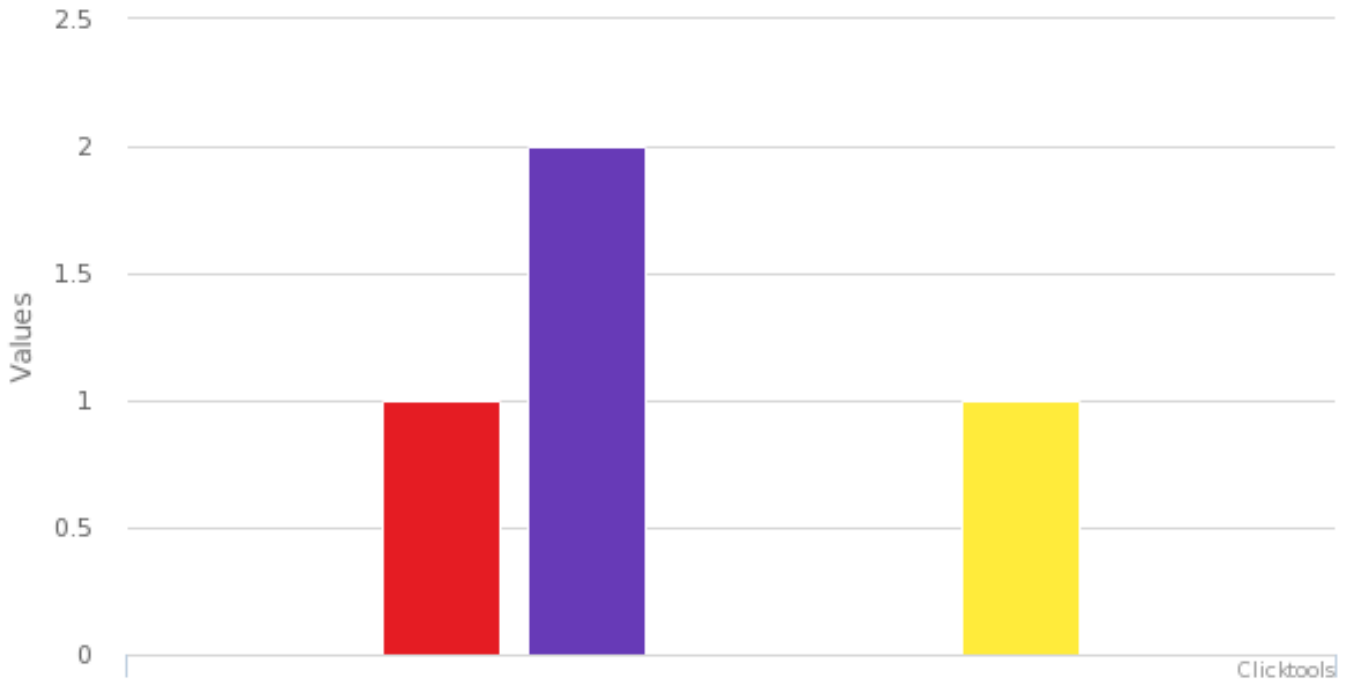
66.67% (4) 2 - No

33.33% (2)

