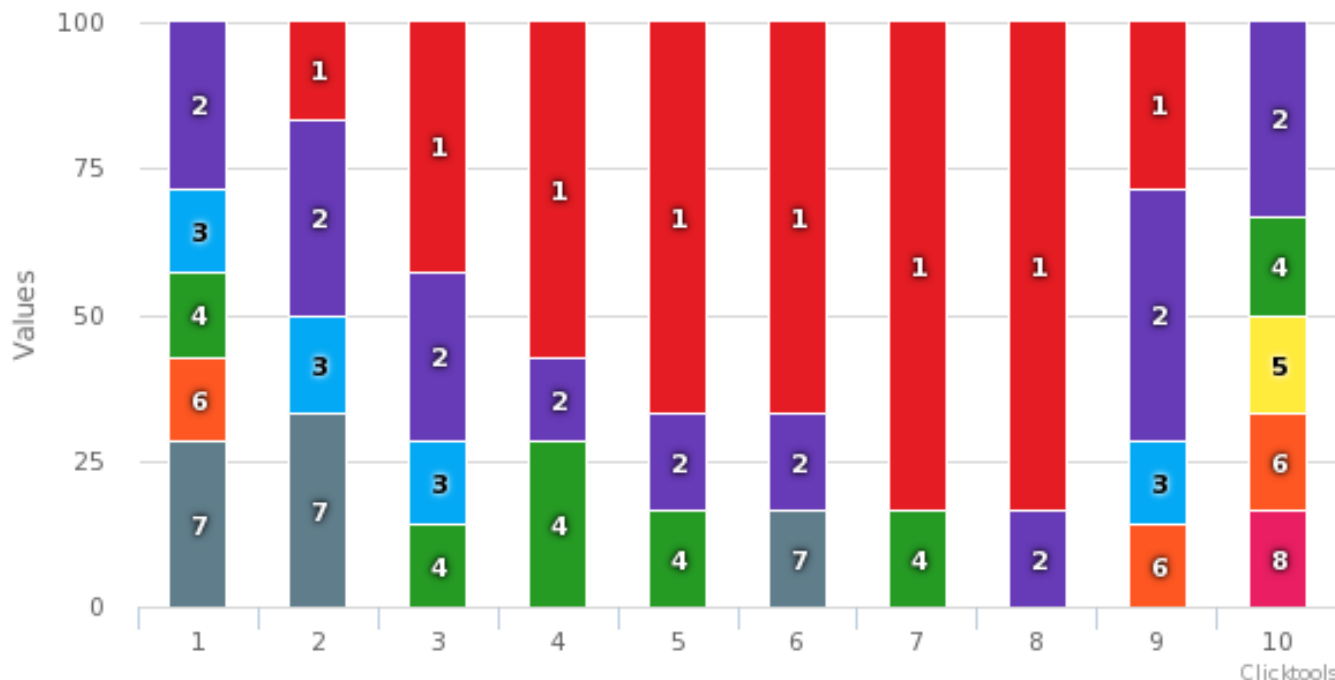


SW and not SaaS (7)

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

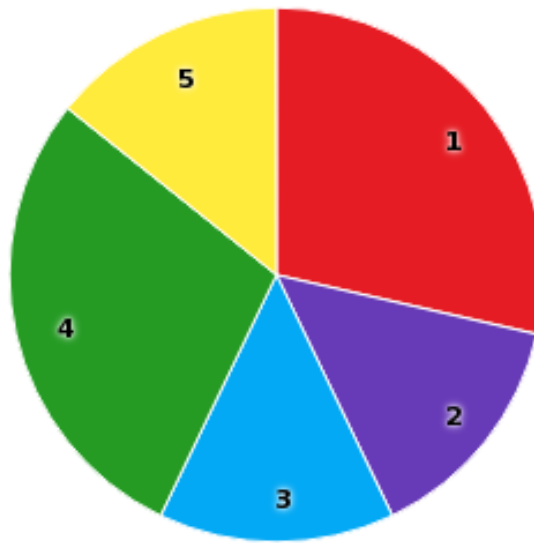


1	No revenue	2	<\$500K	3	\$500K-\$1M	4	\$1M-\$3M
5	\$3M-\$5M	6	\$5M-\$10M	7	\$10M-\$50M	8	\$50M-\$100M
9	>\$100M						

	1	2	3	4	5	6	7	8	9	Mean
1 Live Classroom	0% (0)	28.57% (2)	14.29% (1)	14.29% (1)	0% (0)	14.29% (1)	28.57% (2)	0% (0)	0% (0)	4.43
2 Virtual Classroom	16.67% (1)	33.33% (2)	16.67% (1)	0% (0)	0% (0)	0% (0)	33.33% (2)	0% (0)	0% (0)	3.67
3 e-Learning	42.86% (3)	28.57% (2)	14.29% (1)	14.29% (1)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	2
4 Self-paced	57.14% (4)	14.29% (1)	0% (0)	28.57% (2)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	2
5 Certification	66.67% (4)	16.67% (1)	0% (0)	16.67% (1)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.67
6 Learning Consulting	66.67% (4)	16.67% (1)	0% (0)	0% (0)	0% (0)	0% (0)	16.67% (1)	0% (0)	0% (0)	2.17
7 Learning Technologies	83.33% (5)	0% (0)	0% (0)	16.67% (1)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.5
8 New learning modalities	83.33% (5)	16.67% (1)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	1.17
9 Subscriptions	28.57% (2)	42.86% (3)	14.29% (1)	0% (0)	0% (0)	14.29% (1)	0% (0)	0% (0)	0% (0)	2.43
10 TOTAL TRAINING REVENUE	0% (0)	33.33% (2)	0% (0)	16.67% (1)	16.67% (1)	16.67% (1)	0% (0)	16.67% (1)	0% (0)	4.5

Response: 7

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



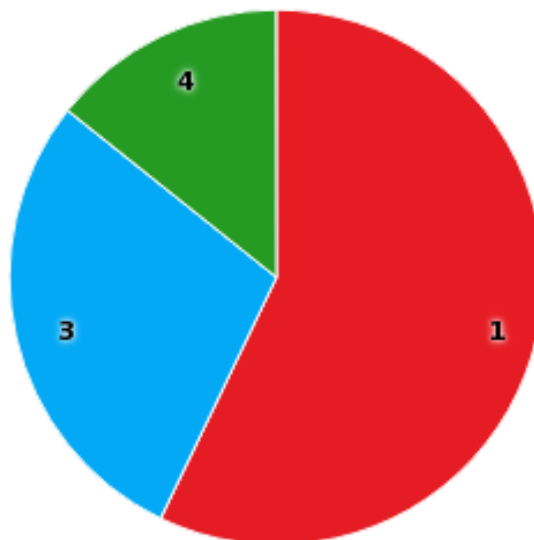
Clicktools

1 - 10 or less	28.57% (2)	2 - 11-20	14.29% (1)
3 - 21-50	14.29% (1)	4 - 51-100	28.57% (2)
5 - More than 100	14.29% (1)		

Mean: 2.86

Response: 7

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



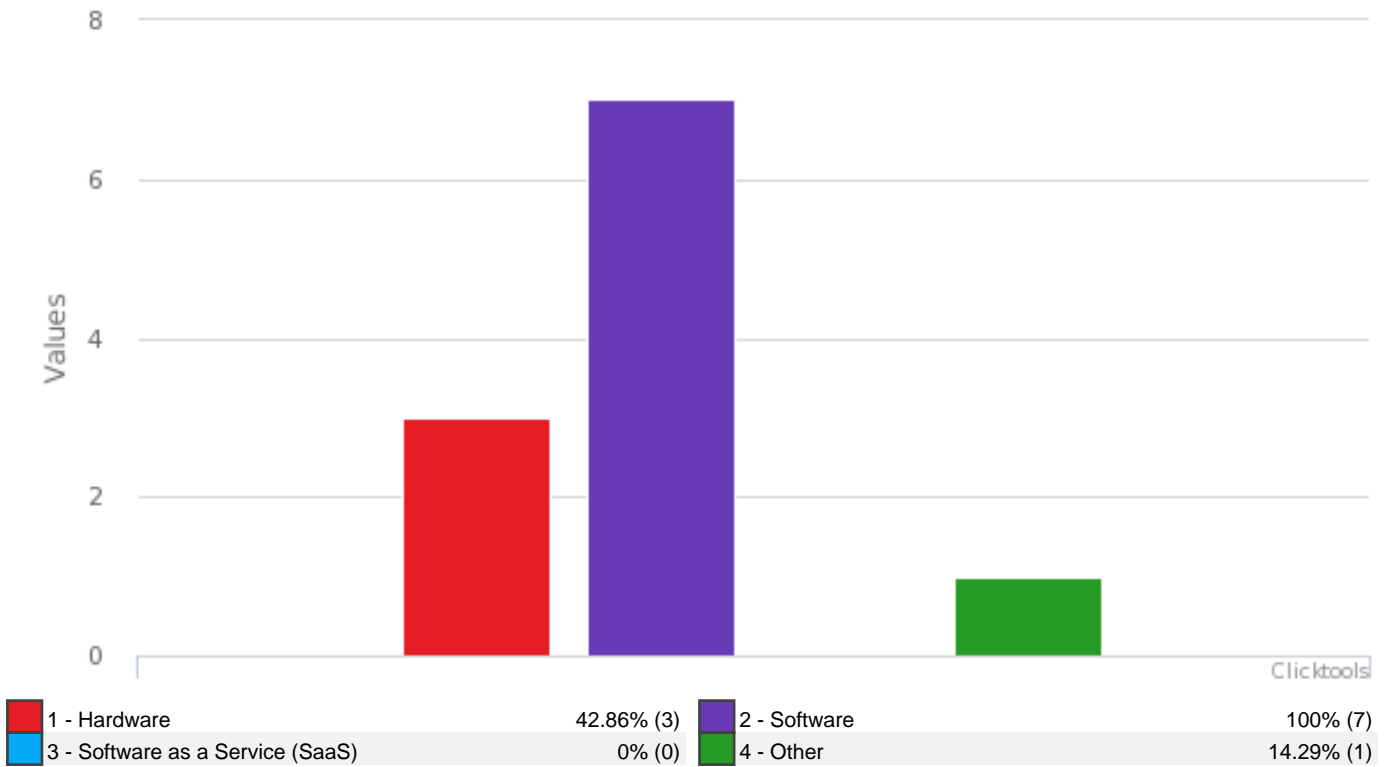
Clicktools

1 - Profit Center (expectation is to make a profit - may have a margin target to achieve)	57.14% (4)	2 - Cost Recovery (expectation is to sell enough training to at least break even on expenses)	0% (0)
3 - Cost Center (expectation is to provide non-education revenue benefits - for example better trained employees and partners)	28.57% (2)	4 - A hybrid depending upon the education business unit	14.29% (1)
5 - Other	0% (0)		

Mean: 2

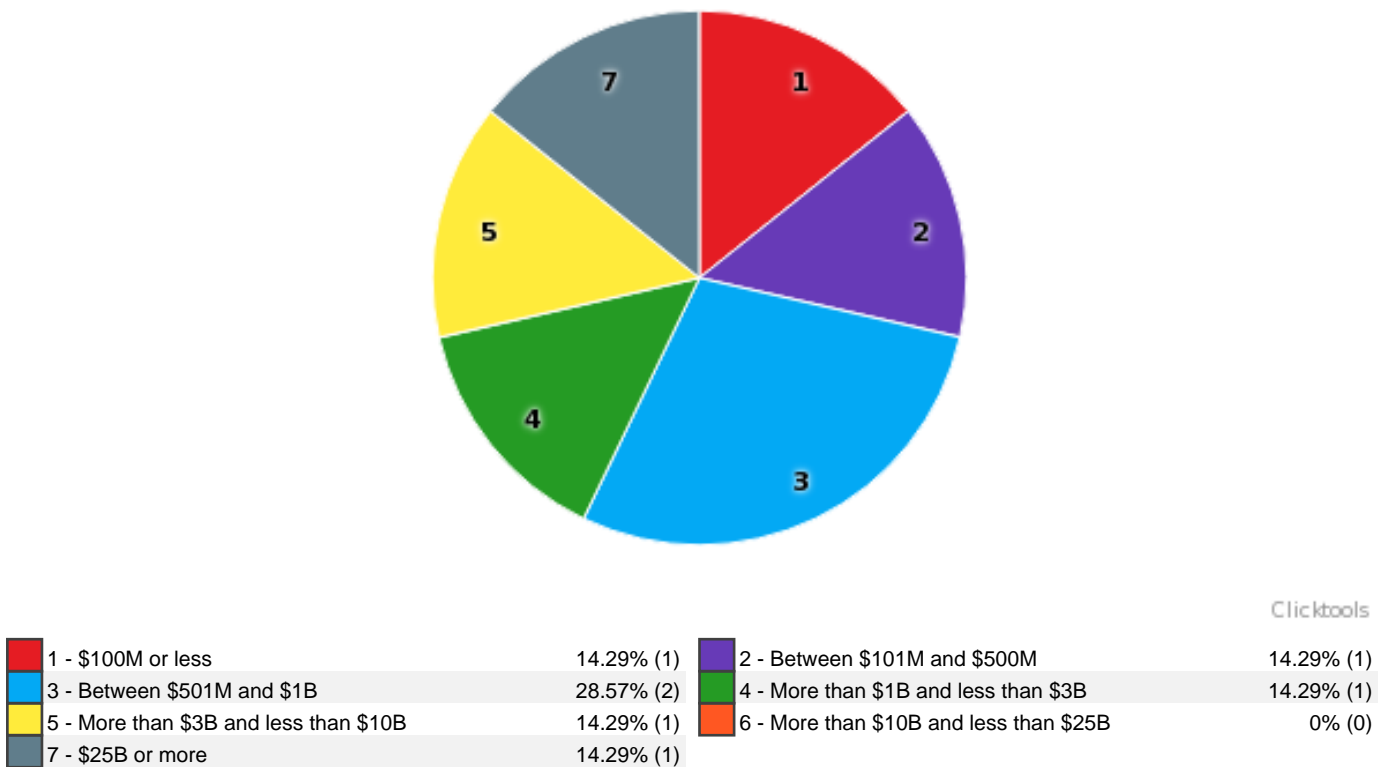
Response: 7

**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: 3.57

Response: 7

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



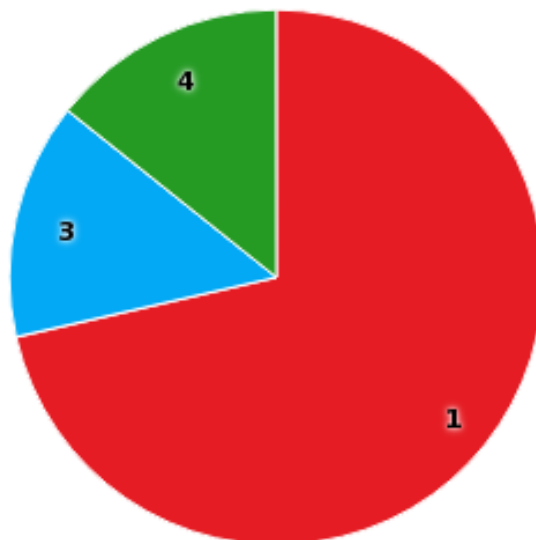
Clicktools

1 - 100 or less	14.29% (1)	2 - 101 to 1000	0% (0)
3 - 1001 to 5000	28.57% (2)	4 - 5001 to 10000	42.86% (3)
5 - 10001 to 50000	14.29% (1)	6 - More than 50000	0% (0)

Mean: 3.43

Response: 7

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



Clicktools

1 - USD	71.43% (5)	2 - EUR	0% (0)
3 - GBP	14.29% (1)	4 - Other	14.29% (1)

Mean: 1.71

Response: 7

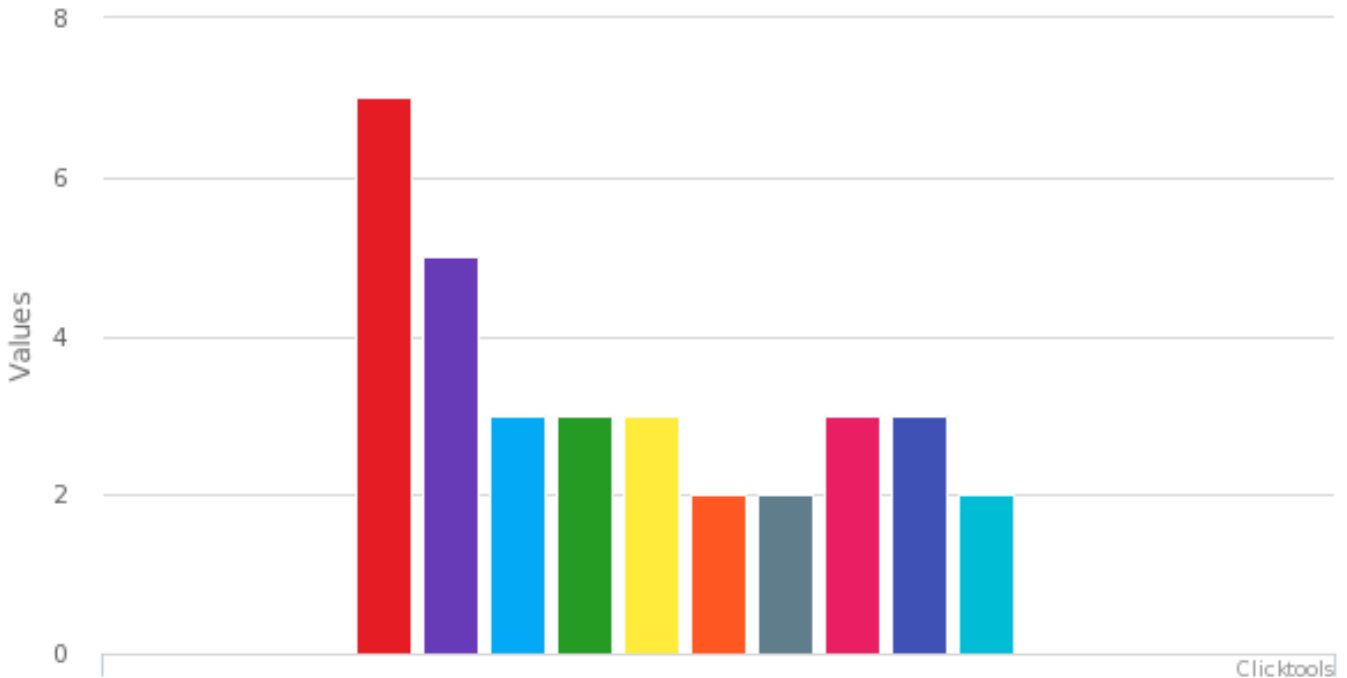
8. How do you manage price lists globally?



