



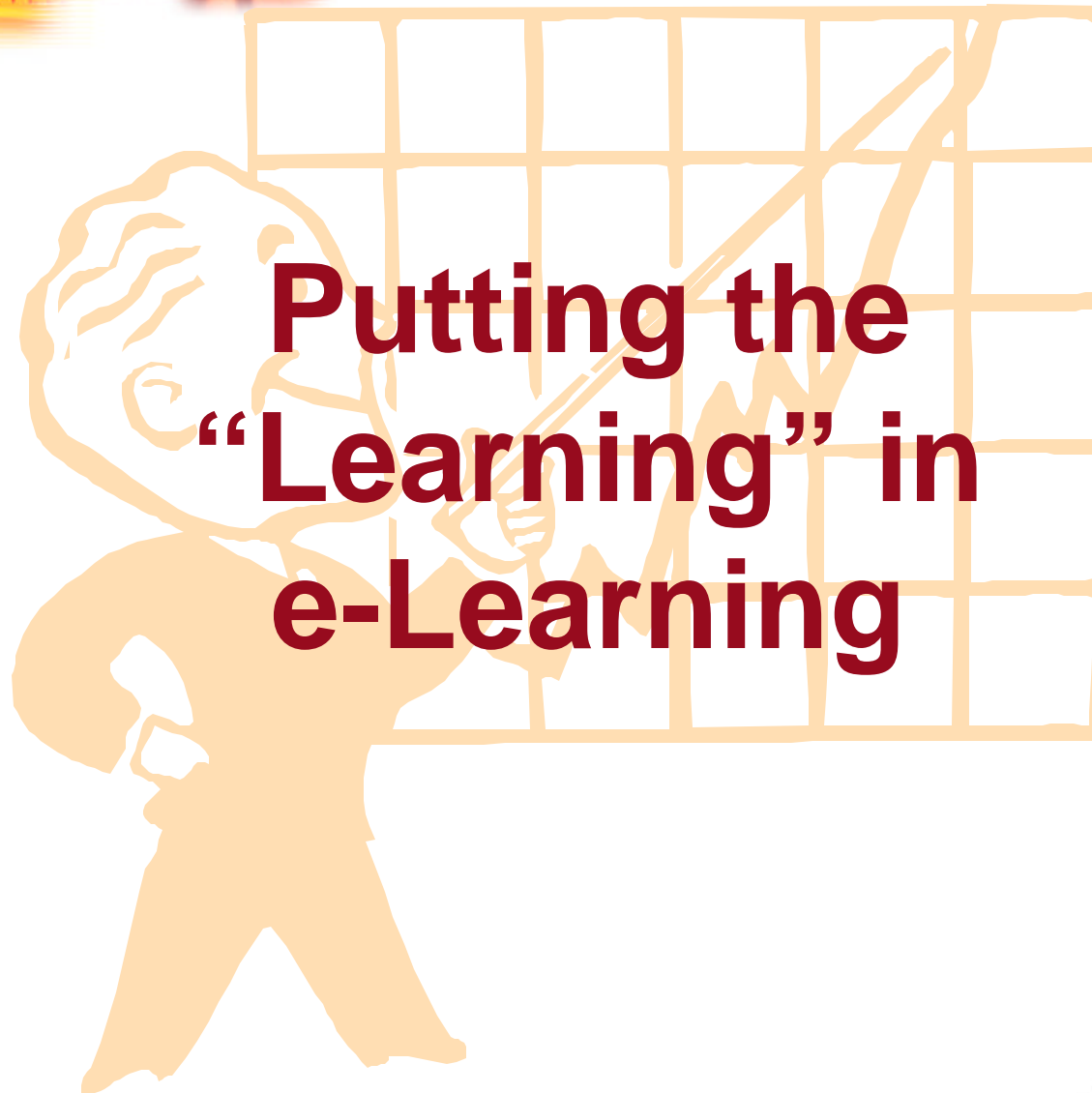
Viviance new education Company Presentation

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Putting the “Learning” in e-Learning



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What is e-Learning?

