

CEdMA Training Metrics and Benchmarking SIG

March 2013

What metrics do we now need?





CEdMA Anti-Trust Warning

CEdMA is a trade association which provides a unique opportunity for competitors to meet and discuss and learn from each other. Because of our status, however, we must exercise caution to assure that we protect CEdMA as an organization, as well as each of our individual members, from unintentional violations of the law. Please take a moment to review and familiarize yourselves with our **Antitrust Guidelines** on our website if you have any questions.



Agenda

Surveys completed so far

Pricing and Discounting sneak preview

What should we be doing next?



Surveys completed so far

LMS with Demographics (Aug 06)

Certification with Demographics (Dec 06)

Curriculum Development (Sep 07)

Business Metrics (May 08)

Certification Best of Program (Aug 08)

Authorized Training Partners (Sep 08)

Virtual Classroom (May 09)

Certification Best of Program (Feb 10)

Business Metrics (May 11)

Training Market Barometer 11Q4 and ongoing

Pricing and Discounting (in progress)

Spreadsheet Input (1 of 2)

| Country | Currency | Open Classroom per Student and day | | | Open Virtual Classroom per student and day | | | Dedicated Classroom per Customer Class Day | | |
|----------------------------------|----------|------------------------------------|---------------------------------|--------------------------------|--|---------------------------------|--------------------------------|--|---------------------------------|--------------------------------|
| | | List Price | Average Realized Customer Price | Average Realized Partner Price | List Price | Average Realized Customer Price | Average Realized Partner Price | List Price | Average Realized Customer Price | Average Realized Partner Price |
| Americas | | | | | | | | | | |
| US/Canada | | 697 | 479 | 455 | 697 | 479 | 455 | 4,180 | 2,874 | 2,730 |
| Mexico | | 697 | 365 | 347 | 697 | 365 | 347 | 4,180 | 2,190 | 2,081 |
| Brazil | | 697 | 365 | 347 | 697 | 365 | 347 | 4,180 | 2,190 | 2,081 |
| Rest of Latin America | | 697 | 332 | 315 | 697 | 332 | 315 | 4,180 | 1,990 | 1,891 |
| EMEA | | | | | | | | | | |
| UK | | 697 | 509 | 483 | 697 | 509 | 483 | 4,180 | 3,051 | 2,898 |
| Germany | | 697 | 509 | 483 | 697 | 509 | 483 | 4,180 | 3,051 | 2,898 |
| Benelux, Nordics | | 697 | 509 | 483 | 697 | 509 | 483 | 4,180 | 3,051 | 2,898 |
| Southern Europe | | 697 | 509 | 483 | 697 | 509 | 483 | 4,180 | 3,051 | 2,898 |
| Eastern Block Countries | | 697 | 404 | 384 | 697 | 404 | 384 | 4,180 | 2,423 | 2,302 |
| Russia | | 697 | 350 | 333 | 697 | 350 | 333 | 4,180 | 2,100 | 1,995 |
| Africa | | 697 | 283 | 269 | 697 | 283 | 269 | 4,180 | 1,700 | 1,615 |
| Middle East | | 697 | 383 | 364 | 697 | 383 | 364 | 4,180 | 2,300 | 2,185 |
| APAC | | | | | | | | | | |
| Japan | | 697 | 475 | 451 | 697 | 475 | 451 | 4,180 | 2,850 | 2,708 |
| Australia/New Zealand | | 697 | 663 | 630 | 697 | 663 | 630 | 4,180 | 3,980 | 3,781 |
| Hong Kong | | 697 | 348 | 331 | 697 | 348 | 331 | 4,180 | 2,090 | 1,986 |
| China | | 697 | 314 | 298 | 697 | 314 | 298 | 4,180 | 1,881 | 1,787 |
| India | | 697 | 314 | 298 | 697 | 314 | 298 | 4,180 | 1,881 | 1,787 |
| Singapore/Malaysia | | 697 | 475 | 451 | 697 | 475 | 451 | 4,180 | 2,850 | 2,708 |
| Indonesia, Phillipines, Thailand | | 697 | 348 | 331 | 697 | 348 | 331 | 4,180 | 2,090 | 1,986 |