Category	Description	Percentage	Count
1	We have one price list with our base currency	14.29%	1
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	28.57%	2
4	We have a price list based on pricing zones (eg high price countries in zone 1, low in zone 5)	14.29%	1
5	Other	0%	0

Mean: 2.43
Response: 7

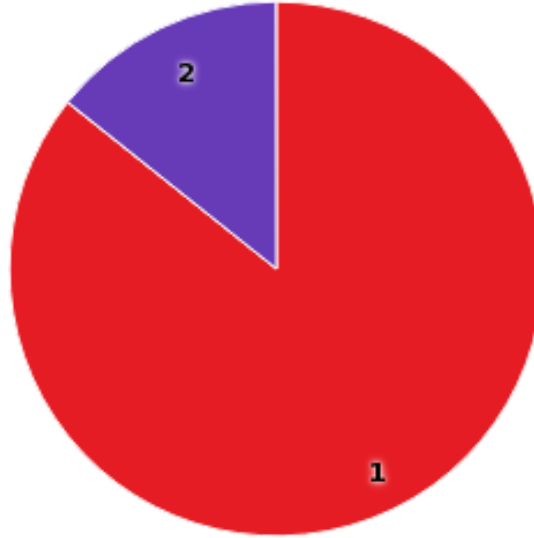
9. In which currencies do you charge your customers (choose all that apply)?



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

85.71% (6)

2 - Price changing based on the actual exchange rate

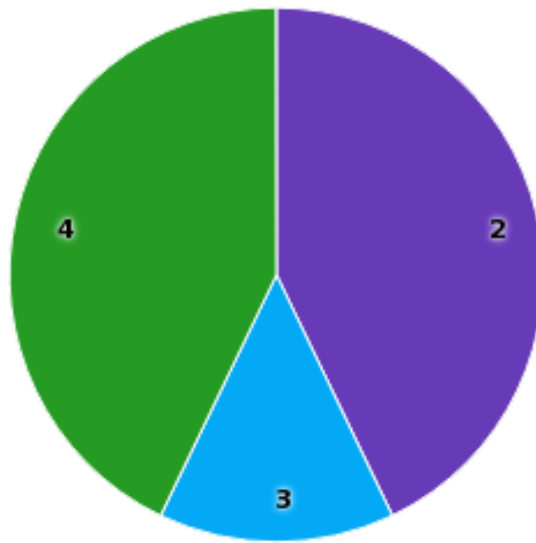
Clicktools

14.29% (1)

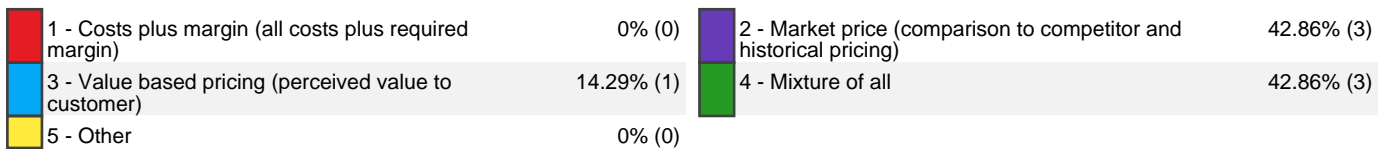
Mean: 1.14

Response: 7

11. How are the prices calculated?



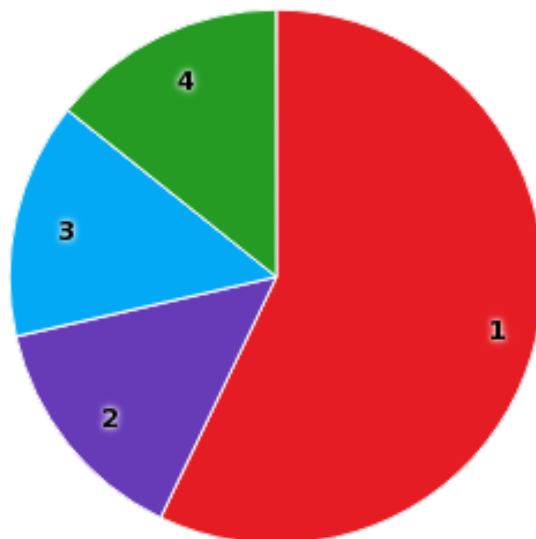
Clicktools



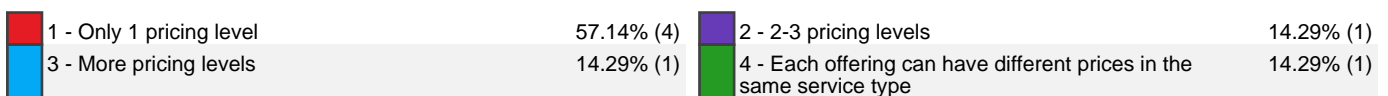
Mean: 3

Response: 7

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



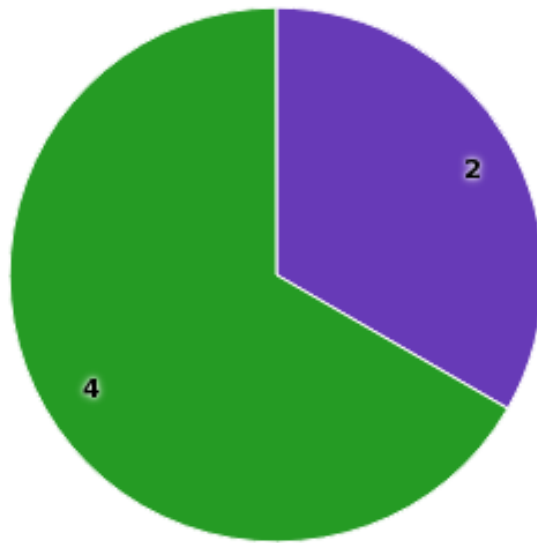
Clicktools



Mean: 1.86

Response: 7

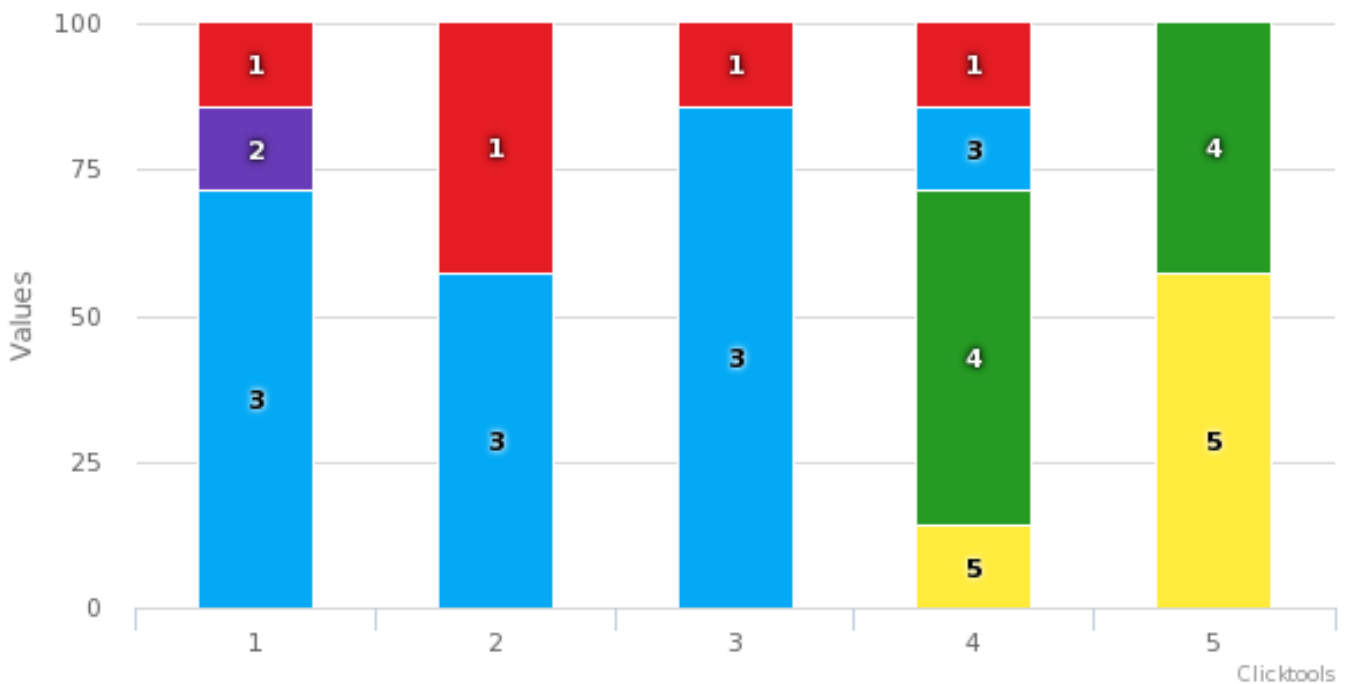
13. As you have different levels, what is the difference between your lowest and highest level?



1 - <10%	0% (0)	2 - 10-25%	33.33% (1)
3 - 26-50%	0% (0)	4 - >50%	66.67% (2)

Mean: 3.33
Response: 3

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

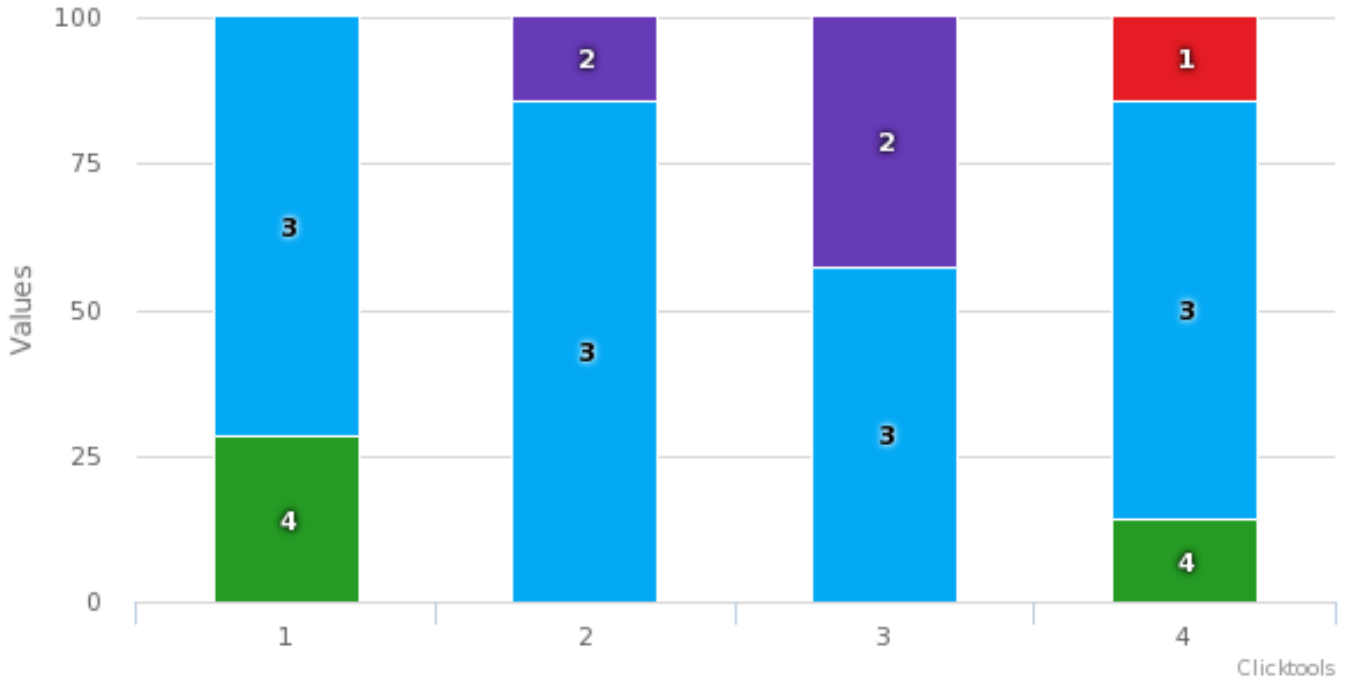


1	We do not train	2	More than technical	3	Same as technical	4	Less than technical
5	Free						

	1	2	3	4	5	Mean
1 End user	14.29% (1)	14.29% (1)	71.43% (5)	0% (0)	0% (0)	2.57
2 Business User	42.86% (3)	0% (0)	57.14% (4)	0% (0)	0% (0)	2.14
3 Technical/Admin	14.29% (1)	0% (0)	85.71% (6)	0% (0)	0% (0)	2.71
4 Partner	14.29% (1)	0% (0)	14.29% (1)	57.14% (4)	14.29% (1)	3.57
5 Employee	0% (0)	0% (0)	0% (0)	42.86% (3)	57.14% (4)	4.57

Response: 7

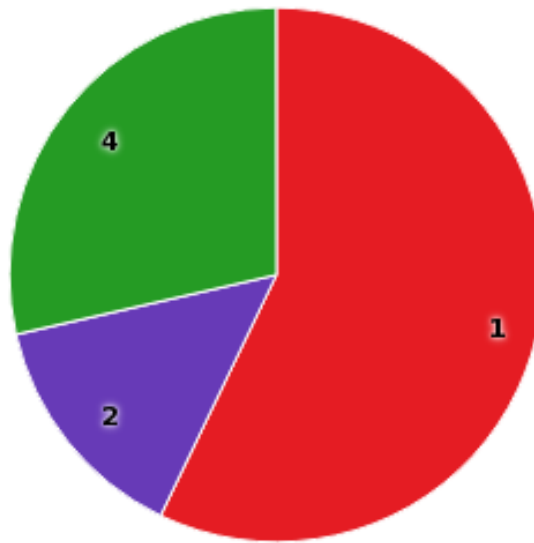
15. Do you have different pricing per complexity of content: compare the price per hour and same delivery format to the first comparable course in the learning path.



	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)	71.43% (5)	28.57% (2)	3.29
2 Fundamentals/new starter	0% (0)	14.29% (1)	85.71% (6)	0% (0)	2.86
3 Advanced/expert	0% (0)	42.86% (3)	57.14% (4)	0% (0)	2.57
4 Workshop	14.29% (1)	0% (0)	71.43% (5)	14.29% (1)	2.86

Response: 7

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



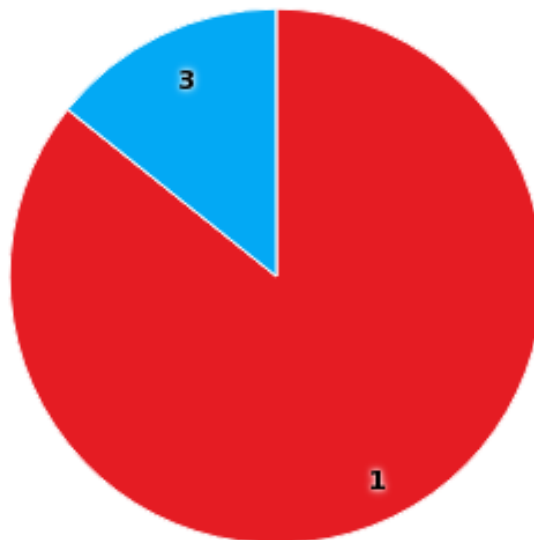
Clicktools

1 - Actuals incurred	57.14% (4)	2 - Daily fixed fees	14.29% (1)
3 - We don't charge for T&L	0% (0)	4 - T&L costs included in onsite rates	28.57% (2)

Mean: 2

Response: 7

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



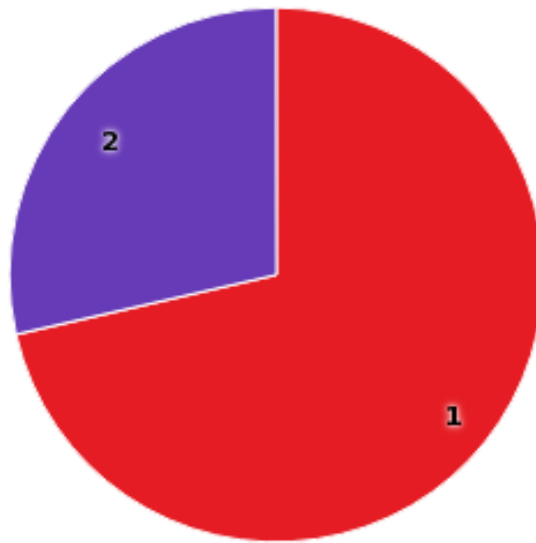
Clicktools

1 - No mark-up and margin	85.71% (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	14.29% (1)		

Mean: 1.29

Response: 7

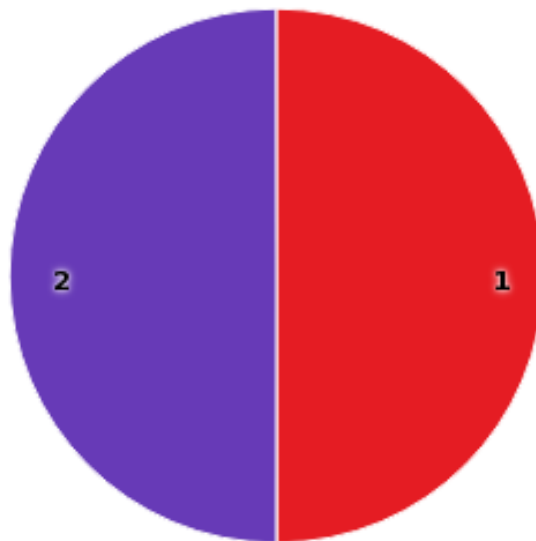
18. Do you charge customers for the instructor travel time for onsite training?