- **The creation, enabling, delivery, and facilitation of lifelong learning via the Internet (Goldman Sachs, 2000)**
- **Technology applications, strategies, and tools that offer learners the means to increase knowledge and improve skills (Ellis, Wagner & Longmire, 1999)**
- **Earlier trends included CBT, CMI, CD-ROM, DL**
- **Interactive, personalized, web-based learning solutions**

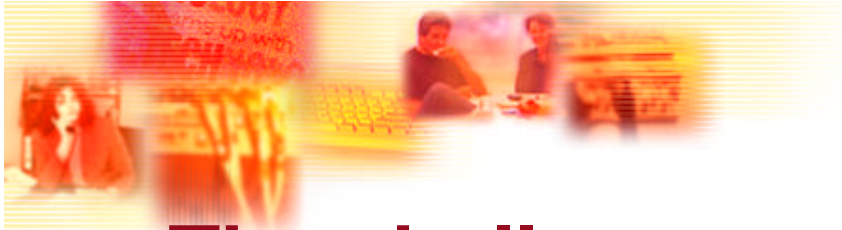




From Training to Learning: converting a cost center into a strategic asset

- **E-Learning is an amalgam of distance learning, knowledge management, Internet connectivity, database management and e-commerce – it's not “just” training online.**
- **E-learning offers strategies and tools to respond to the challenges of managing personal attention, intellectual asset management.**



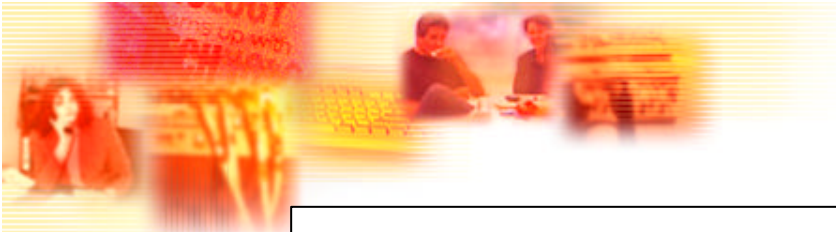


The challenge:

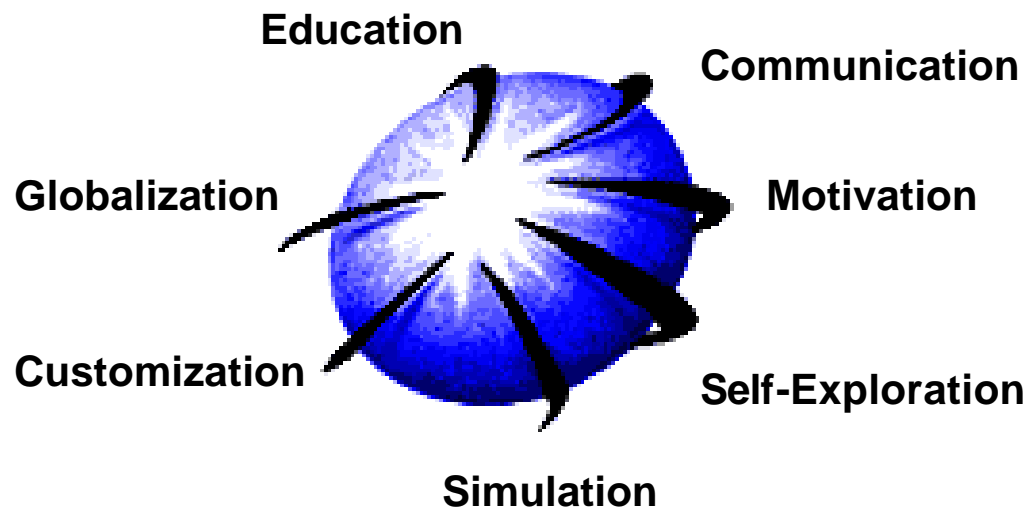
E-Learning has actively contributed to an “education Industry” where the market share, “e-valuation,” and competitive advantage speak as loudly as pedagogy, professional development, and personal achievement.

Successful elearning demands that there be a balance between content commoditization with the personal, social and cultural values inherent in life-long learning.





