

Using Training Partners SIG May 2014





2013 Business Survey

- Organization
 - Reporting structure
 - Size of different teams
 - Globalization versus regional
- Financials
 - Revenue by delivery type, audience
 - Expenses for different education parts
 - Gross and operating margin
- Quality (level 1 to Level 4)
- Sales
 - Average deal sizes for different services and sales models
 - Bundling with products
- Training Portfolio and Development
 - Product coverage
 - Aligning product and training development
 - Localization
- Delivery
 - Classroom
 - Instructor internal/external
- Partner
 - Details about partnership models
- Certification
 - Objectives
 - Volume and regional distribution
 - Certification Level



Questions Covered

Demographics

Partner Delivery Program

Do you have a formal course delivery program? (2013 v 2011)

What are the two main goals of the program? (2013 v 2011)

What % of your portfolio do partners handle? (2013 v 2011)

What types of organizations do you allow to participate? (2013 v 2011)

How many delivery partners do you have? (2013 only)

How do you handle labs? (2013 only)

What does your business model include? (2013 v 2011)

Do you have a revenue target for partners? (2013 v 2011)

What % of total revenue do partners deliver? (2013 v 2011)

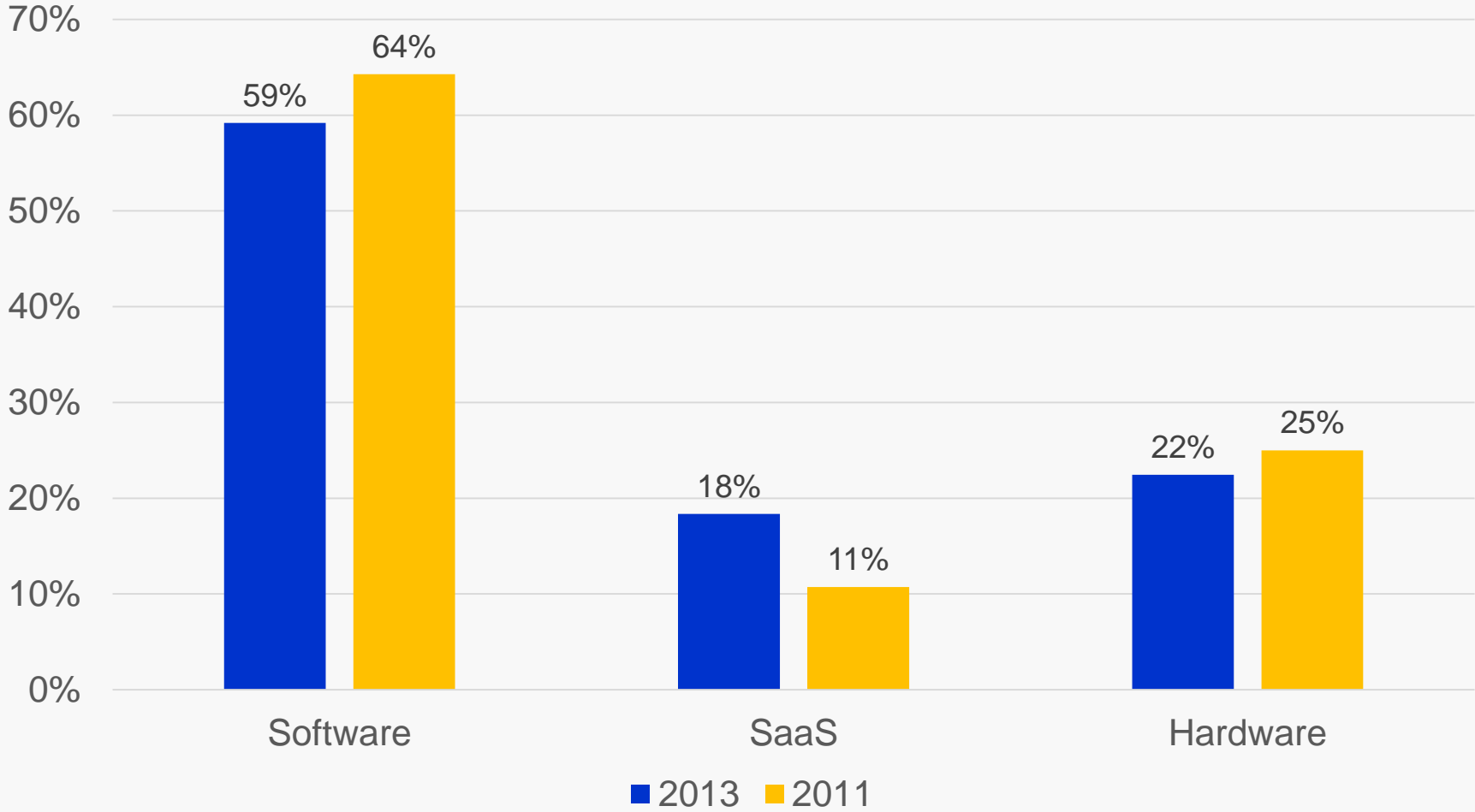
What % of total students do partners teach? (2013 v 2011)

Do you allow users to redeem training credits? (2013 v 2011)

What's in your partner evaluation process? (2013 v 2011)

