



ACHIEVE: **RESULTS**

SmartForce[™]
*Learning Solutions for
the Human Enterprise*



LEARNING SOLUTIONS FOR THE HUMAN ENTERPRISE



Today's businesses are measured not only by the results they achieve—but by how quickly and efficiently those results are delivered.

CUSTOMERS INCLUDE: NASA | DHL | STANFORD | CITICORP | HEWLETT-PACKARD | AT&T | LOYOLA | BAE SYSTEMS | US ARMY | MICROSOFT | AMERICAN FAMILY | MINOLTA | BT |

LEARNING SOLUTIONS THAT DELIVER RESULTS

ANY WAY YOU LOOK AT IT, RESULTS MATTER. SUCCESS OR FAILURE IS MEASURED BY EVERY ORGANIZATION'S ABILITY TO POSITIVELY IMPACT THE BOTTOM LINE. SMARTFORCE E-LEARNING EMPOWERS YOUR BUSINESS TO ACCELERATE DELIVERY OF RESULTS.

Competitive differentiation. Increased customer loyalty. Business transformation. Accelerated product launches. Tangible results like these are achieved only when you invest in your human enterprise.

Businesses win when they implement SmartForce e-Learning. Your enterprise can educate an entire global workforce on new corporate directions—the same day that decisions are made at the top. Products can be launched to your sales force, your channel, and even your extended value chain within a matter of days,

rather than months. And with this timely delivery, you nurture a priceless relationship with your customers by providing continuous value and by creating loyalty.

For measurable business results from your learning initiative, turn to SmartForce. In industries ranging from retail to aerospace engineering, SmartForce delivers efficient, cost-effective learning solutions that work. Your investment in human capital becomes an investment in profitability.

Across the enterprise and around the world, SmartForce e-Learning is the choice of today's most successful organizations. SmartForce's comprehensive, integrated learning solution is in a class by itself. In fact, for the second consecutive year, International Data Corporation (IDC) has ranked SmartForce as the worldwide, number one e-Learning provider of IT training. SmartForce maximizes investments in your most valuable asset—the human enterprise. The only source of sustainable competitive advantage in the modern economy is skilled people. And SmartForce keeps your people at the top of their game.

Achieve:Results

THE SMARTFORCE E-LEARNING ADVANTAGE

Results

Experience

Infrastructure

INDUSTRY LEADERS ACHIEVE RESULTS WITH SMARTFORCE LEARNING SOLUTIONS

- **Drive Business Transformation**

Clearly communicate and align your workforce with new corporate strategies. Effectively integrate mergers and acquisitions. Successfully migrate to an e-Business culture. Provide training to help implement CRM and ERP in matter of weeks, not years.

- **Gain Competitive Advantage**

Shorten sales cycles. Deliver products and services that meet customer needs. Differentiate products by providing e-Learning as a value-add. Promote innovative thinking among your workforce.

- **Reduce Training Costs**

Reduce expenses of on-site training programs, including downtime and travel. Provide cost-efficient, consistent learning, regardless of location. Forego costs of printed course materials.

- **Launch Products Faster**

Shorten product development cycles. Ensure that product information reaches your entire value chain. Launch new products globally with consistent messaging. Train employees, customers and vendors at the same time.

- **Strengthen Customer Loyalty**

Enlighten employees and customers on the intricacies of your offerings. Ensure a consistent customer experience. Enhance customers relationships and value. Improve customer-facing experiences.



LEADERS CHOOSE SMARTFORCE

MORE THAN 2,500 COMPANIES THAT INCLUDE DELL, KPMG, MANPOWER, MICROSOFT, UNILEVER, AVAYA AND UNISYS HAVE USED SMARTFORCE E-LEARNING SOLUTIONS TO TRANSFORM THEIR BUSINESSES, GAIN A COMPETITIVE ADVANTAGE AND REDUCE TRAINING EXPENSES.

By fine-tuning your learning solution, SmartForce saves you money, increases your profitability, and, in the process, boosts customer loyalty. In this new era of inter-company integration, SmartForce delivers results when results matter.