Mean: 1.33

Response: 6

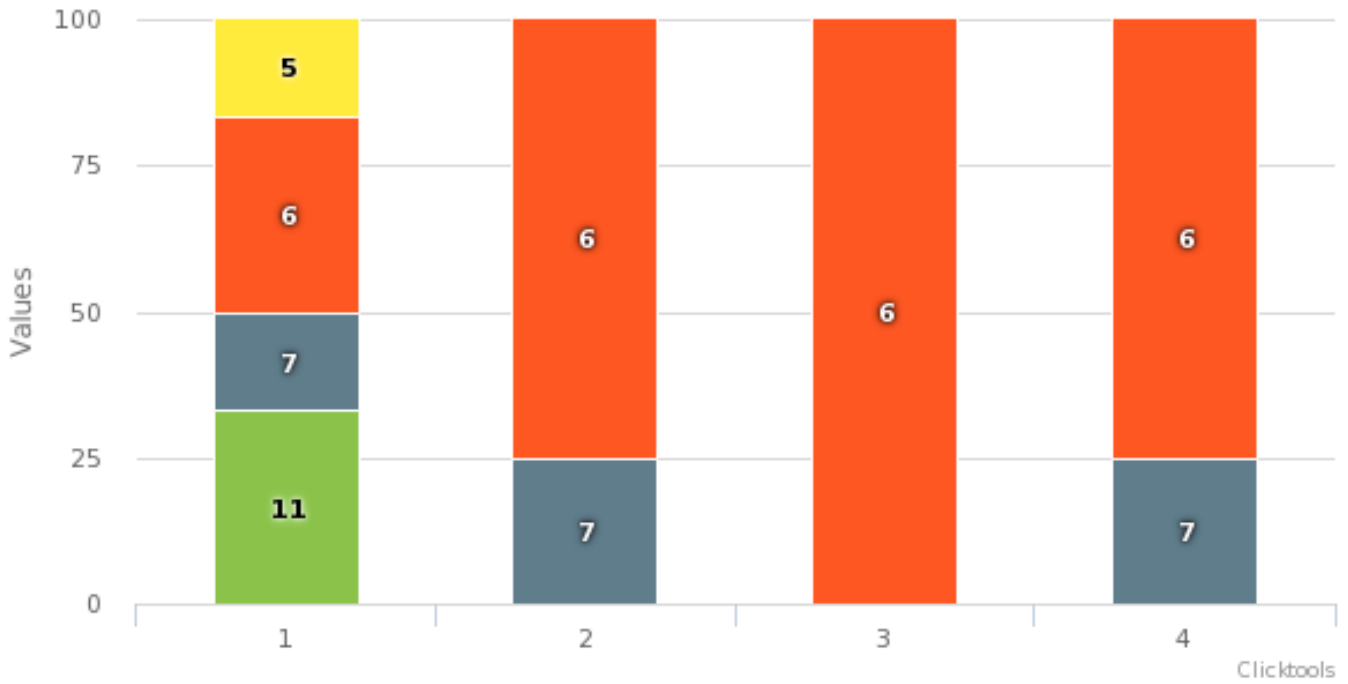
54. Who is required to approve changes? Choose all that apply.



1 - Education Head	25% (1)	2 - Company Financial Head	50% (2)
3 - Company CEO	0% (0)	4 - Sales or Country Manager of impacted countries/customers	0% (0)
5 - Other	25% (1)		