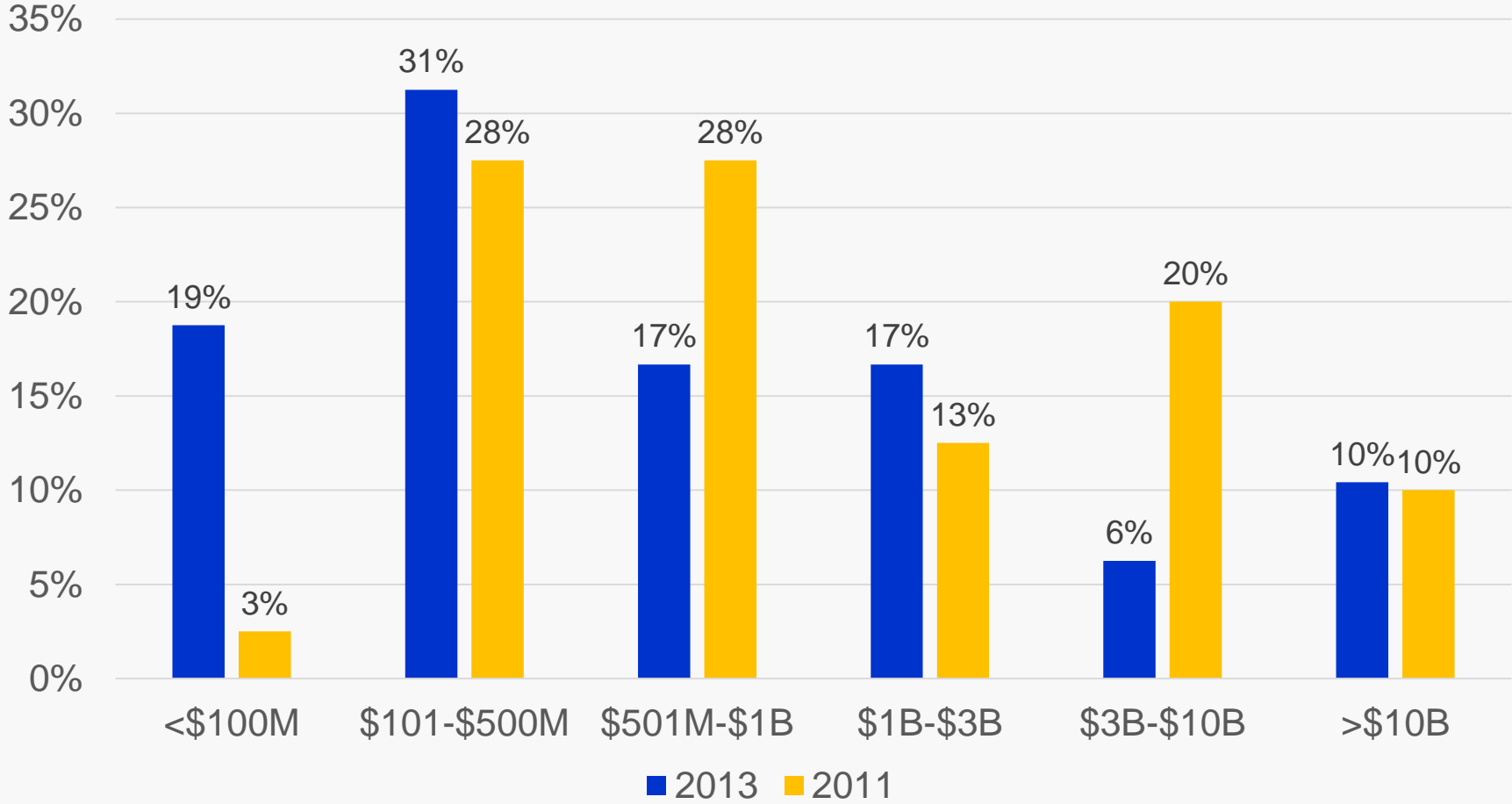


Company's Business



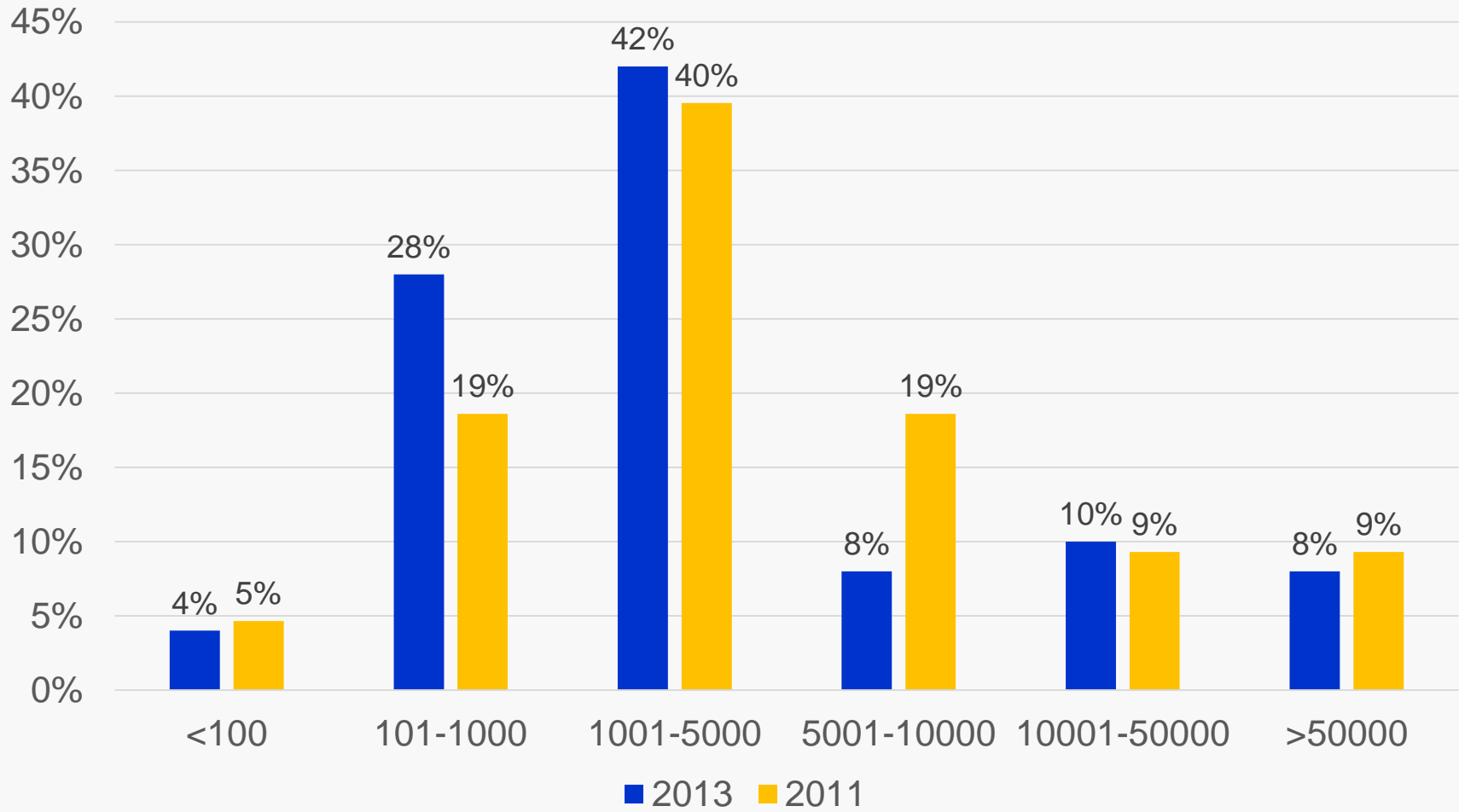


Company's Revenue



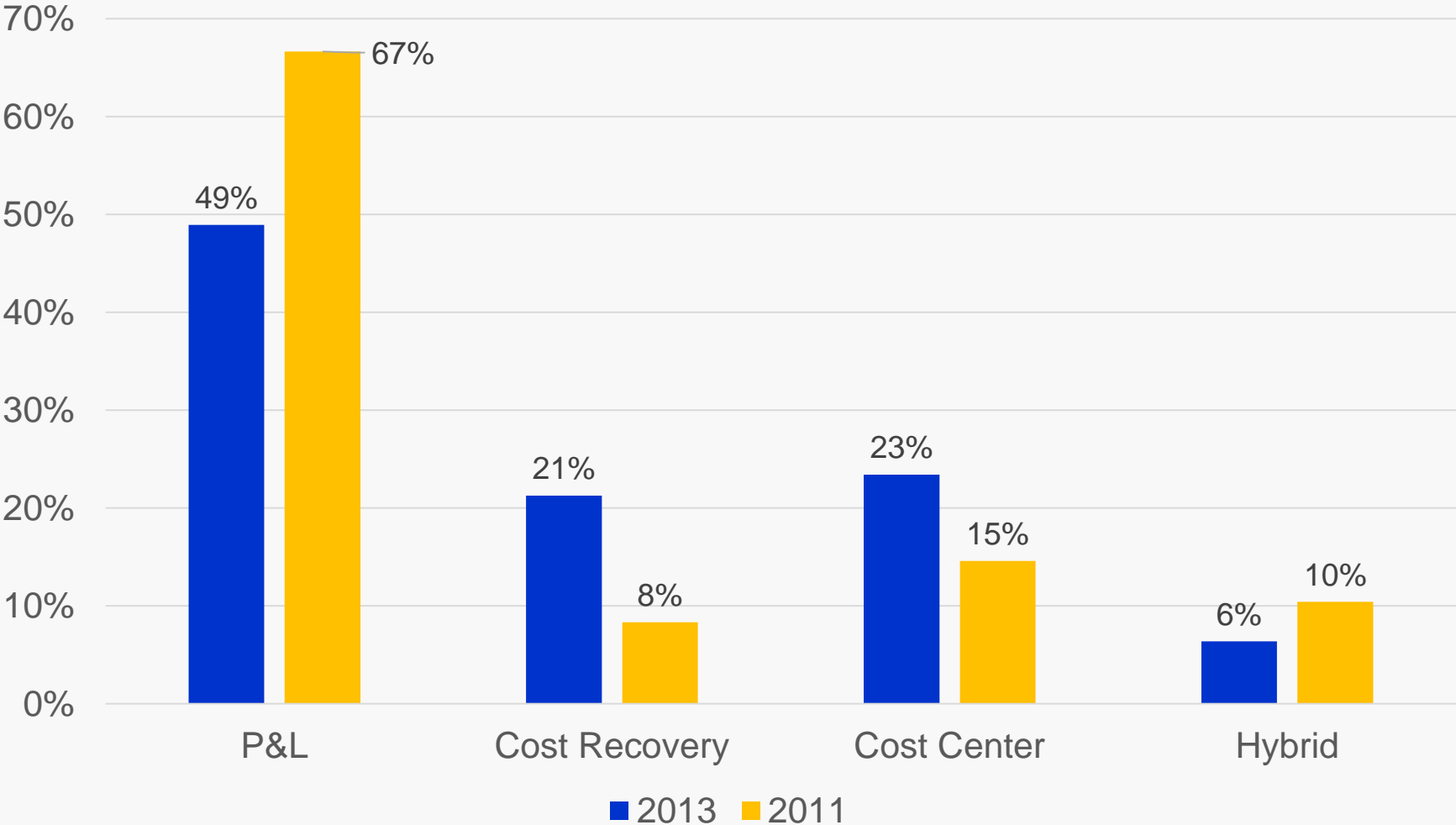


Company's Headcount





Education Business Model





Education Business Model

Profit Center (expectation is to make a profit - may have a margin target to achieve)

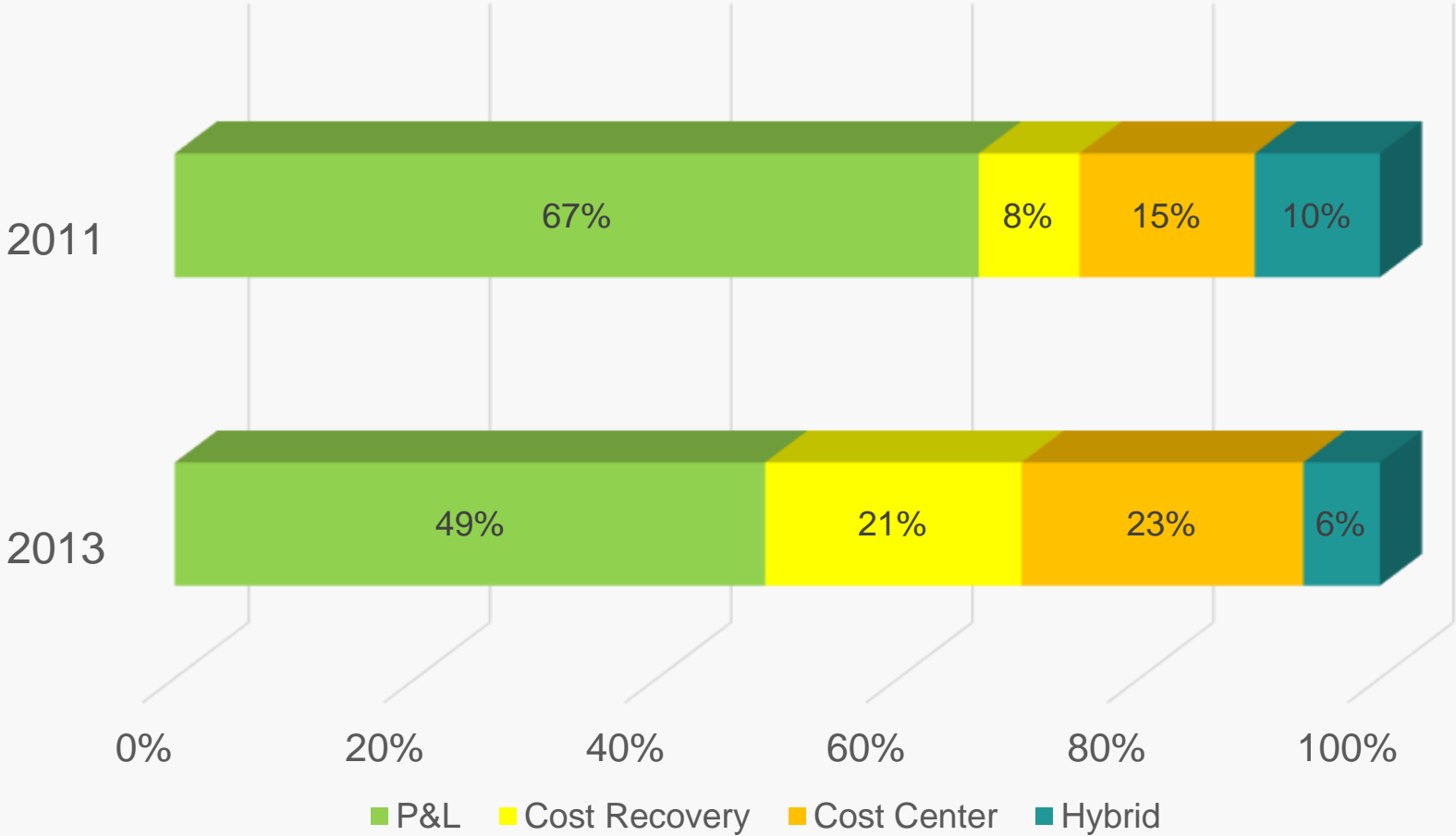
Cost Recovery (expectation is to sell enough training to at least break even on expenses)