ARIBA

“We chose SmartForce to provide our enterprise e-Learning infrastructure because of its leading-edge, object-based application architecture, and we believe this relationship will be a powerful foundation for the ongoing success of our e-Learning initiative.”

—Paula Cabacungan, Director of Education Channels

E*TRADE

“In our business, providing the highest level of customer service is critical. By allowing us to create a scalable, highly customized training solution, SmartForce’s e-Learning infrastructure will help us prepare the people who ensure we meet this core business objective.”

—Tatia Ammerman, Vice President, Global Loyalty, Leverage and Talent

DELL COMPUTER CORPORATION

“Through EducateU.com, our customers have access to first-rate courseware that enables them to make the most

of their Dell systems. The quality, breadth, and reach of the products of SmartForce have enabled Dell to set a new standard for the value-added learning services offered by computer systems providers.”

—Nicole Crain, Product Manager, EducateU

LIONBRIDGE TECHNOLOGIES

“e-Learning is an essential part of our efforts to enhance human capital and establish a consistent global knowledge base. With SmartForce’s e-Learning infrastructure, we can reduce the time and money required to develop a productive staff around the world, and we strengthen our ability to provide relevant Web content to a global Internet community.”

—Rory Cowan, CEO

PROVANT

“We were looking for a development platform that is proven in the marketplace. SmartForce’s industry-leading infrastructure will allow us to provide our customers with leading-edge e-Learning offerings.”

—Curt Uehlein, President and CEO

CUSTOMERS INCLUDE: OREGON STATE UNIVERSITY | DEPARTMENT OF COMMERCE | ACCENTURE | JD EDWARDS | E*TRADE | REUTERS | CENSUS BUREAU | DELL | PNC BANK | ARIBA |

“SmartForce is years ahead of any other company in the e-Learning market.”

—Trace A. Urdan, WR Hambrecht & Co.



THE PARTNER. THE SOLUTION.

ONE PARTNER. ONE SOLUTION. SMARTFORCE KNOWS YOU HAVE CHOICES. MOST IMPORTANTLY, SMARTFORCE EXPECTS YOU TO CHOOSE YOUR LEARNING SOLUTION PROVIDER CAREFULLY. THAT IS WHY SMARTFORCE HAS RECENTLY INVESTED OVER A \$100 MILLION INTO PROVIDING ITS CUSTOMERS WITH BEST-OF-BREED, INTEGRATED LEARNING SOLUTIONS.



SIMPLICITY

Consider the benefits of a single-partner solution from SmartForce. A solution customized to your specific learning needs and initiatives. One that is comprehensive, open and fully integrated, so you don't have to worry about piecing together several vendor products to form a not-so-perfect alternative.

The greatest value of SmartForce is the ease of dealing with a single, integrated solution provider—one fully accountable partner. Simplicity is a wonderful thing.

"It's relationships like this one with SmartForce that have enabled us to more quickly and efficiently train our people to sell, deliver and implement our new best-of-breed e-Learning solutions globally."

—Larry Weinbach, Chairman and CEO, Unisys

THE SMARTFORCE e-LEARNING ADVANTAGE

Hewlett Packard, Computer Sciences Corporation, Xerox and many others trust SmartForce to deliver an integrated learning solution. SmartForce masterfully combines technology, content, and services to create a tailor-made solution that addresses each organizations' specific requirements.

Thousands of organizations representing every field of industry and more than 1.5 million learners worldwide have gained advantage through SmartForce. Over the years, SmartForce has established a track record and a level of financial strength that is unmatched in the industry. SmartForce provides a superior learning experience through the most technologically advanced infrastructure. It is the SmartForce e-Learning Advantage. It's e-Learning at its very best.



CUSTOMERS INCLUDE: MANPOWER | SIEMENS | US AIRFORCE | CLEMSON | VISA | UNISYS | GETRONICS | EXODUS | NATIONAL GUARD | SUNY | INVESCO | COMPAQ | SINGTEL | BAYLOR

"SmartForce offers its customers a rare 'one-stop-shopping' capability for their e-Learning needs."

