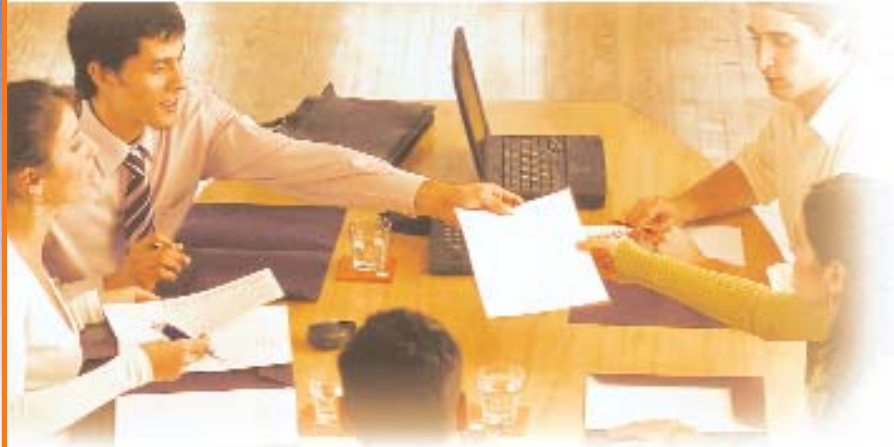




## Providing Learning Solutions



Learning Services



Catalog e-Learning

Print Courseware



Reference Tools





## Element K® Delivers Learning Solutions

**AN ELEMENT K LEARNING SOLUTION INCLUDES A TAILORED COMBINATION OF PRODUCTS, TECHNOLOGY, AND SERVICES THAT HELPS CUSTOMERS PLAN, PROVISION, LAUNCH, AND MANAGE THEIR LEARNING PROGRAM.** By outsourcing the development and day-to-day management of their learning program, customers not only have access to needed skills, but they also gain a single point of accountability. We begin the process by listening and understanding our customer's learning program objectives. We are then equipped to either build a learning solution from the ground up using Element K's core assets — catalog e-Learning, learning platform, print courseware, custom content, systems integration, and services — or address persistent issues in an existing learning program. Once the program is up and running, we devote time and energy to ongoing monitoring, management, and nurturing of the program.

Implementing or expanding a learning program can be confusing and risky even for a seasoned learning professional. What curriculum should be selected? What platform features will be needed? Will the curriculum be compatible with the platform? And once built, how will the program continuously improve and grow? Element K has the breadth of capabilities and proven success, giving customers the assurance of building, deploying, and managing successful learning programs.

Our 700 professionals, 1,900 e-Learning courses, 1,300 print courseware titles, platform, and processes have all been developed with the requirement of interoperability. This eliminates guesswork when developing a customized learning solution, and provides customers the assurance that our learning solution will meet their objectives.

### LEARNING SOLUTIONS

- |                      |                     |
|----------------------|---------------------|
| • Catalog e-Learning | • Custom Content    |
| • Print Courseware   | • Learning Platform |
| • Reference          | • Integration       |
| • Outsourcing        | • Services          |

## Element K Performance Guarantee

At Element K, we are committed to the performance of our products and to the quality of our relationship with all of our customers. If you are dissatisfied with the performance of any of our e-Learning products or services, we will make things right — or give you your money back. Guaranteed.

**SERVICES.** We guarantee on-time, on-spec completion of your services contract.

**SITE PERFORMANCE.** We guarantee uptime exceeding 99% (excluding planned downtime).

**SUPPORT.** We guarantee a multi-level process that ensures the timely and proactive resolution of all customer service and technical issues. We also offer premium customer service options that are guaranteed to meet your organization's service requirements, whatever they may be.