Clicktools					
	1 - No additional fees	71.43% (5)		2 - Yes, beyond a threshold of max 1-day travel to/from customer	28.57% (2)
	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: 1.29
Response: 7

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



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

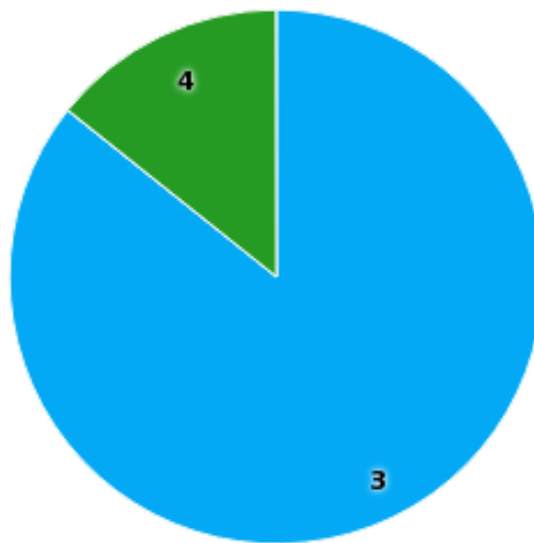
Mean: 1.5
Response: 2

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	58.57%	28.86%	3.29%	9.29%	0%
Highest	100%	97%	10%	50%	0%
Lowest	0%	0%	0%	0%	0%
Standard deviation	35.91	34.65	3.73	18.80	0

Response: 7

21. Do you sell education together with product sales?



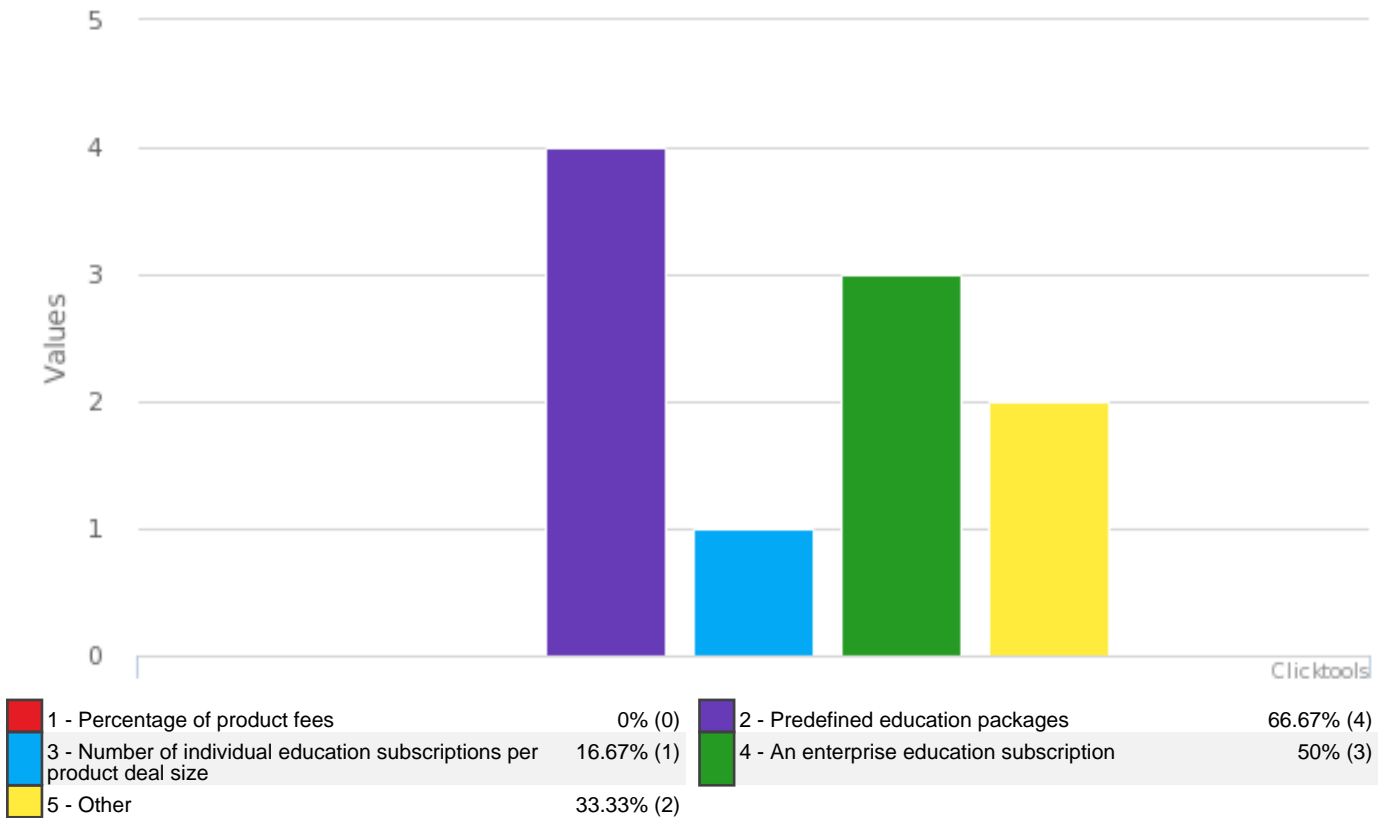
Clicktools

1 - Mandatory attach	0% (0)	2 - Automatic attach, can be removed	0% (0)
3 - On a case by case basis	85.71% (6)	4 - Never, always separate	14.29% (1)

Mean: 3.14

Response: 7

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



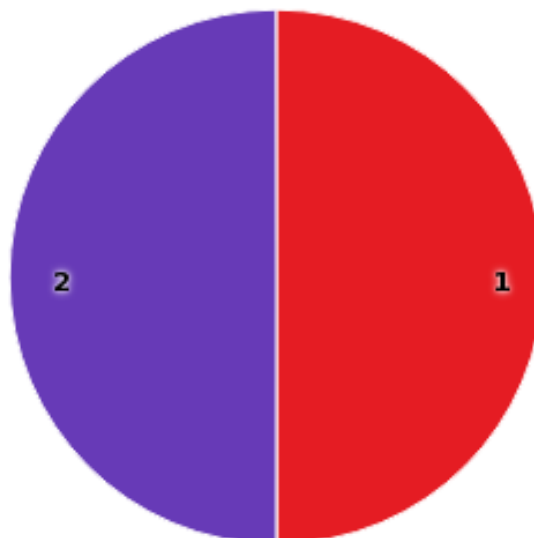
Response: 6

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



Response: 0

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



Clicktools

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

50% (2)

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

50% (2)

Mean: 1.5

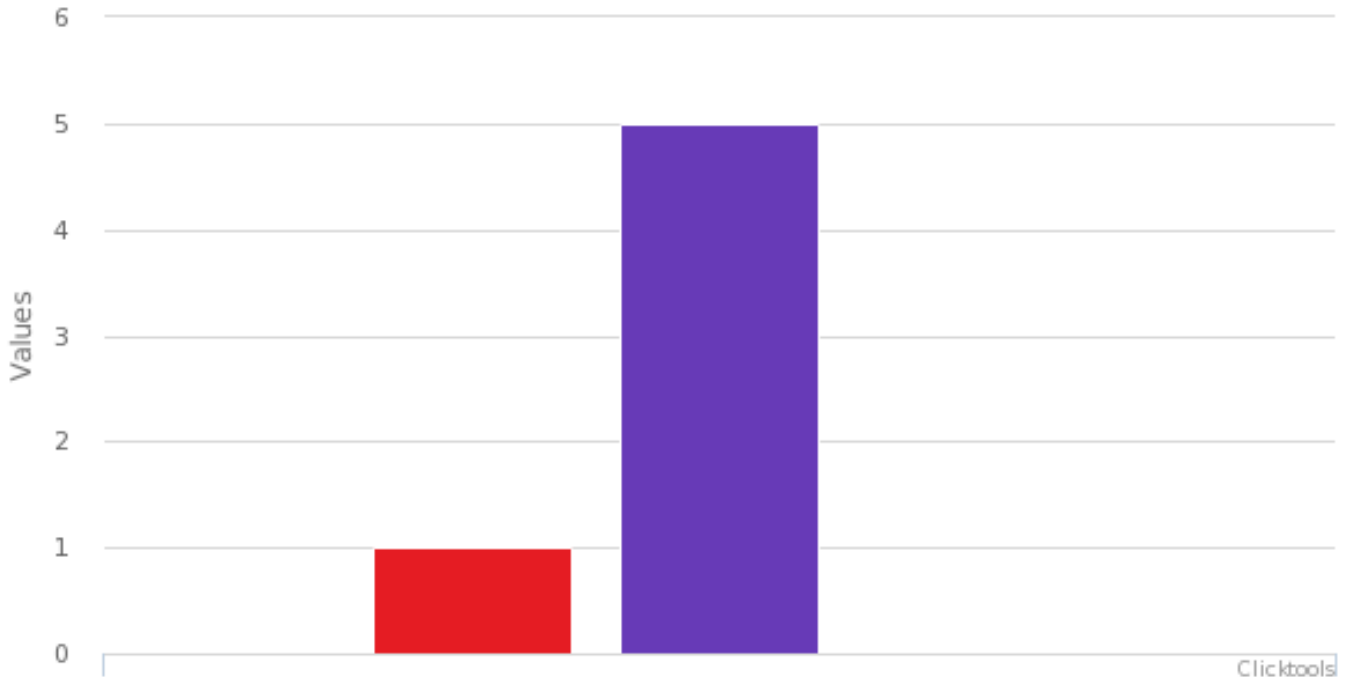
Response: 4

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

Average	7.83%
Highest	35%
Lowest	1%
Standard deviation	13.39

Response: 6

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



1 - Customer has only one price for product and education 16.67% (1)

3 - Customer has one subscription price for product and education included 0% (0)

2 - Customer has separate line item with price for education 83.33% (5)

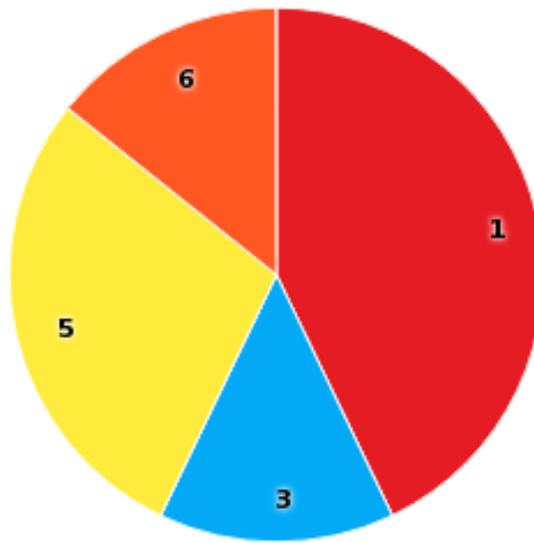
Response: 6

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

Average	7.33%
Highest	20%
Lowest	1%
Standard deviation	7.53

Response: 6

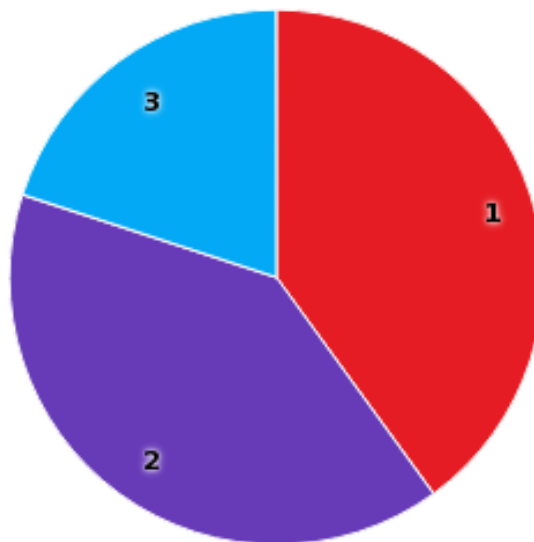
28. Is the product sales rep compensated for education sales?



Category	Description	Percentage	Count	Clicktools
1	One to one like product – full quota retiring	42.86%	(3)	0% (0)
2	Up to a limit but like product	0%	(0)	0% (0)
3	Unlimited but less than product	14.29%	(1)	0% (0)
4	Up to a limit but less than product	0%	(0)	0% (0)
5	Not compensated	28.57%	(2)	14.29% (1)
6	Other	14.29%	(1)	

Mean: 3.14
Response: 7

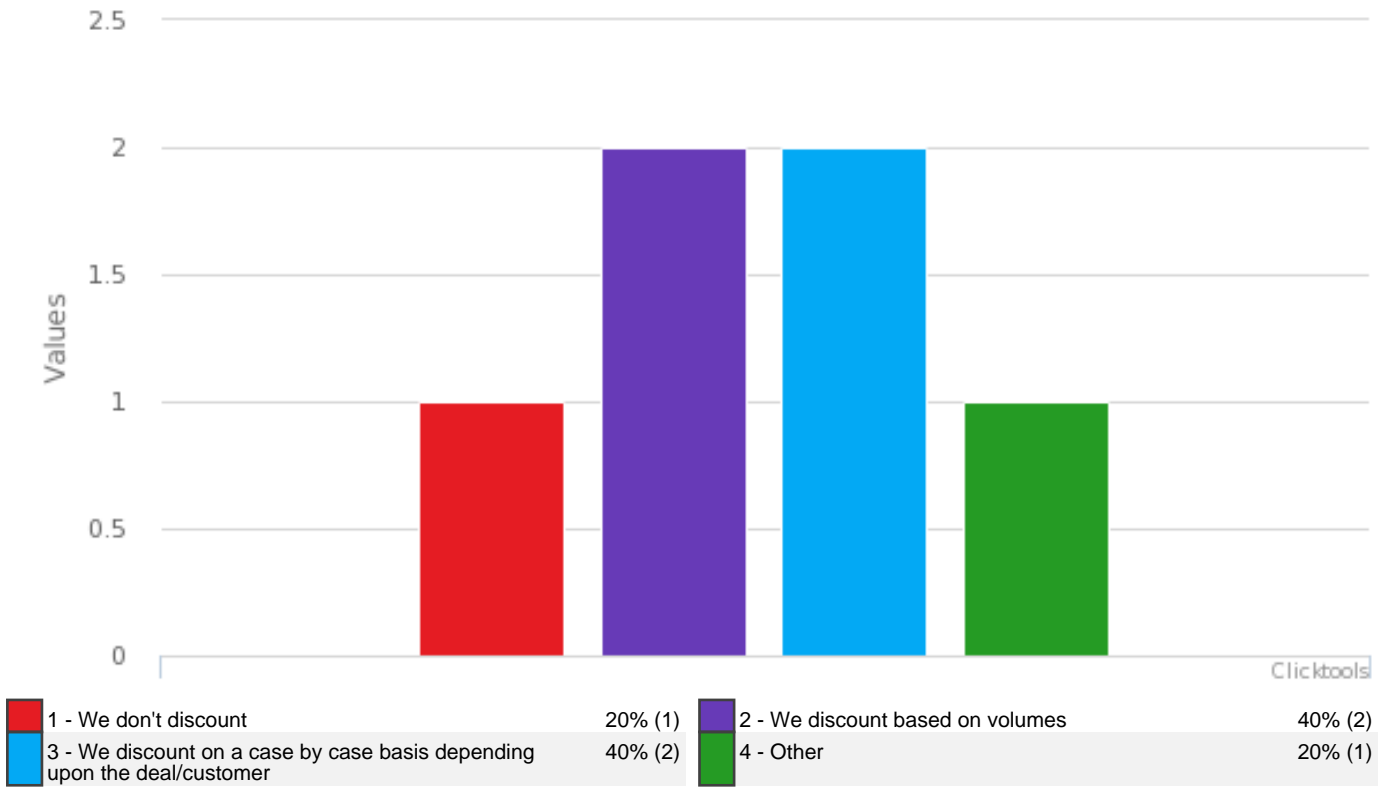
29. How is the value of the training credits defined?



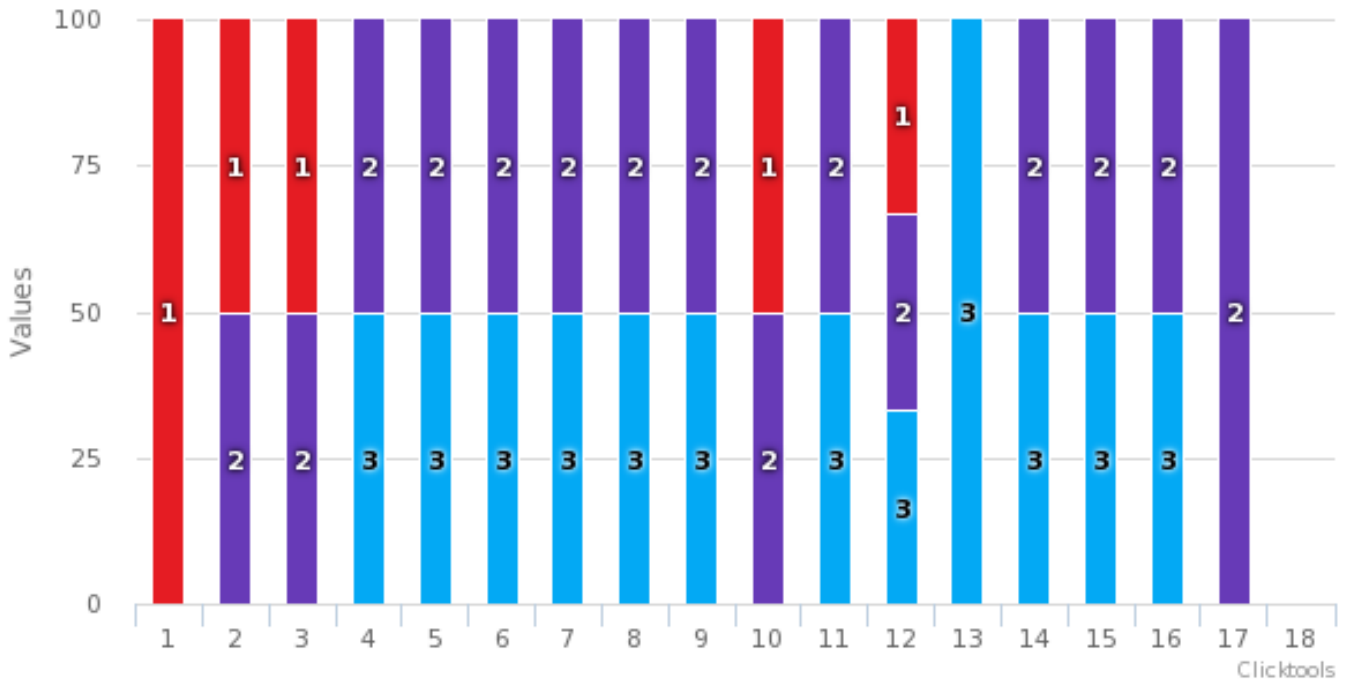
Category	Description	Percentage	Count	Clicktools
1	1 unit of the credit is equal to an amount in our base currency (e.g. 1 credit=1 USD)	40%	(2)	40% (2)
2	1 unit of the credit is equal to a certain amount of learning services (e.g. 1 credit=1 student day)	40%	(2)	
3	Other	20%	(1)	