Cost Center (expectation is to provide non-education revenue benefits - for example better trained employees and partners)

A hybrid depending upon the education business unit

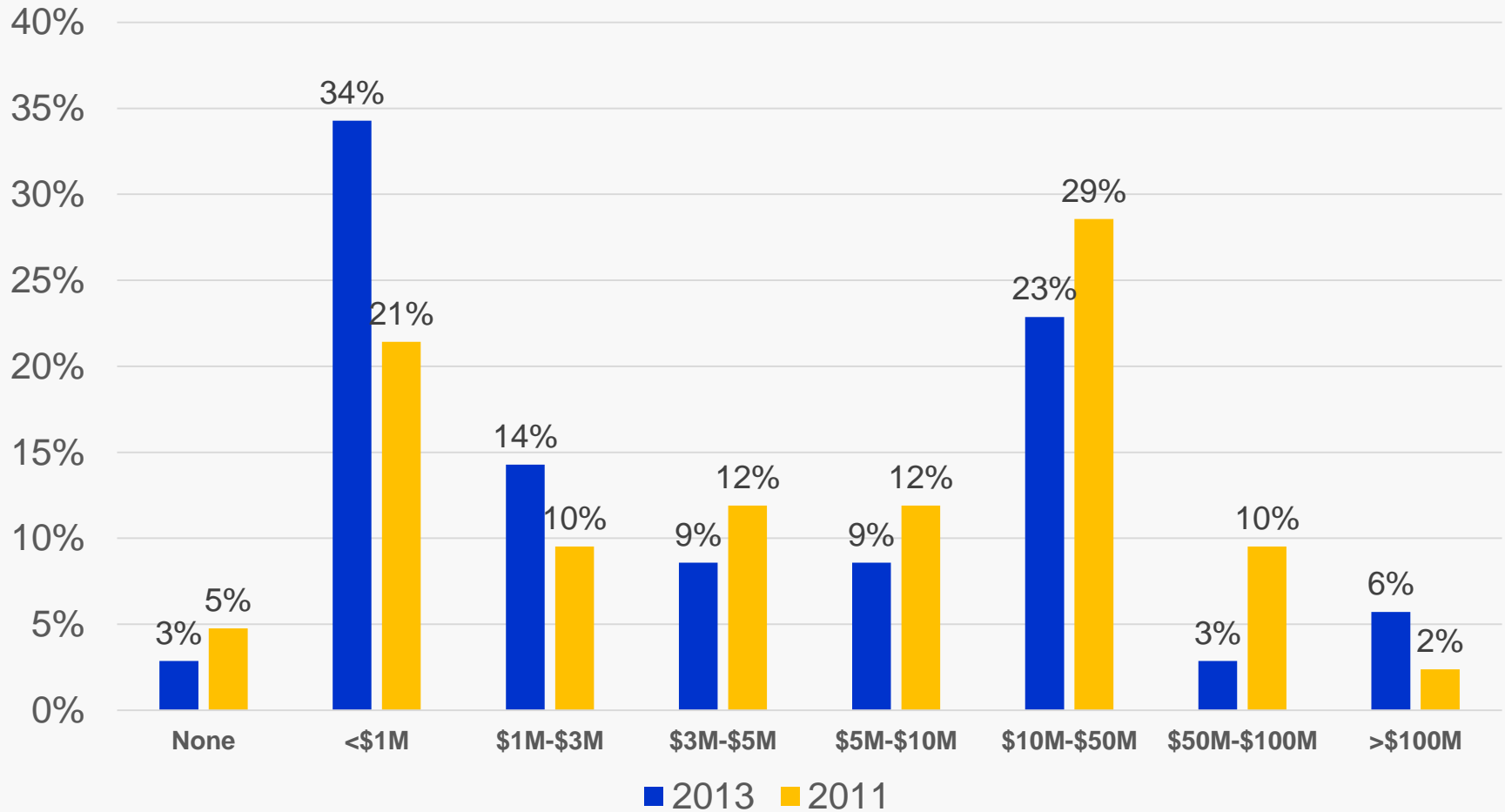


Education Business Model



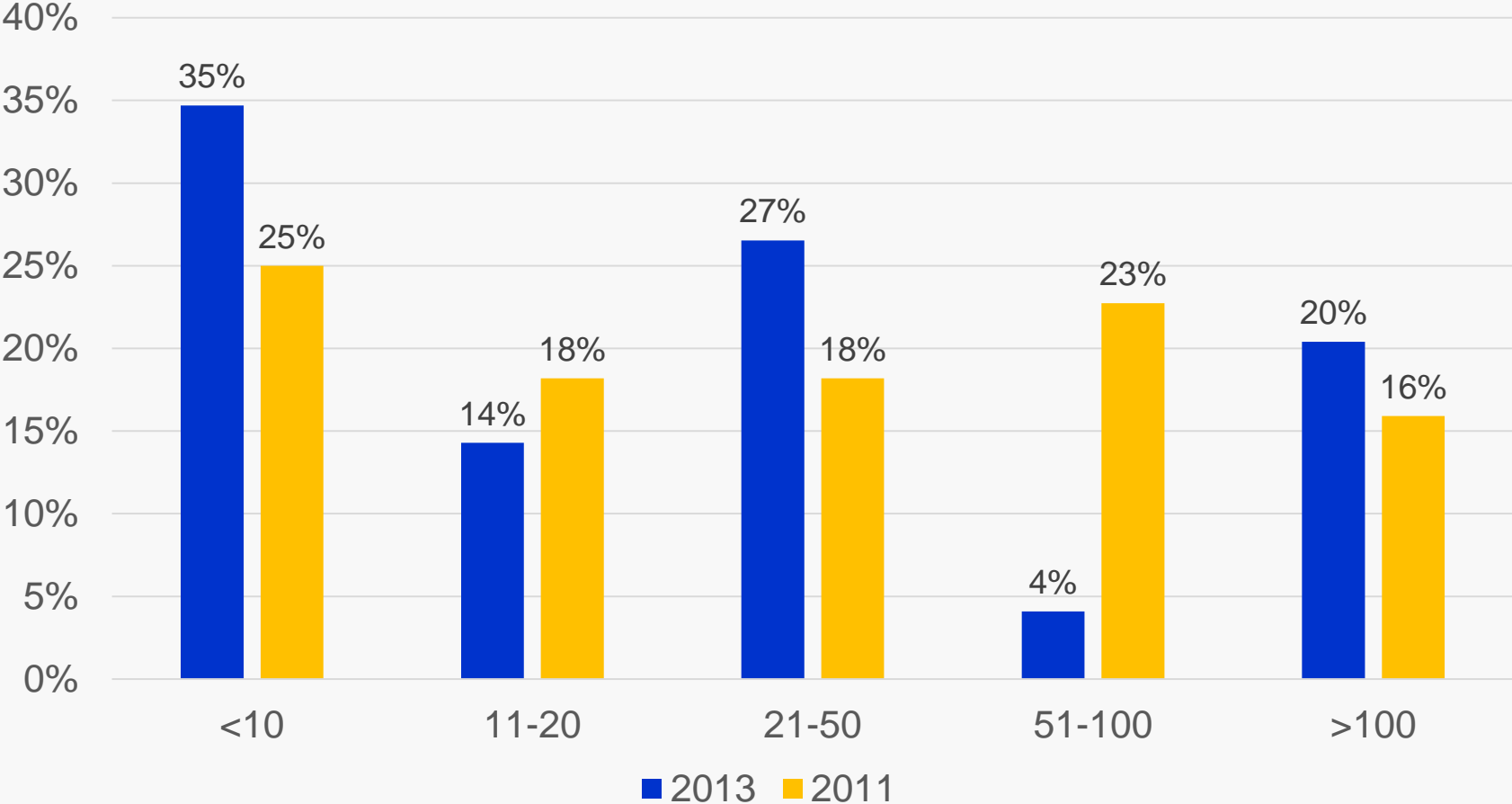