Steve Hoffman  
Chief Executive Officer  
Element K

**FOUNDED IN 1982** as Logical Operations by two professors from the Rochester Institute of Technology, the company began as an onsite computer training facility. In 1991, Ziff-Davis acquired the company, renamed it Ziff-Davis (ZD) Education and made published materials available to a broader, offsite audience. In 1996, ZD Education introduced LearnItOnline.com—the first online learning site to offer an interactive, self-paced information technology curriculum. In February 2000, U.S. Equity Partners, L.P., an affiliate of Wasserstein & Co., acquired the company and renamed it Element K. Element K has become a respected leader in the industry, known for our integrated products and services and unparalleled customer service and support.

**1982** Logical Operations, our first training center, is founded to help train employees on a new piece of office equipment—the micro computer.

**1987** Our official courseware model is purchased by other training organizations nationwide.

**1989** Our extensive catalog of training materials is offered to training centers and colleges nationwide. We are the first to formally publish original curriculum and training products.

**1991** We are the first to offer an alternative to vendor-authorized courseware. Ziff-Davis acquired Logical Operations and The Cobb Group. We become the leading publisher of computer-related journals and e-mail tips.

**1993** We become the nation's leading publisher of personal computer training products, and one of the largest personal computer training facilities in the world.

**1996** We are the first company to offer online, self-paced training on the Web. We are the first to offer tools to customize courseware and the first to offer in-classroom media tools (ActiveLearn) and Case-Based Learning (LearnPro).

**2000** Ziff-Davis University takes a new name, Element K is born, and in less than a year, Element K is noted as a Best of the Web pick by Forbes.com.

**2001** KnowledgeHub™, our 3rd generation learning management platform, is launched. For the second year in a row, Forbes.com recognizes Element K as a Best of the Web pick. Element K offers custom content and custom site development services. Element K partners with Harvard Business School Publishing to strengthen business and soft-skill course offerings.

**2002** We acquire the intellectual property of vLab® technology for students to apply their newfound knowledge within integrated labs. Element K launches KnowledgeHub Authoring Services, a web-based course authoring tool. Element K is selected as a Cisco Learning Solutions Partner.

**2003** Microsoft outsources the development of its e-Learning (Official Microsoft Learning Products) to Element K. Additionally, Microsoft outsources the North American distribution of its ILT courseware to Element K. Element K is granted rights to produce and distribute Novell Authorized Curriculum to Novell Training Service Partners located in North America.

**2004** Element K was placed in the e-Learning Magic Quadrant by Gartner Research, highlighting Element K's superior instructional design and effectiveness.



## Learning Solutions from Element K— Our Experience Assures Your Success

**A LEARNING SOLUTION PROVIDES A CUSTOMER WITH A HOLISTIC APPROACH TO A SPECIFIC ISSUE.** At times, the issue may be relatively narrow in scope—such as content integration between a Learning Platform and an ERP system. Or, it can be very broad, covering the full breadth from learning program definition to the analysis of course utilization information. Below you will find a table that summarizes the many ways in which Element K delivers Learning Solutions.

STAGE 1: PLAN	STAGE 2: PROVISION
<ul style="list-style-type: none"> <li>Define content, integration, and implementation requirements based upon customer-defined objectives</li> <li>Define ROI and other measurements of success</li> <li>Put measurement in place</li> </ul>	<ul style="list-style-type: none"> <li>Determine learning platform requirements—both functional and technical</li> <li>Develop custom content, acquire catalog content</li> <li>Load content on learning platform</li> <li>Integrate learning platform with LMS, HRIS, or ERP</li> </ul>
STAGE 3: LAUNCH	STAGE 4: MANAGE
<ul style="list-style-type: none"> <li>Launch internal marketing plan to generate awareness and interest</li> <li>Field training for students and administrators</li> <li>Develop program to recruit key learning program influencers throughout the organization</li> </ul>	<ul style="list-style-type: none"> <li>Develop and manage continuous improvement program</li> <li>As information is generated by program, monitor, report, and advise</li> <li>Generate standard and ad hoc reports</li> <li>Enroll/Un-enroll students, as needed</li> </ul>