Response: 4

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

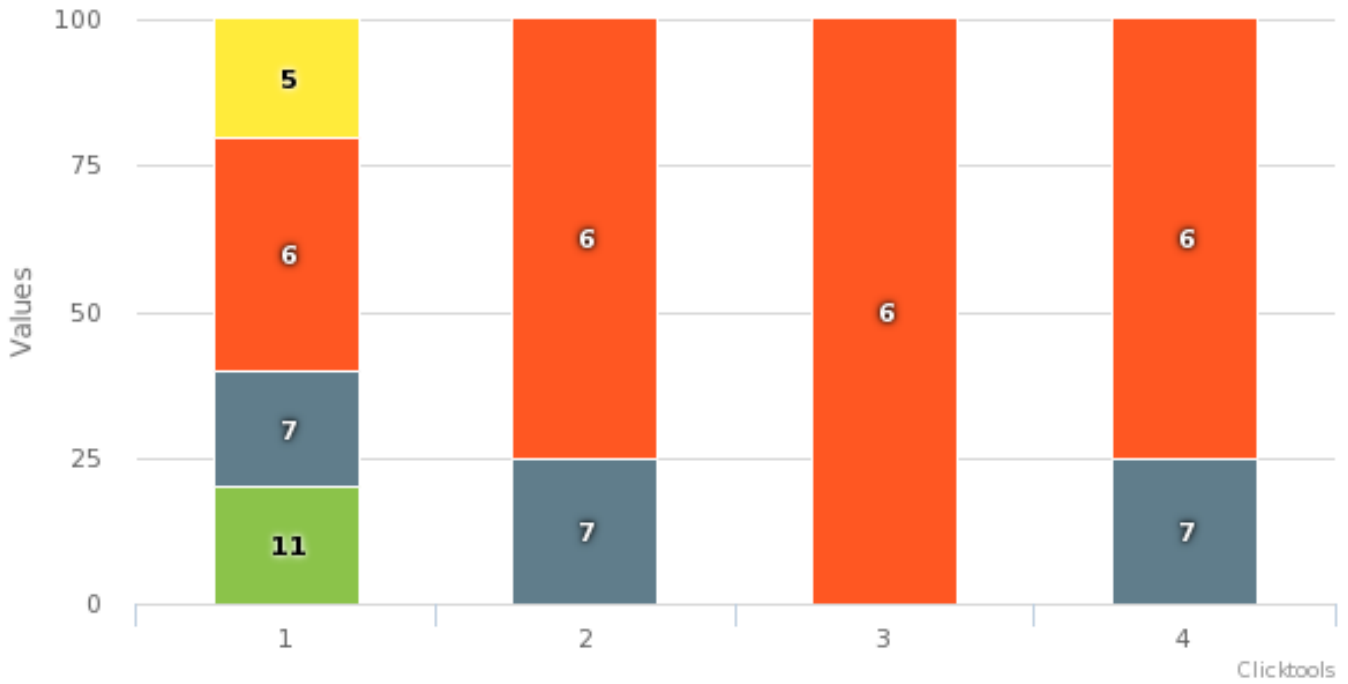


1	Increased >10%	2	Increased 7.5%-10%	3	Increased 5%-7.5%	4	Increased 2.5%-5%
5	Increased < 2.5%	6	Stayed the same	7	Decreased < 2.5%	8	Decreased 2.5%-5%
9	Decreased 5%-7.5%	10	Decreased 7.5%-10%	11	Decreased > 10%		

	1	2	3	4	5	6	7	8	9	10	11	Mean
1 North America	0% (0)	0% (0)	0% (0)	0% (0)	16.67% (1)	33.33% (2)	16.67% (1)	0% (0)	0% (0)	0% (0)	33.33% (2)	7.67
2 Central and South America	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	75% (3)	25% (1)	0% (0)	0% (0)	0% (0)	0% (0)	6.25
3 EMEA	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	100% (5)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	6
4 APAC	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	75% (3)	25% (1)	0% (0)	0% (0)	0% (0)	0% (0)	6.25