Education Revenue



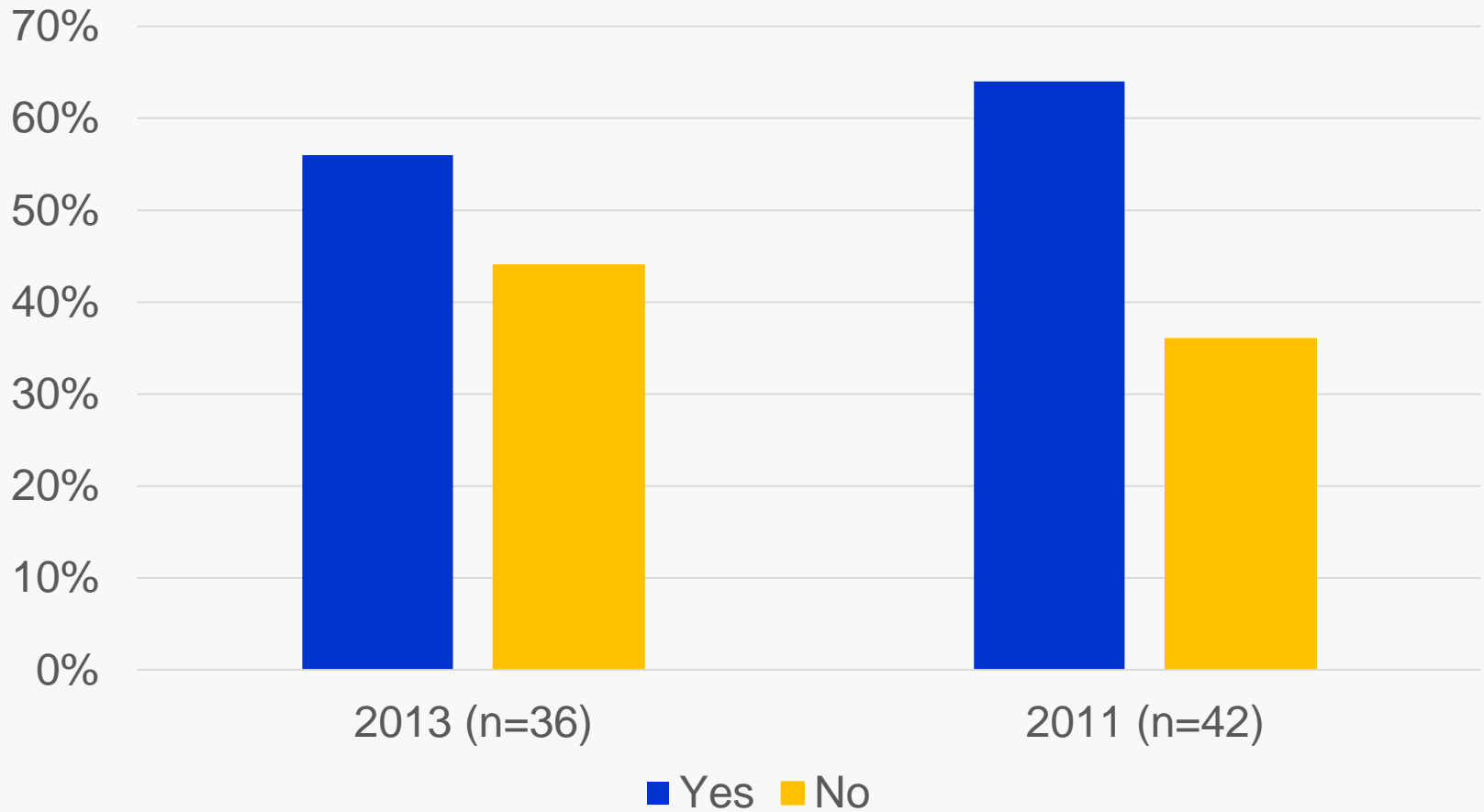


Education Headcount



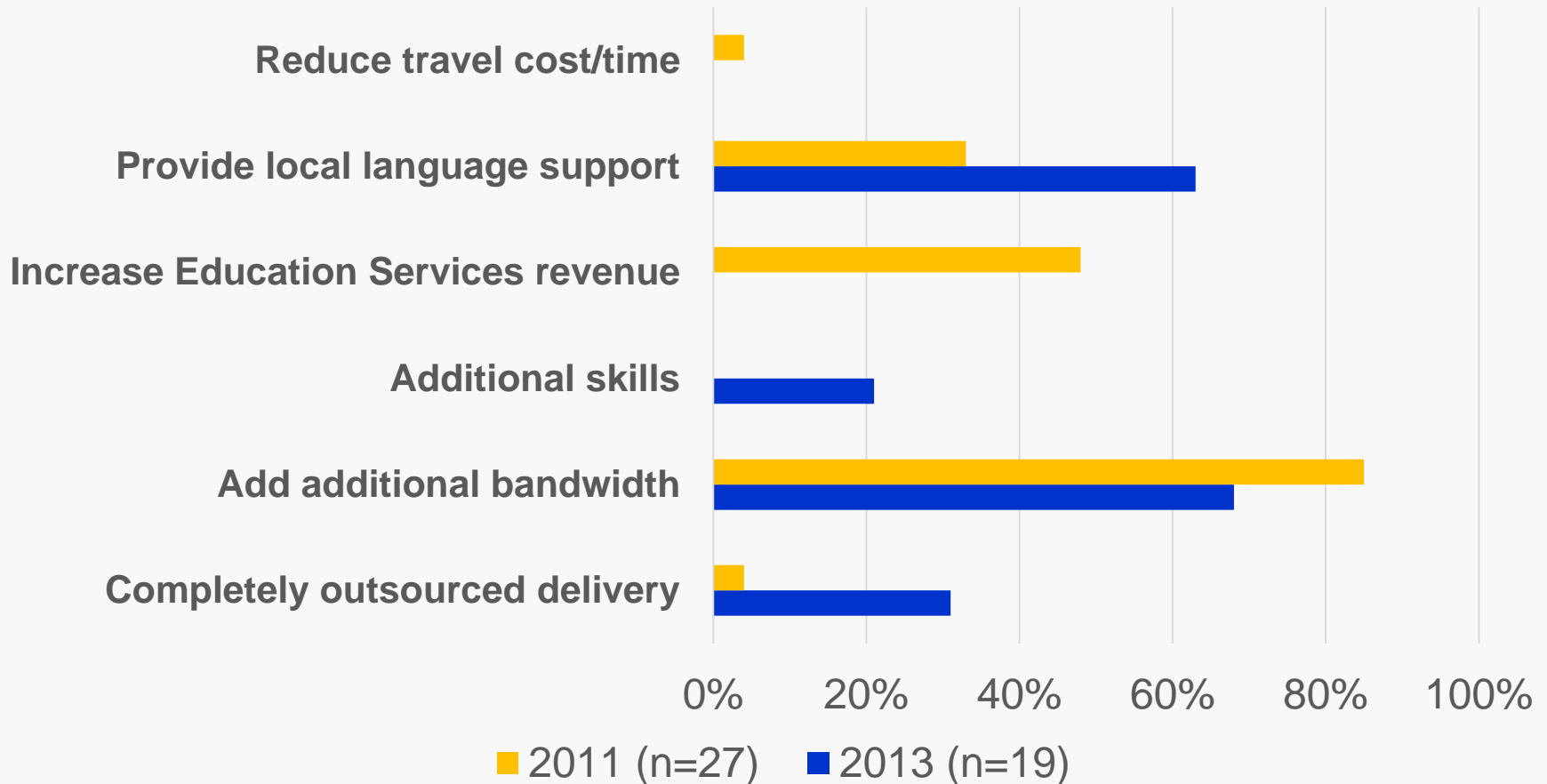


A formal course delivery partner program?





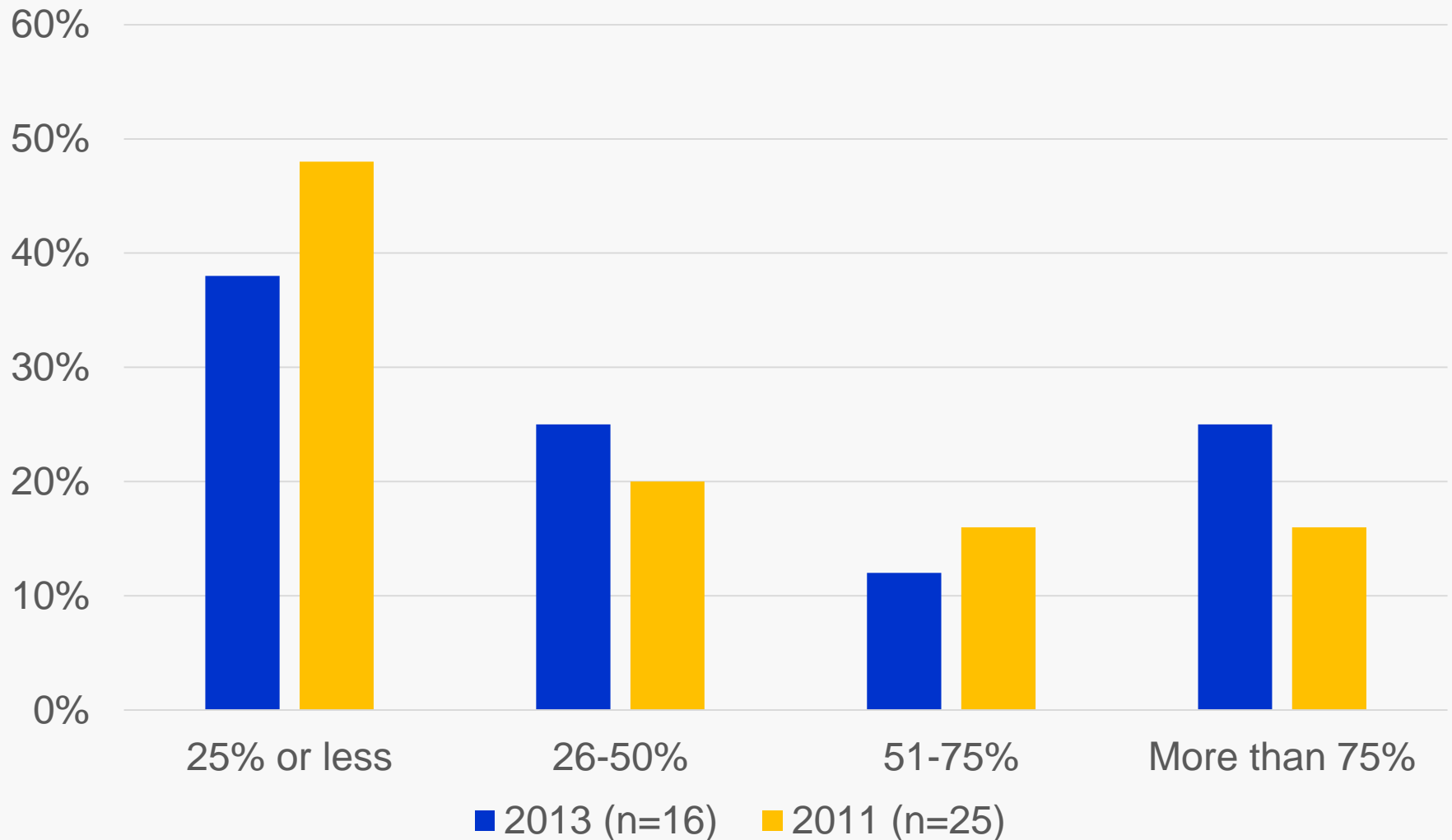
Two main goals of the program?



