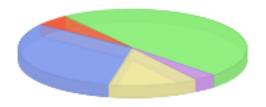


#### **DBR Virtual Classroom March-May 2009**

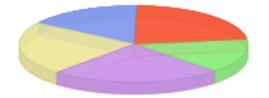
#### Which of the following best describes your company's business?



| 🔲 1 - Software            | 47.62% (30) 📕 2 - Hardware              | 4.76% (3) |
|---------------------------|---|-----------|
| 3 - Software and Hardware | 31.75% (20) 🔲 4 - Software as a Service | 12.7% (8) |
| 5 - Other                 | 3.17% (2)                               |           |

Mean: 2.19 Response: 63

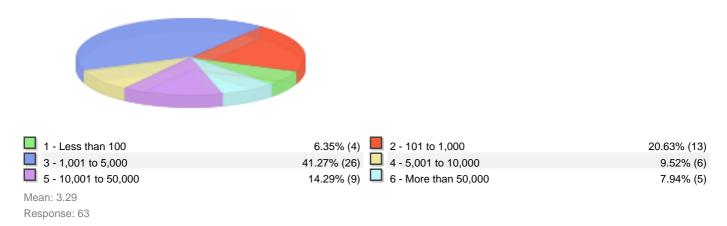
#### What was your company's annual revenue in 2008, or most recent fiscal year?



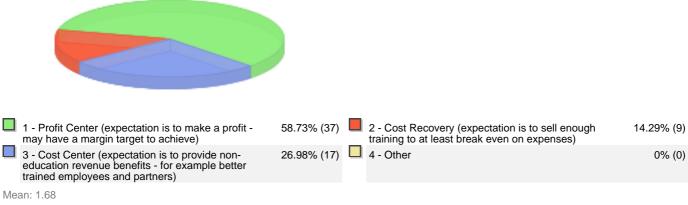
| 1 - \$100M or less          | 14.52% (9) 📕 2 - Between \$101M and \$500M          | 22.58% (14) |
|-----------------------------|---|-------------|
| 3 - Between \$501M and \$1B | 16.13% (10) 🛛 4 - More than \$1B and less than \$3B | 22.58% (14) |
| 5 - \$3B or more            | 24.19% (15)   |             |
| Mean: 3.19                  |   |             |

Response: 62

#### How many full-time employees does your company have?



#### Which of the following best describes your training organization's primary business model?



Response: 63

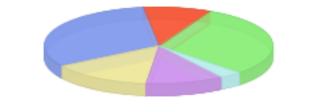
#### What were your training organization's annual revenues in 2008, or most recent fiscal year?



| 1 - Zero (cost center)        | 18.33% (11) 📕 2 - Less than \$500K           | 15% (9)     |
|-------------------------------|--|-------------|
| 3 - \$500K but less than \$1M | 8.33% (5) 📃 4 - \$1M but less than \$3M      | 10% (6)     |
| 5 - \$3M but less than \$5M   | 3.33% (2) 📃 6 - \$5M but less than \$10M     | 16.67% (10) |
| 7 - \$10M but less than \$50M | 21.67% (13) 🔲 8 - \$50M but less than \$100M | 5% (3)      |
| 9 - \$100M or more            | 1.67% (1)                                    |             |
| Mean: 4.37                    |  |             |

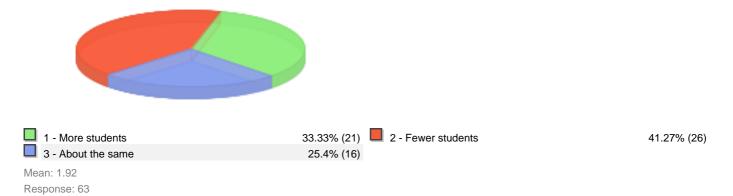
Response: 60

#### What was your training organization's headcount in 2008, or most recent fiscal year?

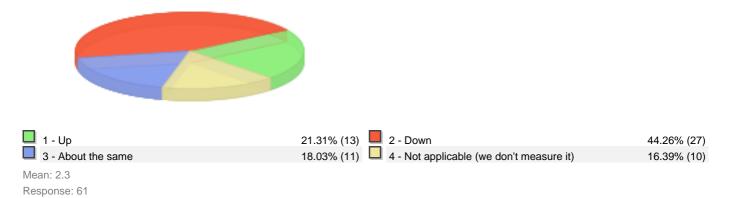


| 1 - Less than 10 | 30.16% (19) 📕 2 - 11-20        | 9.52% (6)  |
|------------------|--------------------------------|------------|
| <b>3</b> - 21-50 | 31.75% (20) 📃 4 - 51-100       | 14.29% (9) |
| 5 - 101-500      | 11.11% (7) 🔲 6 - More than 500 | 3.17% (2)  |
| Mean: 2.76       |                                |            |
| Response: 63     |                                |            |

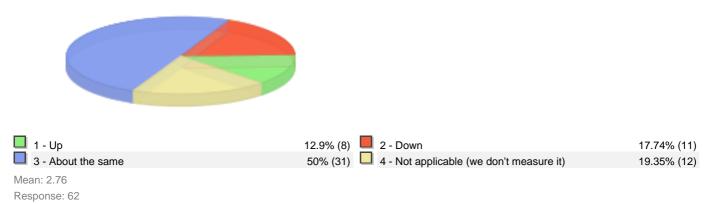
#### Comparing this financial year to the last, your training organization is training:



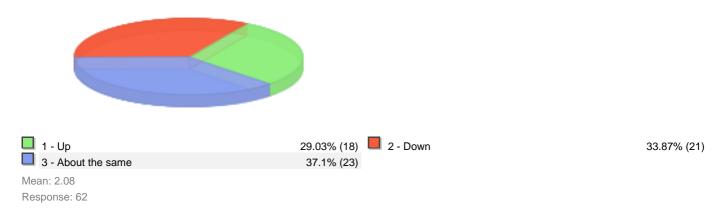
#### Comparing this financial year to the last, your training organization revenue is:



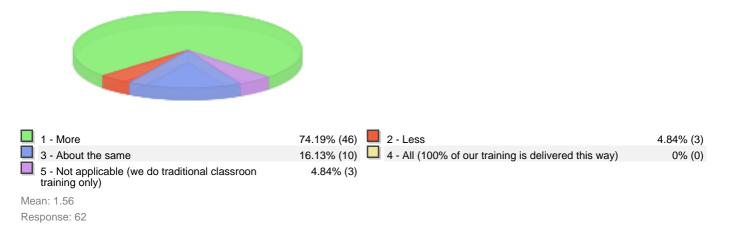
#### Comparing this financial year to the last, your training organization margin is:



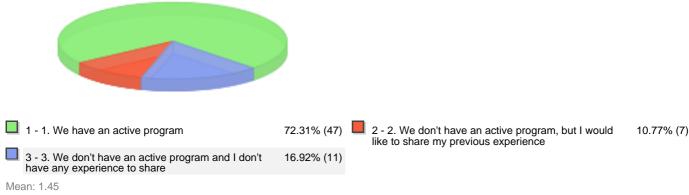
#### Comparing this financial year to the last, your training headcount (full-time direct employees only) is:



Comparing this financial year to the last, how much non-traditional training (CBT, online, virtual classroom, self-directed, and so on) are you delivering?

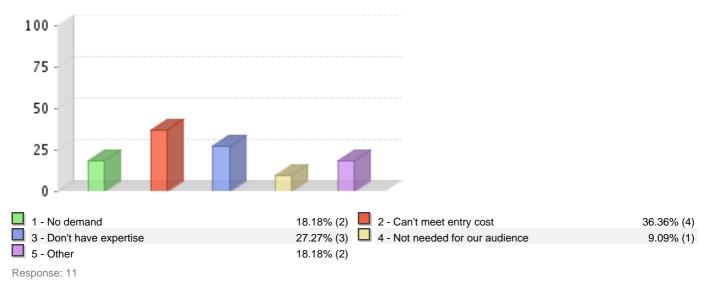


#### What (if any) experience do you have with Virtual Classroom Programs?



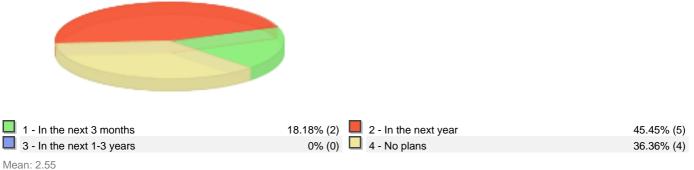
Response: 65

#### What are the inhibitors?



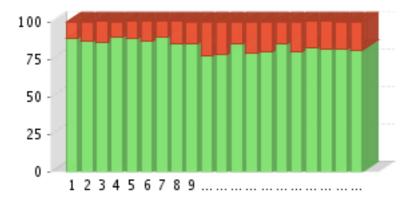
www.clicktools.com

#### Do you plan to offer Virtual Classroom training:



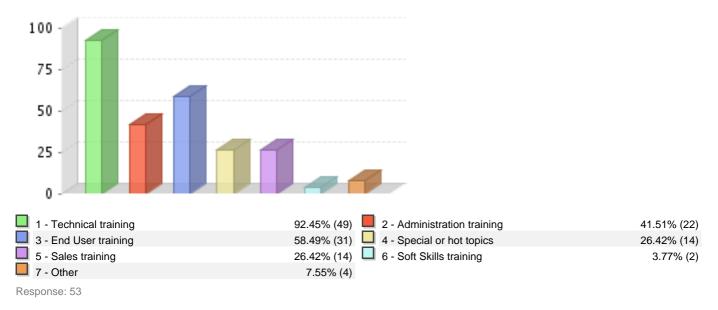
Response: 11

Please specifiy the target audiences for your virtual classrom training. Choose all that apply. In the righthand column, specify whether virtual delivery is the primary method of delivery for that audience.

