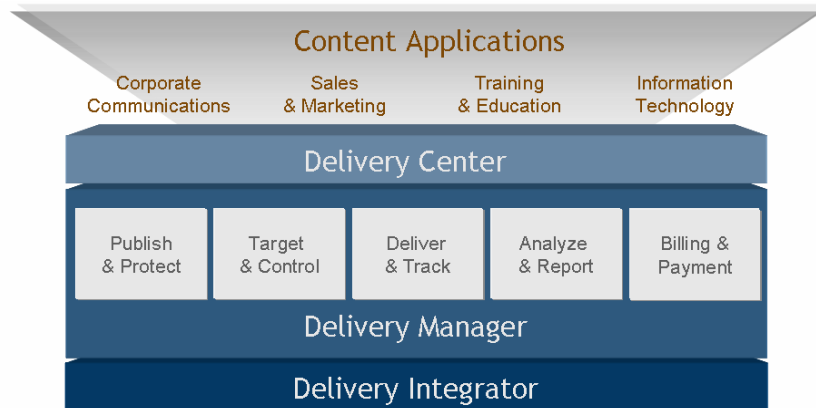


Ignite provides the industry's most secure and scalable Content Delivery Solution, enabling customers to efficiently publish, deliver, and manage digital assets – from rich media content for training and communications to software patches and virus updates – to anyone, anywhere, at any time. Ignite's patented Content Delivery Solution overcomes network and connectivity constraints that have limited the ability to reach online audiences with the highest quality, secure rich media. Ignite's Solution has been deployed around the globe at companies like Accenture, BearingPoint, Sabre, and Procter & Gamble.



Ignite and LMS: A Powerful Combination

Your Learning Management System (LMS) is designed to manage critical learning needs across your extended enterprise of customers, partners, and suppliers, but this system is only valuable if people use it. Ignite works in combination with your LMS to help make it an integral part of the way people perform their everyday tasks. Ignite's Content Delivery Solution (CDS) enables you to efficiently and economically take the content you create in your LMS and deliver it across your enterprise.

The Ignite solution takes advantage of existing bandwidth to efficiently route high-bandwidth content over enterprise networks or even the Internet. This process eliminates network bottlenecks that often occur when distributing and retrieving large multimedia and streaming content. Ignite's open architecture enables the Ignite solution to deliver training materials that are stored in your LMS and provide progress, completion, and test scores back to the LMS. The combination of your existing LMS and Ignite's ability to politely deliver high-impact content allows you to provide the most comprehensive and effective computer-based training possible.

Ignite's Content Delivery Solution

Ignite's Content Delivery Solution helps you manage the entire lifecycle of content publishing and distribution for any type of digital content, including critical training materials.

The mission of Ignite's delivery technology is to identify and leverage the most secure and efficient routes for delivery based on individual user needs and content delivery demands. Ignite is built on a client/server platform, with the client (Delivery Center) and server (Delivery Manager) connected via private (e.g., corporate) and/or public (Internet) networks.

Following is a discussion of how the major components of the Ignite solution and the effectiveness of the Ignite delivery system work with your LMS to enhance your training delivery process.

Ignite Delivery Center

The Ignite Delivery Center enables confirmed, efficient, and secure delivery of your content to end user desktops and other mobile devices. Administrators can proactively deliver training content, and end users can request training from the Delivery Center.

With the Ignite Delivery Center, end users can reliably and securely receive training deliveries regardless of where they are or how they are connected to the Internet. Ignite's intelligent routing and delivery processes ensure that your users experience fast delivery and access to content wherever they are, notwithstanding global or local traffic conditions.

Ignite Delivery Manager

The Ignite Content Delivery Solution is built on a single unified publishing, packaging, and delivery platform. The Delivery Manager is a web-based application comprised of modules that support your workflow and lifecycle of publishing and delivering content: Publish & Protect, Target & Control, Deliver & Track, and Analyze & Report. In addition, this centralized application enables administration of user and system level roles, security parameters, and delivery options.

The role of each Delivery Manager module in the training content delivery process is described below.

Publish & Protect

Ignite's Publishing capabilities are provided via an easy-to-use web-based application that enables you to inventory and combine your LMS content into delivery packages. Ignite's easy-to-use publishing wizards provide a streamlined method to publish and control the delivery of your content.

