

# You might need a Courseware Management Program if...

*(with apologies to Jeff Foxworthy)*

If you are managing an  
Education Services business, you know that

**printing and fulfillment**

of training manuals can be **one of your** largest  
expenses.

A comprehensive Courseware Management  
Program can help you gain control over those  
costs.

This e-book will dive into the reasons a

# Courseware Management Program

may be needed to help Education Services teams cut costs, provide better customer service, and drive more revenue.

# What is Courseware Management?

A Courseware Management program with an experienced print and logistics partner allows Education Services teams to manage and distribute all **printed** or **digital** training materials quickly, securely and cost effectively to customers and authorized training partners (ATP's) around the world.

At the heart of each program is a single, centralized web portal that enables training teams to manage all of their courseware seamlessly. By managing courseware creation, access and physical and digital distribution, as well as having access to sophisticated reporting and analysis, Education Services teams gain the tools and insight needed to effectively control costs and increase revenue.

# Elements of a Courseware Management Solution

- Digital Asset Management (DAM)
- Print On Demand (POD)
- Secure Online Document Delivery (e-Books)
- Personalization / Co-Branding
- Custom Courseware for Prescriptive Learning
- Approval Workflows & User Management
- Global Fulfillment with Kitting & Assembly
- Integrated Pre- and Post-Course Marketing Programs
- Public e-Commerce Web Store with Credit Card processing
- Revenue Management for all internal & external payment types

In the short term, it might work to manage printing and shipment of your training materials on a course-by-course or event-by-event basis.

But if your business is rapidly growing, you will **quickly outgrow** this process. Your courseware management needs to **mature** along with your business.

# How do you know when a **Courseware Management Program** is warranted?

There are **9** elements  
you should consider when  
making a decision to  
partner with a fulfillment  
vendor to manage your  
courseware.

You might need a  
**COURSEWARE  
MANAGEMENT  
PROGRAM** if...

*(with apologies to Jeff Foxworthy)*



# 1. If you have P&L responsibility for your Education Services business...

...then you might need a  
**COURSEWARE MANAGEMENT PROGRAM**

According to CEdMA (The Computer Education Management Association), 68% of member companies have a P&L accounting model and another 15% have a hybrid P&L/cost center model. So it makes sense that most Education Services teams have been tasked with growing margins and reducing training delivery expense (COGS).

Printing and fulfillment of training manuals can be one of the largest costs of any course offering. Ordering too much courseware can impact your margins, but ordering too few can impact the success of the training event. And there is nothing worse than having boxes and boxes of obsolete training materials stored haphazardly around your office, representing wasted dollars that impact your bottom line.

Best in class organizations that have put into place the systems and process to manage print & fulfillment costs and move to e-delivery have improved margins and decreased costs, and are better able to report accurate courseware revenue back to their finance departments.

# DID YOU KNOW?

CONVERTING TRAINING  
MATERIALS TO DIGITAL FORMAT  
(E-BOOK or E-DELIVERY) SAVES

50%

COMPARED TO  
PRINTING & SHIPPING

## 2. If you offer virtual classroom and e-learning courses...

...then you might need a  
**COURSEWARE MANAGEMENT PROGRAM**

If you're like 99% of Education Services teams we've talked to, you are already offering most of your instructor-led courses in a virtual classroom environment. And more likely than not, you are also offering other e-learning course options, or are planning to implement e-learning or on-demand training in the next 12 months.

As you integrate e-learning into your course offerings, you must be able to manage new digital content formats including video, recorded webcasts and e-books. In addition, you need to make sure your on-line courseware is secure, while still delivering it with as little friction as possible to both authorized training partners and students.

As you evaluate vendors who can provide e-delivery (or e-book) options a few key areas to consider are security, ease of use for you and your students, flexibility in platforms and document types supported, the pricing model, and the customer support provided. E-delivery can save you significantly, but only if your students adopt the technology and it is easy for you to use.

# DID YOU KNOW?

COURSEWARE PIRACY IS A REAL AND GROWING PROBLEM FOR EDUCATION SERVICES TEAMS.

DELIVERY VIA EMAIL, FTP, AND EVEN MOST E-BOOK SOLUTIONS CAN'T PREVENT UNAUTHORIZED SHARING.