## Learning Solutions, Stage 1: Plan

**THE SUCCESS OF A PROGRAM OFTEN HINGES UPON IDENTIFYING THE KEY ISSUES, ARTICULATING PROPER AND THOROUGH TESTING CRITERIA, AND ESTABLISHING PROGRAM METRICS.** Once the customer has defined the Learning Program objectives and goals, Element K can then work to make it a success. Our capabilities for building and maintaining large, multi-dimensional Learning Programs for companies such as Citigroup, Microsoft, and Cisco provide customers a proven record of success. Identifying integration issues, creating a number of measurement criteria, and defining detailed pre-launch, launch, and post-launch marketing tactics reflects some of the focus we bring to our customers' programs.

During this stage, we consider curriculum requirements by department, learner type and mode (e-Learning, ILT, Facilitated, Conferences/Seminars), and how to address these requirements. Curriculum solutions range from our Catalog e-Learning offering, to 3rd party custom content, to in-house custom curriculum development; and in each case, we give consideration to how the learning program can later be evaluated. If a customer is already using an in-house system (LMS, HRIS, ERP), our team will develop an integration strategy and identify mandatory learning platform functionality. Since communication of any learning initiative is crucial to its success, we recognize advocates and skeptics within an organization and map a communication plan to these groups operating before, during, and after the program launch. In addition, this preliminary stage also raises awareness over a Continuous Improvement Program for recruiting more students and introducing evolving curriculum.



## Learning Solutions, Stage 2: Provision

**AFTER CAREFUL PLANNING, THE LEARNING PROGRAM CAN MOVE INTO THE PROVISION STAGE.** This includes the review, selection, and integration of the two pillars of any Learning Program: curriculum and a learning platform.

Determining specific curriculum sources involves the development of a detailed matrix. The matrix includes learning needs (by department, function, and learner type). Learning needs are then evaluated against different sources of curriculum: 3rd party e-Learning and ILT, custom content developers, in-house content development, facilitators (internal or external), conferences, and seminars. This exercise defines curriculum sources, providing clear direction on what portion of the curriculum will be acquired "off the shelf," developed by a 3rd party custom development organization, or developed in-house.

KnowledgeHub™ is Element K's integrated learning platform. As an ASP, KnowledgeHub resides on Element K's servers, thereby relieving customers of the headaches involved with software installation, content integration, and system integration. Element K has integrated KnowledgeHub in scores of customer installations. Customer requirements have driven KnowledgeHub-to-LMS, KnowledgeHub-to-HRIS, and KnowledgeHub-to-ERP integrations. We have successfully integrated with every popular LMS, HRIS, and ERP systems.

## Learning Solutions, Stage 3: Launch

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**INTEGRATING TRAINING INTO AN ESTABLISHED PART OF ONE'S WORK LIFE IS CRUCIAL TO ANY SUCCESSFUL LEARNING PROGRAM.** The Launch stage focuses on the cultural and communication issues surrounding the adoption of learning within a customer organization. To facilitate communication, Element K shares Best Practices with each customer — this includes a detailed understanding of how other practitioners used mandatory and voluntary participation in their learning programs. While many customers require successful completion of specified learning (Development Paths) as a prerequisite for employee promotions, others require specific training completion before permitting employees to work on certain projects. Linking learning with professional achievement is clearly the hallmark of success for many programs.

Element K not only helps identify organization-critical training needs, we also provide end-to-end internal marketing strategies and tactics. The strategy portion identifies key stakeholders in the organization — students (tiered according to need and use), management, and ombudsmen — and creates specific communication plans against each group. The tactical portion identifies and targets specific messages to the various groups. Element K has standardized templates to accommodate customer-specific messaging, including table tents, posters, email templates, and pay stub inserts — even customized materials for unique communication needs. Element K can then print the material and deliver it to your location(s) or distribute print-ready files.



