



Training Solutions to Steer Your Future

Featuring Microsoft® Online Learning



Helping train over 2.8 million people in
Microsoft technologies during the last decade

Microsoft[®]
online learning

Who are C.B.Learning?



C.B.Learning is a division of Computer Bookshops Ltd (CBL), a privately owned company based in Birmingham, UK, that has successfully served the IT industry's information requirements for over 30 years.

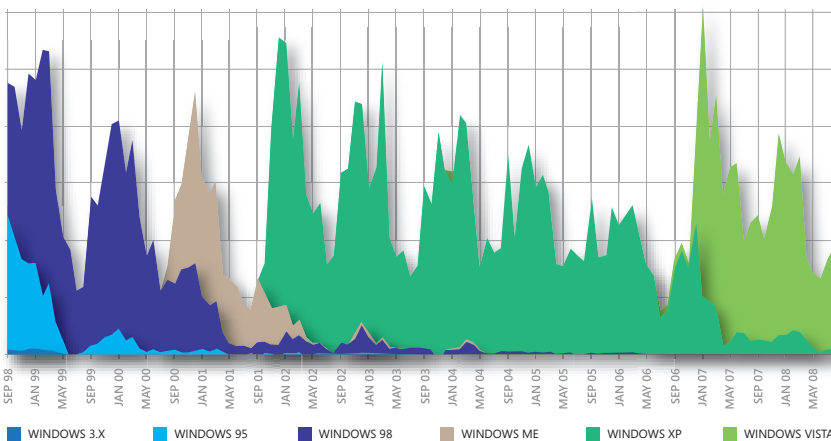
This history has given C.B.Learning an unrivalled view on the training demands of the IT marketplace, from the rise of Windows Vista® to the adoption rates of Microsoft® Office 2007.

Over the past decade CBL has helped train over 2.8 million people across Europe on Microsoft® technologies, from Windows® 95 to the latest version of .NET 3.5.

In 2007 CBL were pleased to announce their partnership with Microsoft to sell official Microsoft® Online Learning solutions. These have proved to be an immediate success for training in areas such as Microsoft Office 2007 upgrades or early adoption of Windows Server® 2008.

C.B.Learning look forward to working with you to provide a training solution that will help you achieve your training and business goals.

Source: Computer Bookshops Ltd sales analysis



Microsoft Windows desktop demand over the last decade

Introducing Microsoft® Online Learning

C.B.Learning provides official Microsoft Online Learning courses, a cost effective learning platform written and developed by the Microsoft® Product Team, featuring a comprehensive portfolio of over 800 training courses across all Microsoft technologies for desktop users, IT professionals and developers. This unique on-the-spot training is ideal for addressing skills gaps and significantly reducing training times.

Most courses offer Microsoft-hosted Virtual Labs, a web-based learning system that enables direct connectivity with remote equipment providing a practical risk-free environment. The Virtual Labs allow the learner to virtually configure and control a real working system, from anywhere at anytime.

Many of the Microsoft Online Learning courses are available in up to 15 different languages.

THE MANAGEMENT BENEFITS

The Microsoft training programme can be effectively managed by using the industry leading C.B.Learning Learning Management System (LMS). LMS user progress reports can be freely accessed at anytime and can be managed internally by departmental managers or administrated externally by C.B.Learning. The LMS supports over 40 languages and user interface branding. A bespoke LMS integration with current systems is also available.

THE COST BENEFITS

Microsoft Online Learning offers great course value with no hidden costs. In a direct comparison the online courses can reduce IT training per user by up to £4,000 when compared to an Instructor Led Training (ILT) course of a similar nature. The online format also reduces intangible costs by cutting out the need for travel and accommodation.

Training Needs Analysis is available providing for targeted rollouts. A business can decide, based on results, to buy individual solutions or commit to a volume licence with full support from C.B.Learning.

WHAT IS IT IDEAL FOR?

Tight Budgets - Online courses are typically 20% of the cost of ILT, and reduce the auxiliary costs of having staff out of the office, spiralling travel costs and hotel bills.

Multiple Offices - Firms with a geographically dispersed workforce can have full visibility of the learning process and manage the training progress of employees via the LMS. Meanwhile the learner can study at anytime and anywhere in or out of office hours.