Note: in 2013, 10 said the role is a delivery resource, 6 said a reseller

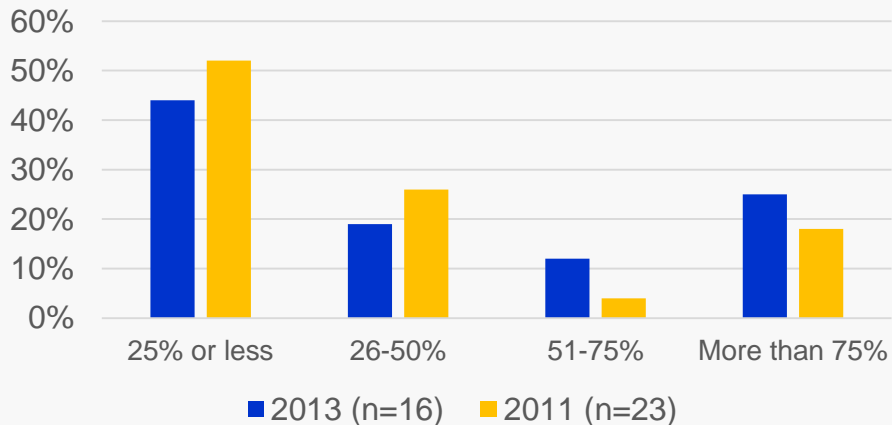


% of Portfolio by Partner (WW)

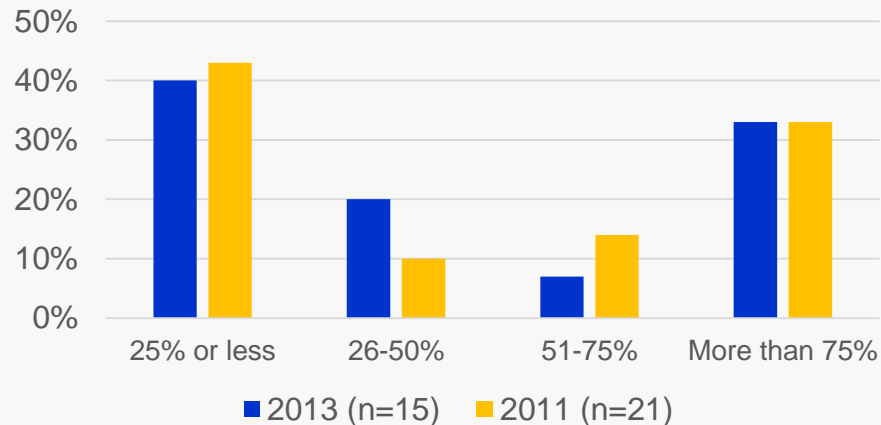




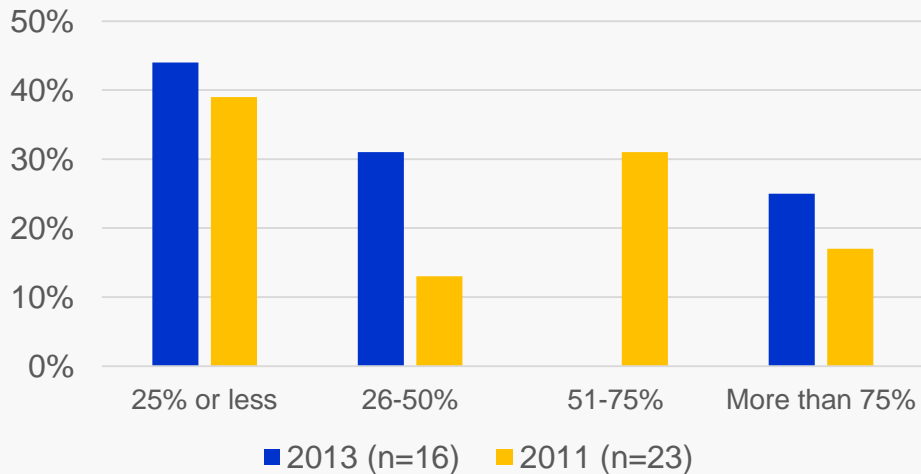
% of Portfolio by Partner (NA)



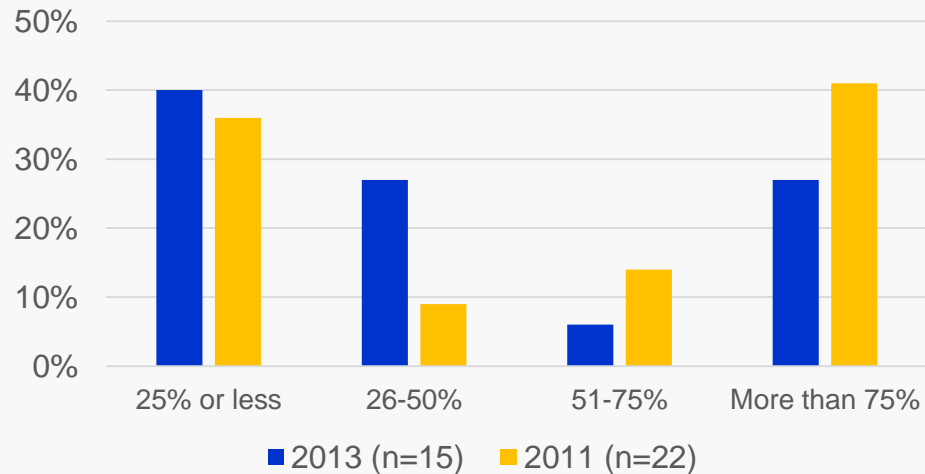
% of Portfolio by Partner (C&SA)



% of Portfolio by Partner (EMEA)

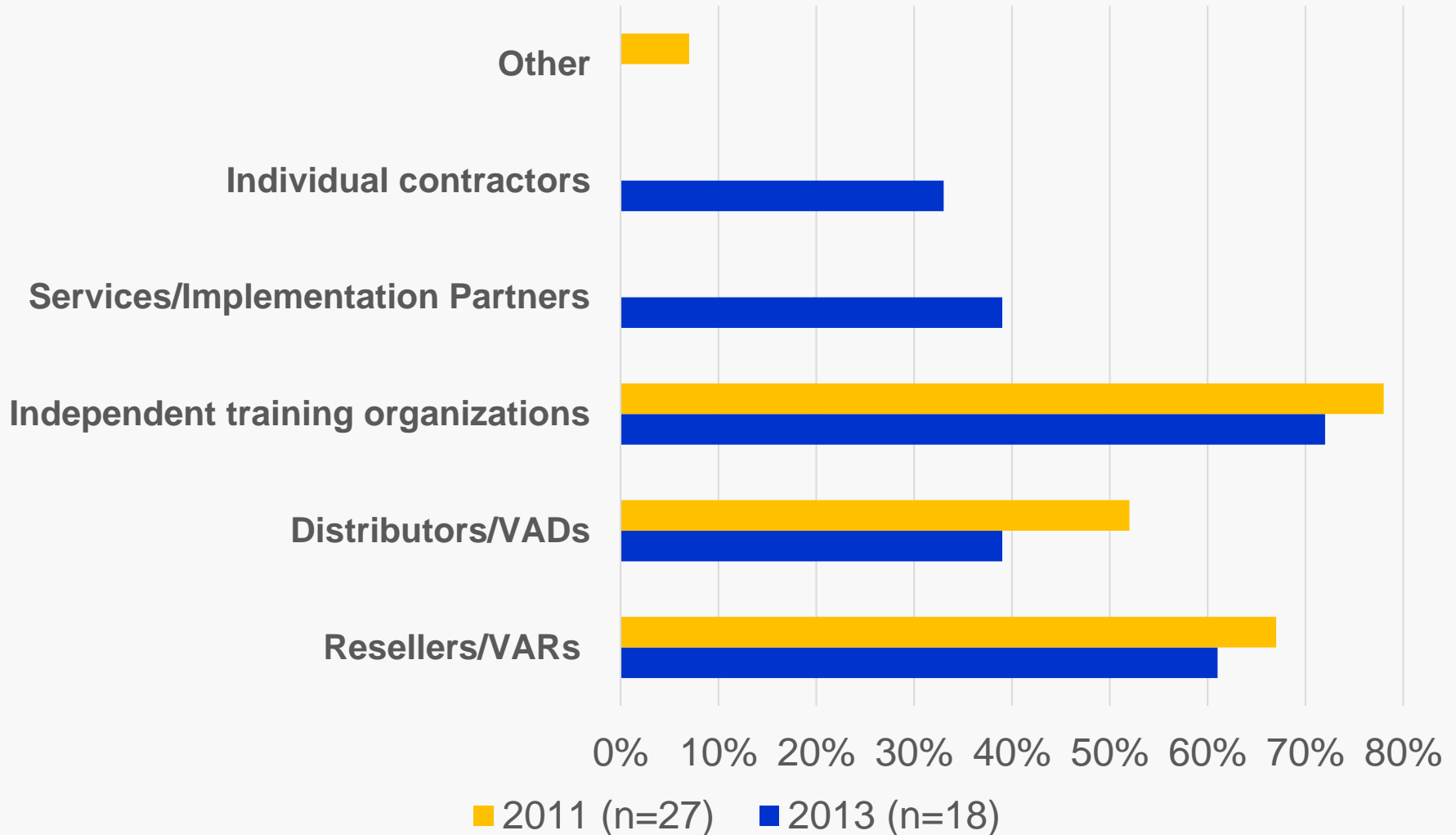


% of Portfolio by Partner (APAC)





Types of Organization?





How many delivery partners do you have (2013)?

