



CEdMA eLearning Sig. “Mobile Learning Planning Recap”

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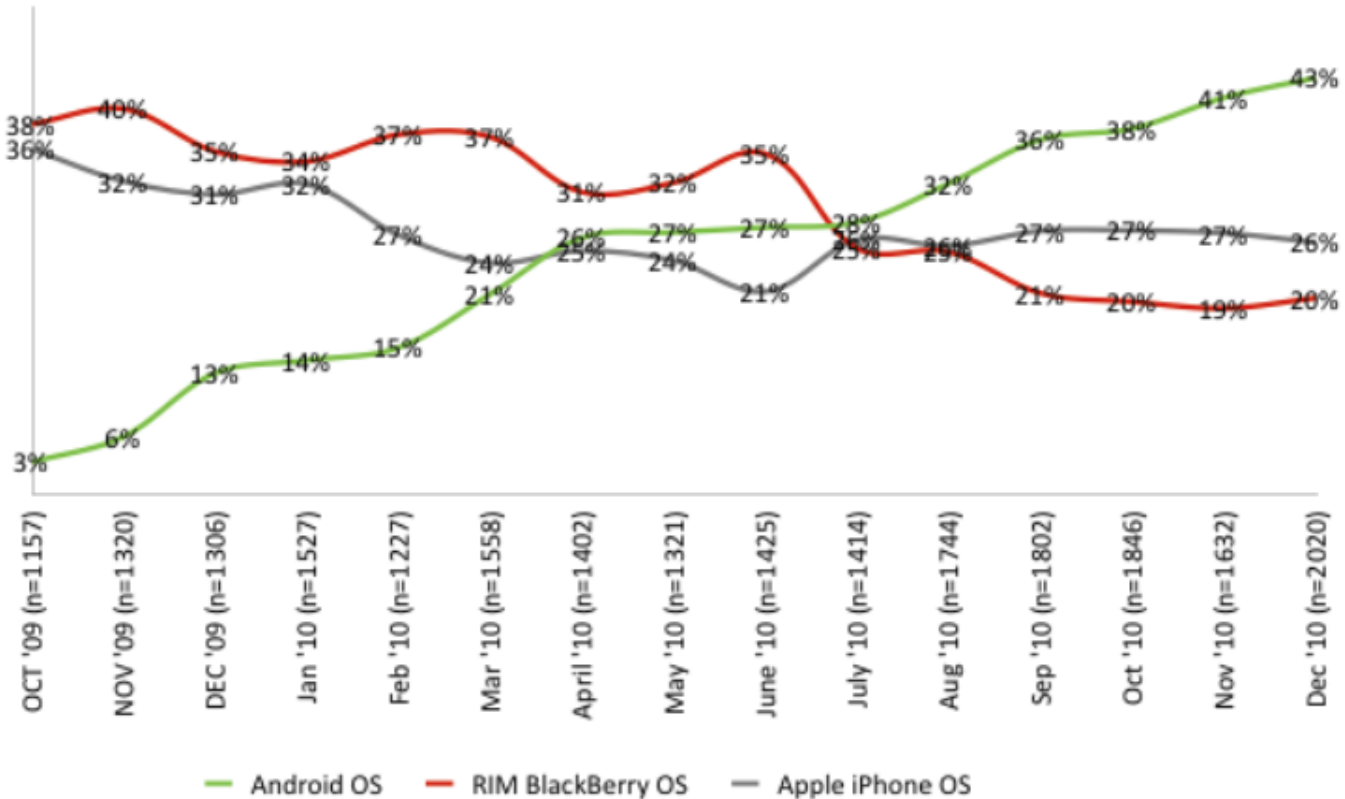


Agenda

- Intro's – who we are.
- Device/market penetration
- Past Experience
- Creating mobile content, Best practices
- What we have in place now
- Delivery, Direct Download and Syndication (RSS)
- Becoming more mobile accessible
- Q&A