*PROTECTING YOUR  
INTELLECTUAL  
PROPERTY MAY  
REQUIRE MORE  
INNOVATIVE SECURE  
DOCUMENT  
DELIVERY  
TECHNOLOGIES.*

3. If you have relationships  
with multiple authorized  
training partners (ATPs)...

...then you might need a  
**COURSEWARE MANAGEMENT PROGRAM**

As your products are adopted by more and more users worldwide, your Education Services business has to grow to support those users. Leveraging a partner ecosystem allows you to expand the reach of your education services offerings. But adding more and more authorized training partners (ATPs) into the mix also increases the complexity of your business.

As you develop additional partner relationships, you still need to continue to maintain your brand, control the quality of the training provided by your partners, and help your ATPs market and promote their businesses as well. You must maintain full control over which ATP's can access and order which courseware, and how each ATP can customize or co-brand the courseware with their logo and other elements.



# DID YOU KNOW?

ACCORDING TO TSIA (TECHNOLOGY SERVICES INDUSTRY ASSOCIATION), ONE OF THE TOP BUSINESS ISSUES FOR EDUCATION SERVICES IS

***“INSTITUTING AN AUTHORIZED TRAINING PARTNER PROGRAM TO EXPAND THE REACH OF EDUCATION SERVICES”***

4. If you are operating in  
multiple US locations  
and globally...

...then you might need a  
**COURSEWARE MANAGEMENT PROGRAM**

Operating globally means you have a need to get your courseware to classrooms all over the world. But international shipping can be very expensive, and you often run the risk of your shipments being caught in customs.

Whether you're holding training courses in Boston or Brazil, Seattle or Saudi Arabia, a fulfillment partner with deep industry knowledge and a global infrastructure can ensure your materials are delivered in the most cost effective and timely method. With a training portal, you or your partners can order courseware to be printed on-demand and have it printed in the closest location, minimizing shipping costs. You can also eliminate common international shipping problems associated with customs and VAT, to ensure your courseware gets delivered on time.

As you consider a fulfillment partner, you should be sure to consider their global presence as well as their experience with international shipping, and their integration with major shipping partners, including the United States Postal Service, Fedex and UPS.

# DID YOU KNOW?

WHEN SHIPPING A PRODUCT OVERSEAS AS PART OF A COMMERCIAL TRANSACTION, YOU MUST BE AWARE OF PACKING, LABELING, DOCUMENTATION, INSURANCE AND TARIFF REQUIREMENTS.



PARTNERING WITH A FULFILLMENT VENDOR WITH INTERNATIONAL SHIPPING EXPERTISE AND A GLOBAL PRINT & WAREHOUSE NETWORK MEANS YOU DON'T HAVE TO BECOME A FULFILLMENT EXPERT.

5. If you require kit  
assembly and storage of  
training materials and  
promotional items...

...then you might need a  
**COURSEWARE MANAGEMENT PROGRAM**

Many training organizations offer public courses at rented facilities, and require all the relevant materials to be shipped to each facility. For example, you may need complex, assembled course kits to be delivered directly to the classroom. Kits may include training manuals, user guides, name tents, post course surveys, and branded promotional items such as notepads, cups or pens.

Partnering with a print and logistics partner will allow you to store your promotional materials such as notebooks or pens in their warehouse. These items can also be included in your online portal for you and your ATPs to order as needed, and you can view inventory levels quickly and easily to ensure you don't run out. Stored promotional items can then be picked and packed with training manuals to create a complete kit for your public courses.

An experienced print and logistics partner can also provide guidance on using digital versus offset printing. Using offset printing and storing training manuals may be more cost effective in some cases than print-on-demand. Having usage reports and bi-annual account reviews provides insight into costs related to small print runs, providing you with insight to save even more.

# DID YOU KNOW?

THAT PROMOTIONAL ITEMS  
HAVE STAYING POWER.

ON AVERAGE, AN  
INDIVIDUAL KEEPS AN ITEM  
FOR AT LEAST

6 MONTHS

81%

OF PROMOTIONAL  
ITEM RECIPIENTS  
INDICATED THAT AN  
ITEM'S USEFULNESS  
IS THE PRIMARY  
REASON TO KEEP IT.

# 6. If you offer customized on-site training courses...

...then you might need a  
**COURSEWARE MANAGEMENT PROGRAM**



Many Education Services teams offer custom on-site training based on each customers' precise product configuration and business environment. These offerings are a major source of revenue.

To develop training materials for this type of customized training course, you may need to include chapters from multiple training manuals, but it's likely that not all of the materials in each manual will be needed. This typically means you would have to order and ship multiple standard training manuals to meet your customer's prescriptive training needs – paying to print and ship materials that will not even be used. Or you'd have to cobble together several training manuals by hand – a time consuming and labor intensive process.