Classroom Support - Microsoft Online Learning can support improvements in the effectiveness of classroom delivery by providing students with access to relevant online IT training to fulfil course prerequisites.

 *...official Microsoft
Online Learning...* 

FULL SUPPORT

C.B.Learning offers a range of after sales support for all training solutions. First tier support comes direct from the C.B.Learning technical staff and second tier from the Microsoft Technical Support team. Supplementary course materials such as reference books can also be provided as part of a training solution.

INTERESTED?

C.B.Learning can offer interested parties a pilot programme that enables businesses to see the benefits of Microsoft Online Learning without risk. The pilot programme features all the core components of the training solution offered by C.B.Learning including a Training Needs Analysis, access to the LMS, full courses and access to the delivery platform - all tailored to the business needs and starting at less than £100.

Management benefits of Microsoft® Online Learning

C.B.Learning provides Microsoft Online Learning courses that are an accessible alternative to classroom-based training and can be effectively managed by using a comprehensive reporting system.

PROGRESS TRACKING

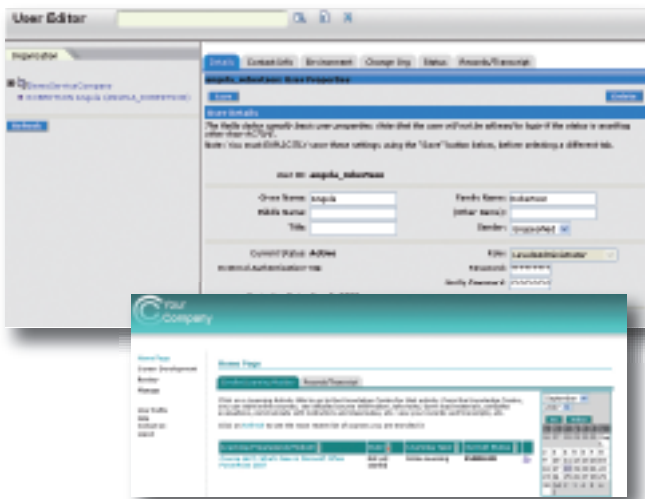
Progress reports can be freely accessed online, at anytime, to track the learning development of course users. Reporting can be managed internally and be mapped directly to an organisational structure, thus allowing individual departmental managers (or designates) to manage the learning programme of their employees. Alternatively C.B.Learning offers a management service whereby the learning process can be administrated and analysed externally with the required information presented to the client.

LEARNING MANAGEMENT SYSTEM

The progress of users is managed with the C.B.Learning Learning Management System (LMS), an industry leading and multilingual platform implemented by large companies such as HSBC and Cathay Pacific.

The LMS benefits from having industry standard SCORM compliancy, which enables users to add their own additional content (whether SCORM or not). C.B.Learning can also provide a user-interface branded for your organisation.

For clients who have already implemented their own LMS C.B.Learning offer bespoke LMS integration.



The C.B.Learning LMS

- ▶ No setup fee.
- ▶ Effortless rollout and quick and easy access via a standard web browser.
- ▶ Industry standard SCORM compliancy.
- ▶ Ability to add own content.
- ▶ Full reporting system including Organisation, Learner and Course-Based reports.
- ▶ Comprehensive reporting and tracking of enrolled learners.
- ▶ Ability to assign users, select the training language and change time zone.
- ▶ Create and modify the organisational structure and assign user permissions.
- ▶ Organisation branded interface.

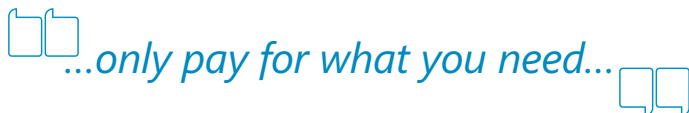
Microsoft
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Cost benefits of using Microsoft® Online Learning

Microsoft Online Learning courses are a cost-effective solution for businesses that require IT training, offering official Microsoft® content directly from the product experts leading to savings, compared to ILT and other training methods.