Recent Growth

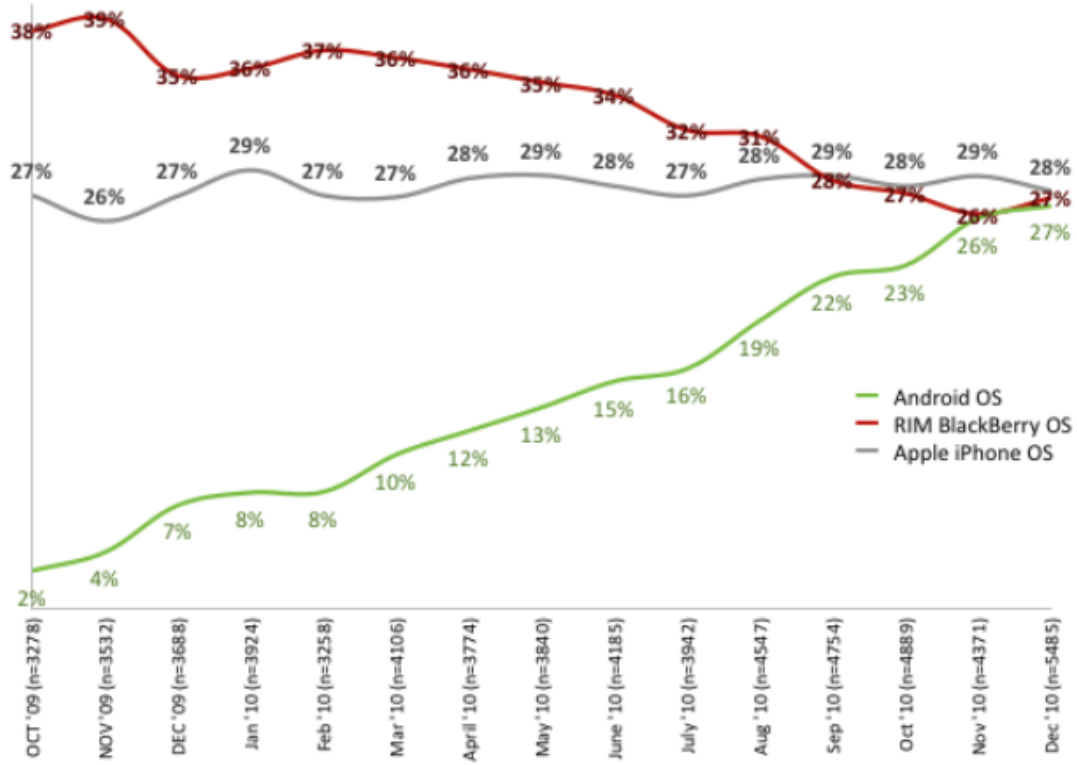
Operating System Share - Recent Acquirers
U.S. Acquired New Smartphone in the last 6 Months



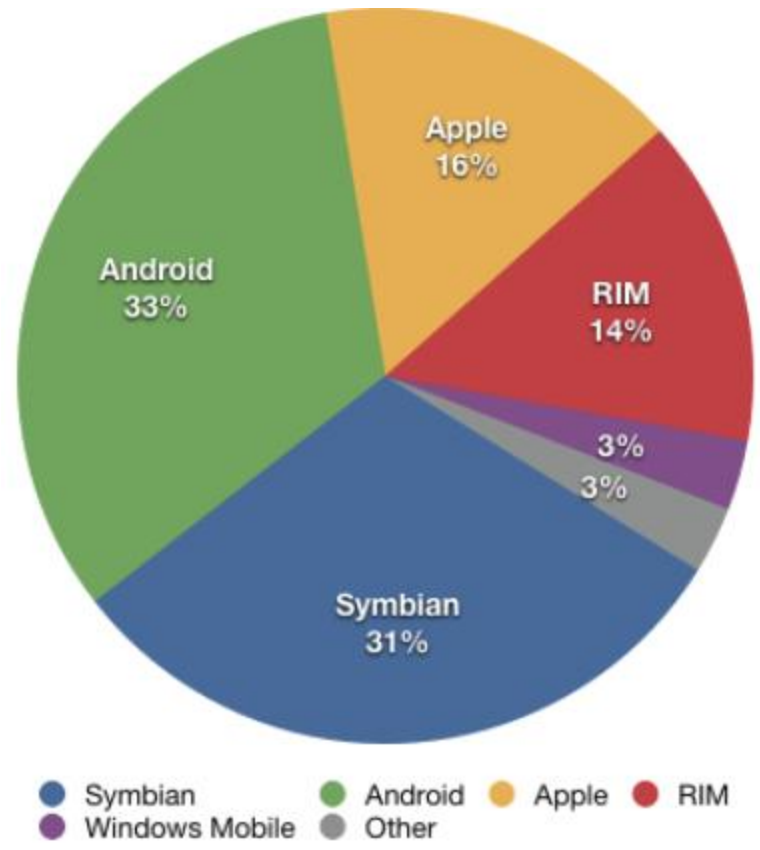
Source: The Nielsen Company

Market Share

Mobile Operating System Share
U.S. Q4 '09 - Q4 '10



Source: The Nielsen Company



Growth

- The Smartphone market grew significantly in the last year
- Q4 2009 - 53.7 million devices
- Q4 2010 - 101.2 million devices

Source: Canalys

Tablets

Tablets are here to stay

- 15 million iPads sold in 2010
- More than every Tablet PC ever sold!
 - \$9.5 million in 2010
 - More than 90% market share.
 - Competitors flummoxed

Steve Jobs – March 2, 2011 iPad 2 event



Past Experience (Altiris)

Altiris offered several online training courses on iPods. They were included in the full eLearning library subscription.

