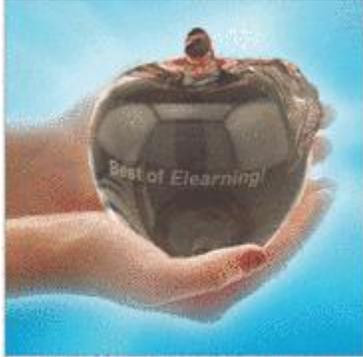


# 5th Annual Best of Elearning! Awards Go to Five Multiple Winners (Dec 09)

**Best-in-class solutions are named by readers for the fifth year**

12/27/09 11:08 PM



Five companies boasted multiple winners in the fifth annual “Best of *Elearning!*” awards, which were chosen by the magazine’s readers via an open-ended, online ballot.

Learn.com, SkillSoft, Cisco, Articulate and OutStart were so honored.

This year, the magazine received 1,755 nominations — almost 200 percent more than last year. Not coincidentally, there were a number of new brands nominated and new winners.

Four companies have appeared among the “Best of Elearning!” winners (in the same category) for all five years of the competition: Learn.com, GeoLearning, SkillSoft and Cisco WebEx. In addition, three more companies have appeared all four years in which a competition was held in their categories: Adobe, Articulate and Trivantis.

Here are 2009’s “Best of Elearning!” honorees:

## **BEST ENTERPRISE LMS**

Category Winner: Learn.com LearnCenter

Awards of Excellence: Blackboard Learning Suite, GeoMetrix TrainingPartner, Meridian KSI Global LMS, SumTotal Systems TotalLMS

“We are extremely honored to be awarded the distinction of both best learning management system and best talent management system,” says Jim Riley, Learn.com’s president and CEO. “We believe that learning management is the core foundation of any talent management initiative and we have built our solution to be a solid platform for the rapidly evolving needs of our clients. This recognition proves that our strategy has paid off. We still offer the only cloud-based learning and talent management platform with the power and flexibility to serve multiple markets without customization.”

What Voters Said:

>> “LearnCenter is unparalleled in speed to deploy and ease of configuration.”

>> “It’s an amazing product with equally outstanding customer service.”

>> “It has the ability to create whatever the client needs, so it’s not just an out of- the-box product.”

>> “It provides extraordinary flexibility, all in one platform.”

#### Product Description:

The LearnCenter platform manages the entire pre-hire to retire lifecycle by creating a cost effective, high quality training, development and measurement environment designed to empower users with visibility into and control of their career planning while providing management with real-time business intelligence. Learning Management, Performance Management, Content Management, Online Authoring, Succession Planning, Collaboration, E-commerce, Portal Authoring and more are included within one solution, with one interface and one partner.

### **BEST ENTERPRISE LCMS**

Category Winner: OutStart LCMS

Award of Excellence: Xyleme  
(NetDimensions) ECP

"I'm flabbergasted and so appreciative of our customers who took the time to vote," says OutStart CEO Massood Zarrabian. "This could be the defining moment for us to have a place in the sun. Our employees have worked very hard for very long — it's a culmination of nine years of hard work.

"Our LCMS is an end-to-end solution that is very flexible, and you don't have to re-engineer or change your business process. Companies and users embrace it because productivity keeps going up."

#### What Voters Said:

>> "OutStart provides highly personalized delivery of content to each student, which makes e-learning more effective."

>> "It has global capabilities, flexible tools and a true partnering focus."

>> "OutStart's LCMS provides powerful workflow features that streamline the content creation process by providing Subject Matter Experts, Reviewers and Approvers with tools for editing and giving feedback."

>> "The solution offers excellent collaborative content development and online review process, plus it's SCORM- and AICC-compliant."

>> "The OutStart LCMS makes workflow easier."

#### Product Description:

OutStart LCMS is the leading learning content management system (LCMS) for automating the development, management, maintenance and delivery of modular training — including online, instructor guides, mobile, assessments and the ability to deliver training in different languages. OutStart LCMS fulfills the learning needs of any organization with the ability to meet growing and changing requirements over time.

