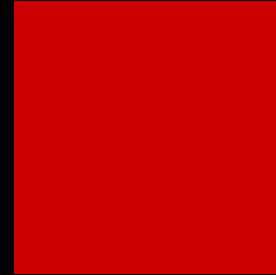
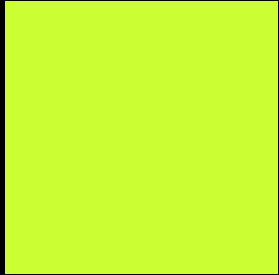


interwise

The LIVE eLearning Company



live eLearning ILLUSTRATED

Silicon Valley eLearning Network

August 14, 2000

Estee Solomon Gray – Chief eLearning Officer

MaryAlice Colen – VP Marketing

Kelly Herrick – Professional Services

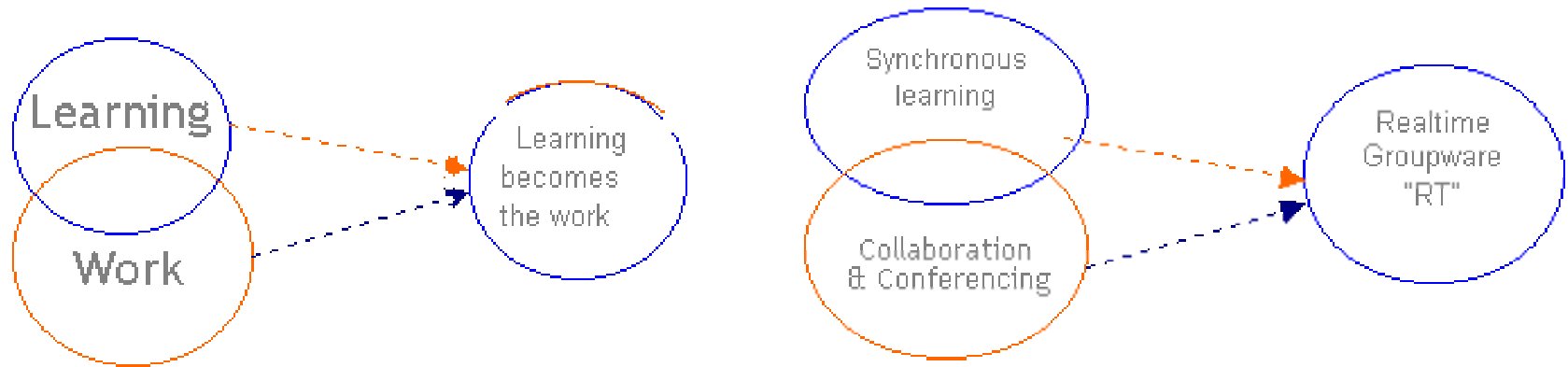


Objectives and Agenda

- An exploration of live eLearning
- “Grounded” by InterWise
 - Our product
 - Our customers
 - Our company’s experience over last 18 months
 - Our prior professional experiences
 - Our personal and collective wisdom
- Co-constructed with you!

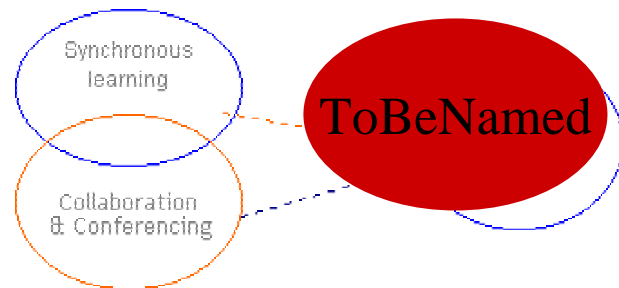
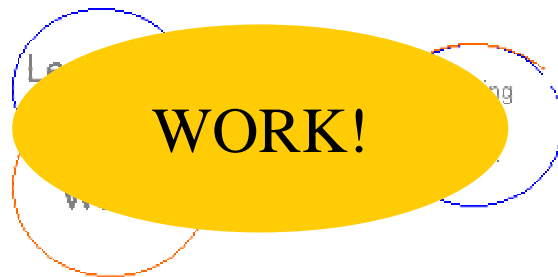
Jay's Ponderings (thank you!)

- *Why real-time learning ?*
- *How much technology?*
- *How much does it take to lead a live session ?*
- *How well does the technology work?*
- *How good is the social engineering?*
- *Merging and blurring .. Is good!*



Our Thinking (in short)

- *Why real-time learning ? Is there any other kind ?*
- *How much technology? this much + “personalized content serving” platform*
- *How much does it take to lead a live session ? just as much*
- *How well does the technology work? good enough for revenue generating customer learning today!*
- *How good is the social engineering? ☺*
- *Merging and blurring .. Is good! But myopic*





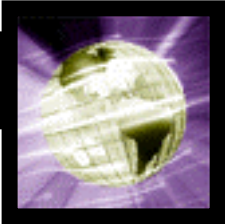
Our Questions for this Group

- Not “whether” to do live eLearning but when, how, along with what, as part of what else, by whom ?
- How do we avoid repaving the cowpath ?
- Can we answer either of the above without discontinuous innovation ... and the “chasm” that creates?