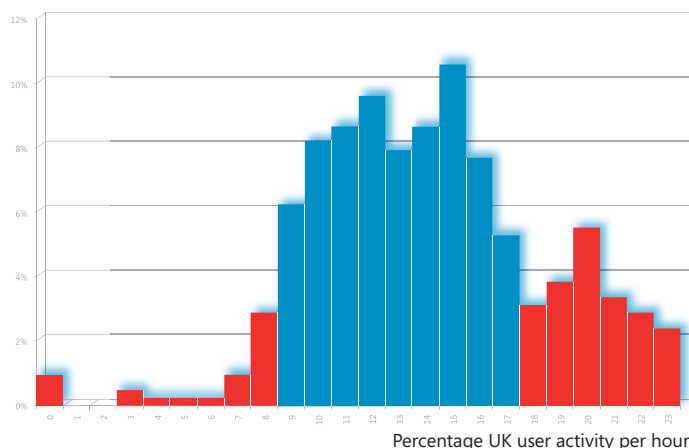
LOW FINANCIAL COSTS - NO HIDDEN COSTS

Microsoft Online Learning is a highly cost-effective training platform offering great course value with no hidden costs. In direct comparison with ILT the official online courses offered by C.B.Learning can reduce IT training costs significantly. For example, IT Professionals save over £4,000 on MCSE training by using Microsoft Online Learning whilst getting an additional 37 hours of content. Likewise desktop users can save over £1000 on training by using online learning solutions for their Office 2007 training.



Unlike some training methods there are no hidden costs with Microsoft Online Learning. For example, employees do not have to go offsite to undertake training and therefore there are no associated travel and hotel expenses.

Source: C.B.Learning data activity analysis services



COURSE	CBLEARNING ONLINE LEARNING	ILT / MENTORED LEARNING	CBT	SAVING		
	£	£	£	VS ILT	VS CBT	AVERAGE
MCSE 2003 Complete training	997	5,093	1,167	4,096	170	1,429
Office 2007, Word, Excel, Outlook, Powerpoint. (Core or Level 1)	60	1,120	340	1,060	280	495
Word 2007 Basic Training (Core or Level 1)	21	280	72	259	51	115
Excel 2003 Complete training (Core + Adv, or level 1, 2 and 3)	26	800	99	744	73	294

Saving Comparison Table per user
Source: web searches 2008

ANYWHERE - ANYTIME

Microsoft Online Learning courses are online, they can be accessed anywhere at any time with learners only required to have access to a computer which can run Internet Explorer® 6 or above and an internet connection. Users can take responsibility for their own training and activity analysis has shown that learners will work additional hours outside of the office, with approximately a third of all training happening outside working hours (see Percentage UK User Activity per Hour Graph).

PAY ONLY FOR WHAT YOU NEED

C.B.Learning offers a Training Needs Analysis to all customers interested in purchasing a solution or implementing a training programme. This means training can be focused where required.

The results of the Training Needs Analysis allows customers to make an informed choice on whether to buy individual solutions to map to their training needs or commit to a volume licence with full support from C.B.Learning.

What is Microsoft® Online Learning?

Microsoft Online Learning is a cost-effective platform, which can be easily accessed and provide convenience in fitting a training programme within the day-to-day working environment. With a comprehensive portfolio of over 800 training courses for all Microsoft® technologies, this unique on-the-spot training is ideal for addressing skills gaps within the workforce and can drastically reduce training times.

OFFICIAL IN-DEPTH TRAINING RIGHT FROM THE SOURCE

Microsoft Online Learning courses are **official** - often written and developed by the Microsoft Product Team for their own internal training. Adapted by Microsoft technology experts to map to the skills demanded in the workplace, the courses provide training for desktop users, IT professionals and developers, ensuring appropriate and focused training.

SAFE TRAINING ENVIRONMENT VIA VIRTUAL LABS

There is no need to purchase dedicated training equipment or to have concerns over internal systems being corrupted when using Microsoft Online Learning. Many of the courses include real-world training via Microsoft-hosted Virtual Labs which allow learners to develop and practice skills without risking live systems.

Virtual Labs are a web-based learning system that enables direct connectivity with live remote equipment in a real, risk-free environment, allowing the learner to virtually configure and control a real working system, from home or at work, at anytime. Users can practice solving real problem-scenarios, reinforce skills and apply new found knowledge gained from the Microsoft Online Learning course using a bank of virtual servers and infrastructure.