### **BEST TALENT MANAGEMENT SYSTEM**

Category Winner: Learn.com LearnCenter X

Awards of Excellence: Cornerstone  
OnDemandTalentManagement, Saba  
Talent Suite, Success Factors SF Enterprise

#### What Voters Said:

>> "LearnCenter X is easy to work with and navigate. It's feature-rich with great reporting capabilities."

>> "Its core on-demand product empowers clients to automate their employee, partner and client development and training programs, as well as their employee talent management processes."

>> "It's flexible, adaptable, customizable, consistent and secure."

>> "LearnCenter X provides ADA/508 compliance — which is a key factor for government agencies, universities and larger companies — to

ensure that Web services can support people with disabilities.”

>> “It includes all learning, training and employee development capabilities in one integrated solution.”

#### Product Description:

The LearnCenter platform manages the entire pre-hire to retire lifecycle by creating a cost effective, high quality training, development and measurement environment designed to empower users with visibility into and control of their career planning while providing management with real-time business intelligence. Learning Management, Performance Management, Content Management, Online Authoring, Succession Planning, Collaboration, E-commerce, Portal Authoring and more are included within one solution, with one interface and one partner.

### **BEST LMS SAAS**

Category Winner: GeoLearning GeoMaestro

Awards of Excellence: NetDimensions

EKP, eCornell Enterprise, Moodle

“This is a great honor — again,” says Frank Russell, president and CEO of GeoLearning. “We’ve always been a SaaS company, so we’ve known how critical the software component of SaaS is, and we also recognize that there’s a service component.

“We saw the benefit of SaaS platform early on and have stayed true to our roots. No one else can say that. We’re also still a learning company at heart rather than a talent management provider. Finally, we’re big proponents of the ‘extended enterprise,’ which includes customers, channel partners and contract workers.”

#### What Voters Said:

>> “This system is the best SaaS model that we considered because of its ease of use and flexibility. I also like the partnerships that GEO has to add to their base model. This way we aren’t tied into a bunch of services that we won’t need, but we can add them later if needed.”

>> “GeoMaestro’s flexibility and navigation have given my company the ability to provide learning opportunities to a variety of our staff. We have been able to use the system to reach a great number of staff and to reduce both out of production cost and documentation time.”

>> “Instead of just another vendor, we’ve found GeoLearning to be an important partner in helping us achieve our training initiatives.”

#### Product Description:

The GeoMaestro suite of Web-based tools centralizes and automates the entire performance and learning management process. Assess organizational and individual competencies, deficiencies and training needs using a variety of powerful tools, including online testing and survey instruments, talent development and performance management tools. Deliver required training initiatives to address identified performance and learning needs using the most appropriate method (e-learning, classroom, self-study, Webcast, mentoring, blended, etc.). Measure learning effectiveness, impact on productivity, business results and return on investment.

### **BEST SOCIAL LEARNING TOOL**

Category Winner: Atlassian Confluence

Awards of Excellence: Facebook, Ning

#### What Voters Said:

>> “It can be done from an IT enterprise system.”

>> “It provides excellent integration with LMS.”

#### Product Description:

Confluence is a simple, powerful wiki that lets you create and share pages, documents and rich content with your team. If you're looking for a better way to collaborate, Confluence has the essential enterprise features for your organization. With Confluence, you discover and add dozens of macros, share your status and build your network.

### **BEST IT CONTENT**

Category Winner: SkillSoft SkillChoice IT

Awards of Excellence: Learn.com Learn2 IT Library, Element K Computer Pro Library

"We're excited to be winners again," says Julie Ogilvie, vice president of corporate marketing for SkillSoft. "We're proud, because our customers and prospects really look to *Elearning!* as an authority in the space. Whenever we get any accolades, we're excited to start telling the world."