	Average	Highest
Worldwide	38	440
North America	11	130
C & S America	1	6
EMEA	8	36
APAC	4	15



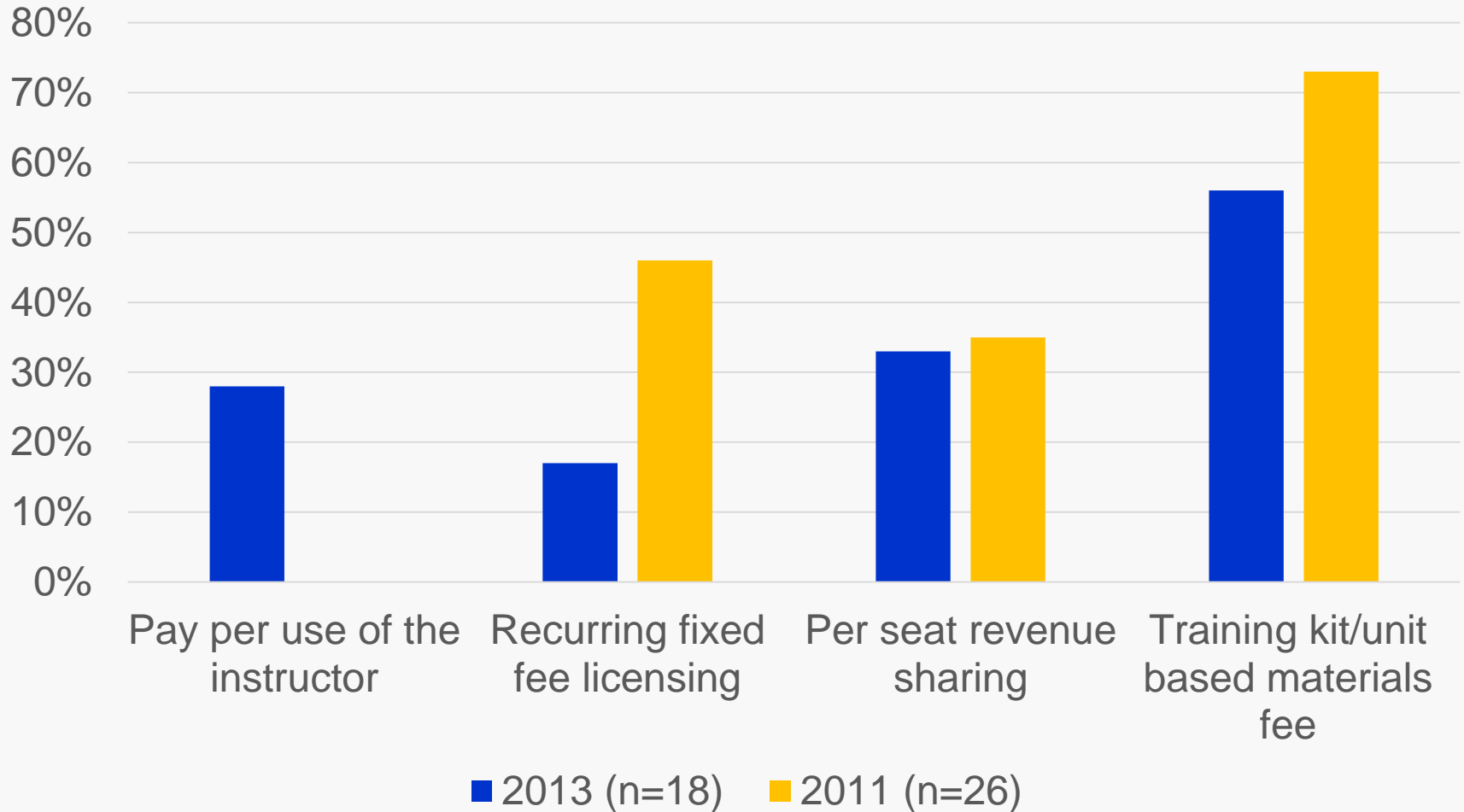
How do you handle labs for partner delivery (2013)?

We provide labs	7
Partner owns labs	11

Purchases equipment or access from you	5
Manages lab on its own expense	8

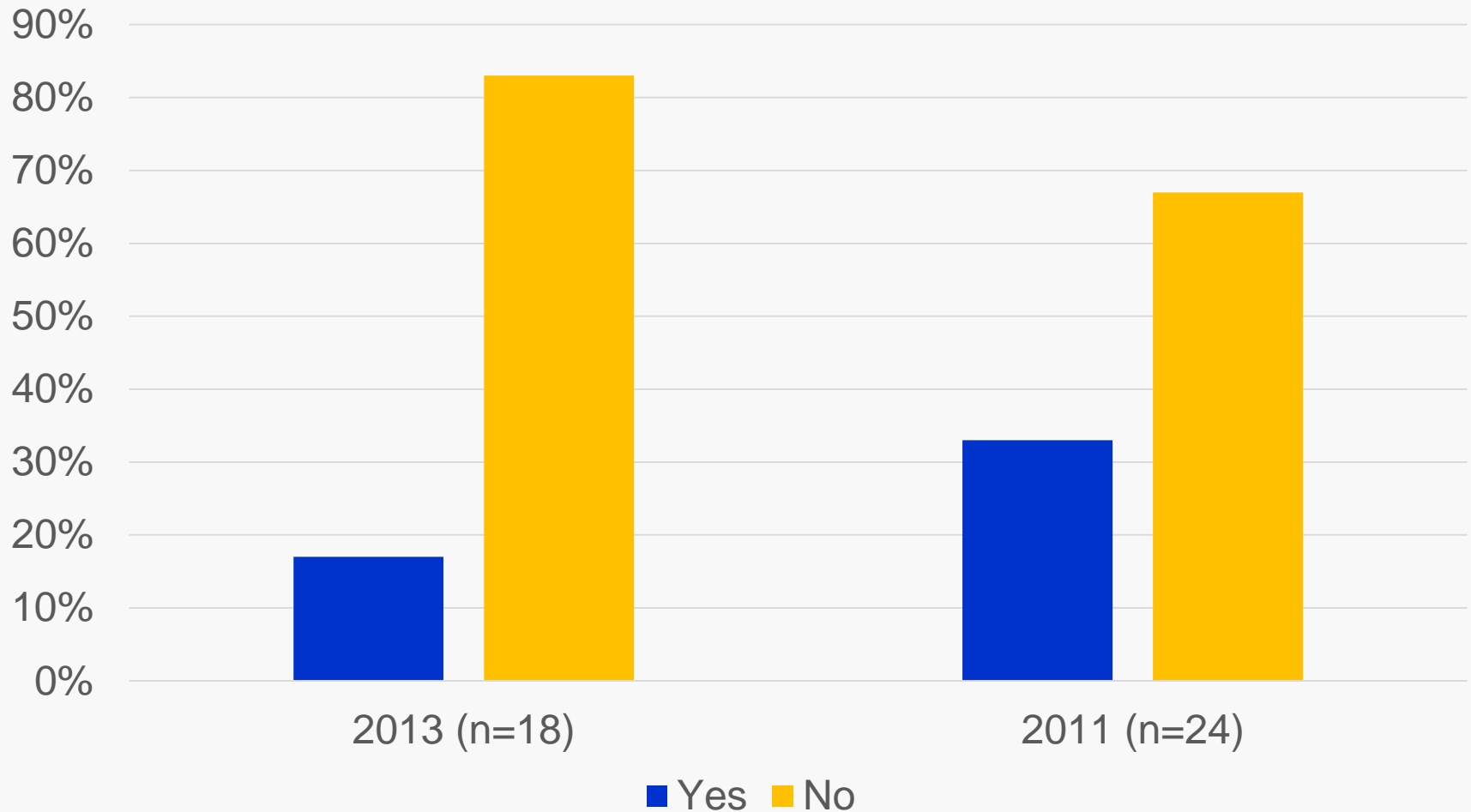


What does business model include?



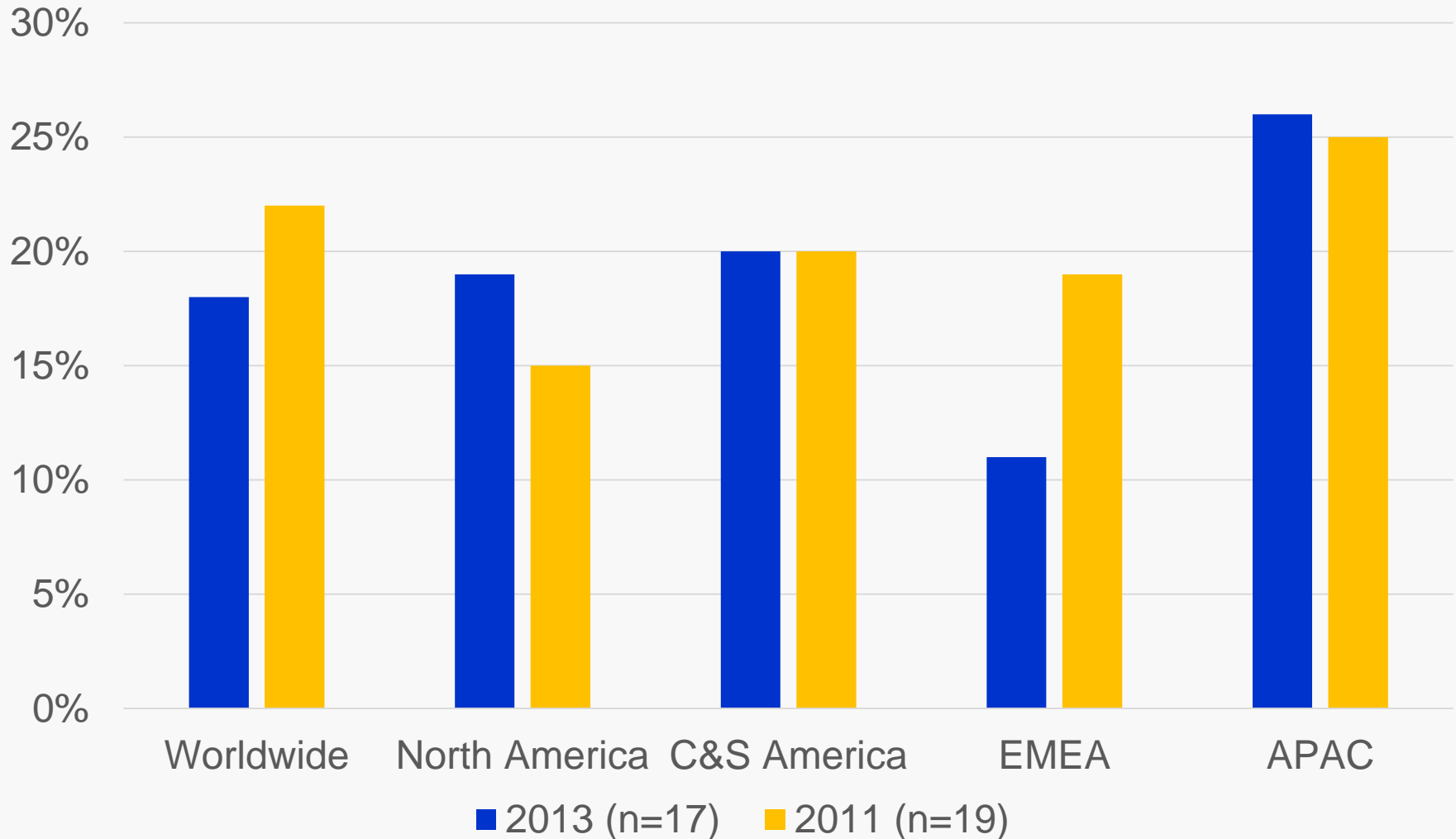


Revenue Target for Partners?