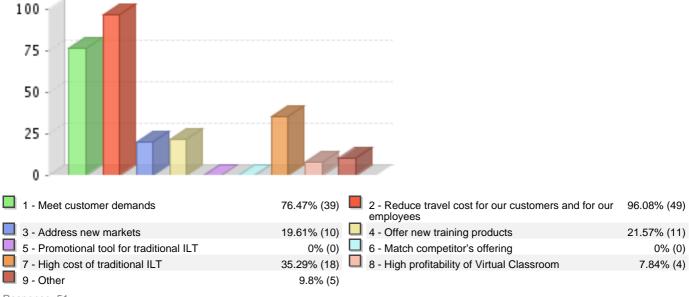


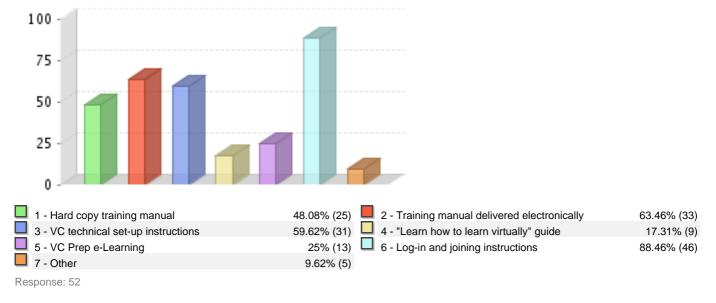
|    |  | Audience    | Primary method? |
|----|--|-------------|-----------------|
| 1  | Customers - End-Users                      | 89.13% (41) | 10.87% (5)      |
| 2  | Customers - Business Users                 | 86.84% (33) | 13.16% (5)      |
| 3  | Customers - Super Users                    | 86.49% (32) | 13.51% (5)      |
| 4  | Customers - Decision Makers                | 90% (18)    | 10% (2)         |
| 5  | Customers - Support Staff                  | 88.57% (31) | 11.43% (4)      |
| 6  | Customers - Technical Staff                | 86.67% (39) | 13.33% (6)      |
| 7  | Customers - Project Staff                  | 89.47% (34) | 10.53% (4)      |
| 8  | Customers - Senior Management              | 85.71% (12) | 14.29% (2)      |
| 9  | Partners - Consultants                     | 85.29% (29) | 14.71% (5)      |
| 10 | Partners - Consultant Managers             | 77.27% (17) | 22.73% (5)      |
| 11 | Partners - Practice<br>Managers/Principals | 78.26% (18) | 21.74% (5)      |
| 12 | Partners - Developers                      | 85.19% (23) | 14.81% (4)      |
| 13 | Partners - Technical Administrators        | 78.79% (26) | 21.21% (7)      |
| 14 | Partners - Support Staff                   | 80% (24)    | 20% (6)         |
| 15 | Partners - Implementation Specialists      | 85.29% (29) | 14.71% (5)      |
| 16 | Employees - Sales Staff                    | 80% (24)    | 20% (6)         |
| 17 | Employees - Consulting Staff               | 82.93% (34) | 17.07% (7)      |
| 18 | Employees - Marketing Staff                | 81.82% (18) | 18.18% (4)      |
| 19 | Employees - Support Staff                  | 81.4% (35)  | 18.6% (8)       |
| 20 | Employees - Management                     | 80.95% (17) | 19.05% (4)      |

### What kind of topics do you train in Virtual Classroom?



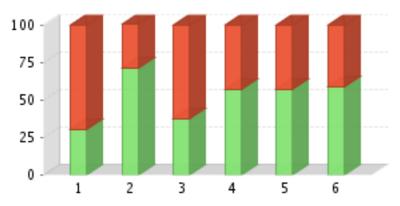
#### What are your primary business objectives for using Virtual Classroom?





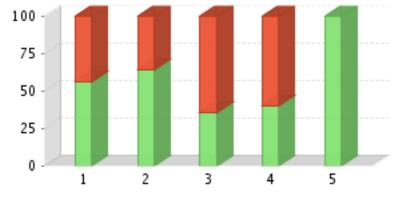
#### What kind of Virtual Classroom participant information do you provide?





|                             | Virtual Classroom | Traditional ILT | Mean |
|-----------------------------|-------------------|-----------------|------|
| 1 2 weeks prior to class    | 30.43% (7)        | 69.57% (16)     | 1.7  |
| 2 1 week prior to class     | 71.43% (10)       | 28.57% (4)      | 1.29 |
| 3 3-5 days prior to class   | 37.5% (3)         | 62.5% (5)       | 1.62 |
| 4 1-3 days prior to clss    | 57.14% (12)       | 42.86% (9)      | 1.43 |
| 5 Up to 1 hour before class | 57.14% (4)        | 42.86% (3)      | 1.43 |
| 6 No cut-off                | 58.33% (7)        | 41.67% (5)      | 1.42 |
|                             |                   |                 |      |

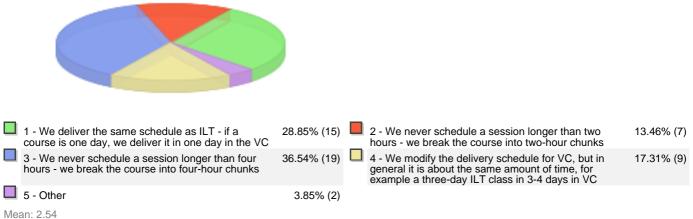
#### What is your average class size for both VC and traditional ILT?



|                | Virtual Classroom | Traditional ILT | Mean |
|----------------|-------------------|-----------------|------|
| 1 1-5          | 55.56% (5)        | 44.44% (4)      | 1.44 |
| 2 6-10         | 63.89% (23)       | 36.11% (13)     | 1.36 |
| 3 11-15        | 35.71% (10)       | 64.29% (18)     | 1.64 |
| 4 16-20        | 40% (4)           | 60% (6)         | 1.6  |
| 5 More than 20 | 100% (1)          | 0% (0)          | 1    |

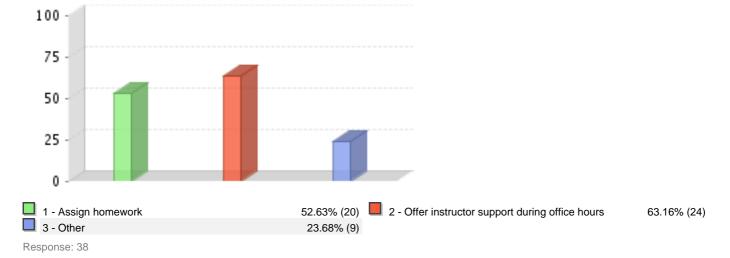
Response: 51

#### How do you split up your delivery times for VC?

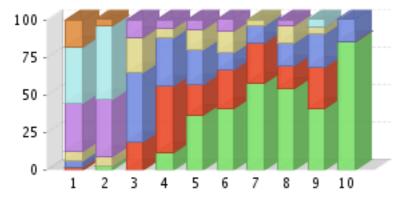


```
Response: 52
```

If the course is multiple days or is offered over several weeks, what do you do differently from traditional ILT to support your students?