"Overall, SkillSoft has 3,000 customers and 10 million end-users. About half our customers take advantage of the IT courseware, which includes our entire professional IT skills library and courses on project management. We invest \$40 million to \$50 million per year in research and development, so titles are very current."

#### What Voters Said:

>> "It has simply the best breadth of content, plus the access to live mentoring during certification paths."

>> "With SkillChoice IT, there is something for everyone in Desktop."

#### Product Description:

SkillChoice IT includes several thousand hours of course instruction and simulated practice in software development, operating systems, server technologies, network technologies, enterprise database systems, Web design and project effectiveness. Thousands of online books are available in the IT Pro Collection from Books24x7. Also featured are online mentoring for leading IT certification exams; practice certification exams for IT certifications exams; Express Guide manuals; and an optional SkillPort platform and hosting service.

### **BEST SOFT SKILLS TRAINING**

Category Winner: SkillSoft SkillChoice Business

Awards of Excellence: TriWest

Healthcare Alliance Military Culture

Training, Mindleaders Business &

Professional Skills Library, Learn.com Learn2 Managing to Excel

"This kind of award is very important to us, because it gives credit to people who are most important to us—our customers—and we thank them very much for honoring us this way," notes Ogilvie. "We have surveys and events to solicit our customers' feedback, and over the past three years, we've been number one in customer loyalty."

"SkillChoice Business includes 800 business skill courses. Business Pro includes more than 5,000 books, and 130 of the courses have SkillSims. We've done a lot in the last few years to make our products make more interactive and engaging. They appeal to great range of employees."

#### What Voters Said:

>> "There are a wide range of courses for all of our competency training."

>> "It offers simply the breadth of content we need."

Product Description:

SkillChoice Business offers thousands of hours of instructional content in professional effectiveness, management, leadership, project effectiveness, sales and customer-facing skills, finance, HR, administration, business strategy and business operations. The solution includes thousands of online books in the BusinessPro Collection from Books24x7; SkillSim Business Simulations; online mentoring and practice test for project management exam by PMI; blended learning toolkits and more.

## **BEST LEADERSHIP TRAINING**

Category Winner: eCornell Leadership & Strategic Mgmt.

Awards of Excellence: Harvard

Business SP Leading for Results, Ken Blanchard Situational Team Leadership

“It is extremely gratifying to be honored by our enterprise customers and students,” says Chris Proulx, CEO of eCornell. “This open vote enables the users of eCornell’s online training programs and those of our competitors to cast a ballot. It’s an important measure for the products and services in our industry. To be recognized among the top training providers validates that our solutions provide engaging learning for students and bottom-line performance results for our enterprise customers.”

What Voters Said:

“Their method of teaching is very suitable and meets the students at their very point of need. It’s also very applicable to the student.”

“This is a brilliantly structured course. It encourages students to use discussion forums very efficiently and it’s almost like a live class discussion — even with a diversity of time zones in our class.”

“I have learned a lot from eCornell online classes. It’s the best place to take courses, and expert advisors are always available when needed to help with questions and answers.”

Product Description:

As the domestic economy and international markets become more and more interdependent, the demand is increasing for professionals who are able to conduct business with knowledge of various economic, political and cultural nuances. eCornell offers deep, rich curriculum through certificate programs and individual courses authored by Ivy League faculty and subject-matter experts at the top of their fields. It assembles a formidable catalog of options in its business leadership training.

## **BEST PRESENTATION TOOL**

Category Winner: Articulate Presenter

Awards of Excellence: Microsoft

PowerPoint, Sonic Foundry Mediasite

“Articulate is once again delighted to have earned the top spot as the Best Presentation Tool with Articulate Presenter ‘09,” says Mark Schwartz, executive vice president. “We’ve won this category for five consecutive years—since the awards inception in 2005. The ‘Best of Elearning!’ Awards are especially meaningful to us because they are voted on by e-learning practitioners.