In-Course View

...direct connectivity with live remote equipment in a real, risk-free environment...

SAFE TRAINING ENVIRONMENT VIA VIRTUAL LABS



Virtual Lab Environment

Microsoft
online learning

HOW DOES IT WORK?

Microsoft Online Learning courses are delivered direct to the desktop over an Internet connection and are accessed via the C.B.Learning Learning Management System (LMS) using Internet Explorer® 6 or above. The LMS is a powerful multilingual platform that allows users to manage their learning programme. The platform offers individuals, administrators and managers full visibility of the learning process and manage the progress of training. There is no setup or installation required and due to the nature of the platform can be delivered anywhere across the world.

WHAT COURSES ARE AVAILABLE?

There are over 800 Microsoft Online Learning courses available in a range of languages. All course content is official Microsoft product and is first to market for training on new Microsoft technologies. Many of the Microsoft Online Learning courses follow a specific Microsoft Certification path allowing learners to support their studies for a Microsoft Certification such as MCITP and MCTS.

Course Topics Include:

Desktop Users

Microsoft Office

- ▶ 2007 Office System
- ▶ Office Small Business Accounting 2006
- ▶ Office 2003
- ▶ Office XP
- Plus more...*

Microsoft Windows

- ▶ Windows Vista®
- ▶ Windows® XP
- ▶ Windows SharePoint Services
- Plus more...*

MULTIPLE LANGUAGES

C.B.Learning is the official provider of Microsoft Online Learning courses throughout EMEA and offer many courses in a wide-range of languages including:

Chinese	German	Portuguese
Czech	Italian	Russian
Danish	Japanese	Spanish
Dutch	Korean	Swedish
English	Norwegian	Thai
French	Polish	

IT Professionals

Microsoft Office

Microsoft Server Products

- ▶ Microsoft Exchange Server
- ▶ Microsoft SQL Server®
- ▶ Microsoft Virtual Server
- Plus more...*

Windows Mobile®

Windows Operating Systems

- ▶ Windows Server® 2008
- ▶ Windows Server 2003
- Plus more...*

Security

Developers

Technologies

- ▶ ASP.NET 2.0
- ▶ Data & XML
- ▶ Distributed Applications
- ▶ Expert Series
- ▶ Microsoft .NET Framework
- ▶ SharePoint® Technologies
- ▶ Security
- ▶ Windows and Smart Client

Products

- ▶ Microsoft BizTalk®
- ▶ Microsoft SQL Server®
- ▶ Microsoft Visual Studio®
- ▶ Windows Mobile

Training for the latest Microsoft Technologies:



Why Use Microsoft® Online Learning?

For a business the decision on the method of IT training can impact the success and failure of the entire training programme. Insufficient spread of training amongst the workforce, lack of supervision, or too much scope within a course can cause training to falter or see resistance.

COST CONSIDERATIONS

The reach of training within an organisation comes at cost and balancing the level of training with the number of delegates can be difficult. Does a business train 5 members of staff in Microsoft® Office 2007 using offsite ILT for £5,000 (plus auxiliary costs) or do they use Microsoft Online Learning and train 200 employees for £2,500 with little disruption to productivity?

Microsoft Online Learning is a perfect choice when the costs of training and programme efficiency are an influencing factor on training decisions. Microsoft Online Learning results in minimal additional costs in comparison to ILT. Enrolled learners can study at work or home on any computer in the world which supports Internet Explorer® 6 and has internet access.

IN NEED OF AN EXTENDED REACH

Keeping track of employee IT training programmes when a business has multiple locations or time zones can be

challenging. However the unique online facet of the training offered by C.B.Learning allows for an extended reach.

By using the LMS platform a business administrator or manager can have full visibility of the learning process and manage the training progress of employees. Meanwhile, the learner can study at anytime and anywhere in or out of office hours and at different points on the globe.

All in all this makes for significantly simpler organisation and delivery of training.

COURSE PREREQUISITES

Microsoft Online Learning is ideal for use in the classroom environment - in schools, colleges and universities. Instructors and teachers can greatly improve the effectiveness of their classroom delivery by providing students with access to relevant Microsoft Online Learning prior to the start of the course. For example, an accountancy lecturer may provide Microsoft Office Excel® 2007 online training courses to provide their students with the fundamental knowledge required to perform tasks throughout the duration of the course.