Pros:

- Customers loved the idea (view training anytime, anywhere)
- Added selling point
- Justification for buying that iPod Touch
- Projected a hip and modern company image

Cons:

- Once their out, their out...
- Time consuming to build
- Users required to manually load them on their iPods
- Lack of organized distribution (no RSS feeds, mobile apps, etc)

Creating mobile content, Best practices

- short content (bite size learning)
- small screen design thoughts
 - Less text
 - More graphics
 - Graphic size
- Searchable (users look for the topic they need)
- Start with the right “eLearning” tools

What we have in place now.

Using a vendor solution

- Altus Learning Systems



DISCLAIMER:

This is not an endorsement of the company or product, just a fact that this is the tool we use @ SYMANTEC. There are other ways to get similar results.

What we have in place now.(Cont.)

- Content designed for traditional delivery (PC via LMS).
- No Mobile design currently
- All content rendered for PC and Mobile
- Content type:
 - Captivate (PPT based)
 - Camtasia (PPT based)
 - Video
 - Demo's / Simulations
- Of the above, PPT and Video translate fairly well to mobile. Demos and simulations are a challenge due to screen size.

View and Download options

The screenshot shows a course page for "SNAC 12.1 SSE+ - Delivering an Effective Technical Sales Presentation" presented on March 21, 2011, by Joseph Rosario. The course description states it focuses on the effective delivery of the Symantec Control 12.1 technical sales presentation and is part of the Symantec Accreditation program. It includes information on product and business drivers with a customer, dated March 2011. The course has a duration of 35:29 and a rating of five stars (0 reviews).

Navigation options include "View online" and "Download for Mobile". The "Download for Mobile" menu is open, showing the following options:

- MP3 Audio
- MP4 Video
- PowerPoint Slides with Embedded Transcript
- Transcripts

Additional navigation options include "TOPICS", "TRANSCRIPTS", "COMMENTS (0)", and "RELATED RESOURCES (0)". The course is part of the "1 Symantec Sales Expert Plus" series.

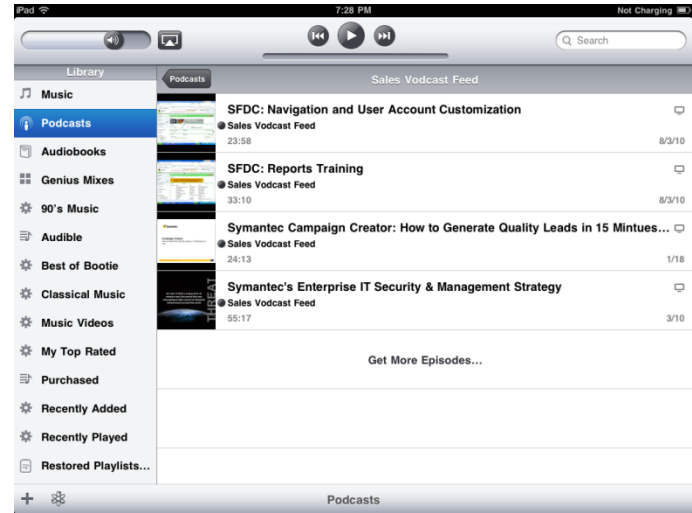
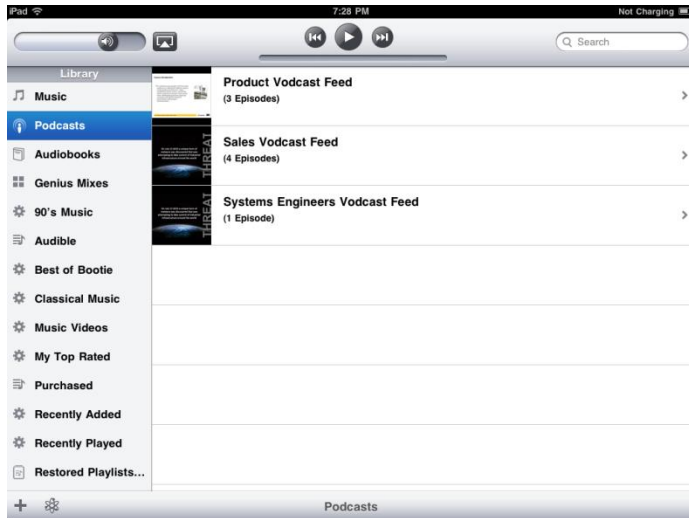
RSS