“Articulate Presenter has consistently earned critical acclaim because it enables anyone who knows how to use PowerPoint to easily create compelling Flash presentations and e-learning courses.”

What Voters Said:

- >> “It has all the features we need in this one useful product.”
- >> “No other tool converts PowerPoint to online presentations so effectively.”
- >> “It provides us with the ability to design and produce high-quality presentations quickly.”
- >> “It yields professional-looking presentations, because of more templates and a complete line of tools to add multimedia like Flash movies, annotations and narration.”

Product Description:

Articulate Presenter '09 makes it easy for anyone to add interactivity and narration to PowerPoint slides. Just click a button to turn your presentation into a compelling Flash course. You'll enjoy being able to: create Flash content with ease; quickly distribute highly interactive, persuasive materials; help subject-matter experts share their expertise directly; and spread your message everywhere in a format everyone can view. With Articulate Presenter '09, you'll not only look great, you'll have the power to create real change. You'll get attention and inspire learning with easy-to-use features that you won't find in other programs.

## **BEST VIRTUAL CLASSROOM**

Category Winner: CiscoWebEx Training Center  
Awards of Excellence: Adobe Connect  
Pro, iLinc LearnLinc

“We are very excited that voters selected CiscoWebEx Meeting Center as the Best Web Seminar and CiscoWebEx Training Center as the Best Virtual Classroom ‘Best of *Elearning!*’ award again,” says Alex Hadden Boyd, director of product marketing for Cisco’s Collaboration Software Group. “We would like to thank our customers for their continued feedback and loyalty. We are proud that Cisco WebEx solutions continue to provide engaging education and meeting experiences.”

What Voters Said:

- >> “Its noteworthy advantages are functionality, ease of use, interactivity and hands-on-lab.”
- >> “Its very slick software that never lets you down.”
- >> “Its best features are sharing of content, managing attendees and recording.”
- >> “Plus, there’s lots of interaction: chat, threaded Q&A, emoticons, whiteboards, breakout rooms, polls — just so many ways to engage the participants.”
- >> “Cisco WebEx’s support is totally awesome with complete training including a class on how to engage learners — and problem resolution, usually within minutes.”

Product Description:

With Training Center, you can deliver exceptional training to employees, customers, partners, and students — wherever they are. Training Center Online Classroom makes it easy to provide both live and on-demand sessions in your training mix. Offer remote learners an engaging, high-touch learning experience without breaking your budget. You get great results whether you’re training 10 employees or hundreds of students across a virtual campus. Get everyone up to speed fast and keep them current.

## **BEST WEB SEMINAR SOLUTION**

Category Winner: Cisco WebEx MeetingCenter  
Awards of Excellence: Adobe Connect  
Pro, Citrix Online GoToWebinar

What Voters Said:

- >> “It’s flexible, customizable, hassle-free, easy to use, low-cost and reliable with a good annotation toolset.”
- >> “MeetingCenter is ahead of the competitors with incredible features.”

#### Product Description:

Make presentations, share applications, update spreadsheets—share anything on your screen—with anyone anywhere with WebEx. Meet online with customers, partners, and colleagues—wherever they are as easily as if you were face-to-face. Schedule meetings in advance or start an instant online meeting and invite people to join you by e-mail or IM. By meeting online, you can accomplish more in less time, including reviewing project plans, making sales presentations, brainstorming and holding individual or small-group training sessions.

### **BEST ASSESSMENT TOOL**

Category Winner: Articulate Quizmaker

Awards of Excellence: NetDimensions

EAP, QuestionMark Perception

“We’re really excited to have earned the ‘Best of *Elearning!*’ award in the Assessment category for the third consecutive year,” notes Schwartz. “Quizmaker ’09 was completely redesigned in the fall of 2008, so this award is validation that we got it right. The product is unique as it offers form or free-form based assessment authoring, allowing users to create basic Flash-based quizzes or sophisticated, elegantly designed rich-media quizzes and surveys. And it provides a rich array of quiz features at a very affordable price.”

