

Manage and administer an event-based training business



A service to both staff and customers

Managing and administering an event-based training business is a complicated activity. From scheduling and resource management through booking to invoicing and business analysis, sophisticated systems are needed to support administrators, planners, trainers, finance and management.

To make matters worse, the requirements for such systems are continually evolving. Growth in the volume of training renders old systems inadequate, mergers between training providers create incompatibilities, and the technology is continually changing. In addition, customers are always demanding

more, with, for example, clients now wanting the ability to make bookings over the Internet and use e-business to cut the cost of transactions.

ESP takes all the administrative processes that are involved in running a modern training centre business and presents them in an easy to use, intuitive web-based application. The functionality includes the scheduling and resourcing of events, customer relationship management, booking management and invoicing, third-party course management, e-commerce and financial management, evaluation and measurement, auditing and reporting.

ESP can be used in two complementary ways: as a training administration system to manage a training product and as a web based interface to purchase training products.

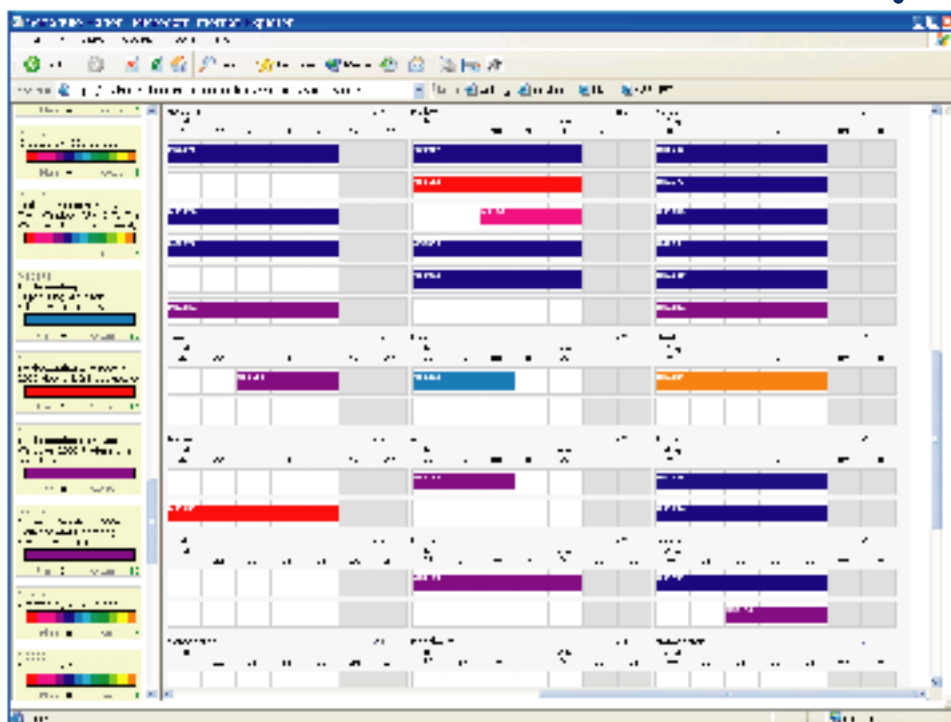
The training administration system automates the processes that corporate training departments and commercial training suppliers perform on a daily basis.

The customer interface allows individual users to book courses and manage their skills development. Clients are able to access reports online, be welcomed with their company branding and procure in accordance with agreed business rates. All transactions whether made by telephone or over the Internet are managed in real-time with one central database.

ESP is a scalable training business application driven through a standard browser that can be used by small or large providers, for single projects or as a complete business-critical system.

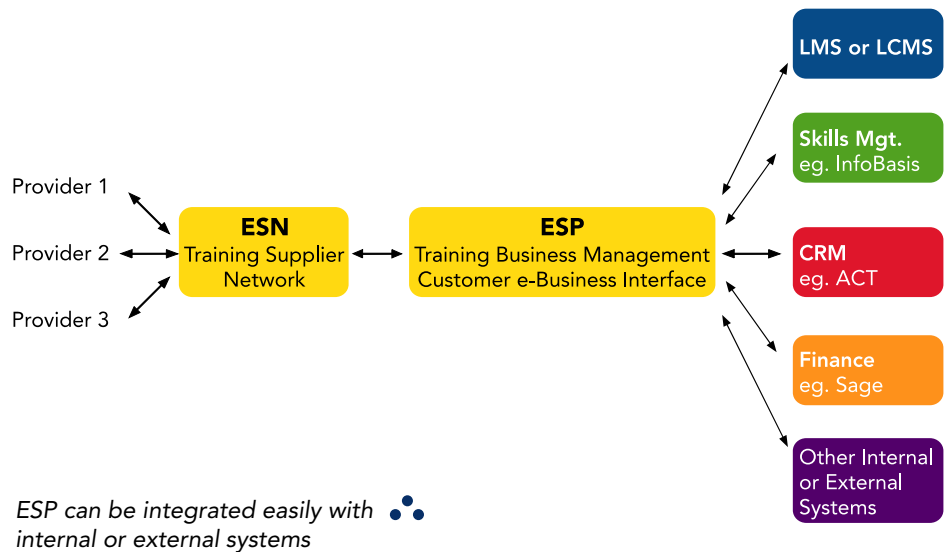
Both staff and customers benefit from the intuitive easy-to-use interface that makes it much easier to perform regular tasks. For example, scheduling can be done simply by dragging and dropping a course description to the required date.

Scheduling courses



System Integration

ESP has been built to be easy to integrate with your other internal systems and can be linked to your customers' systems for particular projects. ESP has built-in interfaces to popular finance systems such as Sage and to CRM applications such as ACT and all Microsoft Office products. One integrated system means there's no need to drag data from several places or to re-key information. Interfaces also exist to skills management applications such as InfoBasis or to Learning Management Systems. ESP can be the glue that helps build a single interface for the user to a multi-vendor, multi training provider world.



Less Cost and Risk

An Application Service Provider (ASP) model reduces risk and provides major cost advantages. ESP runs on central servers with secure and fast access provided to your staff and customers over the Internet. The system is continually updated to keep pace with the latest developments and additional functionality can be added at the touch of a button.

The servers are provided by Rackspace, one of the few Internet Service Providers who will contract Service Level Agreements. They have a reputation for very high reliability and availability, almost certainly greater than anything you could obtain in-house.

Through this proven ASP approach, you no longer need to worry about buying and maintaining your own systems. You are no longer dependent on particular individuals to support applications or maintain spreadsheets. Your processes and data are encapsulated in your particular implementation of ESP, reducing the need for key individuals who hold the knowledge in their heads to be always available.

What's more, because of the rental-style charging for ESP, start-up costs are low and there are significant cashflow benefits. The systems are already running, so implementation timescales can also be very short.

Increased Revenue

As well as saving money and reducing risk, ESP can also allow you to increase revenues. By providing your customers with the latest information through easy Internet access, you can increase bookings. Through the Enterprise Study Network (ESN), it also becomes much simpler for you to sell third-party courses, providing additional income without the need to develop or deliver courses.

ESP also makes it easier to manage your business. Reports on courses, trainers, customers, revenues or anything else can be quickly produced through the 'click to build' feature.

More accurate and up-to-date information means better management and higher profitability. Combined with the lower cost and risk profile, ESP is a compelling alternative to traditional systems.