Response: 6

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

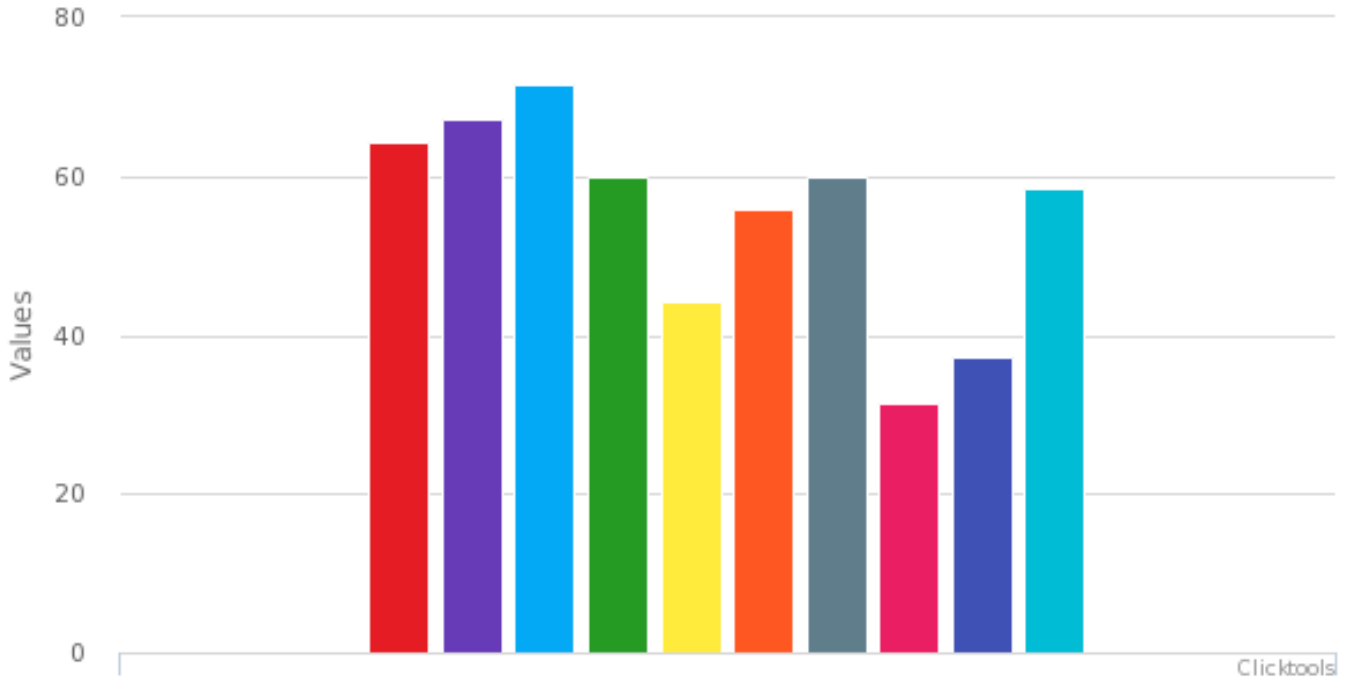


1	Increased >10%	2	Increased 7.5%-10%	3	Increased 5%-7.5%	4	Increased 2.5%-5%
5	Increased < 2.5%	6	Stayed the same	7	Decreased < 2.5%	8	Decreased 2.5%-5%
9	Decreased 5%-7.5%	10	Decreased 7.5%-10%	11	Decreased > 10%		

	1	2	3	4	5	6	7	8	9	10	11	Mean
1 North America	0% (0)	0% (0)	0% (0)	0% (0)	20% (1)	40% (2)	20% (1)	0% (0)	0% (0)	0% (0)	20% (1)	7
2 Central and South America	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	75% (3)	25% (1)	0% (0)	0% (0)	0% (0)	0% (0)	6.25
3 EMEA	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	100% (4)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	6
4 APAC	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	75% (3)	25% (1)	0% (0)	0% (0)	0% (0)	0% (0)	6.25

Response: 5

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

Response: 7

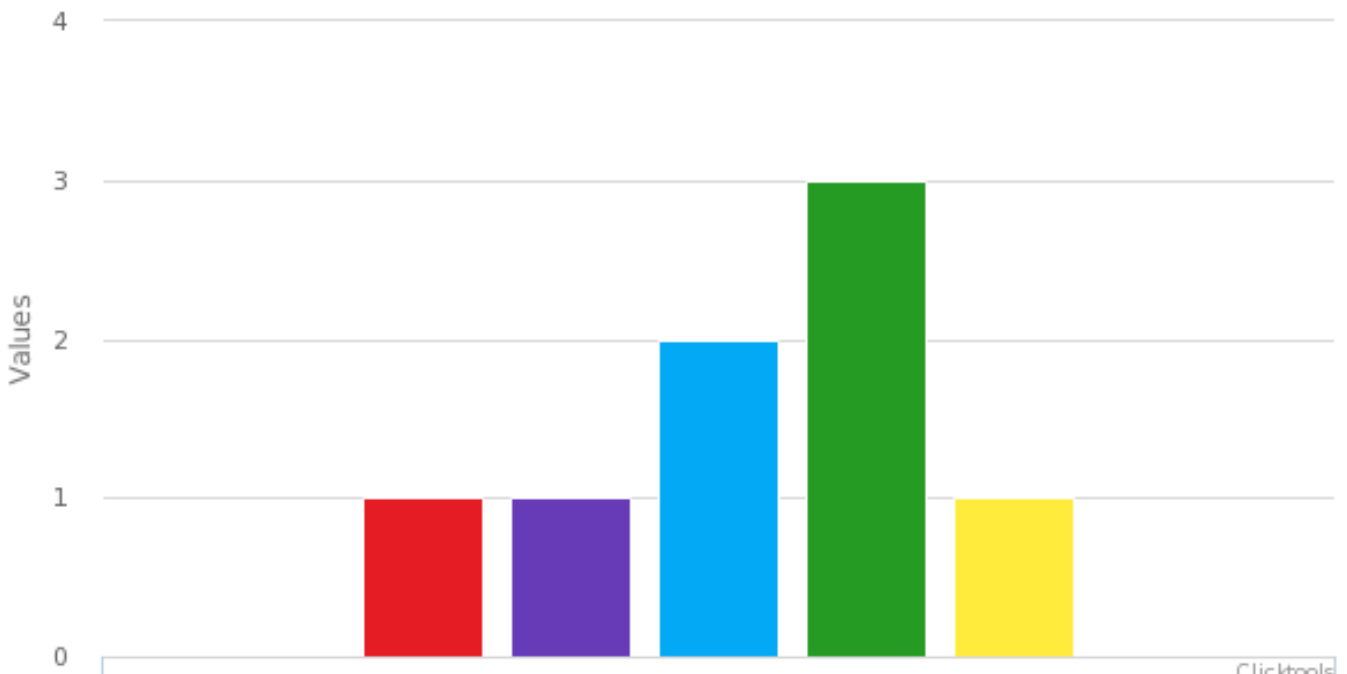
58. How do you manage price differences between different local markets?