—ThinkEquity Partners



THE SMARTFORCE e-LEARNING ADVANTAGE

The SmartForce e-Learning Advantage is a combination of unique strengths that only SmartForce can offer as a strategic learning partner.

Organizations need a partner—not a vendor—to effectively implement e-Learning. As the world's largest e-Learning company, with nearly two decades of successfully implementing learning solutions, an impressive list of 2,500 customer organizations, and 850 sales and support employees interacting with those customers each day, *SmartForce is the only logical partner.*

The SmartForce e-Learning Advantage combines this leadership and experience with the market's only comprehensive, integrated learning solution—a powerful learning infrastructure and a superior learning experience—to deliver tangible results to each and every customer.

“Getting the right knowledge to the right people is mission-critical for Invensys. In SmartForce, we have the best-of-breed platform, tools and services and a vendor with a proven track record of successful, on-time implementations to help us achieve our goals.”

—Michael Bleyhl, Director, LifeTime Learning Center, Invensys Process Systems

Learning:Experience

THE SMARTFORCE E-LEARNING ADVANTAGE

Results

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THE SMARTFORCE LEARNING EXPERIENCE

- Engaging Content
- Wide Variety of Learning Methods
- Customized to User Interests/Needs
- Immediate Access to Mentors
- Real-World Simulations
- Interactive, Peer-to-Peer Collaboration
- Task-Based Learning
- On-the-Job Performance Support
- Resource-Intensive Environment
- Constructive Assessment
- Valuable Feedback
- Accessible Instruction
- Delivery on Demand
- 24x7 Support

TRAINING ADMINISTRATOR EXPERIENCE

- Measurable Program Results
- Prescribed Learning Paths
- Integration of Learning Elements
- Valuable Implementation Support
- Marketing Resources
- Leading-Edge Training Tools
- Easy Tracking and Reporting
- Program Evaluations
- Management of Workforce Skills
- Testing Programs
- Meaningful Competency Management
- 24x7 Support



A learning experience that delivers knowledge in the most effective, interactive and engaging way, and that can be measured, managed and directed for maximum impact.



CUSTOMERS INCLUDE: LIONBRIDGE TECHNOLOGIES | GLOBAL CROSSING | SOCIAL SECURITY ADMINISTRATION | HARVARD BUSINESS SCHOOL | PROVIDIAN FINANCIAL | EXECUTIVE OFFICE OF THE PRESIDENT

THE EXPERIENCE: ENGAGING. MEASURABLE.

THE SMARTFORCE LEARNING EXPERIENCE DELIVERS BUSINESS RESULTS BECAUSE IT IS SOLUTION-BASED, CUSTOMER-CENTRIC AND, MOST IMPORTANTLY, LEARNER-CENTRIC.

Keeping the needs of learners and administrators at the forefront of planning and development, SmartForce employs an instructional design methodology and a production lifecycle that ensure an interactive, engaging, memorable and measurable learning experience.

This powerful learner-centric experience is enhanced by an infrastructure that is fully integrated and flexible. Learners work in an environment that assesses and implements their goals, career paths, experiences, interests, job requirements, and preferences. And the greater the learner's participation, the greater the help offered by the environment.

SmartForce e-Learning gives students up-to-the minute knowledge and turns knowledge into skills by allowing them to practice it and live it first hand through simulation and assessment. SmartForce e-Learning harnesses the power of the Internet to create an interactive, personalized learning environment with an integrated learning infrastructure that is always available, up-to-date and relevant.

Targeted learning solutions from SmartForce help organizations measure the return on their training investment, while providing them with a means to manage workforce skills more effectively and to reduce costs associated with employee training.

The SmartForce partnership strategy, instructional design methodology, object framework, custom capability and competency-driven design create a solutions-based, learner-centric experience that allows learners and their administrators to ensure skills acquisition targeted to specific business results.