#### What Voters Said:

>> “Quizmaker offers more types of quizzes, and most are customizable to my taste and design.”

>> “It’s compatible to more LMS systems than its competitors.”

>> “It’s flexible, robust, reliable, transferable and SCORM- and AICC-compliant.”

>> “Quizmaker is quick and easy with reliable quizzing.”

>> “The new version has more features and a higher degree of customization but very little design overhead for designers.”

>> “Quizmaker gives users the ability to author in free-form mode, plus the ability to use graphics and video.”

#### Product Description:

Articulate Quizmaker ’09 gives you power and freedom through a streamlined interface. Easily create professional, custom Flash quizzes and surveys with two intuitive development modes: form-based editing with form view by tabbing from field to field; and free-form editing with slide view where you can create your own vision with the freedom of Flash but none of the hassles. Switch between modes at any point. Advanced features allow you to quickly group and randomize questions without separating questions that should appear together — or include images, Flash and audio — even create a scenario that develops over several screens. You can also animate objects and adjust their timing on the click-and-drag timeline; and/or give your quiz-takers specific results and feedback based on their scores.

### **BEST MOBILE LEARNING (3-WAY TIE)**

#### OutStart Hot Lava Mobile

“We honestly feel honored,” says Zarrabian “Hot LavaMobile, which we acquired in June, is very innovative. What’s very special is that it’s a different concept of single-sourcing content regardless of the mobile device. We can actually create content and deliver it to the masses. Hot Lava Mobile also closes the loop to allow people to track what they do.”

#### Product Description:

Hot Lava Mobile is a leading solution to rapidly develop, deliver and track all types of single source, device independent content to your employees, customers and partners to meet a wide variety of business, marketing, data capturing and learning scenarios. Unlike traditional mobile content

development, Hot Lava Mobile allows you to develop content once and deploy it in multiple formats to multiple handhelds and mobile phones (Symbian Phones, BlackBerry, Windows Mobile Pocket PC's, etc.).

#### Chalk (RIM) Mobile Chalkboard

"Last year was a real breakout year for us, so we're definitely starting to get noticed now," says Jody Glidden, director of Chalk at RIM. "That, I'm sure, played a big part in us winning this award.

"The big features that set us apart are our automatic push to the hand-held — so people can take training if they're out of coverage — and ease of authoring."

#### Product Description:

Mobile chalkboard is a messaging platform for high priority training and communications. It facilitates the creation, secure deployment and tracking of media-rich mobile pushcasts, which are sent to your audience's smartphones and also accessible on the desktop. Pushcasts are created using an add-in to Microsoft PowerPoint, so that anyone in an organization can rapidly develop them. It is easy to add existing video or audio files, or record them on the spot. A survey and test wizard makes interactive mobile content extremely easy to create. Once complete, a pushcast can either be sent immediately or scheduled for future deployment.

#### Interactyx Topyx

"We would like to thank all of the voters and editors of *Elearning!* magazine who nominated and selected Topyx as a 'Best of *Elearning!* 2009 award winner," says Alfred R. Novas, Interactyx CEO. "Over a very short period, Topyx has gained an incredible amount of support across many key industries, domestically and internationally."

"In addition, we wish to thank our customers, employees and shareholders for their continued support, feedback and loyalty in Topyx. Together, we continue to improve the e-learning experience for our learners."

#### Product Description:

Topyx is a revolutionary new e-learning platform that ingeniously integrates learning content, assignment tracking facilities and social networking. Using the most advanced technology, Topyx brings the best interactive software together into a single platform — giving educators, trainers and learners the ultimate resource for all their knowledge-sharing needs. Topyx E-learning 2.0 features straightforward course and student management for instructors; facilitation of student participation, communication and collaboration; and advanced Web 2.0 social networking tools.