Spreadsheet Input (2 of 2)

| Dedicated Virtual Classroom per Customer Class Day | | | Custom Development per Development Day | | | Certification per Exam attempt | | |
|--|---------------------------------|--------------------------------|--|---------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|
| List Price | Average Realized Customer Price | Average Realized Partner Price | List Price | Average Realized Customer Price | Average Realized Partner Price | List Price | Average Realized Customer Price | Average Realized Partner Price |
| | | | | | | | | |
| 4,180 | 2,874 | 2,730 | 2,825 | 1,364 | 1,296 | 210 | 179 | 170 |
| 4,180 | 2,190 | 2,081 | 2,825 | 1,342 | 1,275 | 210 | 158 | 150 |
| 4,180 | 2,190 | 2,081 | 2,825 | 1,342 | 1,275 | 210 | 158 | 150 |
| 4,180 | 1,990 | 1,891 | 2,825 | 1,342 | 1,275 | 210 | 158 | 150 |
| | | | | | | | | |
| 4,180 | 3,051 | 2,898 | 2,825 | 1,364 | 1,296 | 210 | 179 | 170 |
| 4,180 | 3,051 | 2,898 | 2,825 | 1,364 | 1,296 | 210 | 179 | 170 |
| 4,180 | 3,051 | 2,898 | 2,825 | 1,364 | 1,296 | 210 | 179 | 170 |
| 4,180 | 3,051 | 2,898 | 2,825 | 1,364 | 1,296 | 210 | 179 | 170 |
| 4,180 | 2,423 | 2,302 | 2,825 | 1,342 | 1,275 | 210 | 158 | 150 |
| 4,180 | 2,100 | 1,995 | 2,825 | 1,342 | 1,275 | 210 | 158 | 150 |
| 4,180 | 1,700 | 1,615 | 2,825 | 1,078 | 1,024 | 210 | 158 | 150 |
| 4,180 | 2,300 | 2,185 | 2,825 | 1,342 | 1,275 | 210 | 158 | 150 |
| | | | | | | | | |
| 4,180 | 2,850 | 2,708 | 2,825 | 1,342 | 1,275 | 210 | 158 | 150 |
| 4,180 | 3,980 | 3,781 | 2,825 | 1,364 | 1,296 | 210 | 179 | 170 |
| 4,180 | 2,090 | 1,986 | 2,825 | 1,342 | 1,275 | 210 | 158 | 150 |
| 4,180 | 1,881 | 1,787 | 2,825 | 1,078 | 1,024 | 210 | 105 | 100 |
| 4,180 | 1,881 | 1,787 | 2,825 | 1,078 | 1,024 | 210 | 105 | 100 |
| 4,180 | 2,850 | 2,708 | 2,825 | 1,342 | 1,275 | 210 | 158 | 150 |
| 4,180 | 2,090 | 1,986 | 2,825 | 1,078 | 1,024 | 210 | 137 | 130 |

USA Input (1 of 2)