## Learning Solutions, Stage 4: Manage

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**TRULY SUCCESSFUL CUSTOMER PROGRAMS INCLUDE A DELIBERATE CONTINUOUS IMPROVEMENT PROGRAM.**

A well managed program accounts for student needs as they change over time, the constant requirement for new curriculum, different modes and blending, and new learning platform functionality. Such evolution in a program provides incentive for the students to return in order to broaden their skills and build upon prior knowledge. Element K Managed Services monitors the learning landscape in order to recommend changes and additions to your program over time.

Exercising our Managed Services capabilities, Element K can analyze dynamic information, including student utilization and other established metrics. Managed Services provides additional back-office services such as standard and ad hoc report creation, and can make proactive recommendations based upon performance criteria. These capabilities enable customer staff to focus on core learning program issues and strategies.

# Assets

ELEMENT K HAS THE BREADTH OF CAPABILITIES AND PROVEN SUCCESS TO GIVE CUSTOMERS THE ASSURANCE THAT WE CAN BUILD, DEPLOY, AND MANAGE THEIR SUCCESSFUL LEARNING PROGRAMS. BELOW IS AN OVERVIEW OF OUR ASSETS.

## Learning Services

For organizations that need assistance and guidance with implementing, integrating, and marketing their learning initiative, Element K Learning Services delivers powerful solutions. The people at Element K encompass over twenty years of successful company experience designing learning implementation programs, developing courses to meet specific learning objectives, delivering training both in the classroom and online, and guiding clients through their training processes. Time and again, organizations that are serious about their employee development and customer satisfaction turn to Element K as their learning partner of choice.

### ELEMENT K LEARNING SERVICES OVERVIEW

CUSTOM CONTENT DEVELOPMENT	CONTENT HOSTING
<ul style="list-style-type: none"><li>• Custom Content Design and Development</li><li>• Content Customization</li><li>• KnowledgeHub™ Authoring Services</li></ul>	<ul style="list-style-type: none"><li>• Content Hosting via KnowledgeHub e-Learning Platform</li><li>• Content Hosting using Web Services Integration</li><li>• Content Hosting with Element K Content Server</li><li>• Direct Content Integration</li></ul>
PROGRAM PLANNING & IMPLEMENTATION	MANAGED SERVICES
<ul style="list-style-type: none"><li>• Strategic Planning and Training</li><li>• Marketing and Communication Resources</li><li>• Reporting</li></ul>	<ul style="list-style-type: none"><li>• Ongoing Site and Student Administration</li><li>• Site Development and Updates</li><li>• Reporting and Analysis</li></ul>

## Learning Management Platform— KnowledgeHub™

KnowledgeHub, Element K's hosted, integrated learning management platform, is designed to create a highly student-centric learning environment that keeps students interested and motivated. It is flexible, scalable, and modifiable, and allows for complete management of training and learning, skill competencies, and job profiles. KnowledgeHub provides organizations the core functionality of an LMS without the upfront or continuing expense of an LMS and no IT integration and maintenance burden on your organization.

**ASP MODEL.** Because KnowledgeHub is a hosted (ASP) solution, there is no hardware or software to buy, install or maintain. This hassle-free approach is a smarter, cost-effective alternative to the demands of traditional LMS ownership, substantially reducing infrastructure and operational costs, as well as deployment time. Element K manages all aspects of development, hosting, system upgrades, security, and maintenance. KnowledgeHub is a perfect solution for those organizations that need to be up and running quickly.

**MANAGE ALL LEARNING MODALITIES.** The platform allows small, medium and large organizations to power, deliver and track their organization's learning experience—in all modalities (proprietary e-Learning, vendor e-Learning, instructor-led classroom training, and vLabs).

**PROFESSIONAL DEVELOPMENT MANAGEMENT.** KnowledgeHub allows administrators to customize learning paths. Learning paths can be distributed to any group or individual within your organization.

**AUTHORING TOOL.** KnowledgeHub Authoring Services gives customers the ability to develop their own training content and make it available to their users in an ASP environment.