### **BEST SIMULATION TOOL**

Category Winner: Adobe Captivate  
Awards of Excellence: Atlantic Link  
Capture Point, Qarbon Viewlet Builder  
6, TechSmith Camtasia

#### What Voters Said:

- >> "Adobe Captivate is "such an easy tool to use while still enabling our media designers to create high-quality presentations."
- >> "Learners love the courses."
- >> "It has power, speed and flexibility."
- >> "It provides quick capture, but still gives us the ability to fine tune and tweak."
- >> "Captivate offers the ability to edit timeline and mouse movement instead of having to edit screen-

capture movies.”

>> “It makes software simulation quick and easy for creating tutorials on proprietary

#### Product Description:

Quickly create interactive simulations and software demonstrations. No programming or multimedia skills are required; content can be made engaging with interactivity; audio and video and the software integrate easily with other Adobe products and e-learning applications. Capture and record screen activity and synchronize audio and video with Adobe Captivate software. Complete Help provides comprehensive task-based information. Rapidly develop soft-skills training with complex branching scenarios. Design engaging, interactive Adobe Flash and multimedia presentations online. Create and deploy interactive tutorials and randomized quizzes with randomized answer options. Create informal learning content such as podcasts and screencasts.

### **BEST E-LEARNING DEVELOPMENT TOOL**

Category Winner: Atlantic Link Content Point

Awards of Excellence: Adobe  
eLearning Suite, Rapid Intake Proform,  
Trivantis Lectora

#### What Voters Said:

“It’s not expensive but full featured.”

“IT has reduced our time in developing content, from creating the content using templates to having a collaborative environment for both development and review processes.”

“Content Point is straightforward enough to get developers up and running and developing course content in no time at all, but it’s also sophisticated enough to provide experienced users with a wide range of customizable content to get the end results they want.”

“It’s designed with a user-friendly interface to make development rapid,” and “it has a lot of built-in Flash interactions that are easily customized to meet the needs of the learner.”

#### Product Description:

Combining a “smart”Windows client with a server-based architecture, Content Point enables true collaborative development from anywhere in the world. Combined with full workflow capabilities, it provides huge time and cost savings when compared with traditional desktop authoring tools. WYSIWYG design and “drag-anddrop” functionality make Content Point as easy to use as PowerPoint, allowing anyone that can use a computer to create stunning e-learning in minutes. Interactive and media-rich courses can be developed with absolutely no programming skills. Courses are delivered automatically as Flash movies — without the need for any Flash skills.

### **BEST RAPID DEVELOPMENT TOOL**

Category Winner: Brainshark Brainshark

Awards of Excellence: Atlantic Link  
Content Point,Articulate Studio Pro,  
Rapid Intake ProForm

“We’re particularly thrilled about the ‘Best of Elearning!’ award, because it’s a reader’s choice award,” says Joe Gustafson, CEO and founder of Brainshark. “I’d like to thank all of our thoughtful customers who took the time to nominate Brainshark, as well as our employees who strive to create great customer experiences in delivering innovative products and services each day.”

What Voters Said:

>> “Brainshark is easy to use, easy to deliver, continually enhanced, and becoming a must-have in the industry.”

>> “Brainshark is one of the most user friendly tools that I have ever seen. It is simple to understand and easy to make special customizations with complex request processes and months of development time. Customer service — speed of response to questions — is outstanding!”

>> “Brainshark provides an excellent platform to warehouse and deliver eLearning solutions for training. The sales team, tech support and product managers solicit feedback for enhancements and are responsive to needs for improvements and customization.”

Product Description:

The Brainshark platform includes products that help you incorporate richer communications throughout your business.

The core application, Brainshark Presentations, enables businesspeople to easily create, edit, publish, and track multimedia presentations that are available on demand. Transform Microsoft PowerPoint slides and other business materials into powerful voice-enriched, interactive presentations. You can also combine these applications with your license: Brainshark Rapid Learning, Brainshark Marketing Campaigns and Brainshark Content Approval.

*Elearning!*, ©2009 B2B Media Co LLC