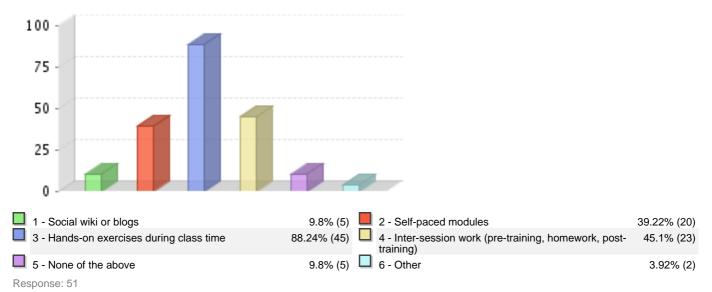
#### How would you typically divide a VC course during its delivery?



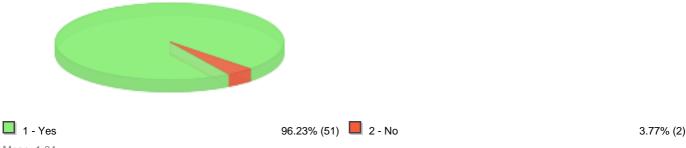
|    |                                 | None           | 1%-5%          | 6%-10%         | 11%-20%        | 21%-30%        | 31%-50%        | More than<br>50% | Mean |
|----|---------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|------|
| 1  | Presentation                    | 0% (0)         | 2% (1)         | 4% (2)         | 6% (3)         | 32% (16)       | 38% (19)       | 18% (9)          | 5.54 |
| 2  | System/Lab Participant Hands-on | 2.22% (1)      | 0% (0)         | 0% (0)         | 6.67% (3)      | 37.78%<br>(17) | 48.89%<br>(22) | 4.44% (2)        | 5.42 |
| 3  | Questions & Answers             | 0% (0)         | 18.6% (8)      | 46.51%<br>(20) | 23.26%<br>(10) | 11.63% (5)     | 0% (0)         | 0% (0)           | 3.28 |
| 4  | Quizzes                         | 11.76% (4)     | 44.12%<br>(15) | 32.35%<br>(11) | 5.88% (2)      | 5.88% (2)      | 0% (0)         | 0% (0)           | 2.5  |
| 5  | Self-study                      | 36.67%<br>(11) | 20% (6)        | 23.33% (7)     | 13.33% (4)     | 6.67% (2)      | 0% (0)         | 0% (0)           | 2.33 |
| 6  | Group Exercises                 | 40.74%<br>(11) | 25.93% (7)     | 11.11% (3)     | 14.81% (4)     | 7.41% (2)      | 0% (0)         | 0% (0)           | 2.22 |
| 7  | Panel Discussions               | 57.69%<br>(15) | 26.92% (7)     | 11.54% (3)     | 3.85% (1)      | 0% (0)         | 0% (0)         | 0% (0)           | 1.62 |
| 8  | Break-out sessions              | 53.85%<br>(14) | 15.38% (4)     | 15.38% (4)     | 11.54% (3)     | 3.85% (1)      | 0% (0)         | 0% (0)           | 1.96 |
| 9  | E-Learning                      | 40.91% (9)     | 27.27% (6)     | 22.73% (5)     | 4.55% (1)      | 0% (0)         | 4.55% (1)      | 0% (0)           | 2.09 |
| 10 | Other                           | 85.71% (6)     | 0% (0)         | 14.29% (1)     | 0% (0)         | 0% (0)         | 0% (0)         | 0% (0)           | 1.29 |
| D  | 50                              |                |                |                |                |                |                |                  |      |