			Clicktools
1 - No price differences for different local markets	100% (5)	2 - Global pricelist and discounts by country to bring global price down to market price	0% (0)
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	0% (0)
5 - Other	0% (0)		

Mean: 1
Response: 5

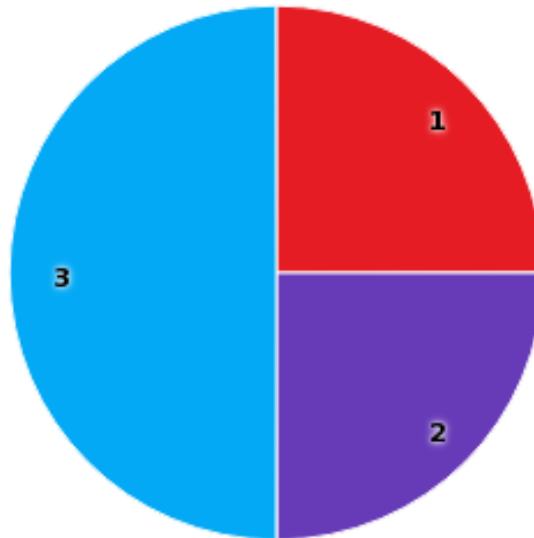
59. What other type of discounts do you offer?



1 - Single volume (e.g. 10% for all deals above threshold)	25% (1)	2 - Different volume discount levels (e.g. 5% from 25-100k revenue, >100k 15%)	25% (1)
3 - Valued or repeat customers (loyalty program)	50% (2)	4 - Promotional discounts (time limited)	75% (3)
5 - Other	25% (1)		

Response: 4

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	25% (1)	2 - We have more than 1 discount type, but any customer can get only one of them	25% (1)
3 - Discounts can be added and then applied to the list price (List price*(discount1%+discount2%))	50% (2)	4 - Discounts are multiplied List price*(1-Discout1%)(1-Discout2%)	0% (0)

Mean: 2.25

Response: 4

61. How do you manage pricing for global customers?

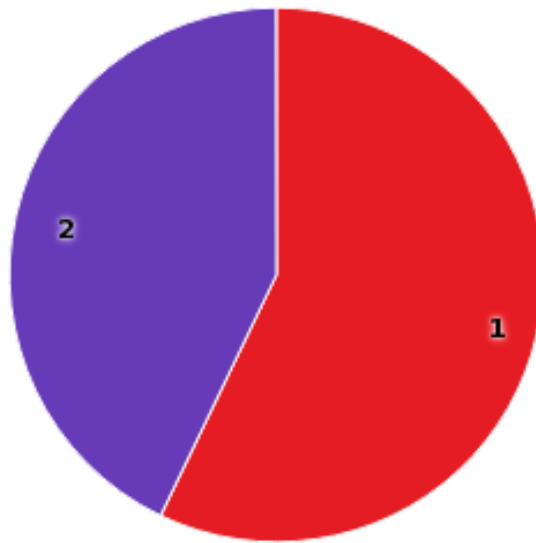


			Clicktools
1 - They have a single price globally	50% (3)	2 - They have discounts based on the location of their headquarters	16.67% (1)
3 - They receive different discounts based on the actual student 's location	16.67% (1)	4 - Other	16.67% (1)