This solutions-based learning is powered by the SmartForce experience to deliver a comprehensive learning and administrative environment that supports millions of active online students—students who are learning skills they need to be more productive and valuable to their organization.

FULLY INTEGRATED LEARNING

SMARTFORCE DELIVERS SECURE, SCALABLE, LEADING-EDGE E-LEARNING SOLUTIONS—CUSTOMIZED AND PERSONALIZED TO SUIT YOUR SPECIFIC NEEDS. SMARTFORCE IS YOUR SINGLE SOURCE FOR A COMPLETE LEARNING INFRASTRUCTURE THAT UNITES CONTENT, TECHNOLOGY AND SERVICES.

CONTENT

With 20,000 learning objects totaling more than 5,000 hours of learning, SmartForce gives you access to the world's largest e-Learning library. This award-winning content, which spans Information Technology, Business Skills, Interpersonal Skills, CRM, Healthcare, and e-Business, is co-developed with some of the most successful, authoritative names in the business. When you partner with SmartForce, your learning experience is supported by Cisco Systems, Oracle, Intel, Microsoft and many other recognized leaders.

Superior instructional methodology, developed over the past 20 years, rounds out the equation for a learning experience that is second to none.

TECHNOLOGY

As the e-Learning pioneer, SmartForce has invested more than \$100 million just in the past three years into R&D to build technically better solutions. The products of that vision encompass open, object-oriented architectures and customized platforms that are designed to blend with your unique IT environment.

SmartForce offers hosted Internet/intranet-based solutions, so that you can have e-Learning inside or outside of your firewall. The SmartForce learning solutions are comprehensive and global, making it easy to establish consistent e-Learning across regions and cultures. Lastly SmartForce technology also enables secure mobile learning solutions.

SERVICES

SmartForce has the largest e-Learning services organization in the world, delivering rapid results—anytime, anywhere. Implementation, integration and support are critical to the successful launch of a total learning solution—especially when in-house resources are in short supply. Access to SmartForce services helps organizations develop customized e-Learning platforms and content that address specific business goals, objectives and concerns.

CUSTOMERS INCLUDE: WESTPAC BANKING CORPORATION | DEVRY | LLOYDS TSB | LUCENT TECHNOLOGIES | FEDERAL AVIATION ADMINISTRATION | UNILEVER | PRINCETON | CUNA |



A technologically advanced learning infrastructure that blends elements of content, technology and services into a personalized learner experience.

Learning:Infrastructure

THE SMARTFORCE E-LEARNING ADVANTAGE

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CONTENT

- Award-Winning Content
- Sophisticated Instructional Methodology
- Largest e-Learning Content Library
- Co-Developed with Industry Leaders
- Next-Generation Content

TECHNOLOGY

- Open Architecture
- Customized Platforms
- Mobile Learning
- Learning Management Systems (LMS)
- Hosted Internet/Intranet Solutions

SERVICES

- Largest e-Learning Global Services Organization
- Customized Learning Solutions
- Implementation and Integration Support
- e-Learning Consulting
- Platform Development

“SmartForce's MySmartForce solution is one of the most advanced, most comprehensive organization-wide solutions available today.”

—Merrill Lynch

**WHY SMARTFORCE IS THE
e-LEARNING INDUSTRY LEADER:**

- Nearly two decades in the learning industry
- e-Learning pioneer
- \$100 million invested in learning infrastructure in the past three years
- More than 600 e-Learning developers in four countries
- Industry-leading platform capabilities
- Global presence in over 65 countries
- Largest implementation and support team
- Best-of-breed technologies
- Established alliances and partnerships with industry leaders
- Most comprehensive e-Learning library in the world
- Largest professional services group of any e-Learning company

“SmartForce delivers the right knowledge, to the right people at the right time.”

—Greg Priest, SmartForce Chairman and CEO



“SmartForce, the best company in the training industry.”