| # | Crev | Busn | EdBM | Erev | Open Classroom per Student and day | | | Open Virtual Classroom per student and day | | | Dedicated Classroom per Customer Class Day | | |
|-----|------|------|------|------|------------------------------------|----------------------------------|---------------------------------|--|----------------------------------|---------------------------------|--|----------------------------------|---------------------------------|
| | | | | | List Price1 | Average Realized Customer Price1 | Average Realized Partner Price1 | List Price2 | Average Realized Customer Price2 | Average Realized Partner Price2 | List Price3 | Average Realized Customer Price3 | Average Realized Partner Price3 |
| C01 | S | SaaS | Hybr | M | \$650 | \$600 | \$300 | \$650 | \$600 | \$300 | \$2,600 | \$2,200 | \$1,100 |
| C02 | S | SW | PL | L | \$600 | \$600 | \$420 | \$546 | \$546 | \$382 | \$4,833 | \$4,833 | \$3,383 |
| C03 | L | SW | PL | L | \$650 | \$640 | \$650 | \$625 | \$610 | \$575 | \$5,300 | \$5,448 | \$5,300 |
| C04 | S | SW | PL | S | \$800 | | | \$800 | | | \$1,000 | | |
| C05 | S | SW | PL | L | \$750 | \$725 | \$580 | \$750 | \$725 | \$580 | \$12,000 | \$10,500 | \$8,400 |
| C06 | M | SaaS | PL | M | \$600 | \$600 | \$600 | \$600 | \$600 | \$600 | \$3,600 | \$3,600 | \$3,600 |
| C07 | S | SaaS | CR | S | | | | | | | \$1,200 | \$1,200 | |
| C08 | S | SW | Hybr | M | \$800 | \$600 | \$600 | \$800 | \$600 | \$600 | \$5,000 | \$4,000 | \$4,000 |
| C09 | S | SW | CC | S | \$1,000 | | | \$1,000 | | | \$12,000 | | |
| C10 | M | SW | PL | L | \$800 | \$720 | \$504 | \$800 | \$720 | \$504 | \$6,400 | \$5,500 | \$3,850 |
| C11 | | | | | | | | | | | | | |
| C12 | S | SaaS | CC | S | \$700 | \$700 | \$700 | \$490 | \$490 | \$490 | \$6,000 | \$6,000 | \$6,000 |
| C13 | S | SW | Hybr | M | \$720 | \$713 | \$713 | \$720 | \$713 | \$713 | \$5,871 | \$5,578 | \$5,578 |
| C14 | S | SaaS | PL | M | \$650 | \$585 | \$553 | \$650 | \$585 | \$553 | \$3,600 | \$3,240 | \$2,754 |
| C15 | L | HW | PL | L | \$950 | \$950 | \$950 | \$950 | \$950 | \$950 | \$5,250 | \$5,250 | \$5,250 |
| C16 | S | HW | CC | S | \$1,000 | \$950 | \$950 | \$1,000 | \$950 | \$950 | \$4,284 | \$3,641 | \$3,641 |
| C17 | S | SaaS | PL | M | \$800 | \$480 | \$336 | \$800 | \$480 | \$336 | \$4,500 | \$2,700 | \$1,890 |
| C18 | M | SW | CC | L | \$500 | \$500 | | \$500 | \$500 | | \$2,000 | \$2,000 | |
| C19 | L | SW | PL | L | \$490 | \$370 | \$370 | \$490 | \$370 | \$370 | \$3,400 | \$2,550 | \$2,550 |
| C20 | S | SaaS | PL | S | \$400 | \$400 | \$400 | \$320 | \$320 | \$320 | | | |
| C21 | L | HW | CR | M | \$850 | \$850 | \$638 | \$850 | \$850 | \$638 | \$6,500 | \$6,500 | \$4,875 |
| C22 | S | HW | PL | S | \$722 | | | \$722 | | | | | |
| C23 | S | SW | CC | S | \$750 | \$675 | \$450 | \$750 | \$675 | \$450 | \$4,650 | \$3,953 | \$3,488 |
| C24 | S | SW | CR | S | \$600 | | | \$600 | | | \$2,400 | | |
| C25 | L | HW | PL | L | \$700 | \$600 | \$305 | \$700 | \$600 | \$305 | \$7,000 | \$6,090 | \$3,500 |
| C26 | L | HW | CR | L | \$1,000 | \$900 | \$900 | \$1,000 | \$900 | \$900 | \$1,000 | \$900 | \$900 |
| C27 | M | HW | CR | S | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 |
| C28 | L | HW | PL | L | \$879 | \$604 | \$574 | \$879 | \$604 | \$574 | \$5,271 | \$3,624 | \$3,443 |
| C29 | M | SW | PL | L | \$735 | \$717 | \$573 | \$735 | \$717 | \$573 | \$6,015 | \$5,864 | \$4,692 |
| C30 | S | SaaS | PL | S | \$1,600 | | | | | | | | |