Mean: 2

Response: 6

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



1 - Yes

57.14% (4) 2 - No

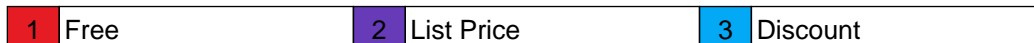
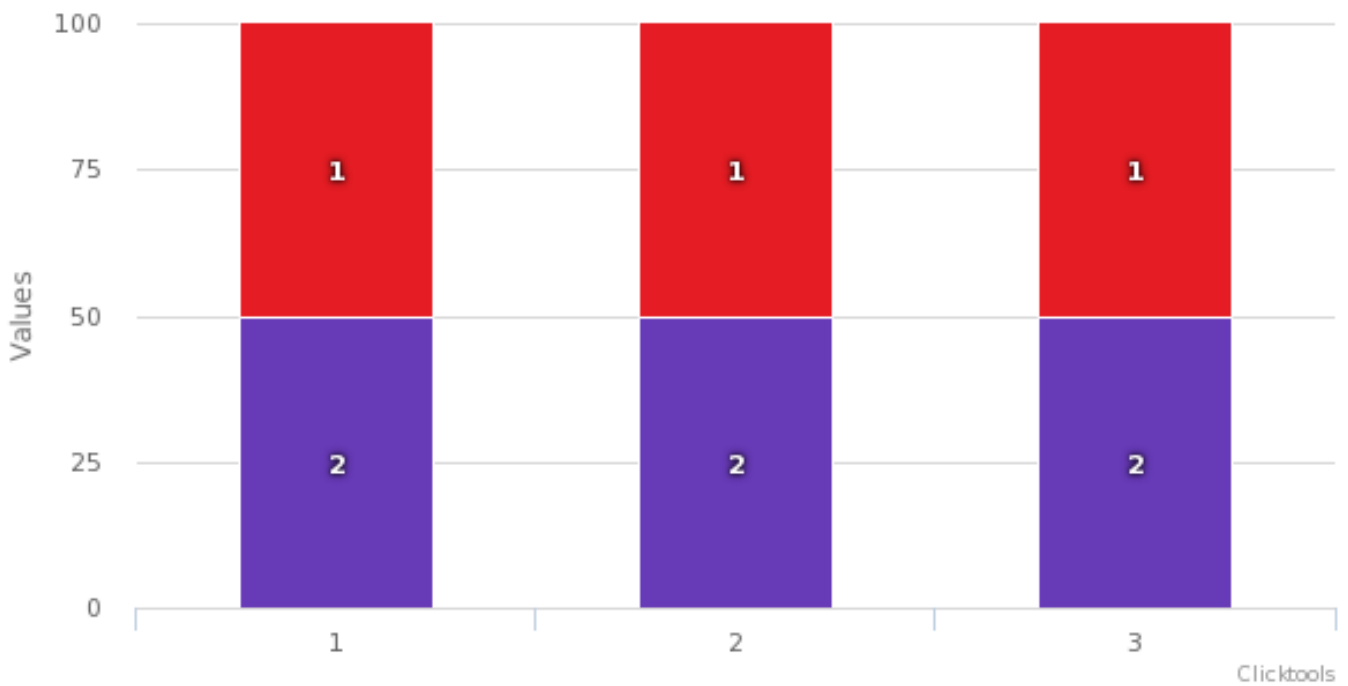
Clicktools

42.86% (3)

Mean: 1.43

Response: 7

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



	1	2	3	Mean
1 Channel Sales	50% (2)	50% (2)	0% (0)	1.5
2 Channel Presales	50% (2)	50% (2)	0% (0)	1.5
3 Channel Post sales - deployment, operations, maintenance	50% (2)	50% (2)	0% (0)	1.5

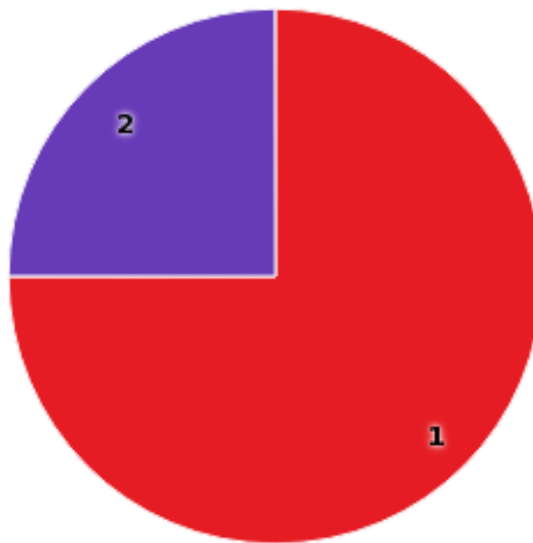
Response: 4

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

1 - Depending on the partner level, a tiered discount structure	0% (0)	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	0% (0)
5 - Other	0% (0)		