Response: 50

#### What elements of blended learning do your VC courses have?

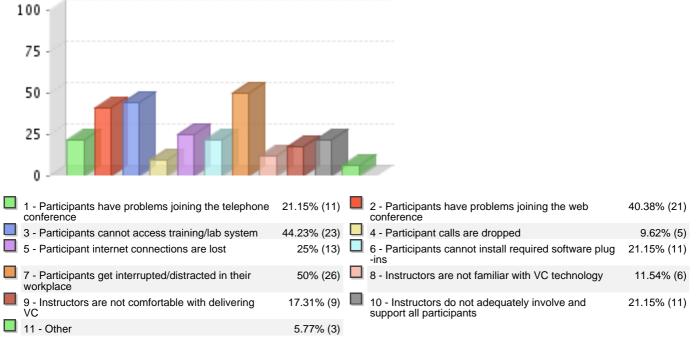


#### Can participants join from multiple countries?



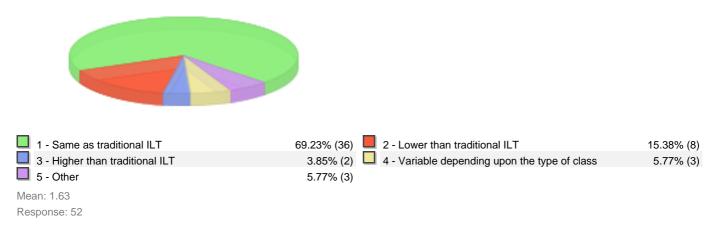
Mean: 1.04 Response: 53

#### What are the most common issues or difficulties experienced during VC sessions?

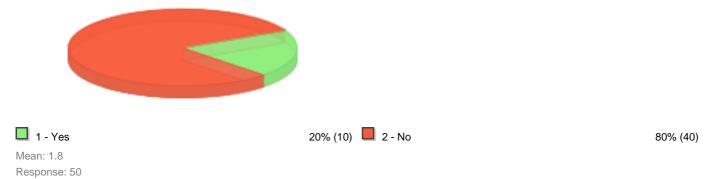


Response: 52

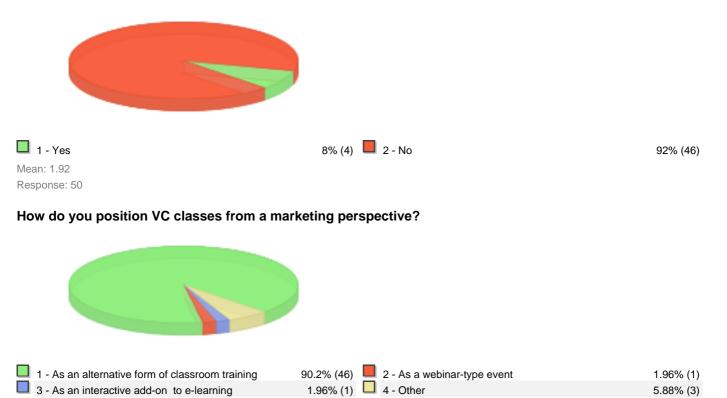
#### Historically, what has your VC pricing been:



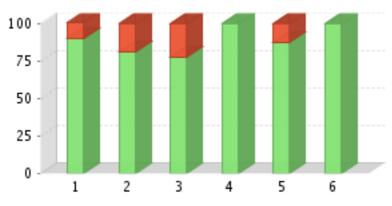
#### Have you encountered any customer push-back on the price specific to VC?



#### Traditionally, have you had to discount VC Classes more heavily than other forms of training?

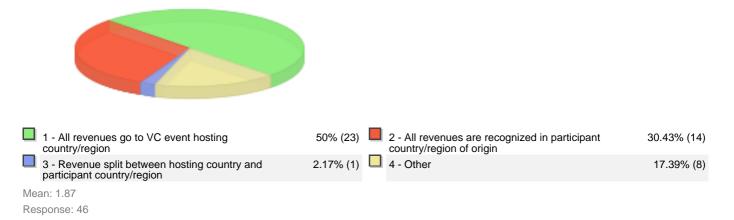


Mean: 1.24 Response: 51 What are the key elements of your Virtual Classroom marketing and sales? Check all that apply. In the right-hand column, check those only that are used for VC but NOT used for traditional ILT.

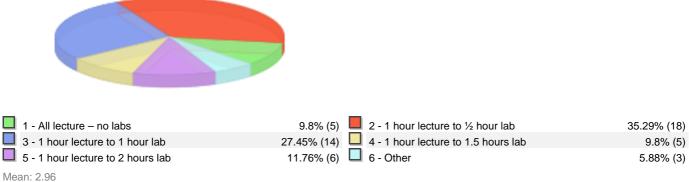


|    |  | Virtual Classroom | Not for ILT |
|----|--|-------------------|-------------|
| 1  | Internal communication and marketing   | 89.47% (34)       | 10.53% (4)  |
| 2  | Specific VC marketing awareness  | 80.95% (34)       | 19.05% (8)  |
| 3  | Promotional activity for VC classes<br>that is different from other marketing<br>campaigns or programs | 77.27% (17)       | 22.73% (5)  |
| 4  | A separate sales channel that focuses only on VC   | 100% (2)          | 0% (0)      |
| 5  | A quota, spiff or commission structure<br>that encourages or requires VC<br>activity                   | 87.5% (7)         | 12.5% (1)   |
| 6  | Other  | 100% (4)          | 0% (0)      |
| Re | sponse: 43   |                   |             |

#### How do you internally recognize revenues generated from VC classes:

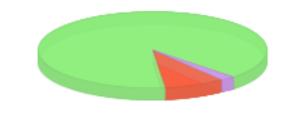


#### What is the ratio of lecture to lab for the virtual classes you deliver?



Response: 51

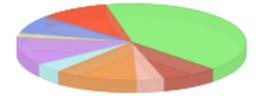
## If your virtual class is offered over several days, is it confined to one week or do you go over multiple weeks?



| 1 - Consecutive days within one week     | 89.36% (42) | 2 - Consecutive days over multiple weeks     | 8.51% (4) |
|--|-------------|--|-----------|
| 3 - Non-consecutive days within one week | 0% (0)      | 4 - Non-consecutive days over multiple weeks | 0% (0)    |
| 5 - Other                                | 2.13% (1)   |  |           |
| Mean: 1.17                               |             |  |           |

Response: 47

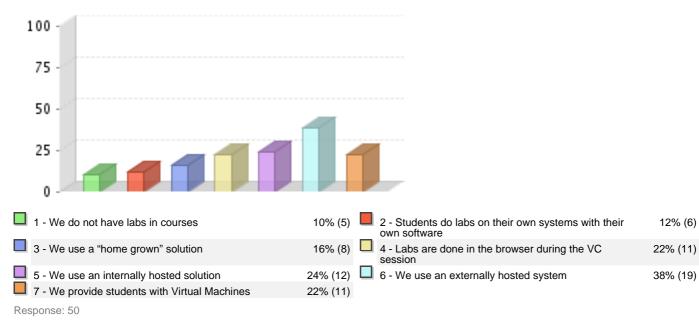
#### What provider/application do you use to deliver the classroom environment and presentation material?