**WEB SERVICES.** Web Services is an open, scalable, and secure solution for the integration of e-Learning services with enterprise business applications. This integration enables clients to leverage existing enterprise applications, technology investments and third party LMSs.

**ASSESSMENTS.** Offer pre- and post-learning assessment exams associated with a course. Brainbench certification exams from Brainbench Inc. provide external skills validation for your students.

# Assets

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## Catalog e-Learning

Element K Online offers subscribers in 144 countries round-the-clock access to more than 1,900 online courses on a wide range of IT, compliance, quality, and business management topics. These include topics such as: business management and leadership, project management, office productivity, organizational development initiatives, occupational safety, computer programming, security, Cisco, and Six Sigma. Element K also seamlessly integrates various forms of interaction into its e-Learning offerings. This blended solution allows customers to obtain the knowledge and skills they need, whenever they need them, with the added benefit of interaction with peers and training professionals. Element K's engaging online training solutions feature instructor-led training (eILT) and self-paced online courses, vLabs® hands on labs, professional certifications, reference tools, and KnowledgeHub, a fully hosted learning management platform.

## Element K vLabs®

Only vLabs from Element K gives students hands-on sessions, connecting directly to live hardware and software—not simulations. vLab technology provides students the opportunity to practice and reinforce newly learned skills in integrated labs, allowing them to gain job-related experience by working on actual projects. Students have 24x7 access to live equipment in a risk-free environment, utilizing the Element K bank of servers and infrastructure. vLab technology is exclusively available from Element K.



## Print Courseware

Element K develops and publishes the most widely used and respected instructor-led training content in the industry, and makes it available to customers in multiple formats, including books, Quick Reference Cards, training manuals, and licensed content in electronic form. We utilize all of our experience in publishing and hands-on classroom instruction to create courseware that is accessible, engaging, and enjoyable to use. Element K offers more than 1,200 unique courseware titles, including: Microsoft® Official Learning Products, Certification & Computer Professional, featuring Cisco Authorized Curriculum, Novell Authorized Curriculum, CompTIA® certification, and Security. To provide students with rapid access to information

on a continuous basis, the company also offers various reference tools. Element K's courseware is marketed directly to businesses, government agencies, and educational institutions, as well as indirectly through domestic and international resale and licensing agreements with strategic partners.

## Reference Tools

**ONLINE REFERENCE BOOKS**— provide unlimited access to a full-text, searchable e-Reference library containing thousands of best selling technology and business books to enhance your learning experience. The multi-publisher library provides access to leading publishers such as: O'Reilly, Sams, Que, Microsoft Press, Cisco Press, Sun Microsystems Press, IBM, Adobe Press, Addison Wesley, Financial Times PH, Wharton School Publishing, and McGraw Hill Professional. Subject matter spans from technology theory and complex procedures to leading management and business ideas from true thought leaders.

**ONLINE REFERENCE ARTICLES**— provide concise, job-related solutions with step-by-step instructions, full illustrations, task-based techniques, and time-saving tips. They offer the greatest benefit to those who have a working knowledge of a technology, and require task-specific information. Most *Articles* reference titles address a defined need or outcome, and are four to six pages in length. You'll have unlimited access to an extensive archive containing almost 5,000 reference *Articles*, with new titles added monthly.

**getAbstract**— these concise business book summaries are ideal for busy professionals who want to expand their business management knowledge and stay current of the latest trends, but don't have the time to read books cover to cover. The comprehensive library includes more than 1,500 publisher-approved summaries of the most recognized books. Employees can find relevant content quickly on topics such as leadership, management, marketing, human resources, finance, and strategy. Summaries are available both online and offline as a PDF, downloadable format for PDAs, or weekly email service based on personalized interest profiles.