For each delivery package, you have the ability to specify how you want the content to be delivered: pushed and/or pulled on demand. Ignite features "application politeness" which helps avoid interruptions to an end user's normal activities. For example, training content downloads and notifications can be suspended when critical applications are running on the end user's computer. In addition, you can choose when and how users are notified of new content deliveries (e.g., via an on-screen Delivery Alert). You can also choose not to notify users at all. For example, you can choose silent, background delivery of training content, which allows end users to see the content the next time they log in to the system. For additional information about Ignite's delivery technology, please refer to the *Ignite Delivery Technology Overview*.

Ignite protects your content during all phases - publishing, targeting, delivery, receipt, and use - through a multi-layer combination of encryption, digital signatures, and DRM capabilities. Multiple security barriers around your critical assets provide the most secure protection possible, making unauthorized content capturing, viewing, duplicating, and altering virtually impossible. For complete details on Ignite security, please refer to the *Ignite Security Overview*.

Target & Control

Ignite's Targeting capabilities enable you to pinpoint the delivery of content to whom and to where it is needed by performing criteria-based distributions. The Ignite Targeting module uses survey or profile data, imported data, and data collected through system inventories to build a rich set of targeting criteria in real time. For example, you can automatically target a more difficult training module to users who have passed a particular test and a remedial module to those who have failed the test.

Ignite's Targeting module also supports delivery triggers, which are set by rules that can be invoked to create customizable delivery events. For example, you can set up an event trigger to automatically send an introductory sales training module to all new salespeople.

In addition, a set of checks and balances produces an auditable chain of custody, enabling you to establish a customized, secure content control and approval process.

Deliver & Track

Ignite's powerful, patented delivery technology enables you to centrally manage and control your content delivery network. Ignite's bandwidth management intelligence and delivery optimization technology provide for low- to no-impact delivery of large files over your network.

In addition to tracking the successful delivery of packages, Ignite also provides the ability to track who has installed the Delivery Center and who has not, who has received content and who has not, and interaction with and feedback about the content itself (via surveys and comments). All tracking can be performed offline.

Analyze & Report

Ignite's profiling capability allows Administrators to create custom questions that are presented to the user during the install or registration process. Similarly, Ignite also efficiently delivers and captures the results of surveys and questionnaires to gather additional feedback from end users. Surveys are useful to collect feedback about the effectiveness of content, measure employee satisfaction, gauge learning and development progress, and compile documentation for compliance issues. These responses can be used to target content and for reporting.

With Ignite's Reporting capabilities, business users and Administrators can quickly and easily measure the effectiveness of content deliveries. Ignite's Reporting goes beyond just summary information to provide true business analytics, which help you identify trends and patterns. This feature allows you to respond to dynamic content demands automatically and in real time. Ignite's analysis can occur at an aggregate level or at a granular level - even down to an individual person or a single device.

Ignite can transfer critical reporting data to your LMS so your Administrator can view it via your LMS interface or reports can be sent as formatted PDF files, delivery packages or email links. Reporting data includes:

- **Delivery information**, such as who has received deliveries and when they were received
- **Polling information**, such as when users logged on to the system
- **Interaction data**, such as who accessed a particular course and when they accessed it
- **Survey data**, which can be used for information-gathering or testing purposes
- **Survey (test) grades**, including number of passing/failing scores and individual scores

Interaction data, survey data, and survey grades can be gathered when the user is online and then reported on while the user is offline.

For additional details about the Ignite Content Delivery Solution, please refer to the *Ignite Content Delivery Solution Overview*.

Maximize Your Training Initiatives

Ignite helps you overcome the many challenges you face so you can achieve your e-learning objectives.

- **Version Control**

Ensuring that end users have the latest version of your training materials can be a costly and time-consuming process - and, in some cases, impossible to enforce. The Ignite Delivery Center has the ability to automatically update or upgrade existing files. If the Administrator tells the system that content is an update or revision to previously-staged or delivered content, the Delivery Manager generates a "difference file" containing only the delta (binary differences between the old and new versions of the file) and sends this "difference file" to all users who have the "old" version on their computers. All pending deliveries of the old version are automatically voided and replaced with the new version. The default for file comparisons is five prior versions, but the Administrator can increase this parameter if needed. This process, called byte-level differencing, dramatically reduces bandwidth consumption while enabling reliable content version control.

- **Delivery Alerts**

Ignite takes the guesswork out of notifying end users about training deliveries. For each delivery package, you have the ability to customize how you want the content to be delivered: pushed or pulled on demand. The Administrator can set up re-usable templates for different delivery methods in the Delivery Manager to streamline this process. The end user is notified via an onscreen Delivery Alert whenever new content has been delivered.