Response: 0

65. Do you allow partners to resell your training?



			Clicktools
1 - No	75% (3)	2 - Yes, can resell and get the normal partner discount to resell	25% (1)
3 - Yes, can resell but get a higher discount	0% (0)	4 - Yes, can resell but get a lower discount	0% (0)

Mean: 1.25

Response: 4

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



1 - 1-10%	100% (1)	2 - 11-15%	0% (0)
3 - 16-20%	0% (0)	4 - 21-30%	0% (0)
5 - Over 30%	0% (0)	6 - Other	0% (0)

Clicktools

Mean: 1
Response: 1

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



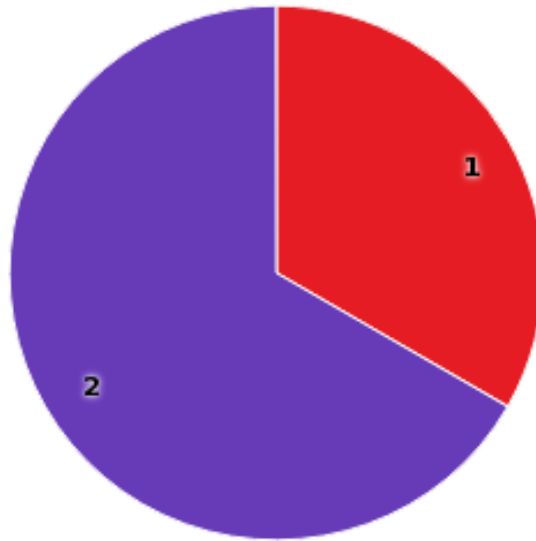
1 - 1-10%	100% (1)	2 - 11-15%	0% (0)
3 - 16-20%	0% (0)	4 - 21-30%	0% (0)
5 - Over 30%	0% (0)	6 - Other	0% (0)