AVAILABLE FEEDS			
CATEGORY / SUBCATEGORY	NEWS	PODCAST	VODCAST
0) Preview RSS Feeds			
Preview RSS Feeds			
Audience RSS Feeds			
Consultants RSS Feeds			
Sales RSS Feeds			
Systems Engineers RSS Feeds			
Technical Support Engineers RSS Feeds			
Escalation Managers/Global Escalation Managers RSS Feeds			
Mobile Learning RSS Feeds			
Consultants RSS Feeds			
Systems Engineers RSS Feeds			
Sales RSS Feeds			
Product RSS Feeds			
GuardianEdge RSS Feeds			
Symantec ApplicationHA RSS Feeds			
Symantec FileStore RSS Feeds			
Symantec ServiceDesk RSS Feeds			
Symantec System Recovery RSS Feeds			
Symantec Critical System Protection RSS Feeds			
Altiris RSS Feeds			
PGP RSS Feeds			
Symantec Backup Exec RSS Feeds			

Delivery using RSS and iTunes

▼ Product Vodcast Feed			3/17/2011	RSS Vodcast Feed for Product
<input checked="" type="checkbox"/>	Symantec FileStore N8300 SSE+ - Technical Architecture		16:23 3/17/2011	This training course focuses on archite
<input checked="" type="checkbox"/>	Symantec Endpoint Protection 12.1 SSE+ - Technical Architecture		1:07:03 3/14/2011	This training course focuses on archite
<input type="checkbox"/>	SEP 12.1 SSE+ - Delivering an Effective Technical Sales Presentation		3/14/2011	This training course focuses on the ef
<input checked="" type="checkbox"/>	Symantec System Recovery 2011 SSE+ Standalone Windows Client Demo - Customer Demo 1		1:03:10 3/9/2011	This training course is a demonstratio
<input type="checkbox"/>	Symantec System Recovery 2011 SSE+ Recovery Disk Customer Demo - Customer Demo 2		3/9/2011	This training course is a demonstratio
<input type="checkbox"/>	Symantec System Recovery 2011 SSE+ Granular Restore Customer Demo - Customer Demo 4		3/9/2011	This training course is a demonstratio
<input type="checkbox"/>	Symantec Endpoint Encryption 8.0 SSE+ - Technical Architecture		3/8/2011	This training course focuses on archite
▼ Sales Vodcast Feed			3/10/2011	RSS Vodcast Feed for Sales
<input checked="" type="checkbox"/>	Symantec's Enterprise IT Security & Management Strategy		55:17 3/10/2011	Francis deSouza, Senior Vice Presiden
<input checked="" type="checkbox"/>	Symantec Campaign Creator: How to Generate Quality Leads in 15 Mintues or Less		24:13 1/18/2011	In this course, you'll learn the feature:
<input type="checkbox"/>	SFDC: Reports Training		8/3/2010	Learn how to access existing reports in
<input type="checkbox"/>	SFDC: Navigation and User Account Customization		8/3/2010	Learn how to navigate around Salesfo
▼ Systems Engineers Vodcast Feed			3/10/2011	RSS Vodcast Feed for Systems Enginee
<input checked="" type="checkbox"/>	Symantec's Enterprise IT Security & Management Strategy		55:17 3/10/2011	Francis deSouza, Senior Vice Presiden
<input type="checkbox"/>	Smart Grid Approaches: A View from Symantec Presentation 2: SE presentation		2/4/2011	This video is an overview of Symantec'
<input type="checkbox"/>	QVS 3: What's new in DLP 11		1/20/2011	This session would update the listene
<input type="checkbox"/>	QVS 3: Symantec DLO: Features and Future		1/20/2011	Symantec's Desktop -Laptop backup s
<input type="checkbox"/>	QVS 3: SPS competitive update (vs. competitive suites and ePO)		1/20/2011	1-hour presentation on the current (Ti

iOS experience



Metrics

- Last 12 months
- Users - ~8000
- Content - ~260 hours
- RSS downloads - ~300
- Launches – ~40,000
- Downloads – ~41,000

Becoming more mobile accessible

- Looking at direct access from Mobile
 - Specifically Tablets (iPad)
- Early stage of designing an iOS app to deliver “short form” content
 - Performance Support



Thank You

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