- **On-Demand Access**

Ignite enables easy accessibility to information on demand. Not having to reactively administer repeated training content provides overall lower cost of training to employees.

- **Tracking**

Ignite enables trainers to control and monitor the entire education lifecycle - online and offline - including the ability to see who has completed new training material and who has not started. Additionally, Ignite can be configured to send remedial training immediately after test results are available.

- **Offline Capabilities**

Using Ignite's offline capabilities, your LMS can offer rich, high-impact training courses that can be accessed even while the user is offline. The user can view content and take practice or actual tests offline. Response data is uploaded to the LMS the next time the user is online, and the results can be viewed through the LMS's online control panel or returned to the user via the Ignite system.

- **Security**

Ignite's chain-of-custody control and multi-layered security approach to content publication, distribution, and version control provides holistic assurance that the distribution of your confidential and proprietary training materials is fully audited and meets your corporate security requirements at all times.

- **Targeting**

With traditional LMS systems, you cannot deliver content ahead of time or automatically target specific individuals or groups. With Ignite, you can stage content for delivery on a specified date and publish content based on criteria such as audience, domain, or geographic location. For example, you can target training materials to all training kiosks in Southeast Asia, all locations in Germany, all Dominant Market areas in North America, or any combination of these locations. The ability to set an automated targeting event based on any conceivable criteria (simple or complex) eliminates the need for Administrators to manually target or push content. Targeting events can even be scheduled to run at pre-configured intervals to eliminate the need for manual intervention.

Ignite/LMS Integration Process

Ignite's open architecture allows it to integrate with most commercial-off-the-shelf (COTS) LMS's and proprietary LMS's. Your existing LMS manages content that has been built by course developers and organized into courses. The Ignite Content Delivery Solution works in the background to efficiently deliver these training courses and other content to their intended audience. Once the content has been delivered, end users can access it via their familiar LMS interface. Test scores and other applicable user interactions are tracked for reporting purposes. When the course has been completed, the LMS can instruct Ignite to take customizable actions, such as:

- Delete the course from the end user's computer
- Automatically request a new course to be played (if it has previously been downloaded) or queue up a new course so it can be downloaded and played
- Notify the user with a custom message

In a default Ignite implementation, the integration process includes the steps shown in Figure 1 below. Actual steps will vary, depending on each customer's unique needs.

- 1 Administrator logs into LMS publishing interface, uploads content, and enters Domain and Audience code Metadata (used for targeting purposes).
- 2 Published content is transferred in the background to the Ignite Delivery Manager. This message includes Metadata (Domain, Audience).
- 3 Ignite Delivery Manager publishes content in its local repository and targets content based on Metadata.
- 4 Any Delivery Center that has been targeted begins unattended package download. Delivery Alert settings take effect upon downloading, and appropriate notifications are sent to Ignite.

