



CEdMA, Sybase, Maidenhead – 1 October 2008

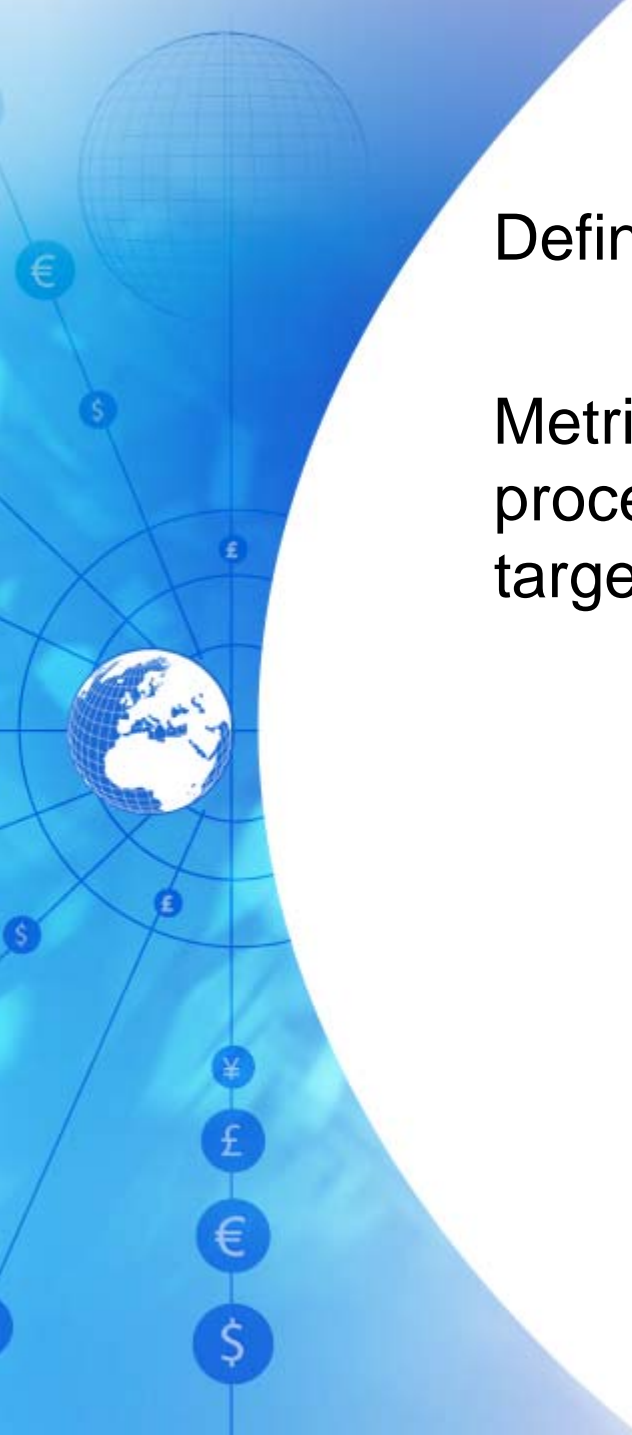
Operational Metrics and Measurements

Traditional

Sales Metrics

Definition:

Metrics and measures associated with a sales process, an individual or a team against a target/goal.



Financial Metrics

Definition:

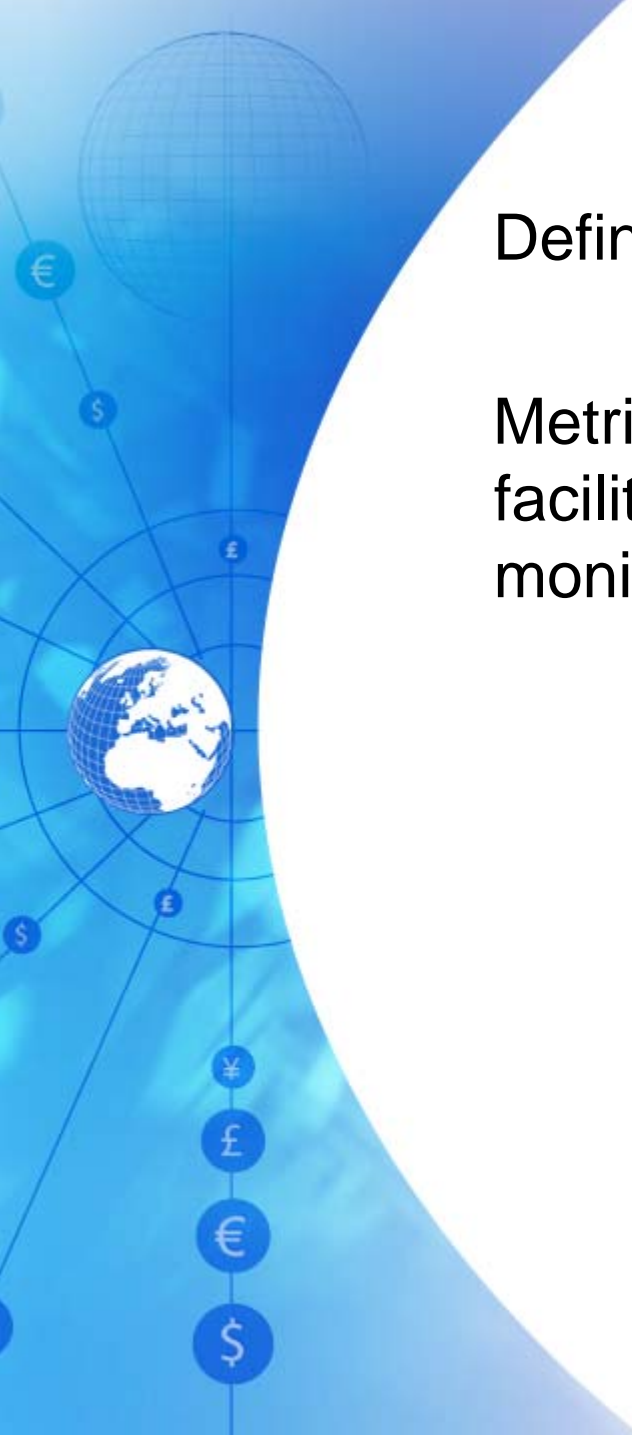
Metrics and measures of interest to CFO, Finance and Shareholders with regard to Revenue, Cost and Profit.



Operational Metrics

Definition:

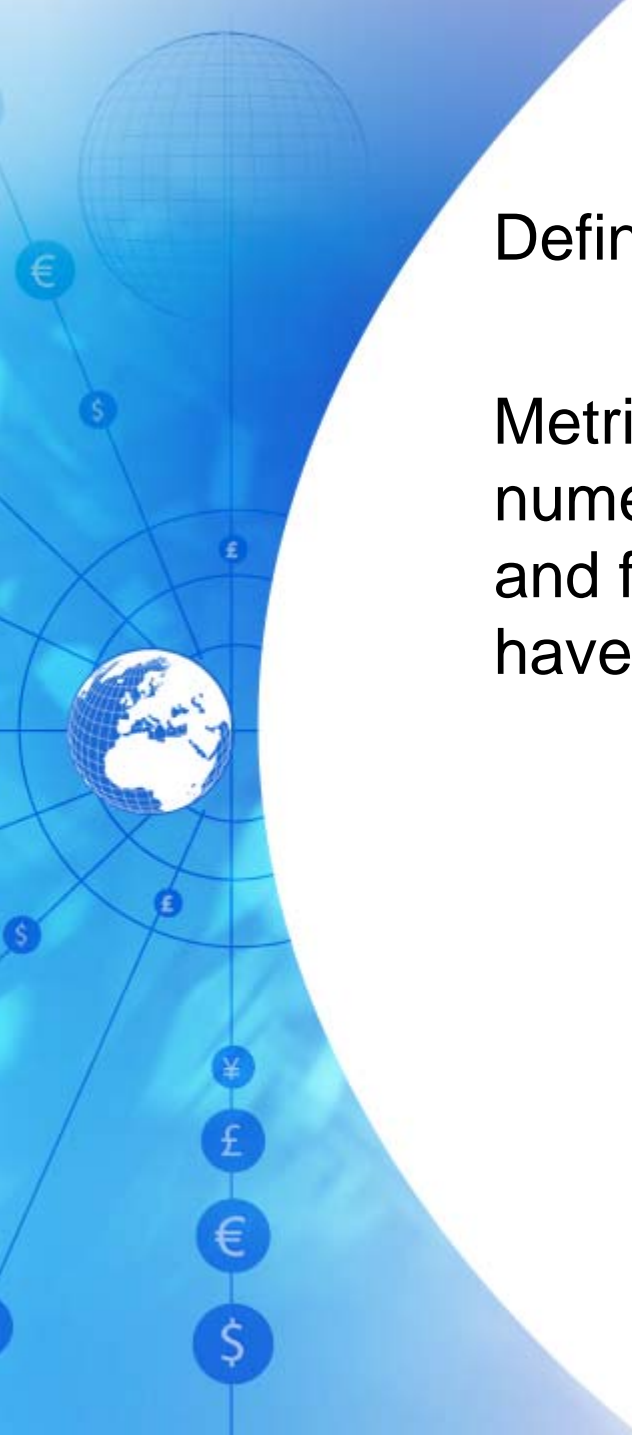
Metrics, measures and processes concerning facilities, people and classes. Allowing us to monitor our usage of resources.



Customer Satisfaction Metrics

Definition:

Metrics and measures, usually comparative or numeric, that allow us to capture the opinions and feedback of our training customers who have participated in a training session.



Metrics and Measures Definition

Sales Metrics

Metrics and measures associated with a sales process, an individual or a team against a target/goal.

Financial Metrics

Metrics and measures of interest to CFO, Finance and Shareholders with regard to Revenue, Cost and Profit.

Operational metrics

Metrics, measures and processes concerning facilities, people and classes. Allowing us to monitor our usage of resources.

Customer Satisfaction Metrics

Metrics and measures, usually comparative or numeric, that allow us to capture the opinions and feedback of our training customers who have participated in a training session.

Sales Metrics

- **Education Bookings Closed/Forecast – to plan/goal**
- **Education Revenue Closed/Forecast – to plan/goal**
- **Education Bookings Pipeline (x n? Target)**
- **Education Backlog – business/individual**
- **Attach Rate**
 - Training \$ as a % of License \$
- **Inclusion Rate**
 - # of training deals as a % to # of license deals

Financial Metrics

- **Education Revenue v target**
- **Gross/Net Margin % v target**
 - What do you measure?
- **Costs v target**
 - What costs are included?
- **Deferred Education Revenue**
- **Order backlog**
 - Pipeline 6 month total \$value
 - Pipeline 6 month risk loaded \$value
 - Pipeline # deals
- **VSOE**
 - Revenue Recognition
 - Pricing

Operational Metrics

- **Number of classes by course type**
- **Classes by delivery type**
 - public classroom/onsite/Virtual classroom/elearning
- **Number of classes per location**
- **Class cancellations**
- **Classroom fill rate**
 - by actual seats and by %
- **Classroom utilisation**
- **Revenue per class**
- **Average discount**
- **Instructor utilisation**
 - teach days per qtr, non-billable vs billable,
- **Instructor comp metrics**

Customer Satisfaction

- **Instructor score**
- **Courseware score**
- **Delivery score**
- **Labs score**
- **Equipment score**
- **Environment/facility score**
- **Registration process score**
- **Recommendation score**
- **Desired targets vs scores**

Quote...

**“Don’t do what you can’t measure and
Don’t measure what you can’t change”**

Stephen Pierce – Internet Marketer