Clicktools

Mean: 1
Response: 1

Response: 0

73. Do you offer the service to develop training?



1 - Yes

33.33% (2) 2 - No

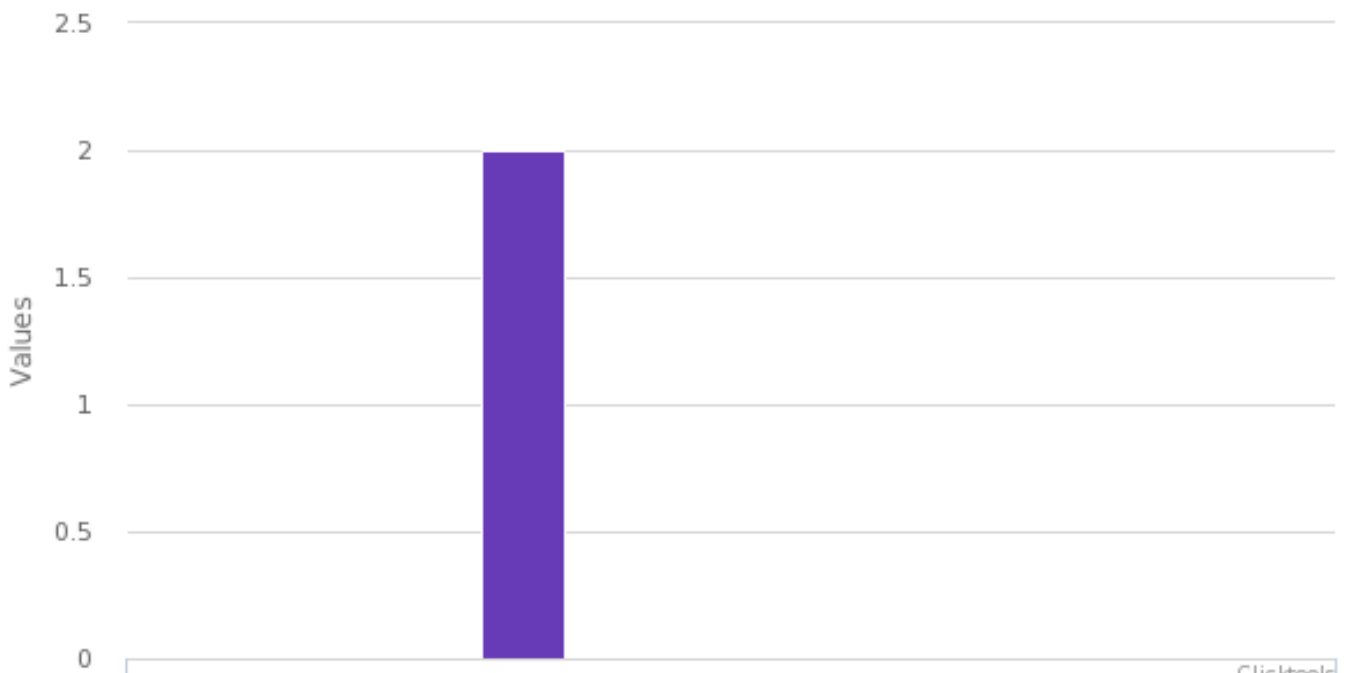
Clicktools

66.67% (4)

Mean: 1.67

Response: 6

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



1 - Per hour of content developed	0% (0)	2 - Per development hours	100% (2)
3 - Per development day	0% (0)	4 - Customers buy training credits and redeem credits against development	0% (0)
5 - Customers buy a subscription and some development is included	0% (0)	6 - We do not charge for development as it's included in other services	0% (0)
7 - Other	0% (0)		

Response: 2

75. How do you quote for development work?



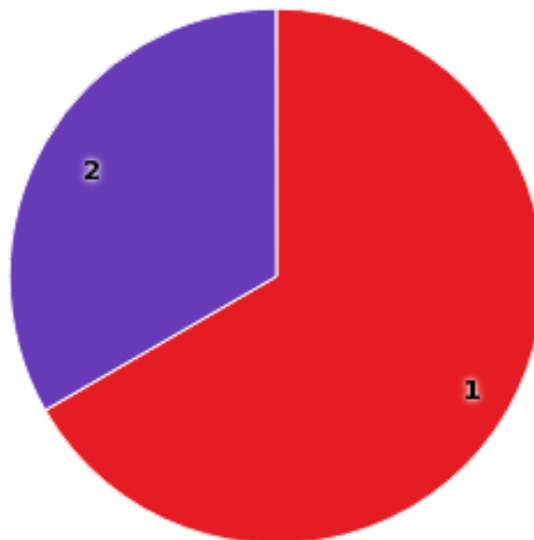
1 - Only time & material	0% (0)	2 - Only fixed price bids	50% (1)
3 - Mixture, depending on customer negotiation	50% (1)	4 - Other	0% (0)

Clicktools

Mean: 2.5

Response: 2

76. Do you offer services to customize existing courses?



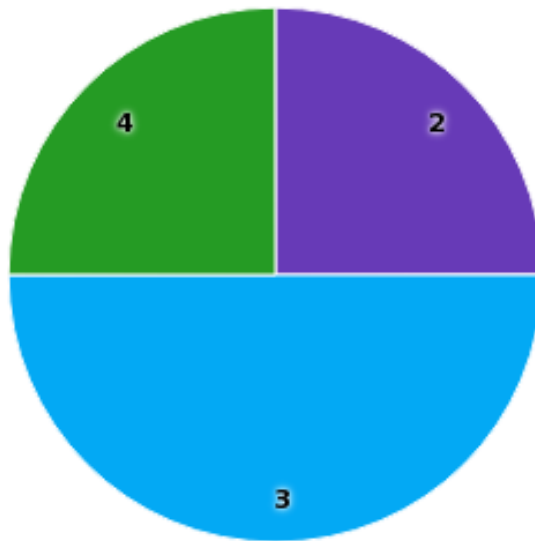
1 - Yes	66.67% (4)	2 - No	33.33% (2)
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Clicktools

Mean: 1.33

Response: 6

77. When do you start to charge for customization?



Clicktools

1 - Never charge	0% (0)	2 - Strictly for any customization	25% (1)
3 - Small customization with up to 1 day 's work for free, after that a charge	50% (2)	4 - Small customization with 1-2 day 's work for free, after that a charge	25% (1)
5 - Small customization with more than 2 days work for free, after that a charge	0% (0)		

Mean: 3

Response: 4