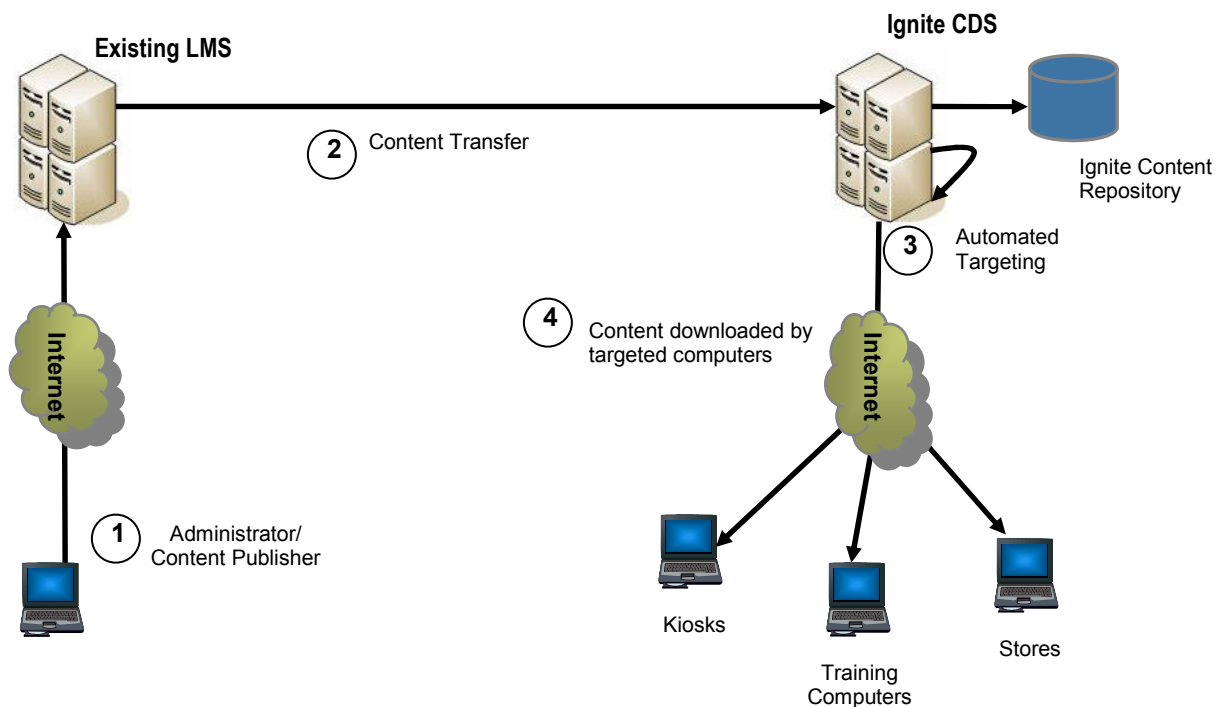


Figure 1: Ignite/LMS Integration

The best part about integrating Ignite with your existing LMS is that training Administrators and end users do not have to learn a new system; they can continue to use your current LMS publishing interface. Ignite will ensure that your content and the metadata used for targeting purposes are used in the background to enable efficient content delivery. End users will log in to their computers in the same manner as before and will see the same familiar user interface.

Usage Scenario

The following usage scenario demonstrates the power and flexibility of the Ignite/LMS integration solution.

Challenge

A major digital imaging products company was challenged with getting sales training on thousands of products to its sales force and resellers quickly and economically. The company had invested in an AICC-compliant LMS, but still faced challenges in reaching its geographically-dispersed sales representatives and partners. CDs proved costly to produce and distribute, and live training was time-consuming and expensive. The company also faced the challenge of producing business analytics and was unable to ensure the security of its training and sales materials once they were in the hands of its sales force.

The company realized it needed a training solution for its sales force, partners, and external distributors that could achieve the following communication goals:

- Reach mobile, geographically dispersed personnel, even those on low bandwidth.
- Target, track and provide feedback on the learning process.
- Reduce training costs.
- Provide high-quality content to all professionals at the same time.

Solution

The company selected Ignite Content Delivery Solution for its sales and distribution organization to deliver high-quality sales training materials. Sales representatives and partners are now able to access video-based product training materials and courses on demand, regardless of the mobile user's Internet connection speed. Content delivered through Ignite is secured through extensive encryption to prevent unauthorized copying, printing or forwarding.

Ignite integrated with the company's existing proprietary Learning Management System (LMS). This integration to the LMS enabled all the content to be delivered in the context of the LMS and allowed all interactions, including training sessions and surveys completed offline, to be tracked back to the LMS's reporting engine.

The Ignite Advantage

- No new system to learn; Ignite seamlessly integrates with existing LMS's, so end users, content developers, and Administrators can interact with familiar LMS interfaces.
- Efficient, accelerated, and polite downloading of content reduces load on networks.
- Automated targeting eliminates the need for manual intervention.
- Extensive tracking and reporting help measure the effectiveness of training initiatives.
- Offline access to content, survey results, and tracking information provides ultimate flexibility.
- Version control ensures that users always have the most up-to-date content.
- Ability to send only revisions to content, rather than entire content packages, accelerates the delivery process.

Results

By using Ignite, the company was able to reduce costs associated with training and increase the productivity of its sales force and external distributors. Quantified results include:

- Increased employee and partner usage of sales training by more than 100%
- Reduced travel costs and production and distribution of hard copy training materials by 85%
- Increased reach of quality training programs and improved sales resource efficiency
- Decreased bandwidth costs
- Improved tracking of training courses

Summary

Ignite's Content Delivery Solution and your LMS work together to maximize your network investment for the creation and delivery of rich e-learning content. With Ignite, you can efficiently distribute, manage, and assess educational programs across your company's various practices and geographies in a quick, efficient, and affordable manner. Ignite helps you overcome the many challenges you face so you can achieve your e-learning objectives and succeed in today's knowledge-based economy.

To experience Ignite's Content Delivery Solution firsthand, visit www.ignitetech.com and click on the "Experience Ignite" link.