Mean: 1.8
Response: 5

30. Do you discount training credits?



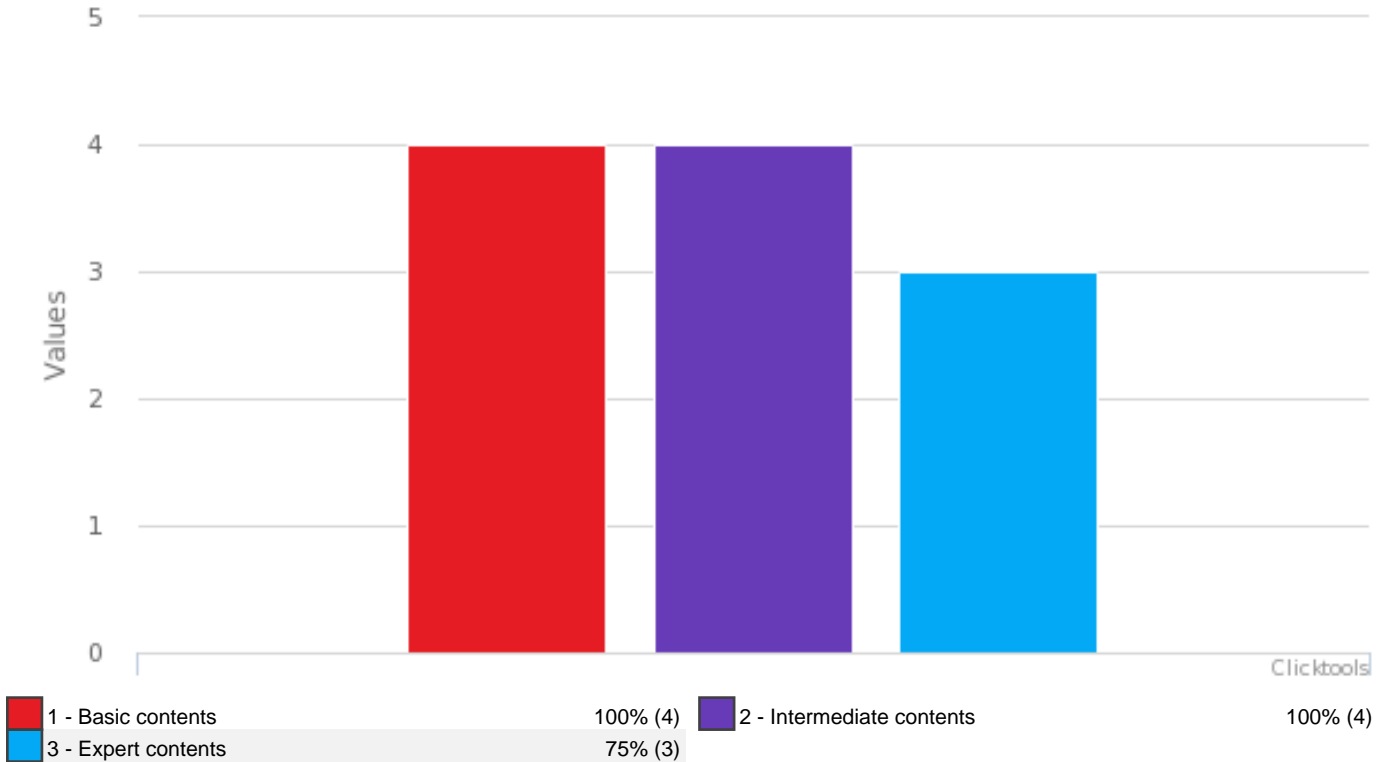
31. What does the subscription cover (if you have more than one subscription, use the subscription with the highest value)?



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

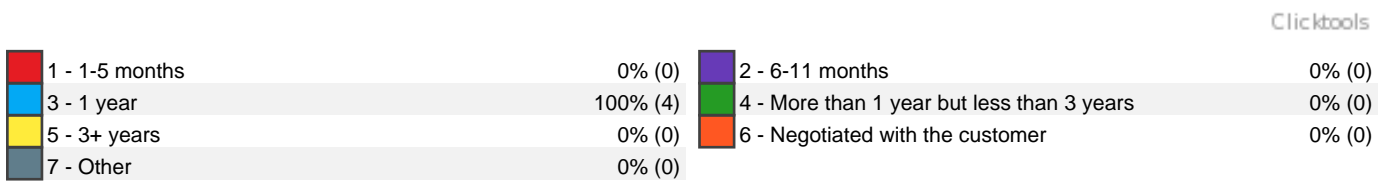
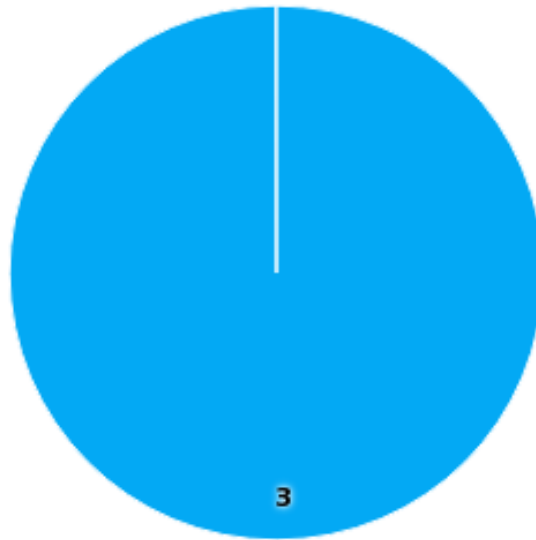
Response: 4

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



Response: 4

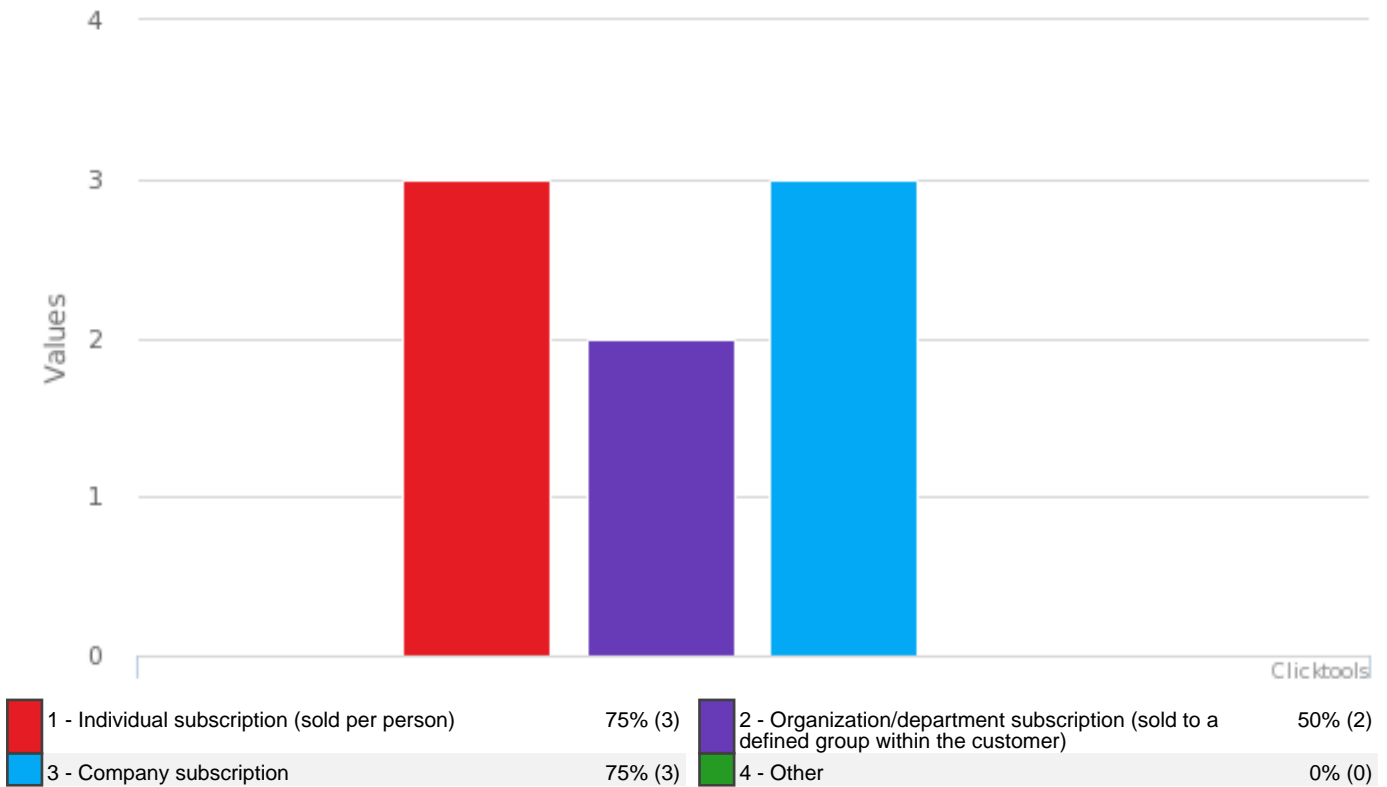
33. How long is a subscription valid?



Mean: 3

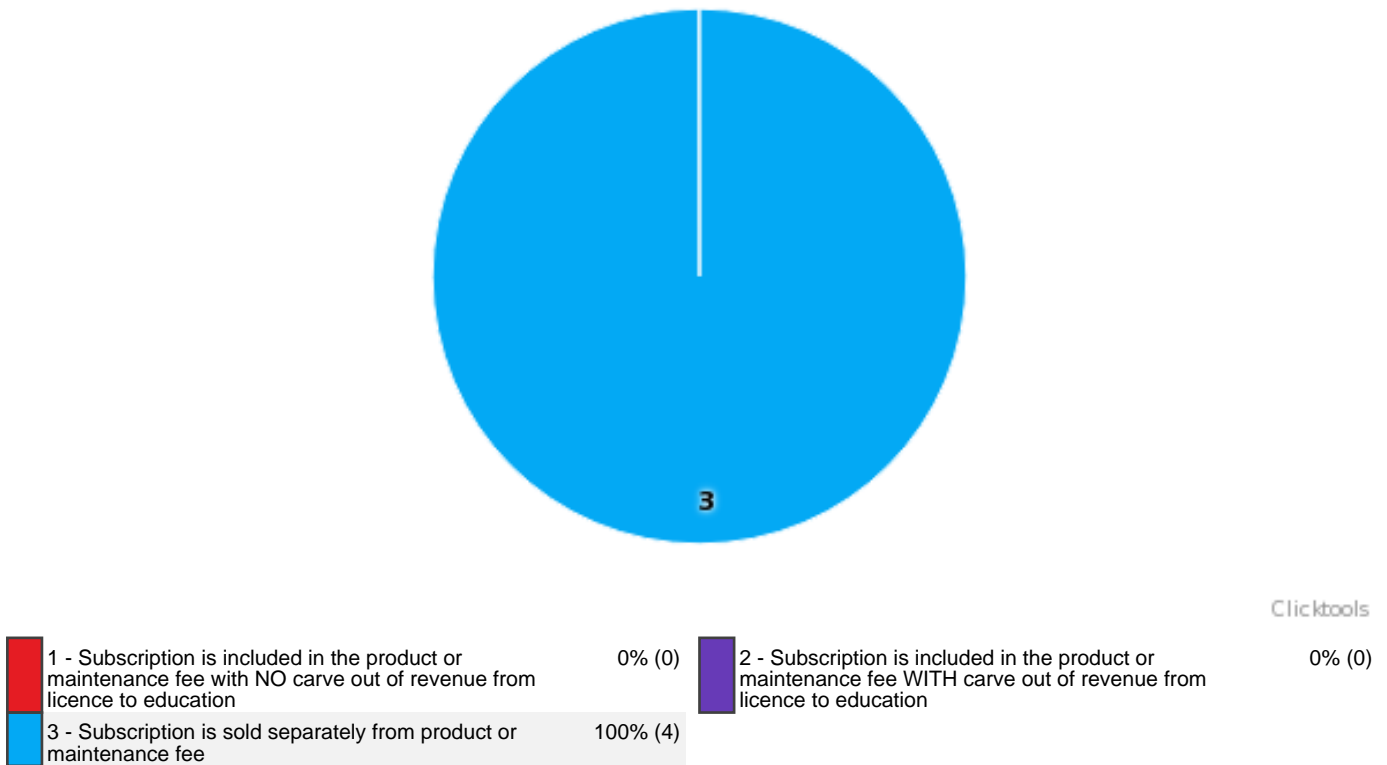
Response: 4

34. Which type of subscription do you offer?



Response: 4

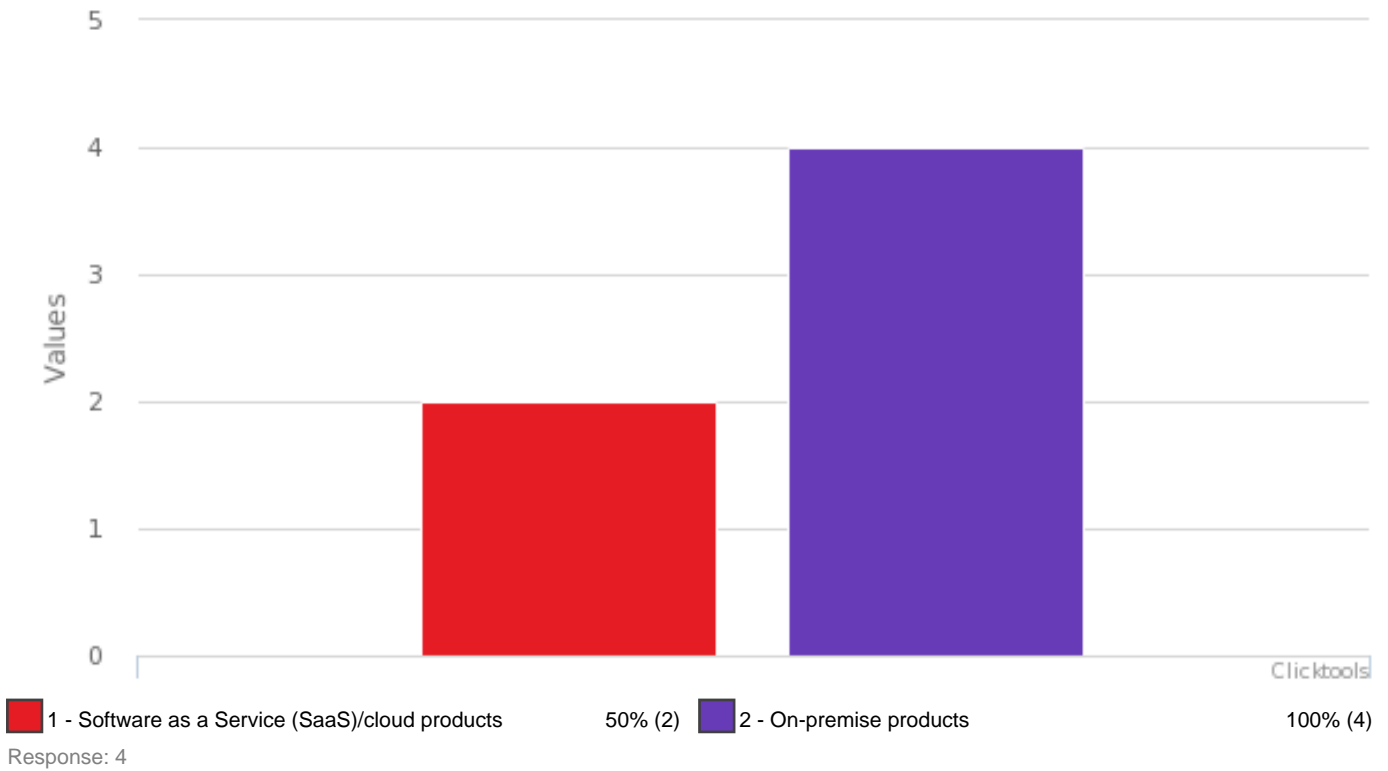
35. How do you charge for subscriptions?