# Element K Partnerships

Our relationships transcend traditional marketing arrangements; they run broad and deep in the areas of content and course development, product distribution, and web hosting. Industry leaders choose Element K as their strategic partner in training because they recognize our unique blend of capabilities that have been perfected over our twenty years in the training industry:

- Instructional content design and development that facilitates a truly “blended learning” experience.
- Web development and hosting, including customization, integration, branding, and commerce.
- Book printing, binding, customization, and international distribution — delivering over one million impressions daily; over 1 million books annually.
- Custom online course development using customer documentation as source material.



Element K was selected by Microsoft

Learning to develop e-Learning for Official Microsoft Learning Products that enhance skills and knowledge using Windows 2003 Server. We were also chosen as the first Microsoft Content Service Provider, allowing us to produce and distribute Official Microsoft Learning Products to Microsoft’s Authorized Training channel. Element K provides online courses and hands-on labs (vLabs®) to create a unique and powerful “blended learning” solution. Certified Technical Education Centers may provide students with free e-Learning courses and vLabs® for post-class support, and may resell additional labs from a location-branded website built and hosted by Element K. In addition, Element K created and hosts

a commerce-enabled website for individuals to purchase e-Learning and e-reference products in support of their personal training needs.



Element K is a Cisco Learning Solution Partner

(CLSP) and one of a select group qualified to leverage Cisco intellectual property to create and offer Authorized Cisco training. Element K, under a Cisco awarded contract, has revised Cisco’s CIT 5.0 certification courses, as well as the ACCELERATE Cisco systems engineers program, converting over 1,000 hours of instructor-led sophisticated Cisco technologies. Element K can prepare organizations to provide Authorized Cisco training and other products, such as online learning courses and virtual labs (vLabs®), through our partnership status in the Sponsored Organization (S.O.) program.



Element K has been selected by IBM Software Services

for Lotus (ISSL) to provide custom courseware and to develop online content for Lotus Domino 6.0/6.5. ISSL’s partnership with Element K gives its ECIS partners a greater variety of Lotus training options, including online training that maps to authorized instructor-led curriculum, customized IBM courseware, and “hands on” labs on live software and hardware, reinforcing classroom learning. Element K offers a customized website to deliver Lotus Domino 6.5 courses, using the highly regarded Element K SPARK model.



Element K has received the rights to produce and distribute Novell Authorized Curriculum to Novell Training Service Partners in North America,

the only partner outside of Novell to do so. This unique relationship with

Novell “authorizes” Element K to provide existing online courses, as well as produce future online courses derived from Novell Authorized courseware.



Element K established a relationship with Adobe in 2000 to develop e-Learning courses that support its design and media applications. The relationship grew from a pure content development arrangement into new courses as Adobe updates application versions and releases new products.



Element K’s relationship with Macromedia began in 2000 with developing online courses to support Macromedia’s design and media applications. Element K now hosts and maintains “Macromedia University” at <http://macromedia.elementk.com>, a Macromedia branded website that offers application training to Macromedia’s customers. In 2003, Element K’s relationship with Macromedia expanded to include the development and distribution of all authorized ILT and online training materials to the Macromedia Authorized Training Partners (MATP).



Element K’s relationship with Harvard Business School Publishing began in 2000 to develop and distribute its computer-based training programs in leadership, management, and finance online. We enhanced the world renowned content with our well established online course design to create the first internet-delivered HBSP courses — the Harvard Interactive Manager Series. Since then, we have added dozens of HBSP courses to our library.

## Contact Us

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At Element K we work hard to make sure you get what you need and to ensure your solution is up and running exactly as it should be—to your standards. We offer support via phone, email, feedback forms and live chat. To learn more about Element K Learning Solutions contact **Element K Sales at 1.800.434.3466.**

**PRINT COURSEWARE SUPPORT**  
1.800.478.7788

**E-LEARNING SUPPORT**  
1.800.250.5013

From the UK: 0.800.731.7117

From Australia: 1.800.104.876

From countries other than the UK and Australia: 1.585.214.8898

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**TO FIND OUT MORE:**

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