Being able to quickly and easily customize training manuals chapter by chapter can solve this dilemma. This type of document personalization functionality is fairly unique, but can prove invaluable to you and your ATPs. Decreasing required books from 3 to 2, for example, would also cut print and fulfillment costs by 33%.

# DID YOU KNOW?

ONCOURSE BY ONFULFILLMENT WAS DEVELOPED AT THE REQUEST OF ONE OF OUR CUSTOMERS TO SUPPORT THEIR PRESCRIPTIVE TRAINING.

TO DATE, USING ONCOURSE TO CREATE CUSTOM TRAINING MANUALS HAS CUT COSTS FOR THIS CUSTOMER'S PRESCRIPTIVE TRAINING BY

**25%**

7. If you need to offer multiple payment options, including credit card processing...

...then you might need a  
COURSEWARE MANAGEMENT PROGRAM

Ordering your courseware should be painless for your customers and partners, and seamless for you to manage. Having an easy to use, configurable online courseware “e-store” gives you the ability to control costs and manage your courseware revenue stream.

Based on user security and login types, you can authorize each internal employee or instructor, ATP, or public course student to pay by cost center, credit card, purchase order, market development funds (MDF), gift cards, or almost any other way you can imagine. If you offer student vouchers or discount codes, you can also easily configure an online portal to manage the voucher process as well. With the right infrastructure, you can also seamlessly offer courseware in local currency or at different price points to international partners.

Tracking and managing the incoming revenue, providing detailed accounting reporting and analysis, integration with your finance team, and the process to transfer revenue back to your organization are all part of a robust revenue management service.

# DID YOU KNOW?

MEMBER COMPANIES OF CE<sub>d</sub>MA (COMPUTER EDUCATION MANAGEMENT ASSOCIATION) REVEAL THAT

76%

HAVE LOCAL  
PRICE LISTS

64%

HAVE DIFFERENT  
PRICES PER  
COUNTRY

73%

HAVE FIXED PRICES  
IN LOCAL CURRENCY  
AT FIXED EXCHANGE  
RATES

8. If you need to display a professional image and protect your brand...

...then you might need a  
**COURSEWARE MANAGEMENT PROGRAM**

Professionally printed and bound training manuals help you present the right image to your students in on-site and public training courses. And allowing ATPs to co-brand materials while controlling the quality of the resulting materials helps you manage and maintain brand consistency worldwide.

With sophisticated customization and personalization capabilities in a digital asset management (DAM) environment, you can maintain your company's brand by specifying what, when, and how training materials and marketing campaigns templates can be accessed and customized by each user or partner. A DAM system also allows you to manage and enforce your unique content approval process so you can approve customizations to protect the brand and ensure the best impression.

Pre- and post-course marketing and surveys can also be integrated into your portal if you partner with a company that has marketing expertise.

# DID YOU KNOW?

A TRAINING PORTAL WITH INTEGRATED **DIRECT MARKETING** FUNCTIONALITY WILL ALLOW YOU TO PUBLISH MARKETING “CAMPAIGNS IN A BOX” PROVIDING DIRECT MAIL AND EMAIL CAMPAIGN TEMPLATES THAT CAN BE CUSTOMIZED BY YOUR ATPs TO PROMOTE THEIR COURSES AND INCREASE THEIR FILL RATES.





9. If your business will grow to include any of these 8 factors in the next 12-18 months...

...then you might need a  
**COURSEWARE MANAGEMENT PROGRAM**

If your Education Services business is rapidly growing and if you are wearing multiple hats, you will quickly need help managing the print and fulfillment of training materials. Your courseware management will need to mature along with your business.

If you expect that you'll need help navigating international fulfillment, digital content management (e-delivery or e-books), or revenue management in the next 12 to 18 months, implementing a courseware management program now will save you countless hours of pain and frustration later. As with most things, putting into place the business process and systems needed while your business is less complex will ensure a fast implementation that will grow with your business.

# Ready to learn more about Courseware Management?

Learn how  
OnFulfillment's  
training solutions can  
help you manage your  
courseware operations,  
cut costs, and drive  
more revenue for your  
Education Services  
business.

CONTACT ONFULFILLMENT AT

[WWW.ONFULFILLMENT.COM](http://WWW.ONFULFILLMENT.COM)

[INFO@ONFULFILLMENT.COM](mailto:INFO@ONFULFILLMENT.COM)

510-793-3009