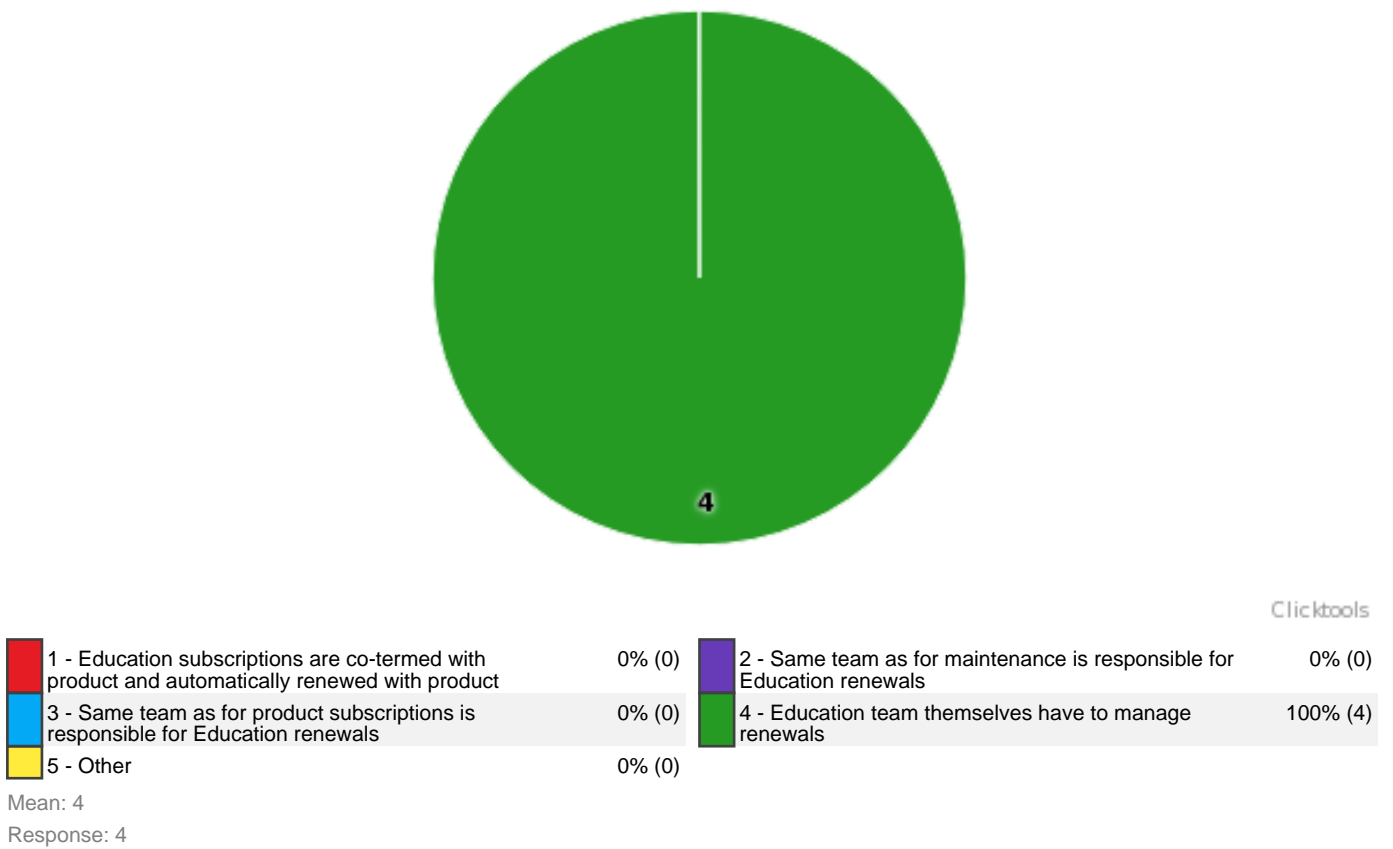
Mean: 3

Response: 4

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



37. How do you get subscriptions renewed?

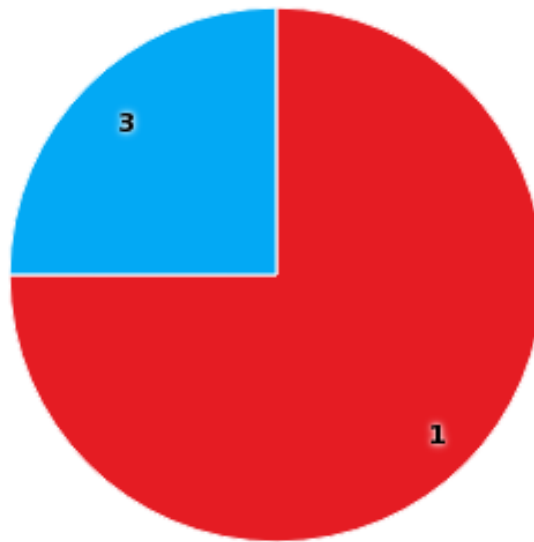


38. What is your Education subscription renewal rate (as percentage of expiring subscriptions)?

Average	56.25%
Highest	85%
Lowest	10%
Standard deviation	34.49

Response: 4

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

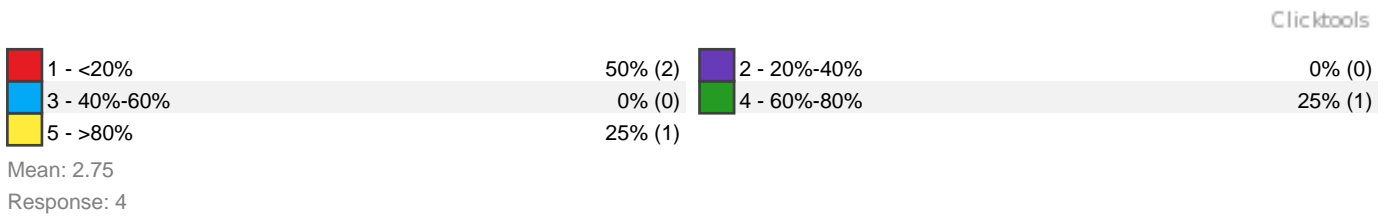
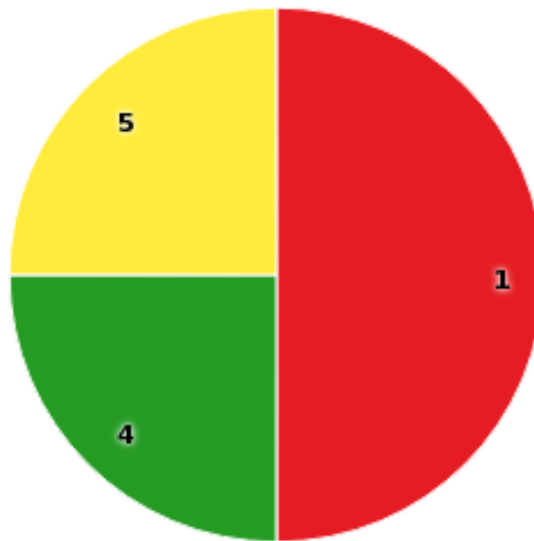


			Clicktools
1 - <10%	75% (3)	2 - 10%-20%	0% (0)
3 - 20%-30%	25% (1)	4 - 30%-40%	0% (0)
5 - 40%-50%	0% (0)	6 - 50%-60%	0% (0)
7 - 60%-70%	0% (0)	8 - 70%-80%	0% (0)
9 - 80%-90%	0% (0)	10 - >90%	0% (0)

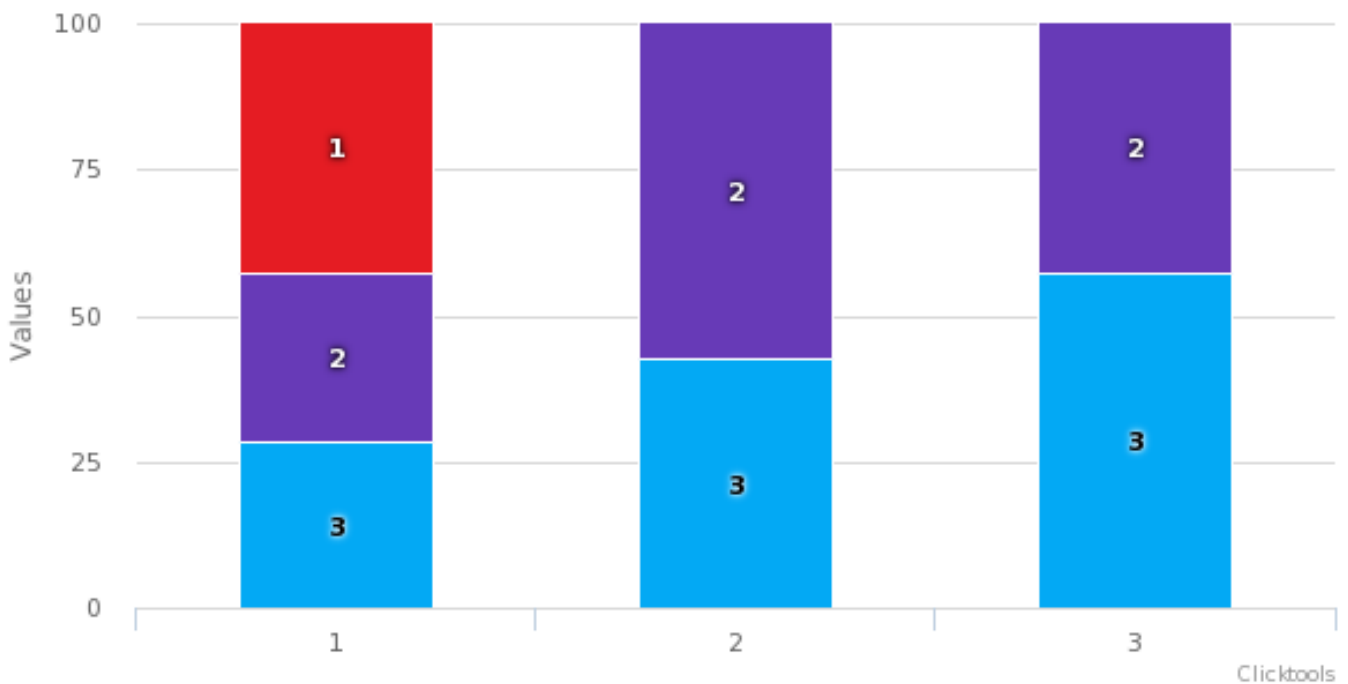
Mean: 1.5

Response: 4

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



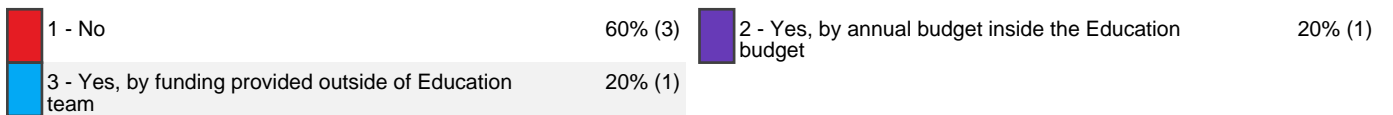
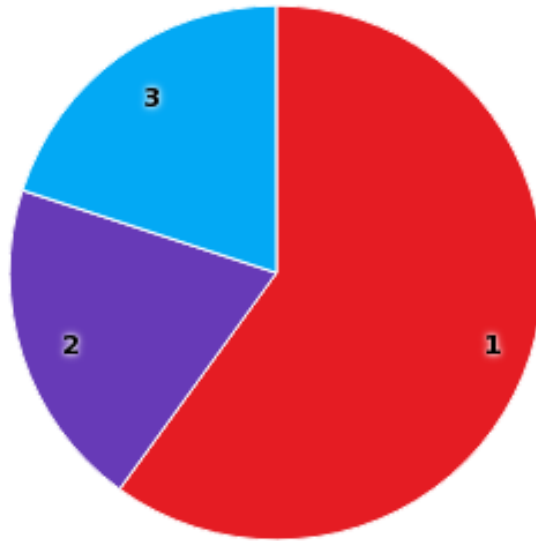
41. Do you offer free training to the following audiences?



	1	2	3	Mean
1 Employees	42.86% (3)	28.57% (2)	28.57% (2)	1.86
2 Customers	0% (0)	57.14% (4)	42.86% (3)	2.43
3 Product Channel	0% (0)	42.86% (3)	57.14% (4)	2.57

Response: 7

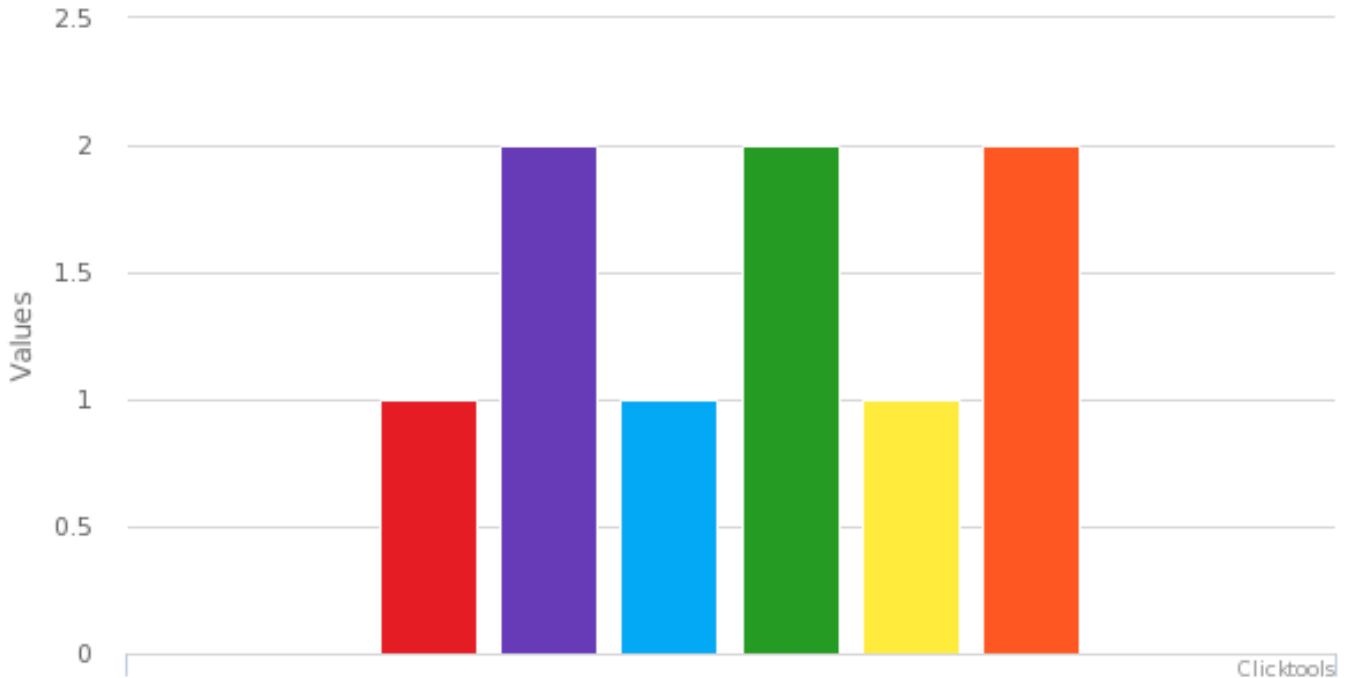
42. Is there a limit to the free training?



Mean: 1.6

Response: 5

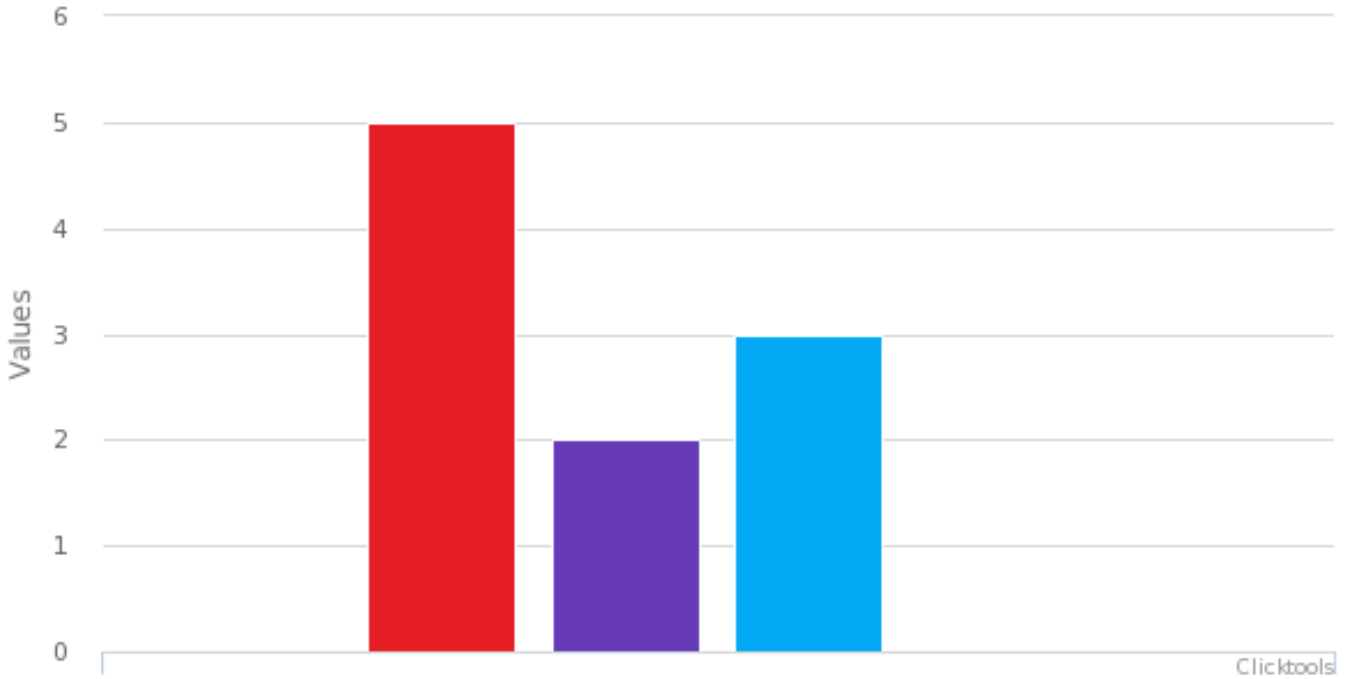
43. Do you have any special program to reduce pricing for specific customers or partners?



1 - No	14.29% (1)	2 - Yes, carve out product revenue and move to Education	28.57% (2)
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)	28.57% (2)
5 - Yes, specific annual budget inside the Education budget	14.29% (1)	6 - Other	28.57% (2)

Response: 7

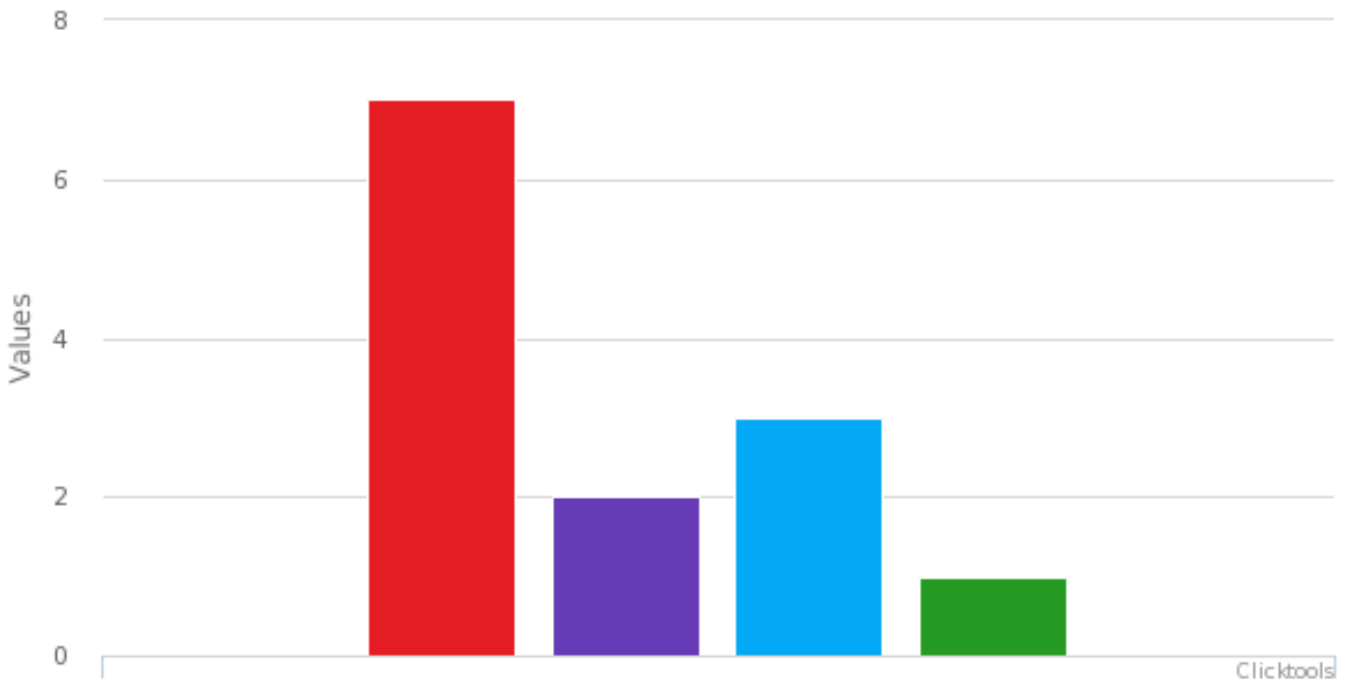
44. What do you communicate about pricing outside your company?