—PC Computing



CUSTOMERS INCLUDE: RBC DOMINION SECURITIES | SOLUTION 6 | COX COMMUNICATIONS | ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY | TELSTRA | IRS | SUNCORP METWAY | GE CIPS |

SMARTFORCE: THE SMART CHOICE

SMARTFORCE IS THE E-LEARNING LEADER WITH GOOD REASON. WITH NEARLY TWO DECADES IN THE BUSINESS OF SATISFYING LITERALLY MILLIONS OF STUDENTS FROM THOUSANDS OF COMPANIES OF ALL KINDS, SMARTFORCE DELIVERS THE ONLY FULLY INTEGRATED E-LEARNING SOLUTION AVAILABLE TODAY.

The SmartForce solution offers a unique blend of outstanding content, superior technology, and comprehensive services—delivering the right knowledge to the right people at the right time. All from a single learning source that instills confidence and achieves measurable learning results.

SmartForce has raised the bar for learning solutions to a level that no other vendor can match. And with the world's largest instructional development staff, SmartForce continues to pull away from the pack, continuously innovating and adopting the latest technologies at Internet speed.

For solid returns on your learning investment year after year, it pays to go with a leader that you know will be there tomorrow. Rely on SmartForce to remain at the forefront of e-Learning for years to come.

PROVEN LEADERSHIP

SMARTFORCE'S TARGETED LEARNING SOLUTIONS HELP ADMINISTRATORS, PROGRAM MANAGERS AND EXECUTIVES MEASURE THE RETURN ON THEIR LEARNING INVESTMENT. BY HEIGHTENING PRODUCTIVITY, REDUCING TRAINING TIME, AND ENHANCING THE SKILLS OF ENTIRE WORKFORCES, SMARTFORCE HAS EARNED ITS STANDING AS THE E-LEARNING LEADER.

INTERNATIONAL DATA CORPORATION (IDC)

“Since successfully transforming itself into the leader in enterprise e-Learning, SmartForce now counts itself among an elite group of profitable Internet companies, and is the first and only profitable, publicly-traded e-Learning company.”

—*The Top 15 Worldwide IT Training Providers, 2001*

INFORMATION WEEK

“In the highly fragmented e-Learning market, SmartForce stands out as one of the most dominant players.”

THE GOLDMAN SACHS GROUP

“We are more convinced than ever that SmartForce is the foremost e-Learning company, in terms of customers, product offerings and strategy.”

PHILIPS BUSINESS COMMUNICATIONS

“The ‘MySmartForce’ concept is a state-of-the-art solution, offering online seminars, full mentoring, actual web links, online assessment tools and many other content-rich e-Learning experiences.”

—*Christoph Bonert, HR Director*

NEUSOFT

“SmartForce is a proven leader in the e-Learning industry with experience in understanding and meeting the learning needs of individuals and global enterprises.”

—*Dr. Liu Jiren, Chairman and CEO, Neusoft Group Ltd, the largest software application solution provider in China*

CUSTOMERS INCLUDE: ROBERT HALF INTERNATIONAL, INC. | UNIVERSITY COLORADO SYSTEM | SINGAPORE POWER | PINK ROCCADE | DELOITTE CONSULTING | US NAVY | WELLS FARGO | COMMONWEALTH BANK OF AUSTRALIA | AVAYA | SITA

“The online training industry is dominated at a global level by one company: SmartForce.”

—*Financial Review*



AWARDS & HONORS

PC Computing MVP Award

Best Company in the Training Industry

Macromedia e-Learning Innovation Award

Best Training Application

Brandon Hall Silver Medal

Influencing Others Positively Program

Institute of IT Training

International Training Project of the Year:

Unisys University

Gold Award (3 consecutive years)

Self-Study Course of the Year

International Standards Organization

Quality Management System Certificate

ISO9002 Certified

Smithsonian Award Nomination

Development of web-based prototype course

with Intel Corporation

FOR MORE INFORMATION VISIT WWW.SMARTFORCE.COM OR CALL **1-888-395-0014**

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