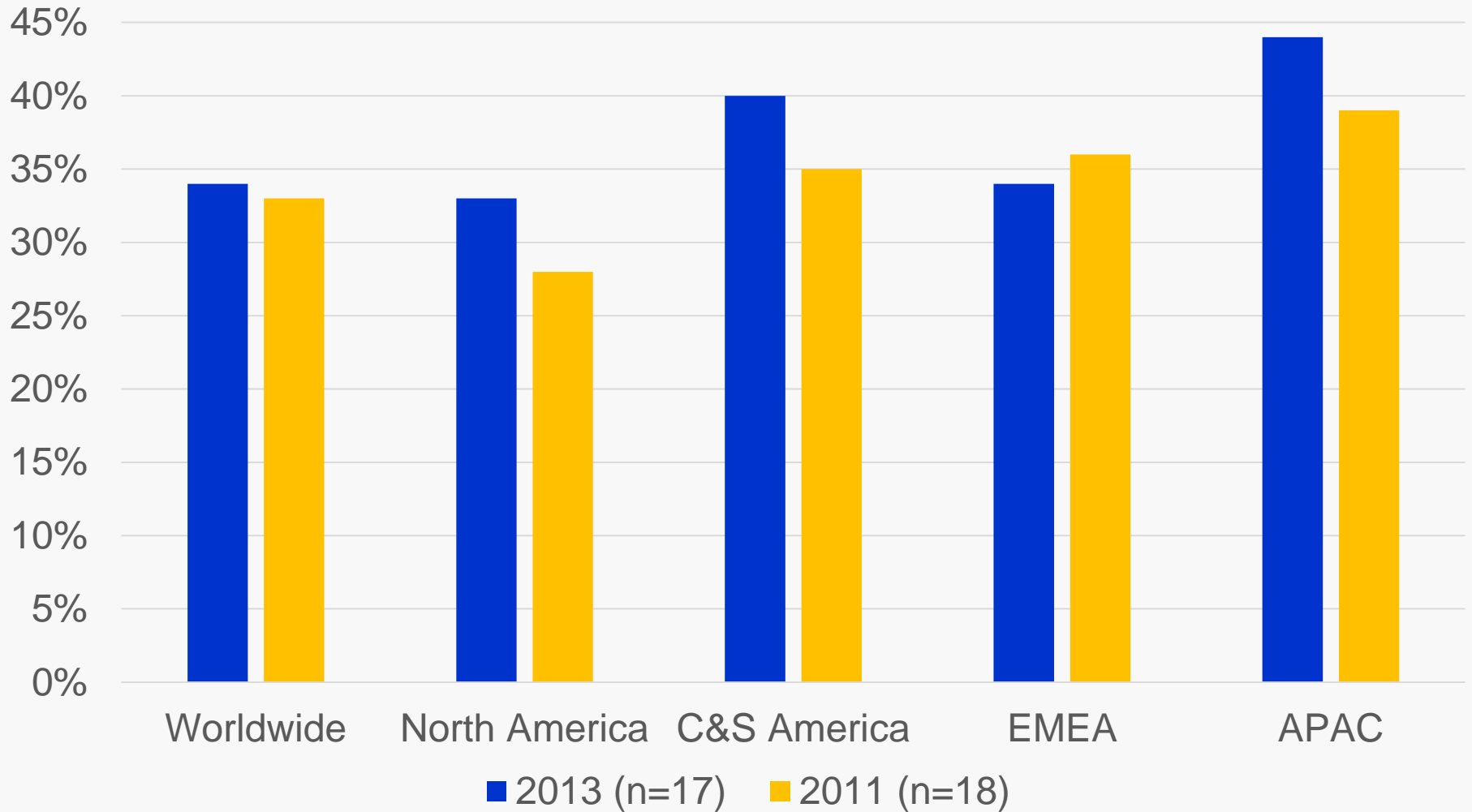


% of Revenue from Partners



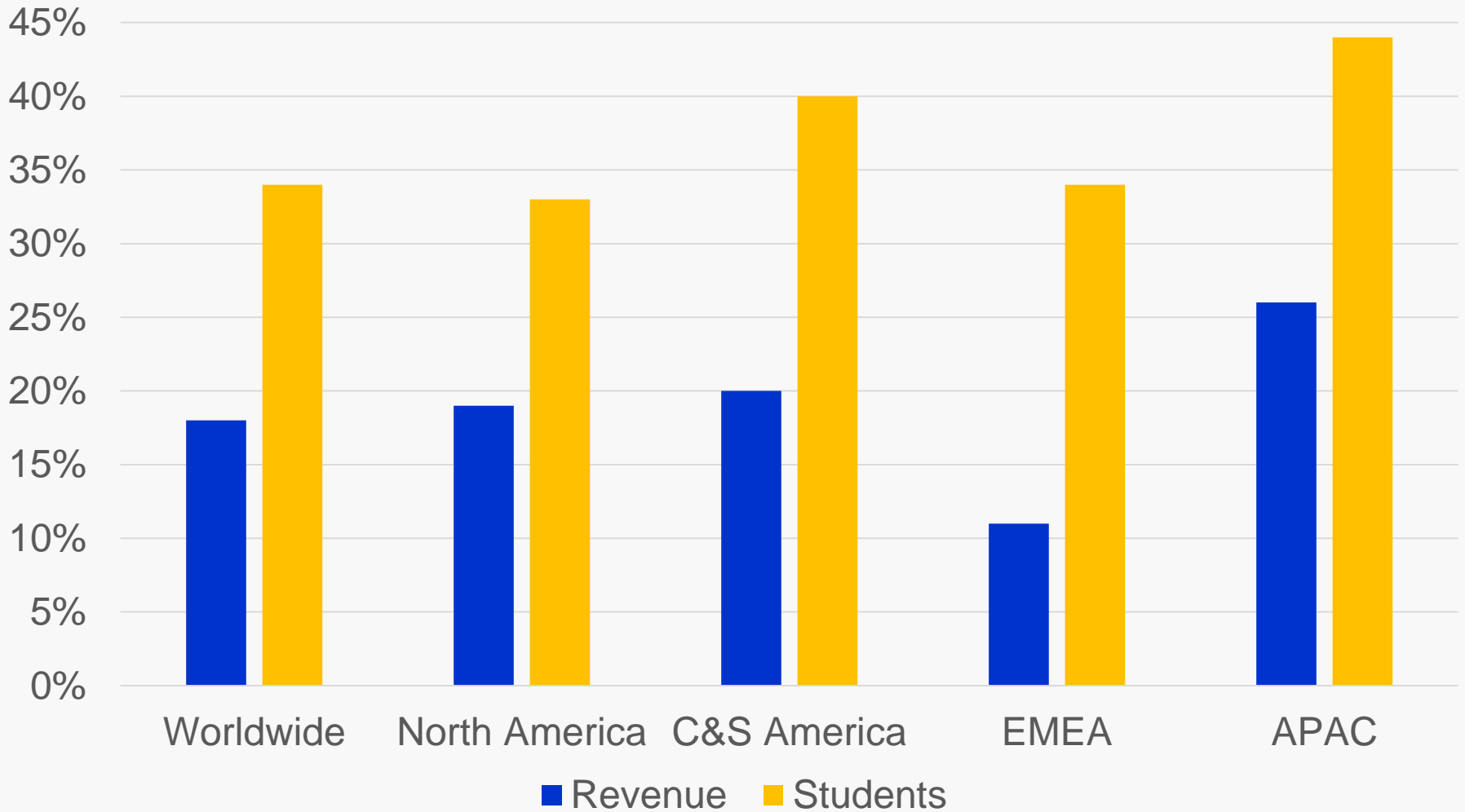


% of Students trained by Partners



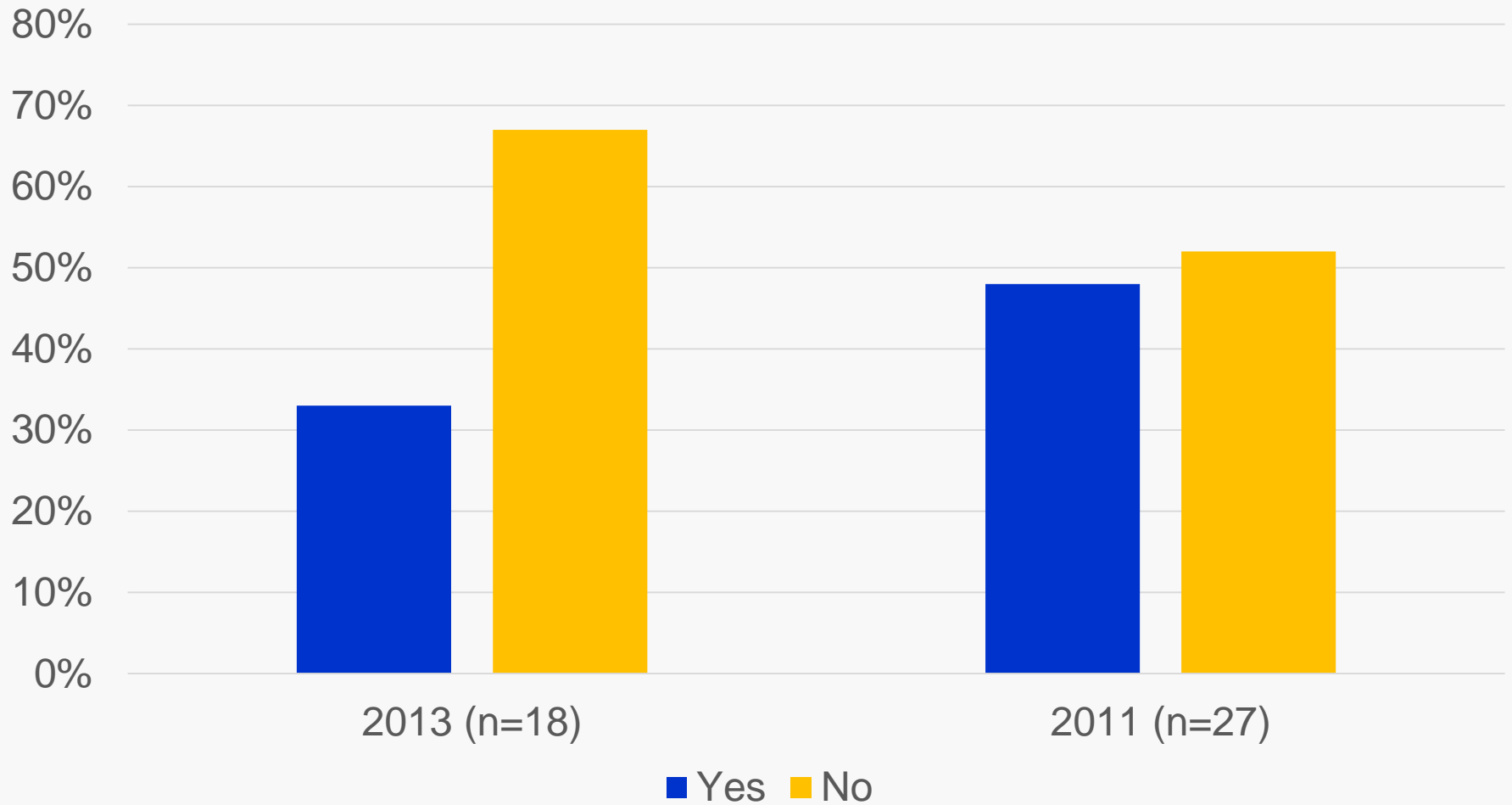


2013 Partner Contribution