1 - Only list prices	71.43% (5)	2 - All available discounts	28.57% (2)
3 - Some globally available discounts, e.g. volume	42.86% (3)	4 - Other	0% (0)

Response: 7

45. Who is allowed to discount training?



1 - Education team	100% (7)	2 - Product Sales team	28.57% (2)
3 - Company (Professional) Services team	42.86% (3)	4 - Other	14.29% (1)

Response: 7

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



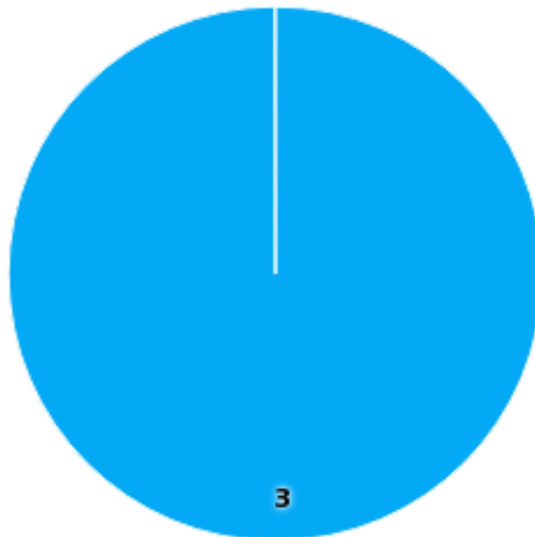
Clicktools

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

Mean: 2

Response: 3

47. Do these other organizations need approval to discount?

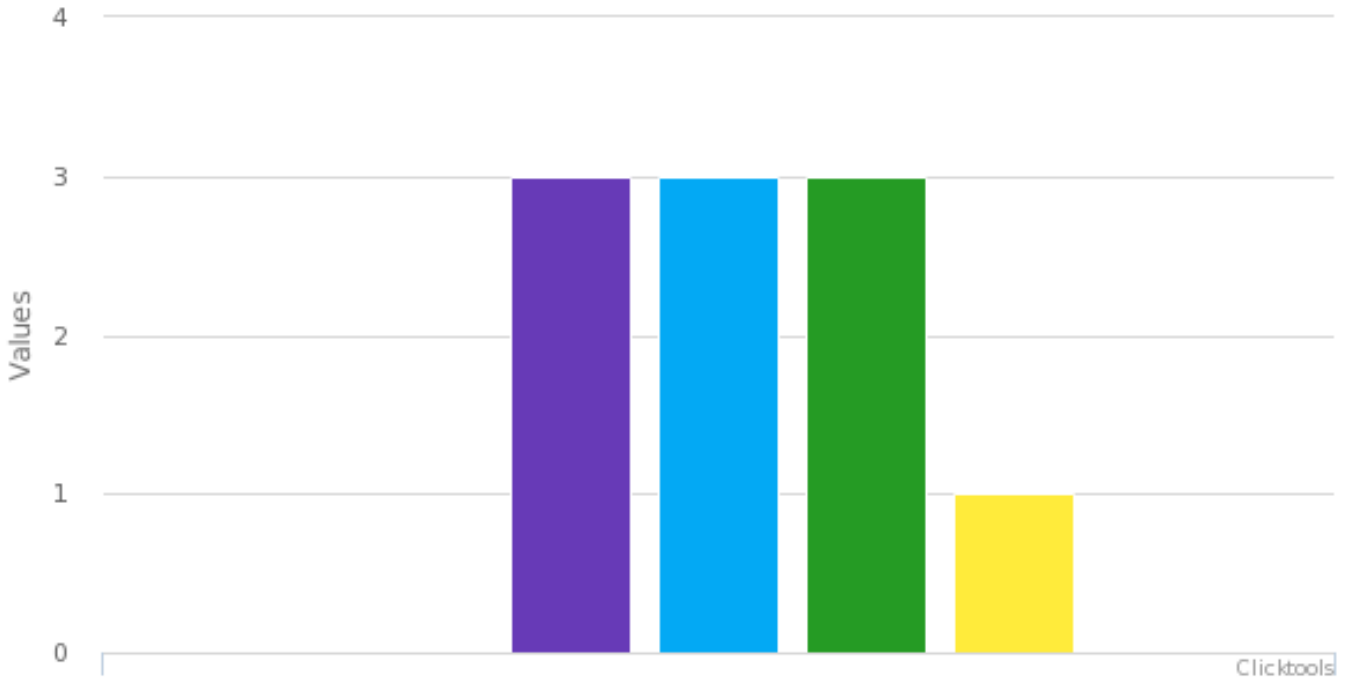


Clicktools

1 - No approval needed	0% (0)	2 - Approval in all cases	0% (0)
3 - Approval only if certain discount thresholds reached	100% (3)		

Mean: 3
Response: 3

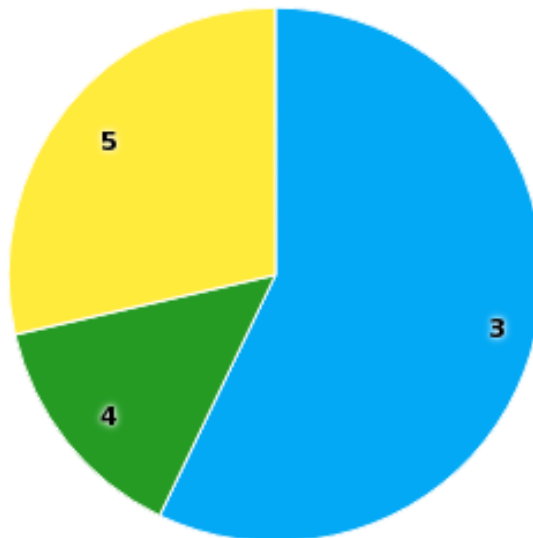
48. How do you ensure pricing and discounting compliance, so that no discounts exceed your defined rules?



1 - There is nothing in place	0% (0)	2 - VSOE or 606 enforces rules	42.86% (3)
3 - Formal agreements with other teams	42.86% (3)	4 - Quotation tools enforce rules	42.86% (3)
5 - Other	14.29% (1)		

Response: 7

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



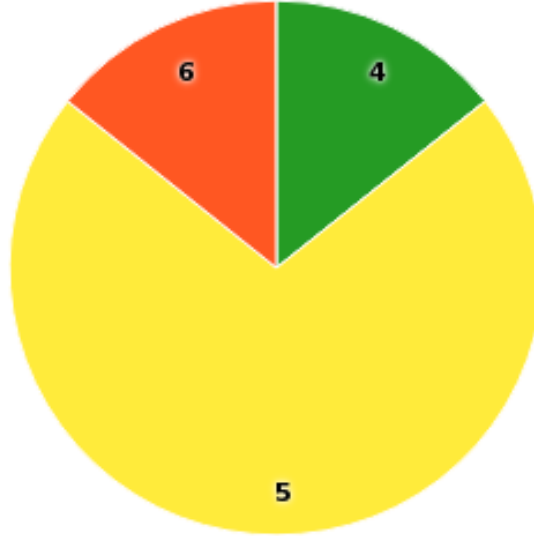
Clicktools

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

Mean: 3.71

Response: 7

50. How often do you change your pricing?



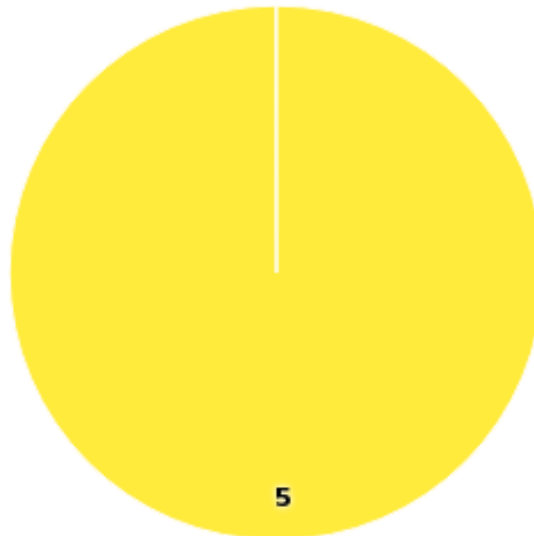
Clicktools

1 - Up to 3 months	0% (0)	2 - 4-11 months	0% (0)
3 - 12 months	0% (0)	4 - 13 months or more	14.29% (1)
5 - No set time, just whenever it is needed	71.43% (5)	6 - Other	14.29% (1)

Mean: 5

Response: 7

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

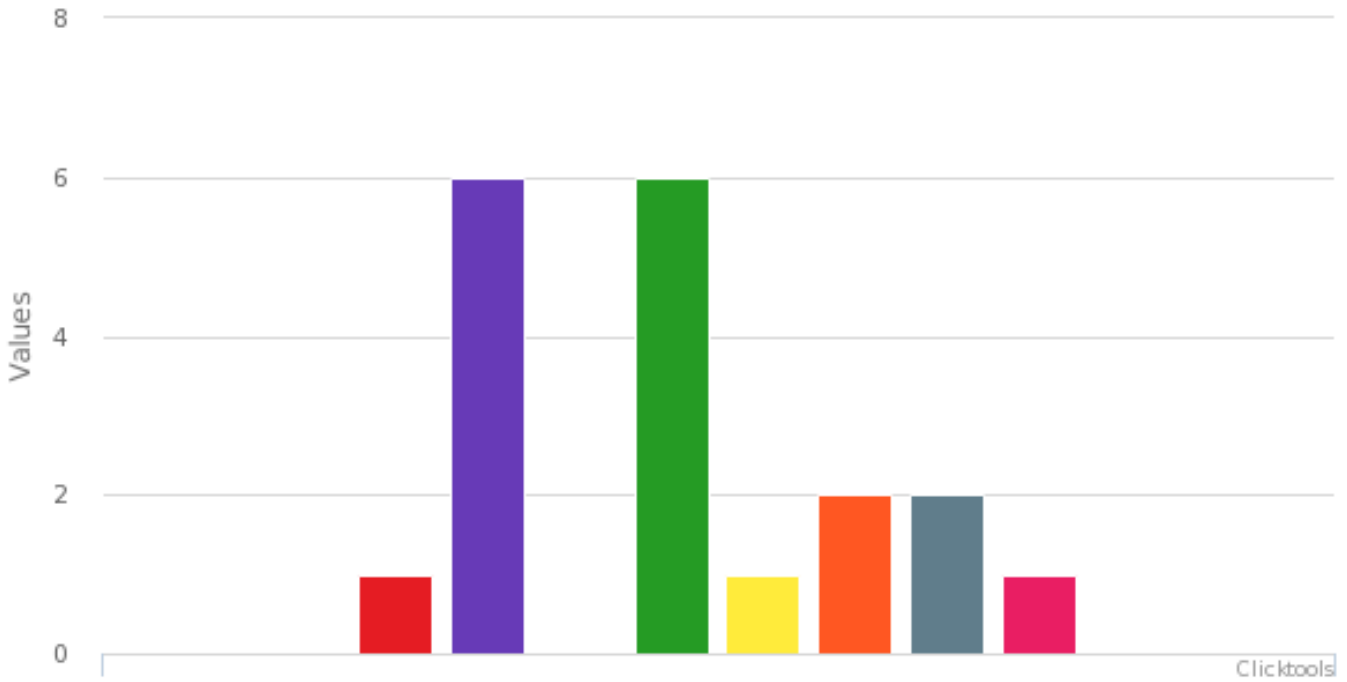


Clicktools

1 - Up to 3 months	0% (0)	2 - 4-11 months	0% (0)
3 - 12 months	0% (0)	4 - 13 months or more	0% (0)
5 - No set time, just whenever it is needed	100% (7)	6 - Other	0% (0)

Mean: 5
Response: 7

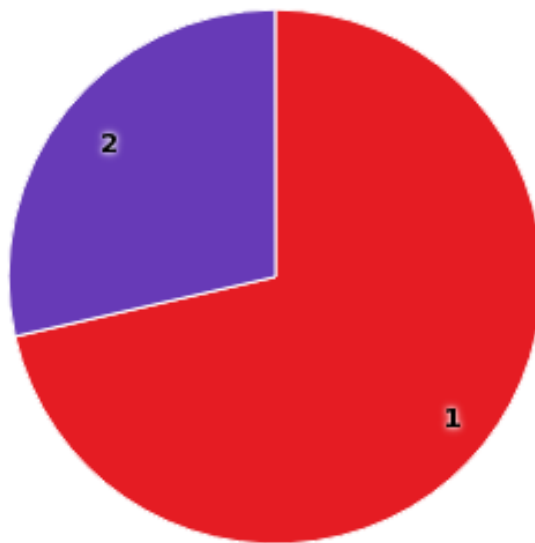
52. What is the key driver for the price change? Choose all that apply.



1 - Inflation	14.29% (1)	2 - Market trends	85.71% (6)
3 - Historical trends	0% (0)	4 - Competitiveness	85.71% (6)
5 - Profit margins	14.29% (1)	6 - Exchange rate changes	28.57% (2)
7 - Higher expenses	28.57% (2)	8 - Other	14.29% (1)

Response: 7

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



Clicktools

1 - Yes

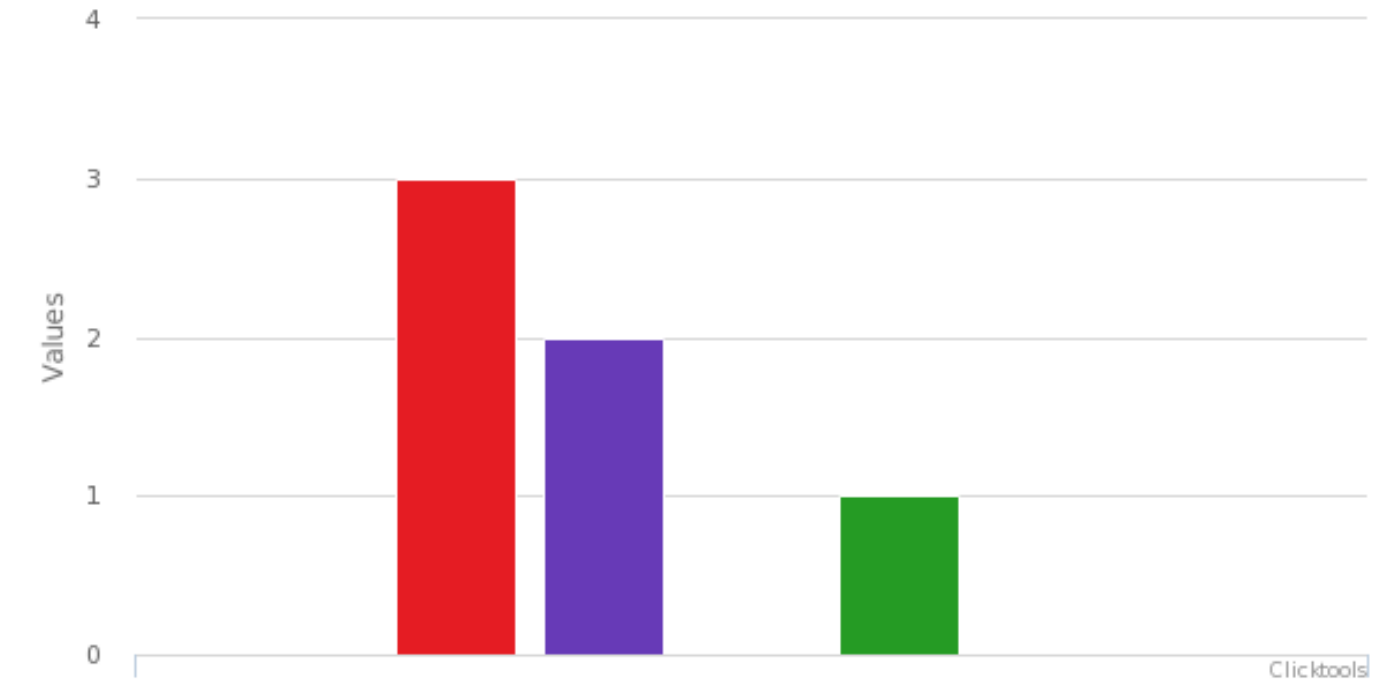
71.43% (5) 2 - No

28.57% (2)

Mean: 1.29

Response: 7

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



1 - Education Head

60% (3)

2 - Company Financial Head

40% (2)

3 - Company CEO

0% (0)

4 - Sales or Country Manager of impacted countries/customers

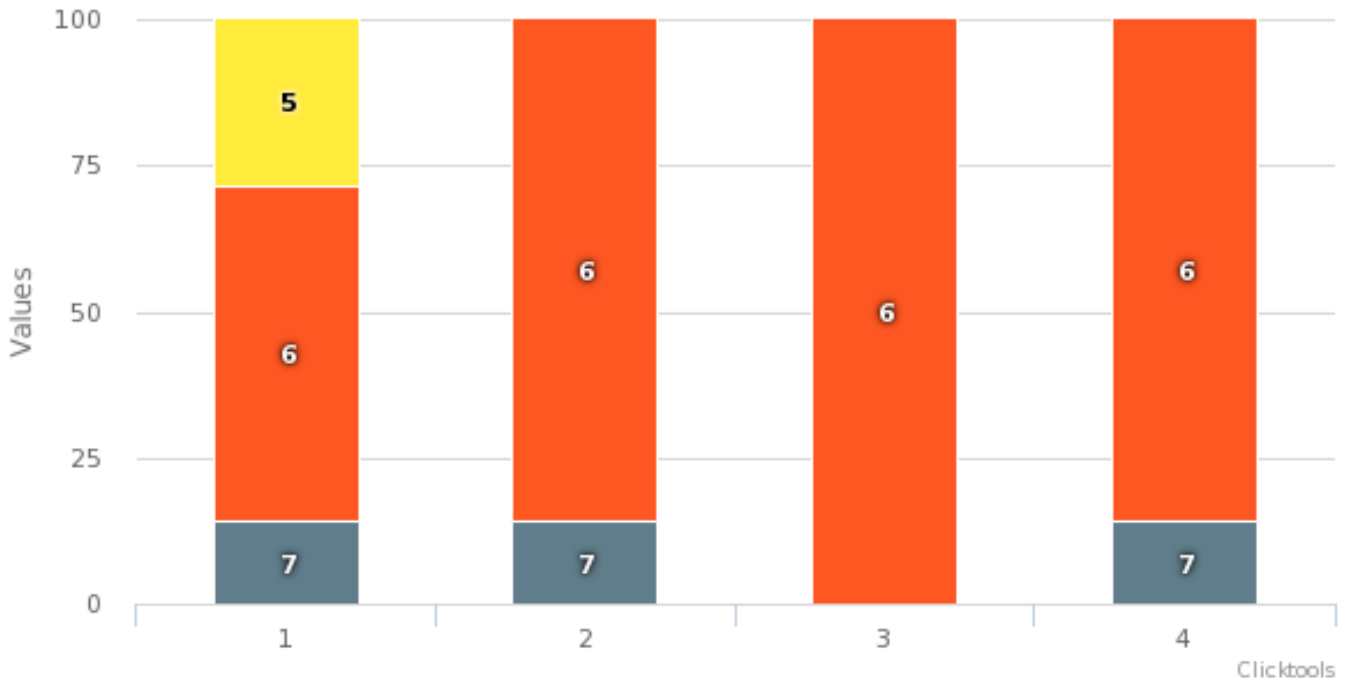
20% (1)