OUR PHILOSOPHY — “EDUCATION FIRST”





**Viviance positions itself in high-quality/
high-margin end of the eLearning market.**

Key Players

Content

Viviance (Intl.), Wide Learning
(UK), Cognitive Arts (US)

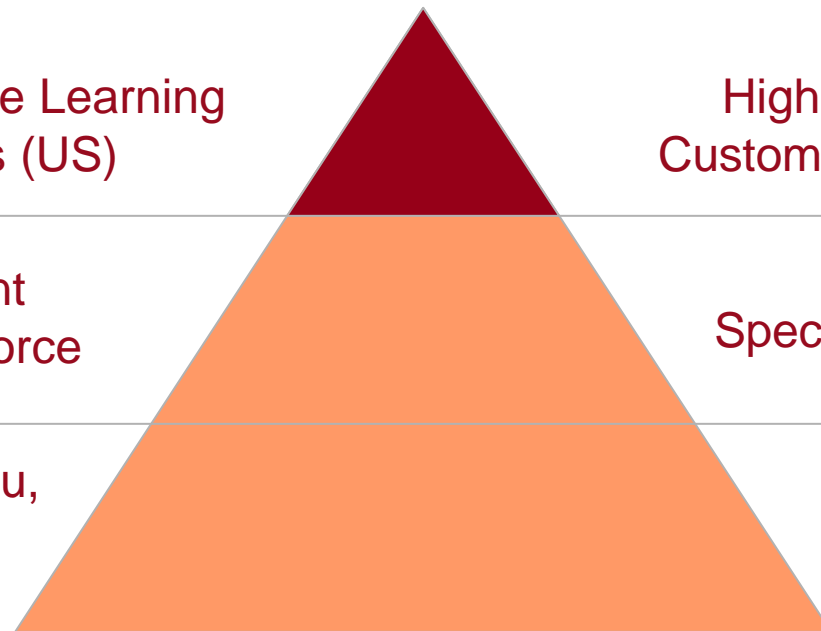
High Specification/
Customisation Market

DigitalThink, Docent
IMC, Saba, Smartforce

Specialized Market

Gfn, M2S, Time4you,
ibis acam, Teles,
Trilog

Mass Market/
not specified



Source: Felten & Cie, Viviance Global Marketing Strategy 2001

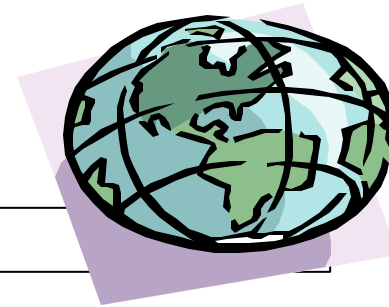




Summary

Positioning	- Education Service Provider
Proposition	- Professional Development leveraging Online Learning
Customers	- Large Corporates, Government Agencies
Products	<ul style="list-style-type: none"> - Customised learning solutions (high level content pool, personalized learning profiles via assessment, self-reports, data mining) - Specific Training (high level tailor-made solutions) - Learning Infrastructure Solutions
Content and Distribution Partners	- Training Companies, Consulting Firms, Publishers, Universities
Customer Benefits	- Productivity Increase, Cost Savings, Efficiency, Speed
USP	<ul style="list-style-type: none"> - Integrated solutions (Content/Services/Technology) - Thinktanx: unique open technology architecture (Education First!) - Genuine presence in 10 countries - Shared Cost and Revenue Business Model
Revenues	<ul style="list-style-type: none"> - Production Revenue - Content Creation Revenue - Recurring Revenue - Licensing





PARTIAL CLIENT LIST

- Motorola Technology
- Novell Technology
- 3Com Technology
- Linuxcare Technology
- Stamps.com Technology
- Newgistics Technology
- FMC Biopolymer, Pharmaceutical
- Canadian Securities Institute
- ABB Manufacturing
- Volkswagen Manufacturing
- Klett Publishing
- Spektrum Publishing
- SAP ERP
- UPS Shipping
- TrainingScape Soft Skills
- Carewide.com Healthcare
- Citrix High Technology
- Cephra Construction/PM
- Wells Fargo Banking
- Siemens High Technology

GLOBAL COVERAGE...

LOCAL RESOURCES.





Significant achievements were realised during the last four weeks (15.12.2000 - 15.1.2001)



ARTHURANDERSEN

- Strategic Partnerships

- Consulting/Sales



- Content



- Technology



- Selected new clients





The Business Case

Attract - Retain & You GAIN!!