USA Input (2 of 2)

| # | Crev | Busn | EdBM | Erev | Dedicated Virtual Classroom per Customer Class Day | | | Custom Development per Development Day | | | Certification per Exam attempt | | |
|-----|------|------|------|------|--|----------------------------------|---------------------------------|--|----------------------------------|---------------------------------|--------------------------------|----------------------------------|---------------------------------|
| | | | | | List Price4 | Average Realized Customer Price4 | Average Realized Partner Price4 | List Price5 | Average Realized Customer Price5 | Average Realized Partner Price5 | List Price6 | Average Realized Customer Price6 | Average Realized Partner Price6 |
| C01 | S | SaaS | Hybr | M | \$2,600 | \$2,200 | \$1,100 | \$1,500 | \$1,200 | \$600 | \$250 | \$250 | \$125 |
| C02 | S | SW | PL | L | \$4,398 | \$4,398 | \$3,079 | \$1,000 | \$1,000 | \$700 | \$600 | \$600 | \$420 |
| C03 | L | SW | PL | L | | | | \$850 | \$850 | \$850 | \$0 | \$0 | \$0 |
| C04 | S | SW | PL | S | \$1,000 | | | | | | | | |
| C05 | S | SW | PL | L | \$12,000 | \$10,500 | \$8,400 | | | | \$295 | | |
| C06 | M | SaaS | PL | M | \$3,600 | \$3,600 | \$3,600 | | | | | | |
| C07 | S | SaaS | CR | S | \$1,200 | \$1,200 | | \$1,200 | \$1,200 | | | | |
| C08 | S | SW | Hybr | M | \$5,000 | \$4,000 | \$4,000 | \$5,000 | \$4,500 | \$4,500 | \$200 | \$150 | \$150 |
| C09 | S | SW | CC | S | \$12,000 | | | \$2,000 | | | | | |
| C10 | M | SW | PL | L | \$6,400 | \$5,500 | \$3,850 | | | | \$455 | \$455 | \$319 |
| C11 | | | | | | | | | | | | | |
| C12 | S | SaaS | CC | S | \$4,200 | \$4,200 | \$4,200 | | | | \$100 | \$100 | \$100 |
| C13 | S | SW | Hybr | M | \$5,871 | \$5,578 | \$5,578 | | | | | | |
| C14 | S | SaaS | PL | M | \$3,600 | \$3,240 | \$2,754 | \$1,800 | \$1,620 | \$1,530 | | | |
| C15 | L | HW | PL | L | \$5,250 | \$5,250 | \$5,250 | | | | \$195 | \$195 | \$195 |
| C16 | S | HW | CC | S | \$4,284 | \$3,641 | \$3,641 | | | | \$160 | \$160 | \$160 |
| C17 | S | SaaS | PL | M | \$4,500 | \$2,700 | \$1,890 | | | | | | |
| C18 | M | SW | CC | L | \$2,000 | \$2,000 | | | | | | | |
| C19 | L | SW | PL | L | \$3,400 | \$2,550 | \$2,550 | \$2,000 | \$1,600 | \$1,600 | | | |
| C20 | S | SaaS | PL | S | | | | | | | \$195 | \$195 | \$195 |
| C21 | L | HW | CR | M | \$6,500 | \$6,500 | \$4,875 | | | | \$150 | \$150 | \$113 |
| C22 | S | HW | PL | S | | | | | | | | | |
| C23 | S | SW | CC | S | \$4,650 | \$3,953 | \$3,488 | \$4,650 | \$3,488 | | | | |
| C24 | S | SW | CR | S | \$2,400 | | | \$2,000 | | | \$100 | | |
| C25 | L | HW | PL | L | \$7,000 | \$6,090 | \$3,500 | | | | | | |
| C26 | L | HW | CR | L | \$1,000 | \$900 | \$900 | | | | \$200 | \$200 | \$200 |
| C27 | M | HW | CR | S | \$1,000 | \$1,000 | \$1,000 | | | | | | |
| C28 | L | HW | PL | L | \$5,271 | \$3,624 | \$3,443 | \$3,563 | \$1,720 | \$1,634 | \$265 | \$225 | \$214 |
| C29 | M | SW | PL | L | | | | \$1,500 | \$1,125 | \$1,125 | \$900 | \$360 | \$360 |
| C30 | S | SaaS | PL | S | | | | | | | | | |