	SKILL	COSTS	LOCATION	TIME COMMIT	MENTORING	COMPLETION	REFERENCE
ILT	Deep or new	☺	☺	☺	☺☺☺	☺☺☺	☺
ONLINE	All	☺☺☺	☺☺☺	☺☺	☺☺	☺☺☺	☺☺☺
CBT	All	☺☺☺	☺☺☺	☺☺	☺	☺	☺☺
BOOKS	All	☺☺☺	☺☺☺	☺☺	☺	☺	☺☺☺
WEB/GOOGLE	Incremental	☺☺☺	☺☺☺	☺☺	☺☺	☺☺	☺☺
COLLEAGUE	Incremental	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺

Where Online Learning fits into the market?



Pilot Programme

The C.B.Learning Pilot Programme enables customers to see the benefits of Microsoft® Online Learning without the risk of rolling out a full solution.

The Pilot Programme provides an easy way for customers to evaluate the management and reporting features of Microsoft Online Learning while assessing the quality and suitability of the courses for their end users.

Microsoft Online Learning can be purchased as needed and roll out plans and budgets can be tailored to the client's exact requirements.

Pilot Programme Benefits

- ▶ Assess courses
- ▶ Assess delivery platform
- ▶ Assess the LMS and reporting features
- ▶ Ability to undertake a Training Needs Analysis
- ▶ No risk
- ▶ Roll out from pilot is easy to plan
- ▶ Purchase as needed

AVAILABLE UNDER £100

Call +44 (0)121 702 2828 to discuss the C.B.Learning Pilot Programme with a member of the sales team.



C.B.Learning Support

C.B.Learning offers a range of after sales support for all training solutions including direct-line troubleshooting from C.B.Learning technical staff and backup support from the Microsoft® Technical Support team.

TECHNICAL SUPPORT

C.B.Learning has Microsoft desktop product experts onsite to solve training issues when using desktop online learning products.

First tier support comes from the staff by telephone and asynchronously by email for all products. Further support comes from the Microsoft® Online Learning Technical Support Team.

All technical queries are guaranteed a response within one working day, however all issues are aimed to be resolved in the same day where possible.

SUPPORT MATERIAL

For an additional cost and at the request of the client, C.B.Learning can offer supporting material such as pocket reference guides and further training material to complement the training experience.



Get in touch with C.B.Learning

If you would like to discuss your business training needs with a member of the sales team or require technical assistance for any C.B.Learning product or service, there are a number of ways you could get in contact.

GENERAL ENQUIRIES & SALES

▶ United Kingdom & Ireland:

Tel: +44 (0) 121 702 2828
Fax: +44 (0) 121 606 0478
Email: info@cblearning.com
Web: www.cblearning.com

▶ International:

Tel: +44 (0) 121 702 2828
Fax: +44 (0) 121 606 0469
Email: international@cblearning.com

▶ Alternatively write to C.B.Learning at:

C.B.Learning, 205 Formans Road,
Sparkhill, Birmingham, B11 3AX, United Kingdom

TECHNICAL SUPPORT

▶ United Kingdom & Ireland:

Tel: 00800 2667 2665
(Mon-Fri - 9am to 5pm)
Email: technical@cblearning.com

▶ International:

Tel: +44 (0) 121 702 2828
Email: technical@cblearning.com

▶ Shows & Events

C.B.Learning attend a number of shows and events throughout the year. Please visit the website for details and for a free invitation to an upcoming show so you can meet the C.B.Learning team in person.



C.B.Learning is an official provider of **Microsoft® Online Learning** courses throughout EMEA, and together with its parent company Computer Bookshops Ltd have **helped train over 2.8 million people** in Microsoft technologies during the last decade.

There are currently **over 800 courses** available across all Microsoft technologies, many of which are available in multiple languages and offer live hands-on **Virtual Lab training**.

The trainee accesses the courses via a standard web browser allowing them to **train at their own pace** around their current work load.

The training is managed and monitored through an industry leading **multilingual Learning Management System**, which allows designated managers and trainers to supervise the progress of each trainee.



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