

2011 Business Benchmark Survey Project Update





2011 Business Benchmark Survey

- Primes:
 - *Dirk Braune* – Services Trustee and Executive Sponsor - CEdMA
 - *Ed Halteman* – Survey and Analysis Expert – Survey Design and Analysis
 - *Scott Edwards* – Project Manager and Subject Matter Expert – Anthony Scott Edwards Learning
- Contributors and Project Participants:
 - *Mike Dowsey* – Administrator – CEdMA
 - *Harold Henke* – Metrics SIG Chair
 - *Metrics Special Interest Group (SIG)* – CEdMA
 - Primary participants to be identified



2011 Business Benchmark Survey

- Received input from CEEdMA
 - Received historical question pool
 - Received list (RFP) of Key Performance Indicators (KPI) of interest for current survey items
 - Researched other benchmark survey sources and items
- Created extensive topic/item list referencing:
 - Historical items
 - RFP/KPI
 - Gap items
- Created draft of new survey covering:
 - Operations & Finance
 - Sales & Marketing
 - Curriculum Design & Course Development
 - Course Delivery and Distribution
 - Training Partner Programs
 - Demographics

***Rough, but close to
being ready for
review!***



2011 Business Benchmark Survey

- Currently have ~135 question items
- Only category missing is Certification, which is work in progress
 - CEEdMA Certification survey distributed in 2010
 - Have 25 question slot remaining against 160 item target
- *Could* add Certification function items for complete coverage
- *Could* reserve balance for gaps in other functions
- *Could* expand item target number to include:
 - Certification
 - Additional items
- Seeking advisement/preference from Metrics-SIG
- *Still need full survey and/or functional reviewers*

Operations & Finance Sample Questions

What are education services' primary business objectives? (Select no more than two)

- Meeting a revenue target
- Meeting a profit margin target
- Maximizing profit
- Increasing mindshare
- Enhancing product adoption
- Reducing support liability
- Other (specify) _____

What % of your total/regional revenue does training credits (by region) represent? [Must add to 100]

Ranges represent radio pick buttons

	< 5%	5-10	11-20	21-30	>30%	Uncertain
Worldwide						
North America						
South America						
Europe, Africa, Middle East						
Asia/Pacific Rim						

Sales and Marketing Sample Questions

Who handles the sales of education service offerings and how are those people compensated as a percent of quota?

	Responsibility		Compensation (% of quota)					
	Yes	No	0%	1-2%	3-4%	5-6%	> 6%	Uncertain
Field/Product sales								
Inside sales								
Services sales								
Maintenance renewal sales								
Dedicated education services sales representatives								
Channel partners								
Education Services third party sales partnership								
Other								

Choices and ranges represent radio pick buttons

Is there a formalized go-to-market strategy and/or process for introducing new education services offerings?

- a. Yes
- b. No
- c. Uncertain

Curriculum Design and Course Development Sample Questions

At what stage of the product development cycle is curriculum design and course development first involved?

- a. Product feasibility/inception stage
- b. Product development stage
- c. Beta product availability stage
- d. General/public product availability stage
- e. Other (specify)

For each hour of class/lesson time, please estimate the amount of development time required for each of the following offering types?

	Hours of development time				
	< 15	15-25	26-35	36-45	>45
Instructor Led					
Synchronous Distance Learning/Virtual Instructor Led					
Remote/virtual lab exercises					
Asynchronous e-learning					
Web based/printed self-study					



Course Delivery and Distribution Sample Questions

For your education services instructors, what are your company standards (targets) for the percent of their time in each of the following areas? [Must add to 100%]

- a. % Platform time
- b. % Preparation time
- c. % Course development activities
- d. % Overhead

What percentage fill rate do you require to run open enrollment (public) classes?
[Answer for each type] At least . . .

	20%	20-30%	30-40%	40-50%	>50%	Uncertain
Classroom, instructor-led						
Virtual, instructor-led						

Training Partner Programs Sample Questions

For 2010 what percent of your total classes did your delivery partners handle?
Answer for each region.

	< 25%	25-50%	50-75%	>75%	Uncertain
Worldwide					
North America					
Central and South America					
Europe, Africa, Middle East					
Asia/Pacific Rim					

Which of the following types of organizations do you allow to participate in the course delivery partner program? (Select all that apply)

- a. Resellers/VARs
- b. Distributors/VADs
- c. Independent training organizations
- d. Other (please specify)



Demographics Sample Questions

Approximately, what is the current total size (number of employees) of your education services organization?

- a. 1-5
- b. 6-15
- c. 16- 50
- d. 51-100
- e. >100
- f. Uncertain

What are your company's primary markets? (Select NO MORE THAN 2)

- a. Large Enterprise
 - b. Small and medium enterprise
 - c. Home office
 - d. Consumer
 - e. Other (please specify)
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