USA Averages (1 of 2)

| # | Crev | Busn | EdBM | Erev | Open Classroom per Student and day | | | Open Virtual Classroom per student and day | | | Dedicated Classroom per Customer Class Day | | |
|---------------------------------|------|------|------------|------|------------------------------------|----------------------------------|---------------------------------|--|----------------------------------|---------------------------------|--|----------------------------------|---------------------------------|
| | | | | | List Price1 | Average Realized Customer Price1 | Average Realized Partner Price1 | List Price2 | Average Realized Customer Price2 | Average Realized Partner Price2 | List Price3 | Average Realized Customer Price3 | Average Realized Partner Price3 |
| All companies average | | | | | \$775 | \$673 | \$594 | \$731 | \$657 | \$576 | \$4,718 | \$4,181 | \$3,771 |
| # inputs = | | | | | 28 | 23 | 22 | 27 | 23 | 22 | 26 | 23 | 21 |
| Education Revenue | | | | | | | | | | | | | |
| 11 total | S | | average = | | \$857 | \$745 | \$700 | \$742 | \$687 | \$642 | \$4,067 | \$3,159 | \$3,532 |
| | S | | # inputs = | | 10 | 5 | 5 | 9 | 5 | 5 | 8 | 5 | 4 |
| 7 total | M | | average = | | \$724 | \$633 | \$534 | \$724 | \$633 | \$534 | \$4,524 | \$3,974 | \$3,400 |
| | M | | # inputs = | | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 11 total | L | | average = | | \$732 | \$666 | \$583 | \$725 | \$658 | \$571 | \$5,315 | \$4,778 | \$4,127 |
| | L | | # inputs = | | 11 | 11 | 10 | 11 | 11 | 10 | 11 | 11 | 10 |
| Education Business Model | | | | | | | | | | | | | |
| 16 total | PL | | average = | | \$758 | \$615 | \$524 | \$691 | \$602 | \$509 | \$5,244 | \$4,933 | \$4,051 |
| | PL | | # inputs = | | 16 | 13 | 13 | 15 | 13 | 13 | 13 | 12 | 12 |
| 5 total | CC | | average = | | \$790 | \$706 | \$700 | \$748 | \$654 | \$630 | \$5,787 | \$3,898 | \$4,376 |
| | CC | | # inputs = | | 5 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 3 |
| 5 total | CR | | average = | | \$863 | \$917 | \$846 | \$863 | \$917 | \$846 | \$2,420 | \$2,400 | \$2,258 |
| | CR | | # inputs = | | 4 | 3 | 3 | 4 | 3 | 3 | 5 | 4 | 3 |
| 3 total | Hybr | | average = | | \$723 | \$638 | \$538 | \$723 | \$638 | \$538 | \$4,490 | \$3,926 | \$3,559 |
| | Hybr | | # inputs = | | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| Company Main Business | | | | | | | | | | | | | |
| 13 total | SW | | average = | | \$707 | \$626 | \$540 | \$701 | \$618 | \$528 | \$5,451 | \$5,023 | \$4,582 |
| | SW | | # inputs = | | 13 | 10 | 9 | 13 | 10 | 9 | 13 | 10 | 9 |
| 8 total | SaaS | | average = | | \$771 | \$561 | \$481 | \$585 | \$513 | \$433 | \$3,583 | \$3,157 | \$3,069 |
| | SaaS | | # inputs = | | 7 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 |
| 8 total | HW | | average = | | \$888 | \$836 | \$759 | \$888 | \$836 | \$759 | \$4,329 | \$3,858 | \$3,230 |
| | HW | | # inputs = | | 8 | 7 | 7 | 8 | 7 | 7 | 7 | 7 | 7 |
| Company Revenue | | | | | | | | | | | | | |
| 17 total | S | | average = | | \$784 | \$639 | \$546 | \$707 | \$608 | \$516 | \$4,996 | \$4,350 | \$4,023 |
| | S | | # inputs = | | 16 | 11 | 11 | 15 | 11 | 11 | 14 | 11 | 10 |
| 5 total | M | | average = | | \$727 | \$707 | \$669 | \$727 | \$707 | \$669 | \$3,803 | \$3,593 | \$3,285 |
| | M | | # inputs = | | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 |
| 7 total | L | | average = | | \$788 | \$702 | \$627 | \$785 | \$698 | \$616 | \$4,817 | \$4,337 | \$3,688 |
| | L | | # inputs = | | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |

USA Averages (2 of 2)

| # | Crev | Busn | EdBM | Erev | Dedicated Virtual Classroom per Customer Class Day | | | Custom Development per Development Day | | | Certification per Exam attempt | | |
|---------------------------------|-------|------|------------|------|--|----------------------------------|---------------------------------|--|----------------------------------|---------------------------------|--------------------------------|----------------------------------|---------------------------------|
| | | | | | List Price4 | Average Realized Customer Price4 | Average Realized Partner Price4 | List Price5 | Average Realized Customer Price5 | Average Realized Partner Price5 | List Price6 | Average Realized Customer Price6 | Average Realized Partner Price6 |
| All companies average | | | | | \$4,547 | \$3,934 | \$3,531 | \$2,255 | \$1,830 | \$1,567 | \$271 | \$234 | \$196 |
| # inputs = | | | | | 24 | 21 | 19 | 12 | 10 | 8 | 15 | 13 | 13 |
| Education Revenue | | | | | | | | | | | | | |
| 11 | total | S | average = | | \$3,842 | \$2,799 | \$3,082 | \$2,463 | \$2,344 | | \$139 | \$152 | \$152 |
| | | S | # inputs = | | 8 | 5 | 4 | 4 | 2 | 0 | 4 | 3 | 3 |
| 7 | total | M | average = | | \$4,524 | \$3,974 | \$3,400 | \$2,767 | \$2,440 | \$2,210 | \$200 | \$183 | \$129 |
| | | M | # inputs = | | 7 | 7 | 7 | 3 | 3 | 3 | 3 | 3 | 3 |
| 11 | total | L | average = | | \$5,191 | \$4,535 | \$3,871 | \$1,783 | \$1,259 | \$1,182 | \$364 | \$291 | \$244 |
| | | L | # inputs = | | 9 | 9 | 8 | 5 | 5 | 5 | 7 | 6 | 6 |
| Education Business Model | | | | | | | | | | | | | |
| 16 | total | PL | average = | | \$5,129 | \$4,745 | \$3,832 | \$1,785 | \$1,319 | \$1,240 | \$363 | \$290 | \$243 |
| | | PL | # inputs = | | 11 | 10 | 10 | 6 | 6 | 6 | 7 | 6 | 6 |
| 5 | total | CC | average = | | \$5,427 | \$3,448 | \$3,776 | \$3,325 | \$3,488 | | \$130 | \$130 | \$130 |
| | | CC | # inputs = | | 5 | 4 | 3 | 2 | 1 | | 2 | 2 | 2 |
| 5 | total | CR | average = | | \$2,420 | \$2,400 | \$2,258 | \$1,600 | \$1,200 | | \$150 | \$175 | \$156 |
| | | CR | # inputs = | | 5 | 4 | 3 | 2 | 1 | | 3 | 2 | 2 |
| 3 | total | Hybr | average = | | \$4,490 | \$3,926 | \$3,559 | \$3,250 | \$2,850 | \$2,550 | \$225 | \$200 | \$138 |
| | | Hybr | # inputs = | | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 |
| Company Main Business | | | | | | | | | | | | | |
| 13 | total | SW | average = | | \$5,374 | \$4,810 | \$4,421 | \$2,375 | \$2,094 | \$1,755 | \$364 | \$313 | \$250 |
| | | SW | # inputs = | | 11 | 8 | 7 | 8 | 6 | 5 | 6 | 4 | 4 |
| 8 | total | SaaS | average = | | \$3,283 | \$2,857 | \$2,709 | \$1,500 | \$1,340 | \$1,065 | \$182 | \$182 | \$140 |
| | | SaaS | # inputs = | | 6 | 6 | 5 | 3 | 3 | 2 | 3 | 3 | 3 |
| 8 | total | HW | average = | | \$4,329 | \$3,858 | \$3,230 | \$3,563 | \$1,720 | \$1,634 | \$194 | \$186 | \$176 |
| | | HW | # inputs = | | 7 | 7 | 7 | 1 | 1 | 1 | 5 | 5 | 5 |
| Company Revenue | | | | | | | | | | | | | |
| 17 | total | S | average = | | \$4,836 | \$4,146 | \$3,813 | \$2,394 | \$2,168 | \$1,833 | \$238 | \$243 | \$192 |
| | | S | # inputs = | | 14 | 11 | 10 | 8 | 6 | 4 | 8 | 6 | 6 |
| 5 | total | M | average = | | \$3,250 | \$3,025 | \$2,817 | | | | \$678 | \$408 | \$339 |
| | | M | # inputs = | | 4 | 4 | 3 | | | | 2 | 2 | 2 |
| 7 | total | L | average = | | \$4,737 | \$4,152 | \$3,420 | \$2,138 | \$1,390 | \$1,361 | \$162 | \$154 | \$144 |
| | | L | # inputs = | | 6 | 6 | 6 | 3 | 3 | 3 | 4 | 4 | 4 |