5 - Other

0% (0)

Response: 5

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

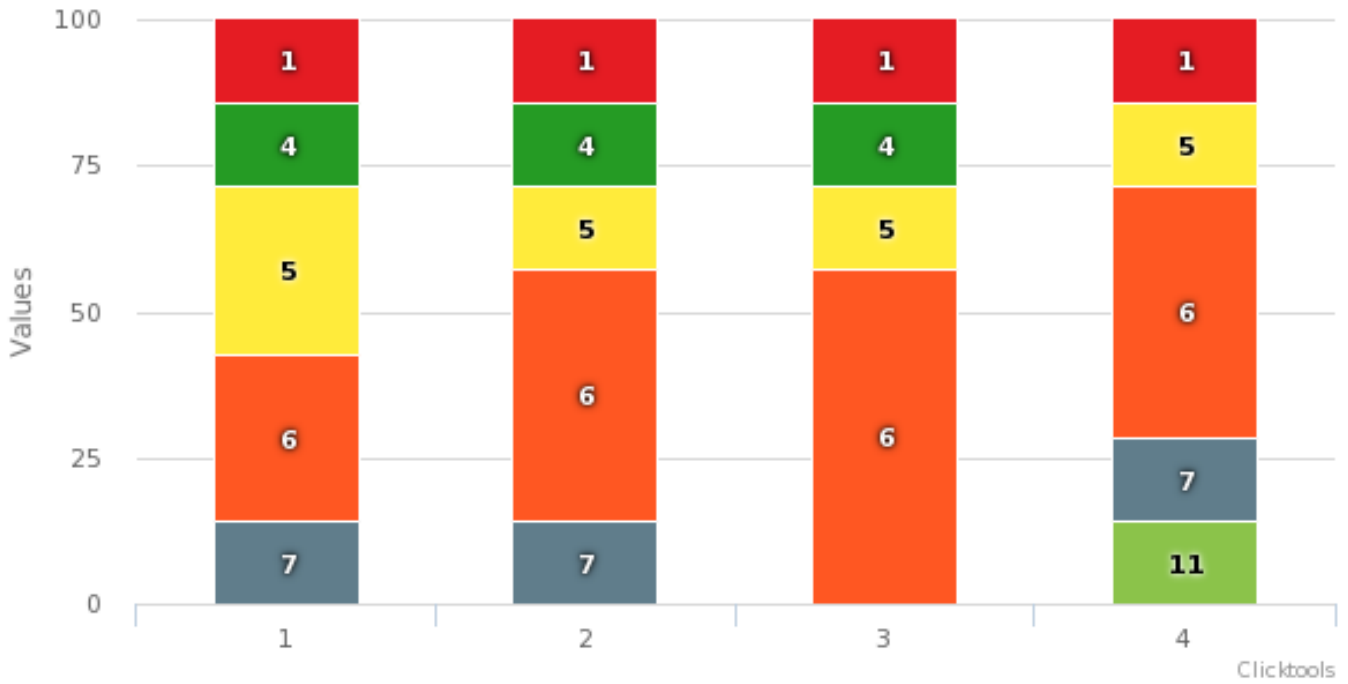


1	Increased >10%	2	Increased 7.5%-10%	3	Increased 5%-7.5%	4	Increased 2.5%-5%
5	Increased < 2.5%	6	Stayed the same	7	Decreased < 2.5%	8	Decreased 2.5%-5%
9	Decreased 5%-7.5%	10	Decreased 7.5%-10%	11	Decreased > 10%		

	1	2	3	4	5	6	7	8	9	10	11	Mean
1 North America	0% (0)	0% (0)	0% (0)	0% (0)	28.57% (2)	57.14% (4)	14.29% (1)	0% (0)	0% (0)	0% (0)	0% (0)	5.86
2 Central and South America	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	85.71% (6)	14.29% (1)	0% (0)	0% (0)	0% (0)	0% (0)	6.14
3 EMEA	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	100% (7)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	6
4 APAC	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	85.71% (6)	14.29% (1)	0% (0)	0% (0)	0% (0)	0% (0)	6.14

Response: 7

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

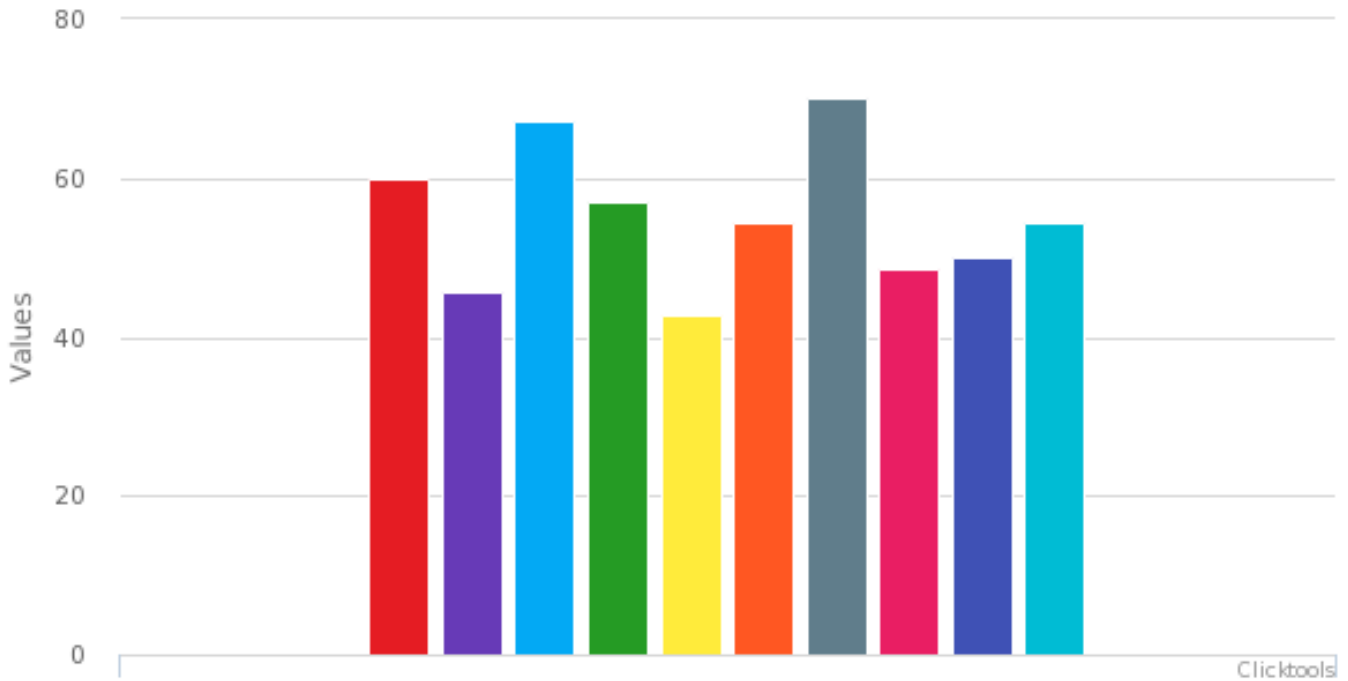


1	Increased >10%	2	Increased 7.5%-10%	3	Increased 5%-7.5%	4	Increased 2.5-5%
5	Increased < 2.5%	6	Stayed the same	7	Decreased < 2.5%	8	Decreased 2.5%-5%
9	Decreased 5%-7.5%	10	Decreased 7.5%-10%	11	Decreased > 10%		

	1	2	3	4	5	6	7	8	9	10	11	Mean
1 North America	14.29% (1)	0% (0)	0% (0)	14.29% (1)	28.57% (2)	28.57% (2)	14.29% (1)	0% (0)	0% (0)	0% (0)	0% (0)	4.86
2 Central and South America	14.29% (1)	0% (0)	0% (0)	14.29% (1)	14.29% (1)	42.86% (3)	14.29% (1)	0% (0)	0% (0)	0% (0)	0% (0)	5
3 EMEA	14.29% (1)	0% (0)	0% (0)	14.29% (1)	14.29% (1)	57.14% (4)	0% (0)	0% (0)	0% (0)	0% (0)	0% (0)	4.86
4 APAC	14.29% (1)	0% (0)	0% (0)	0% (0)	14.29% (1)	42.86% (3)	14.29% (1)	0% (0)	0% (0)	0% (0)	14.29% (1)	6

Response: 7

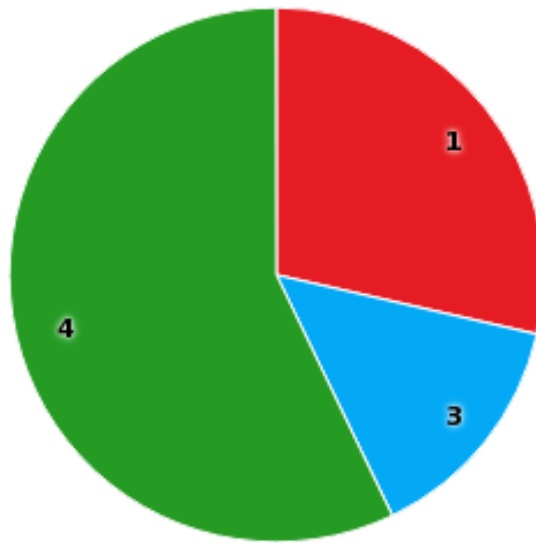
57. What are your top three reasons for discounting education? (Please order the following list, and put your top three as 1, 2 and 3.)



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

Response: 7

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



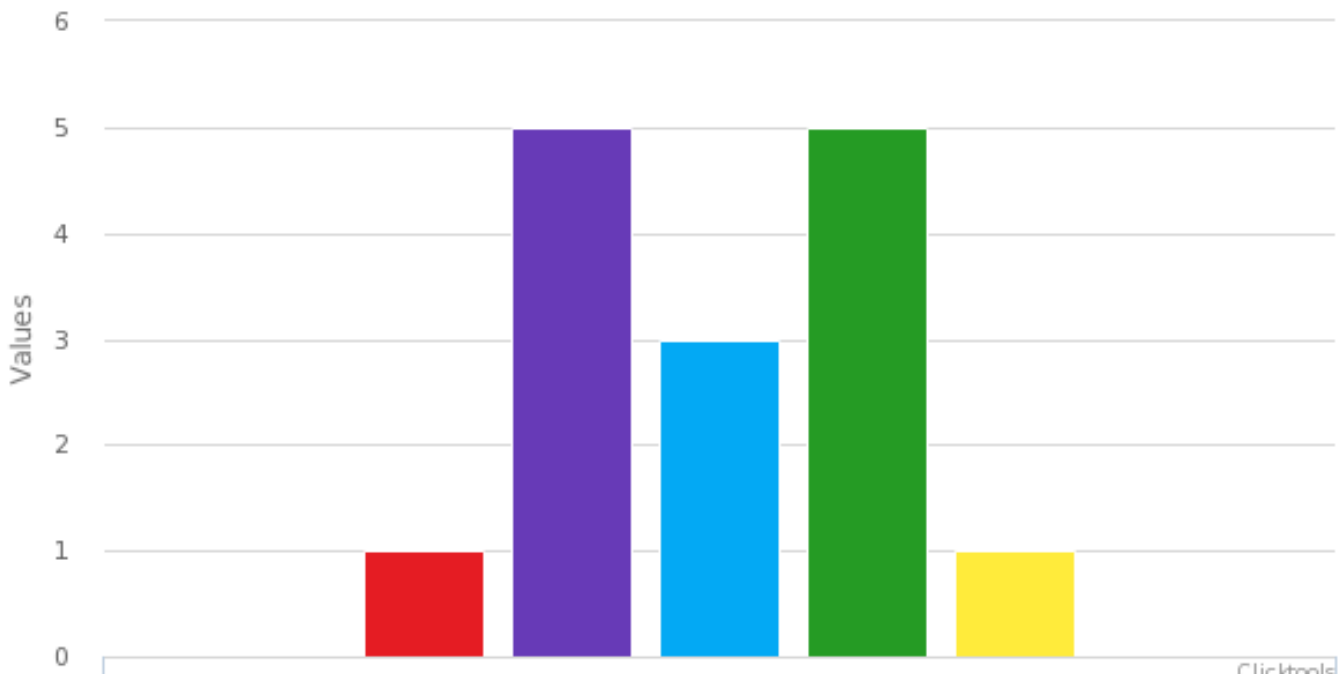
Clicktools

1 - No price differences for different local markets	28.57% (2)	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	14.29% (1)	4 - Pricelists for local markets which have different prices by market	57.14% (4)
5 - Other	0% (0)		

Mean: 3

Response: 7

59. What other type of discounts do you offer?



Clicktools

1 - Single volume (e.g. 10% for all deals above threshold)	14.29% (1)	2 - Different volume discount levels (e.g. 5% from 25-100k revenue, >100k 15%)	71.43% (5)
3 - Valued or repeat customers (loyalty program)	42.86% (3)	4 - Promotional discounts (time limited)	71.43% (5)
5 - Other	14.29% (1)		

Response: 7

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

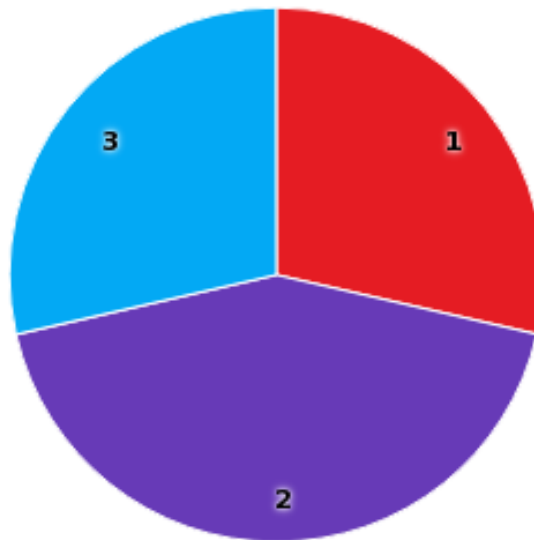


			Clicktools
1 - We don't have more than 1 discount type	14.29% (1)	2 - We have more than 1 discount type, but any customer can get only one of them	42.86% (3)
3 - Discounts can be added and then applied to the list price (List price*(discount1%+discount2%))	28.57% (2)	4 - Discounts are multiplied List price*(1-Discout1%)(1-Discout2%)	14.29% (1)

Mean: 2.43

Response: 7

61. How do you manage pricing for global customers?

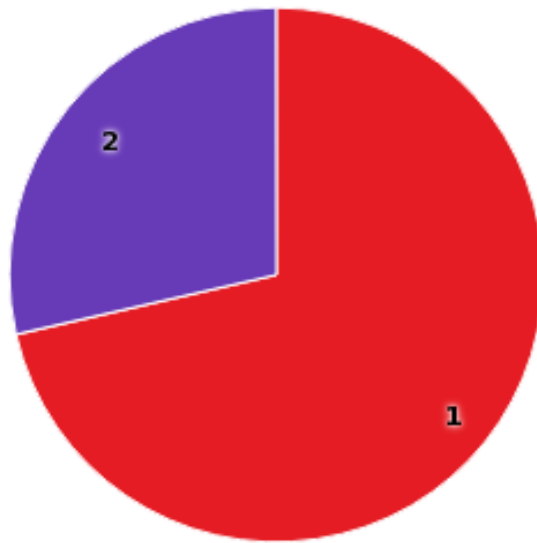


			Clicktools
1 - They have a single price globally	28.57% (2)	2 - They have discounts based on the location of their headquarters	42.86% (3)
3 - They receive different discounts based on the actual student 's location	28.57% (2)	4 - Other	0% (0)

Mean: 2

Response: 7

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



1 - Yes

71.43% (5)

2 - No

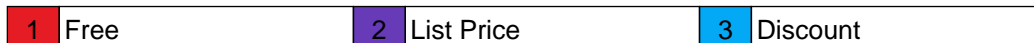
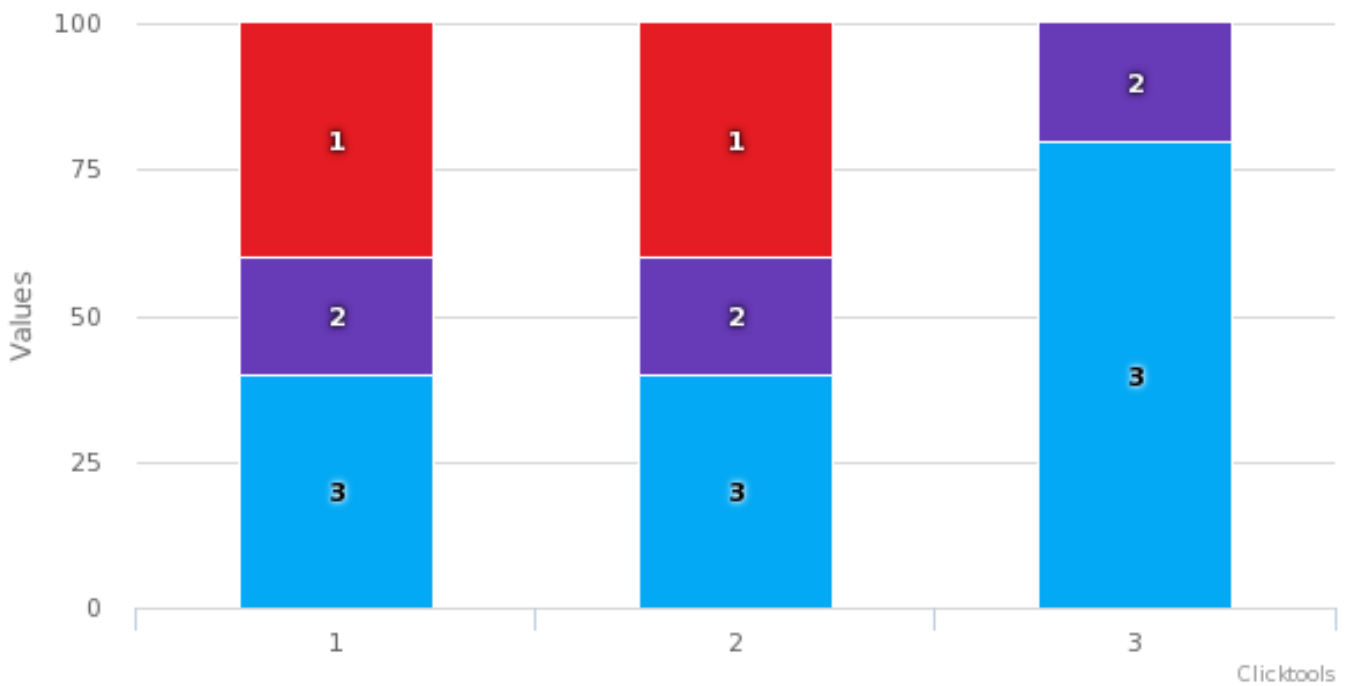
Clicktools