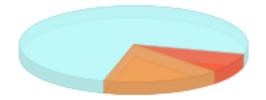
| 1 - WebEx's Training Center | 41.18% (21) 📕 2 - Adobe Connect | 9.8% (5)  |
|-----------------------------|---------------------------------|-----------|
| 3 - Centra                  | 7.84% (4) 📃 4 - Elluminate      | 1.96% (1) |
| 5 - Interwise/AT&T Connect  | 11.76% (6) 📃 6 - GoToMeeting    | 3.92% (2) |
| 7 - Microsoft Live Meeting  | 11.76% (6) 📃 8 - iLinc          | 3.92% (2) |
| 9 - Other                   | 7.84% (4)                       |           |
| Mean: 3.59                  |                                 |           |

Mean: 3.59 Response: 51

#### Do you offer virtual labs?



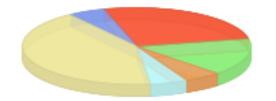
#### Which provider do you use for internally hosted:



| 🔲 1 - Hatsize            |            | 2 - Surgient                              | 8.33% (1) |
|--------------------------|------------|---|-----------|
| 🧕 3 - Toolwire           | 0% (0)     | 4 - ReadyTech                             | 0% (0)    |
| 🧕 5 - Skytap Virtual Lab | 0% (0)     | 6 - We have built our own lab environment | 75% (9)   |
| 📕 7 - Other              | 16.67% (2) |   |           |
| Mean: 5.83               |            |   |           |

Response: 12

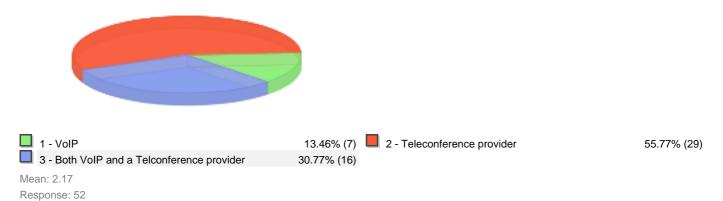
#### Which provider do you use for externally hosted:



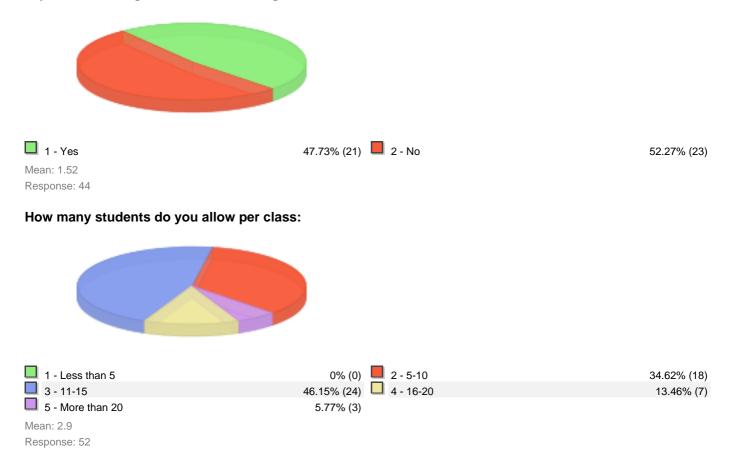
| 1 - Hatsize              | 15.79% (3) 💻 2 - Surgient                     | 26.32% (5)       |
|--------------------------|---|------------------|
| 🧕 3 - Toolwire           | 5.26% (1) 📃 4 - ReadyTech                     | 42.11% (8)       |
| 🧕 5 - Skytap Virtual Lab | 0% (0) 🔲 6 - We have built our own lab enviro | onment 5.26% (1) |
| 7 - Other                | 5.26% (1)                                     |                  |
| 14 0.04                  |   |                  |

Mean: 3.21 Response: 19

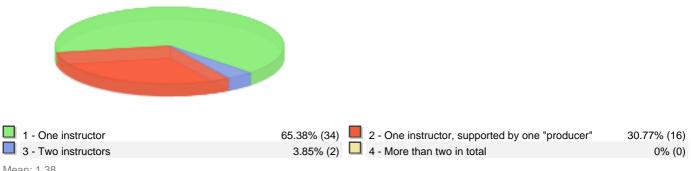
#### What voice solution do you use:



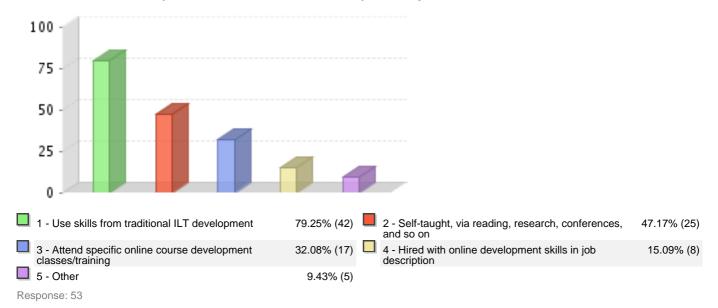
#### Is your voice integrated wth the meeting room environment:



#### How many instructors/leaders do you use per class?

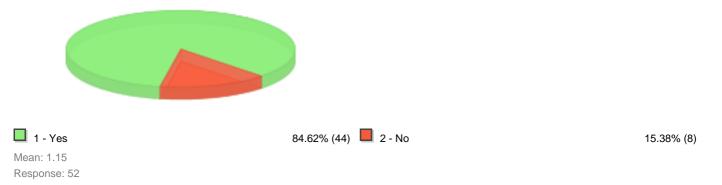


Mean: 1.38 Response: 52

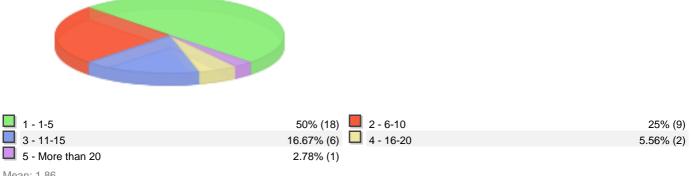


#### How are course developers trained to create content specifically for virtual classes:

#### Do you repurpose content from existing traditional ILT courses?

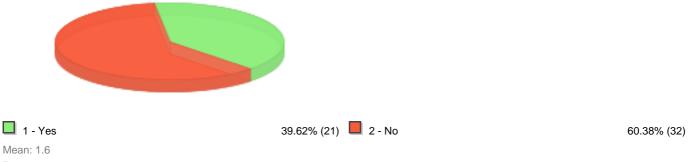


#### How many hours of development does it take to modify one hour of content from traditional ILT to VC:



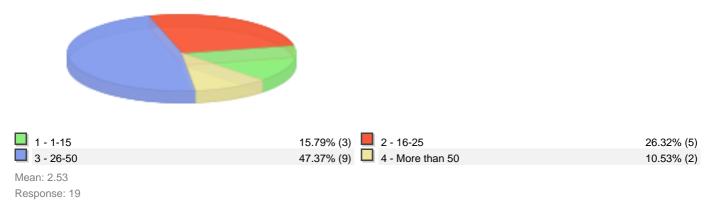
Mean: 1.86 Response: 36

#### Do you create content from scratch for VC courses?

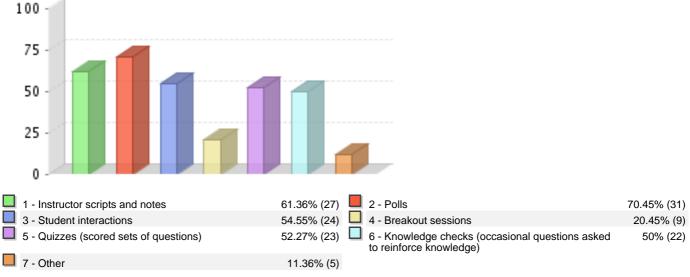


Mean: 1.6 Response: 53

How many hours of development does it take to create one hour of content when starting from scratch (not modifying a traditional ILT course):

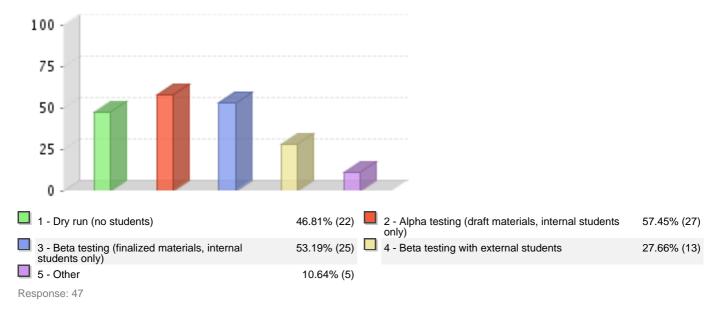


#### What elements do you add to the course when modifying traditional ILT for the VC environment:

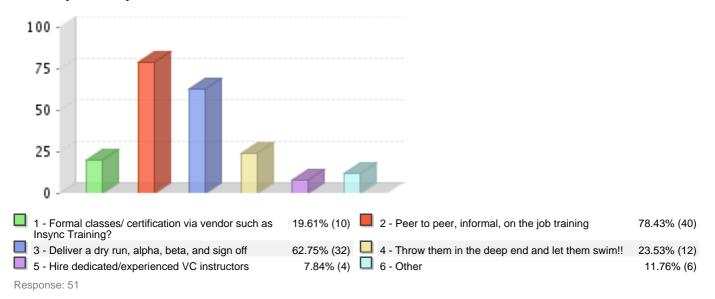


Response: 44

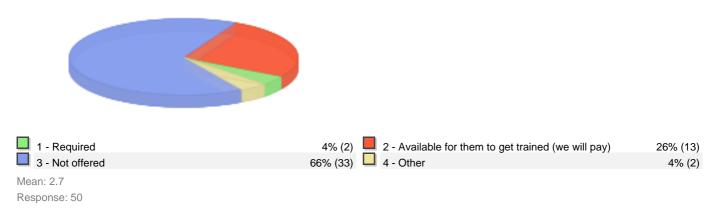
#### What cycles of testing do you conduct before a course goes live:



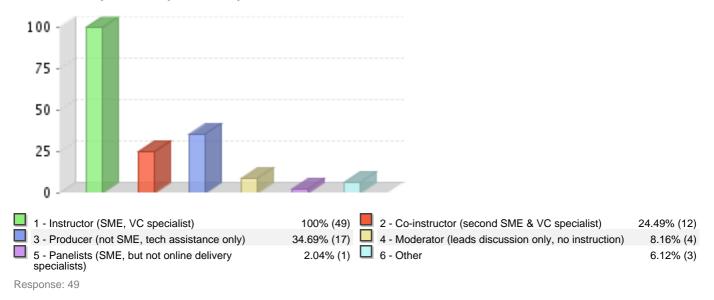
#### How do you train your instructors:



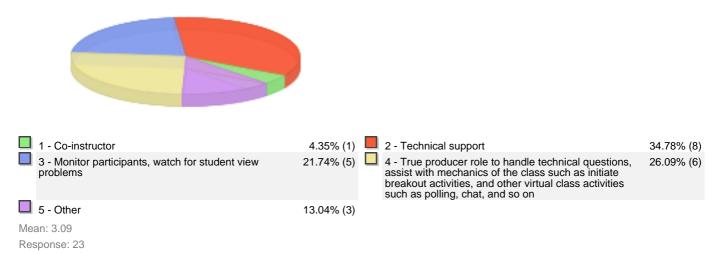
### Do you require or make opportunity for your instructors to receive a certification in online/synchronous instruction:



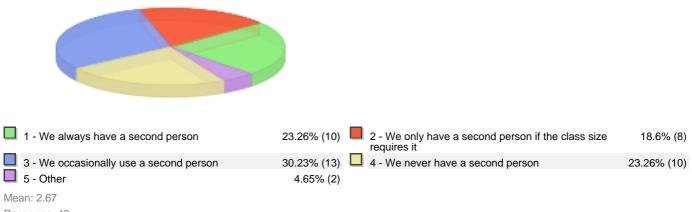
#### Which delivery roles do you use in your virtual classes:



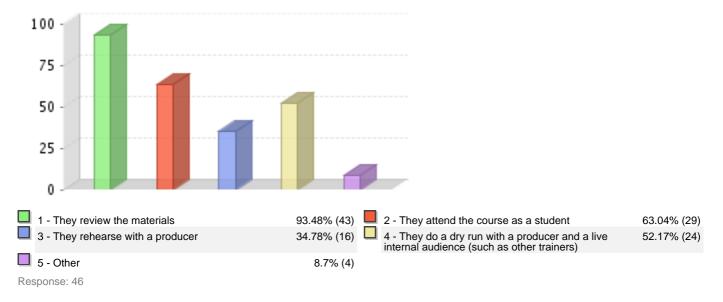
#### If you use producers, how would you define their role:



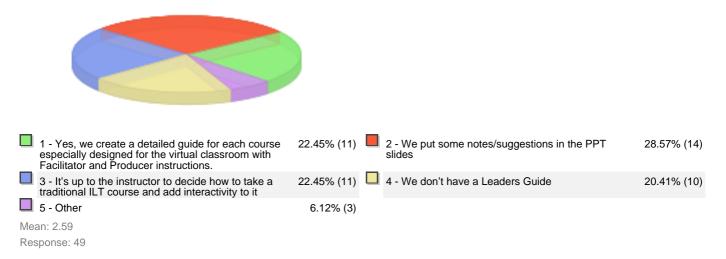
Do you require a second person (co-instructor, producer, moderator)? Select the most appropriate statement.



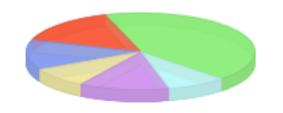
#### How does a trained VC instructor prepare to teach a course:



#### Do you provide your instructors with a Facilitator Guide:

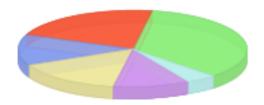


# Taking 2008 or your most recent fiscal year, what percentage of your total course offerings is offered as virtual classes?



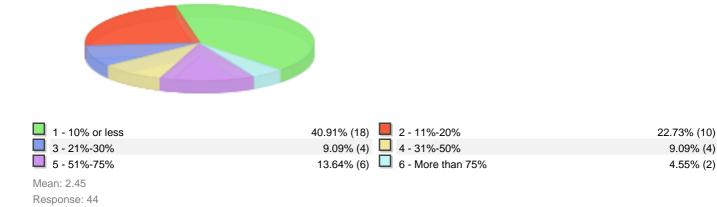
| 🔲 1 - 10% or less  | 42.55% (20) 💻 2 - 11%-20%      | 14.89% (7) |
|--------------------|--------------------------------|------------|
| <b>3</b> - 21%-30% | 12.77% (6) 📃 4 - 31%-50%       | 8.51% (4)  |
| 5 - 51%-75%        | 12.77% (6) 🔲 6 - More than 75% | 8.51% (4)  |
| Moon: 2.6          |                                |            |

Mean: 2.6 Response: 47 Taking 2008 or your most recent fiscal year, what percentage of your total resources is involved in the development and delivery of virtual classes?

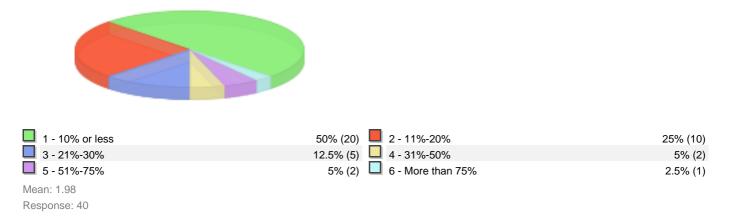


| <ul> <li>1 - 10% or less</li> <li>3 - 21%-30%</li> <li>5 - 51%-75%</li> </ul> | 34.78% (16)<br>13.04% (6)<br>10.87% (5)<br>2 - 11%-20%<br>4 - 31%-50%<br>6 - More than 75% | 21.74% (10)<br>15.22% (7)<br>4.35% (2) |
|---|--|--|
| Mean: 2.59  |  |  |
| Response: 46  |  |  |

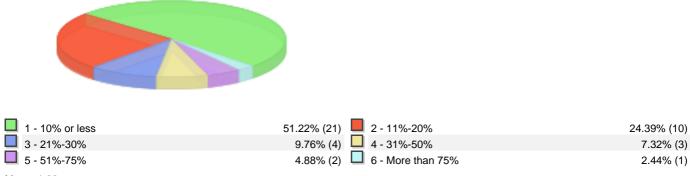
#### Taking 2008 or your most recent fiscal year, what percentage of your total students attended virtual classes?



# Taking 2008 or your most recent fiscal year, what percentage of your total training revenue resulted from virtual classes?



Taking 2008 or your most recent fiscal year, what percentage of your total training contribution (or profit) resulted from virtual classes?



Mean: 1.98 Response: 41

Generated using **clicktools** on Thursday May 14 2009 04:26:47