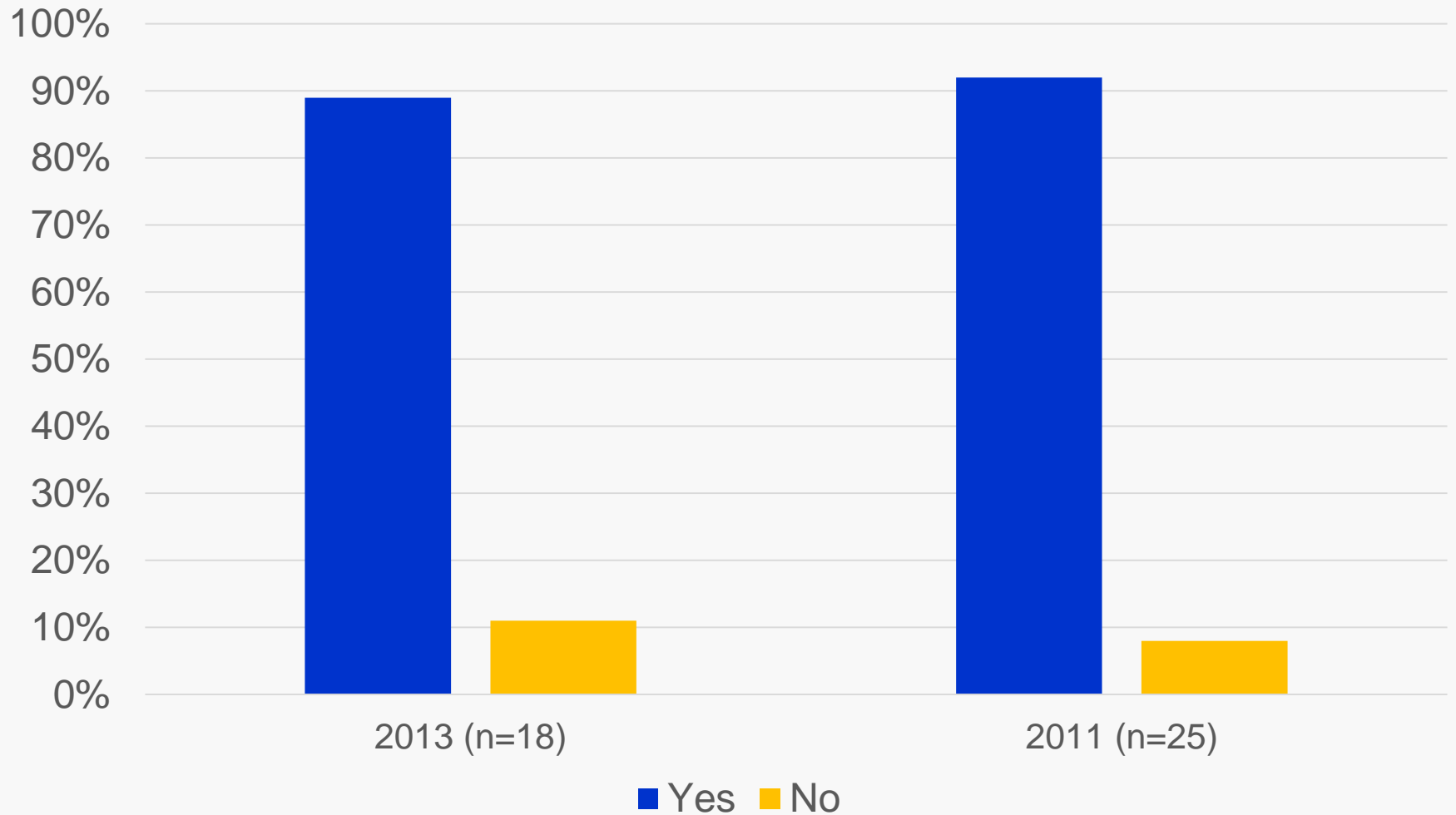


Can users redeem training credits?



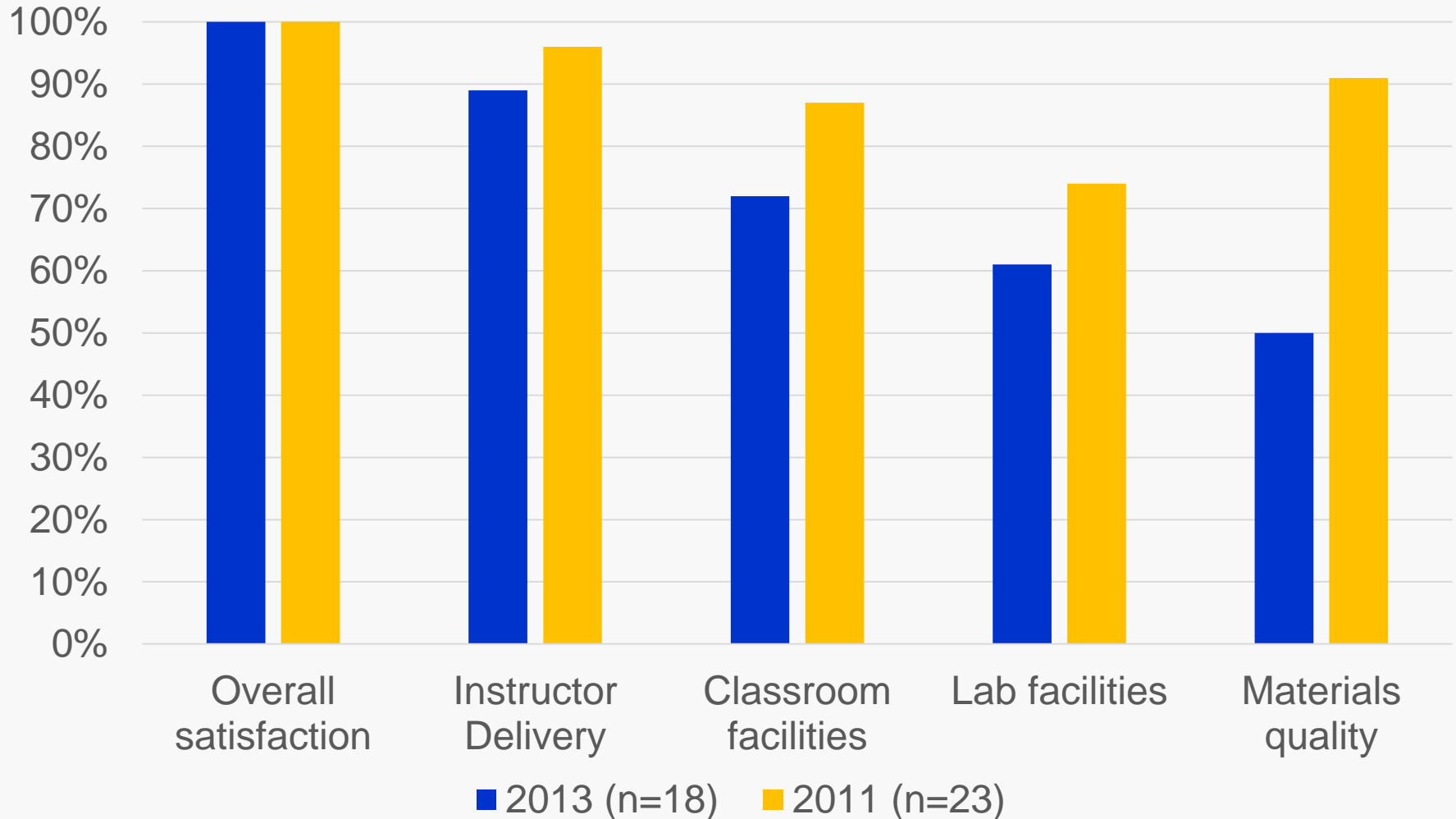


Must partners carry out evaluations?





What does the process measure?





Discussion on the 2014 SIG Program