28.57% (2)

Mean: 1.29

Response: 7

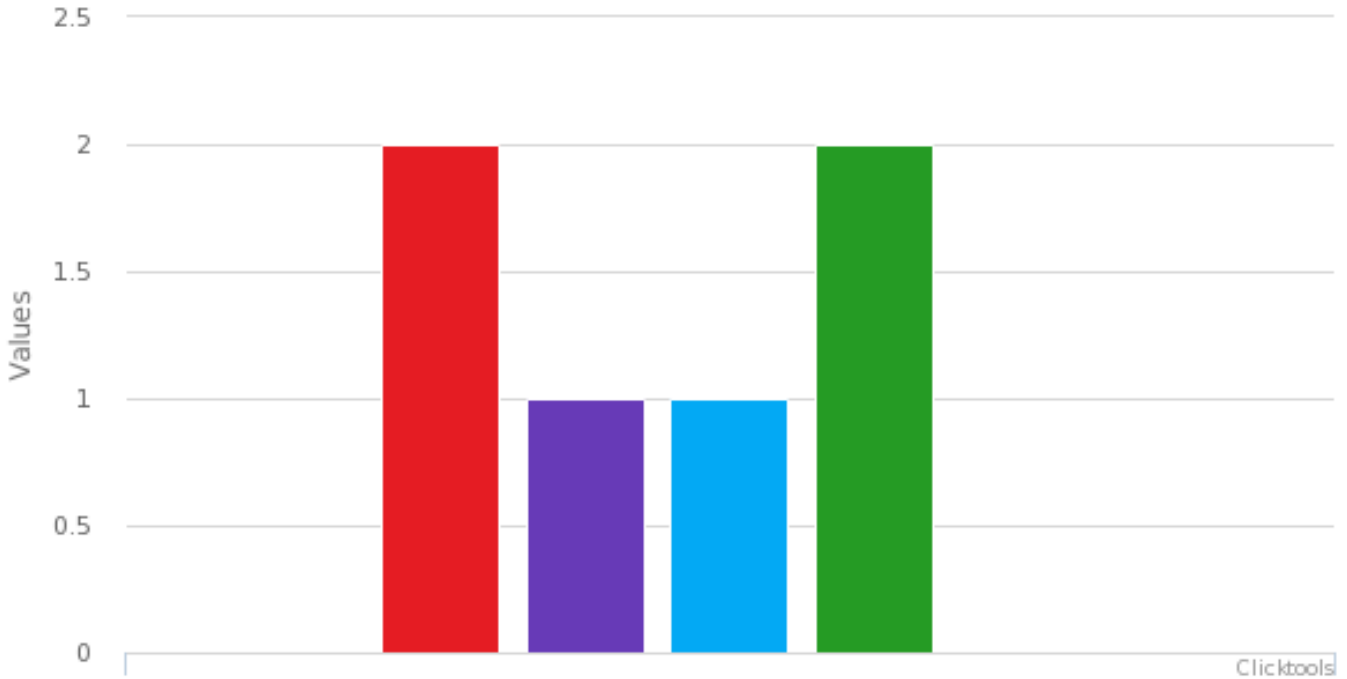
63. How do you charge for the following partner audiences?



	1	2	3	Mean
1 Channel Sales	40% (2)	20% (1)	40% (2)	2
2 Channel Presales	40% (2)	20% (1)	40% (2)	2
3 Channel Post sales - deployment, operations, maintenance	0% (0)	20% (1)	80% (4)	2.8

Response: 5

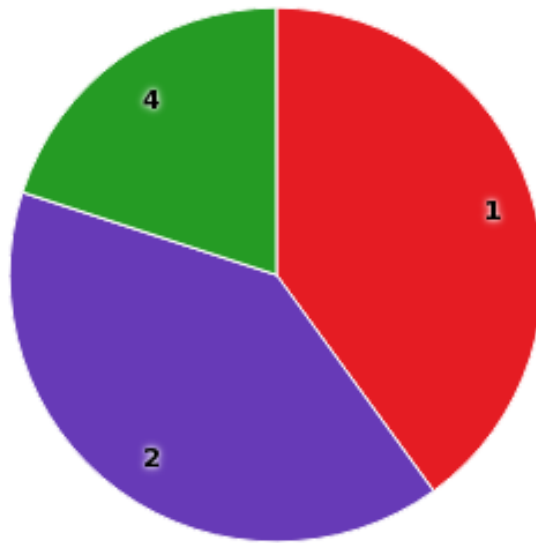
64. How do you discount training for your channel partner?



1 - Depending on the partner level, a tiered discount structure	50% (2)	2 - Depending on the strategic importance, different discounts	25% (1)
3 - Depending on the region/country the partner comes from, different discounts	25% (1)	4 - Same percentage for all partners	50% (2)
5 - Other	0% (0)		

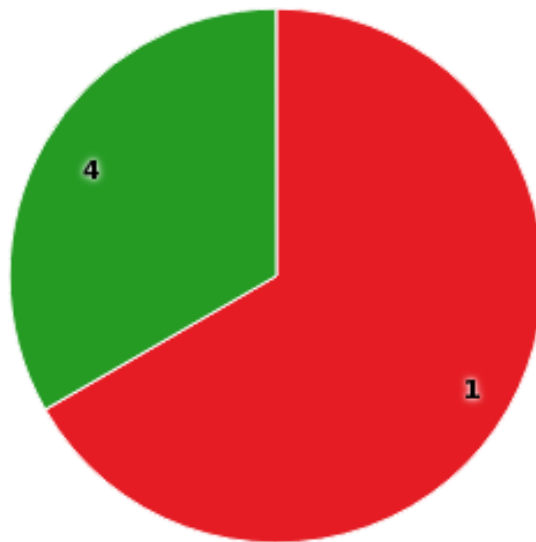
Response: 4

65. Do you allow partners to resell your training?



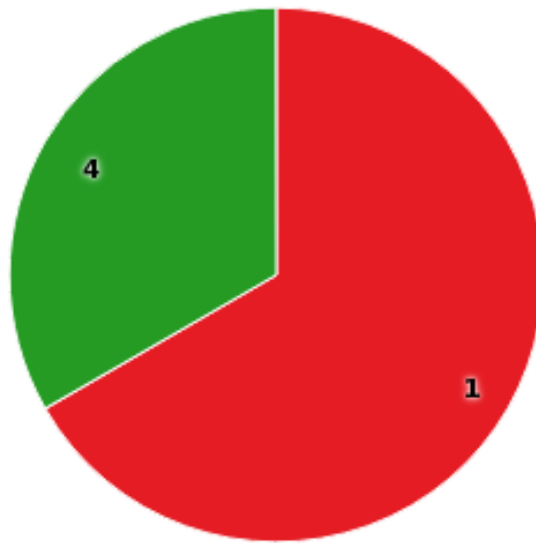
				Clicktools	
	1 - No	40% (2)		2 - Yes, can resell and get the normal partner discount to resell	40% (2)
	3 - Yes, can resell but get a higher discount	0% (0)		4 - Yes, can resell but get a lower discount	20% (1)
Mean: 2					
Response: 5					

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



				Clicktools	
	1 - 1-10%	66.67% (2)		2 - 11-15%	0% (0)
	3 - 16-20%	0% (0)		4 - 21-30%	33.33% (1)
	5 - Over 30%	0% (0)		6 - Other	0% (0)
Mean: 2					
Response: 3					

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



Category	Percentage	Count	Clicktools
1 - 1-10%	66.67%	(2)	0% (0)
2 - 11-15%	0%	(0)	33.33% (1)
3 - 16-20%	0%	(0)	0% (0)
4 - 21-30%	0%	(0)	0% (0)
5 - Over 30%			
6 - Other			

Mean: 2
Response: 3

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



Category	Percentage	Count	Clicktools
1 - Yes	0%	(0)	100% (7)
2 - No	100%	(7)	

Mean: 2
Response: 7

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

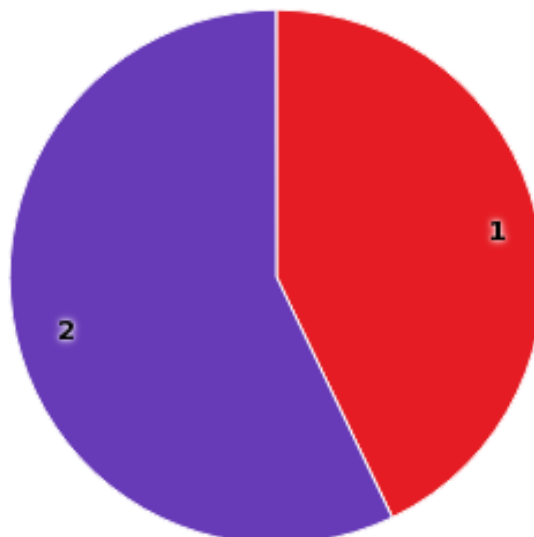
Response: 0

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?



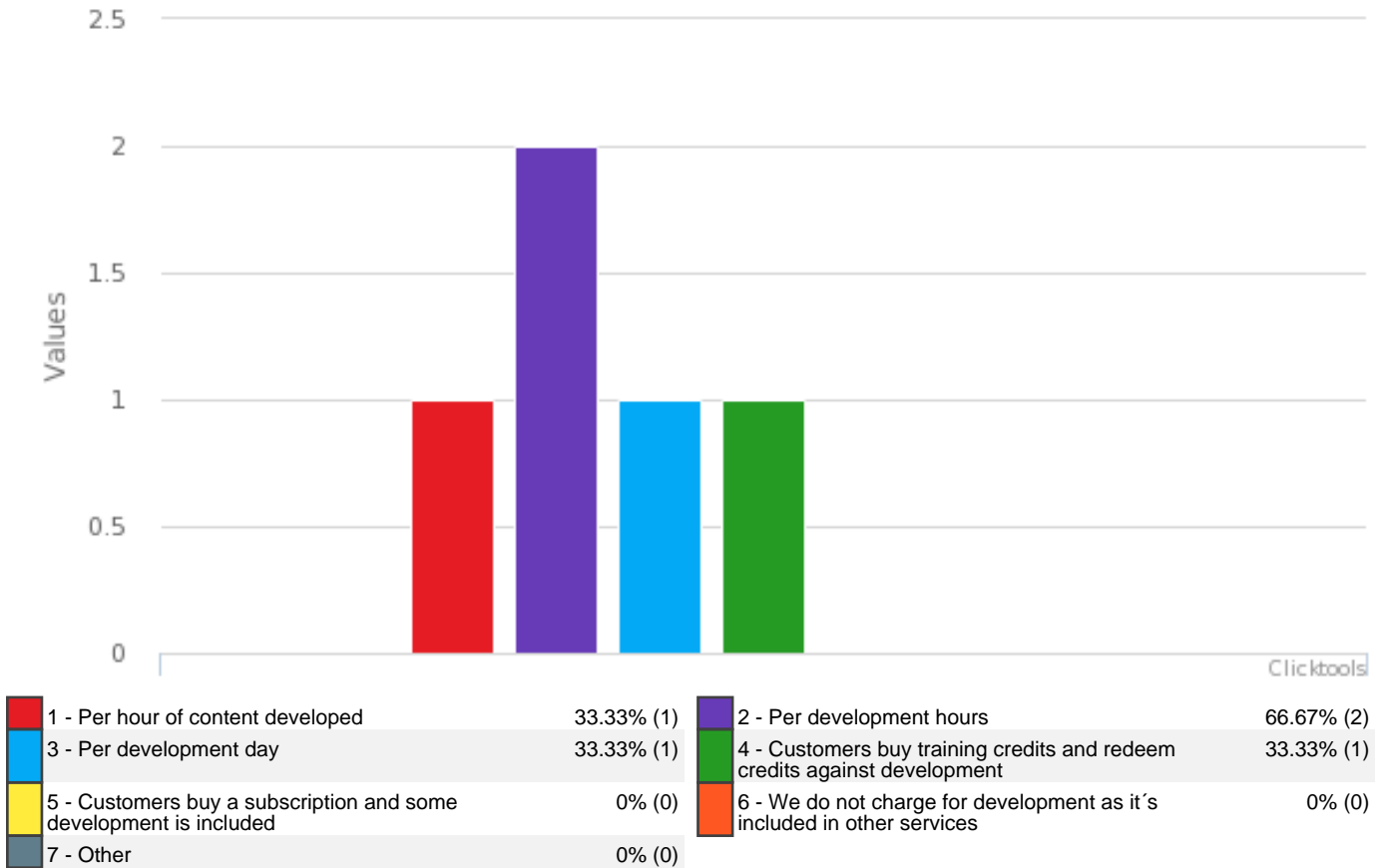
■ 1 - Yes 42.86% (3)
 ■ 2 - No 57.14% (4)

Mean: 1.57

Clicktools

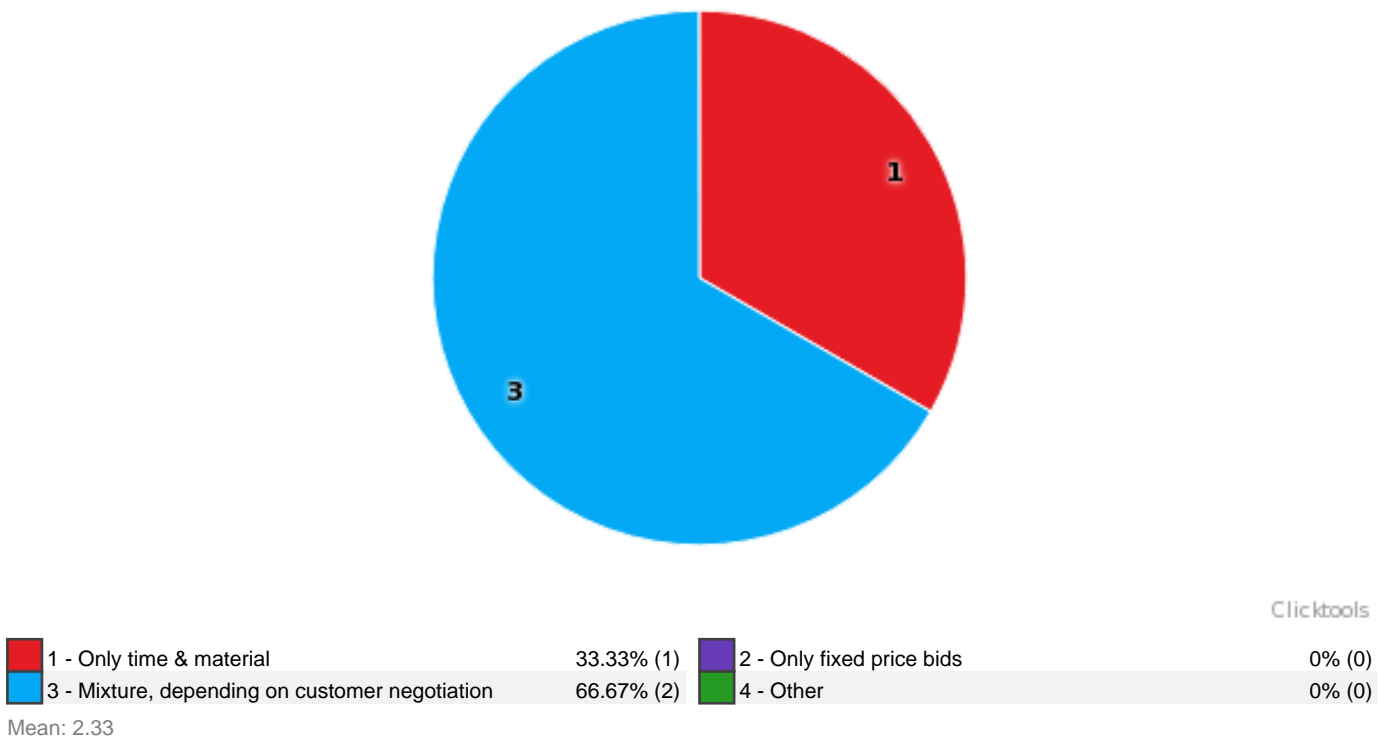
Response: 7

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



Response: 3

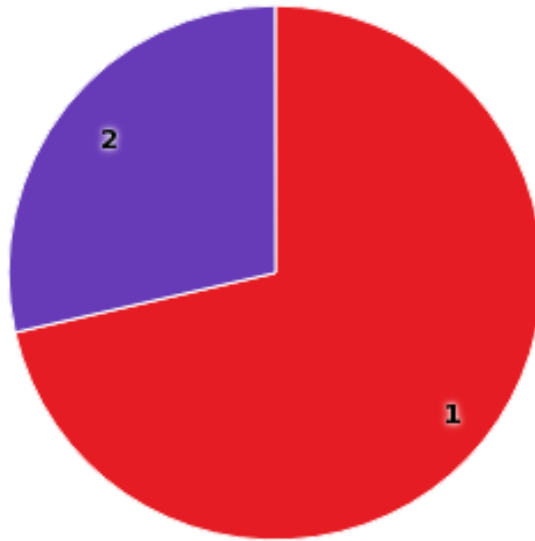
75. How do you quote for development work?



Mean: 2.33

Response: 3

76. Do you offer services to customize existing courses?



1 - Yes

71.43% (5) 2 - No

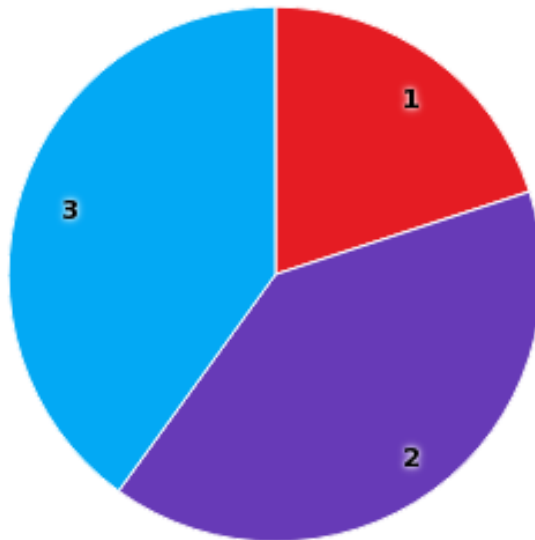
Clicktools

28.57% (2)

Mean: 1.29

Response: 7

77. When do you start to charge for customization?



1 - Never charge

20% (1)

2 - Strictly for any customization

40% (2)

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

40% (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

0% (0)

Mean: 2.2

Response: 5

Clicktools