Summary Spreadsheet

| CEdMA Pricing Survey 2012 | | | | | | | | | | | |
|---------------------------|------------------------------|------------------------------------|---------------------------------|--------------------------------|--|---------------------------------|--------------------------------|--|---------------------------------|--------------------------------|--------------------|
| | | Open Classroom per Student and day | | | Open Virtual Classroom per student and day | | | Dedicated Classroom per Customer Class Day | | | Dedicated Customer |
| Country | Average Price/# of responses | List Price | Average Realized Customer Price | Average Realized Partner Price | List Price | Average Realized Customer Price | Average Realized Partner Price | List Price | Average Realized Customer Price | Average Realized Partner Price | List Price |
| Americas | | | | | | | | | | | |
| US/Canada | Average | \$775 | \$673 | \$594 | \$731 | \$657 | \$576 | \$4,718 | \$4,181 | \$3,771 | \$4,547 |
| | # inputs | 28 | 23 | 22 | 27 | 23 | 22 | 26 | 23 | 21 | 24 |
| Mexico | Average | | | | | | | | | | |
| | # inputs | | | | | | | | | | |
| Brazil | Average | | | | | | | | | | |
| | # inputs | | | | | | | | | | |
| Rest of Latin America | Average | | | | | | | | | | |
| | # inputs | | | | | | | | | | |
| EMEA | | | | | | | | | | | |
| UK | | | | | | | | | | | |
| Germany | | | | | | | | | | | |
| Benelux, Nordics | | | | | | | | | | | |
| Southern Europe | | | | | | | | | | | |
| Eastern Block Countries | | | | | | | | | | | |
| Russia | | | | | | | | | | | |
| Africa | | | | | | | | | | | |
| Middle East | | | | | | | | | | | |
| APAC | | | | | | | | | | | |
| Japan | | | | | | | | | | | |
| Australia/New Zealand | | | | | | | | | | | |
| Hong Kong | | | | | | | | | | | |
| China | | | | | | | | | | | |
| India | | | | | | | | | | | |
| Singapore/Malaysia | | | | | | | | | | | |
| Thailand | | | | | | | | | | | |



What metrics do we now need?

Questions

- Are well trained customers buying more core product?
- Are well trained customers completing the implementation on time and budget? Already done by IDC, but would like to know if-and-how Education Business Managers are measuring the indicator?
- Are trained customers more satisfied with the product?
- How to measure the impact of training to business, eg fewer support calls, higher product sales etc.

Questions (Cont'd...)

- What are some of the metrics that are taken into consideration for designing curriculum/offerings/modality etc....
- What metrics are used and how often by education development and delivery teams?
- What kind of analytics are performed using training data and what tools are being used?