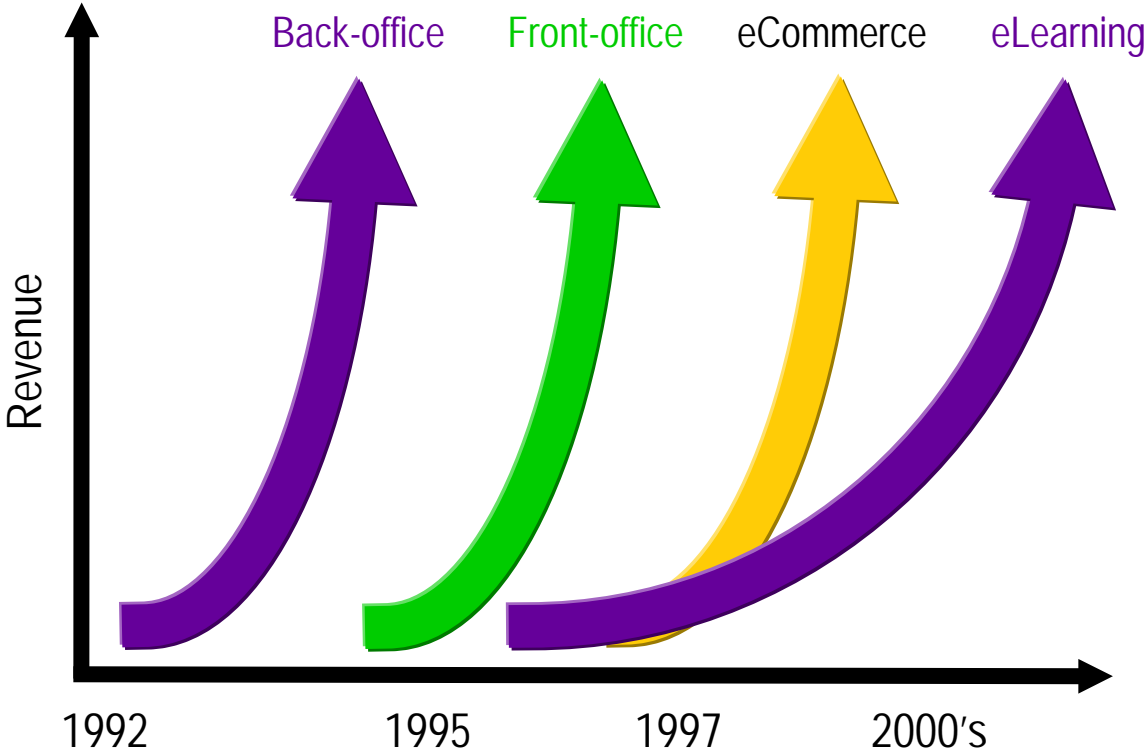


But first ... let's get grounded ...

- The Millennium experience
- InterWise customer case studies:
 - Applied Materials
 - SAP
- InterWise as verb



Fast Times, Fast Learning



- Fast Production
- Fast Deployment
- Fast Use

c.2000

Source: Estimated Based on 1998-1999 Forrester Research, Training Magazine Corporate Estimates

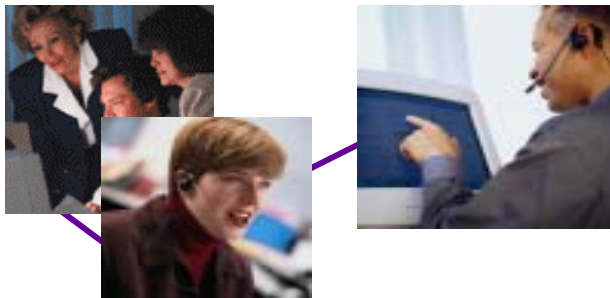


Class taught by kelly

- Interwise student interface
- Interwise story
- Interwise instructor interface (social engineering)
- Do f16 recording.. Surprise asynch..
- www.interwise.com/marketplace
- Club kasparov recorded lesson ? SAP lesson?
- Transition to MA.. On customers



InterWise



- Global
 - Founded in Israel in 1994
 - More than 200 people worldwide
 - Multiple language support
 - 15+ markets already
 - Scalable system architecture
 - Follow-the-sun technical and "live" support
 - 70% employees located outside US
- 3 generations of live eLearning technology leadership
 - Virtual classroom experience
 - Instant asynch
 - B2B performance & integration



What IW Customers Are Doing

- “Virtual classes to customers on the functionality of... (sw)”
- “Private delivery and customization of generic courses”
- “Live Webcasts to customers... courses cover functional as well as technical content”
- “Accessing a large customer base via the Internet”
- “Distance learning... customize content for our clients using a role based approach”
- “ecLearning... combining Web(e) with classroom/coaching(c)”
- Sales force training... management meetings

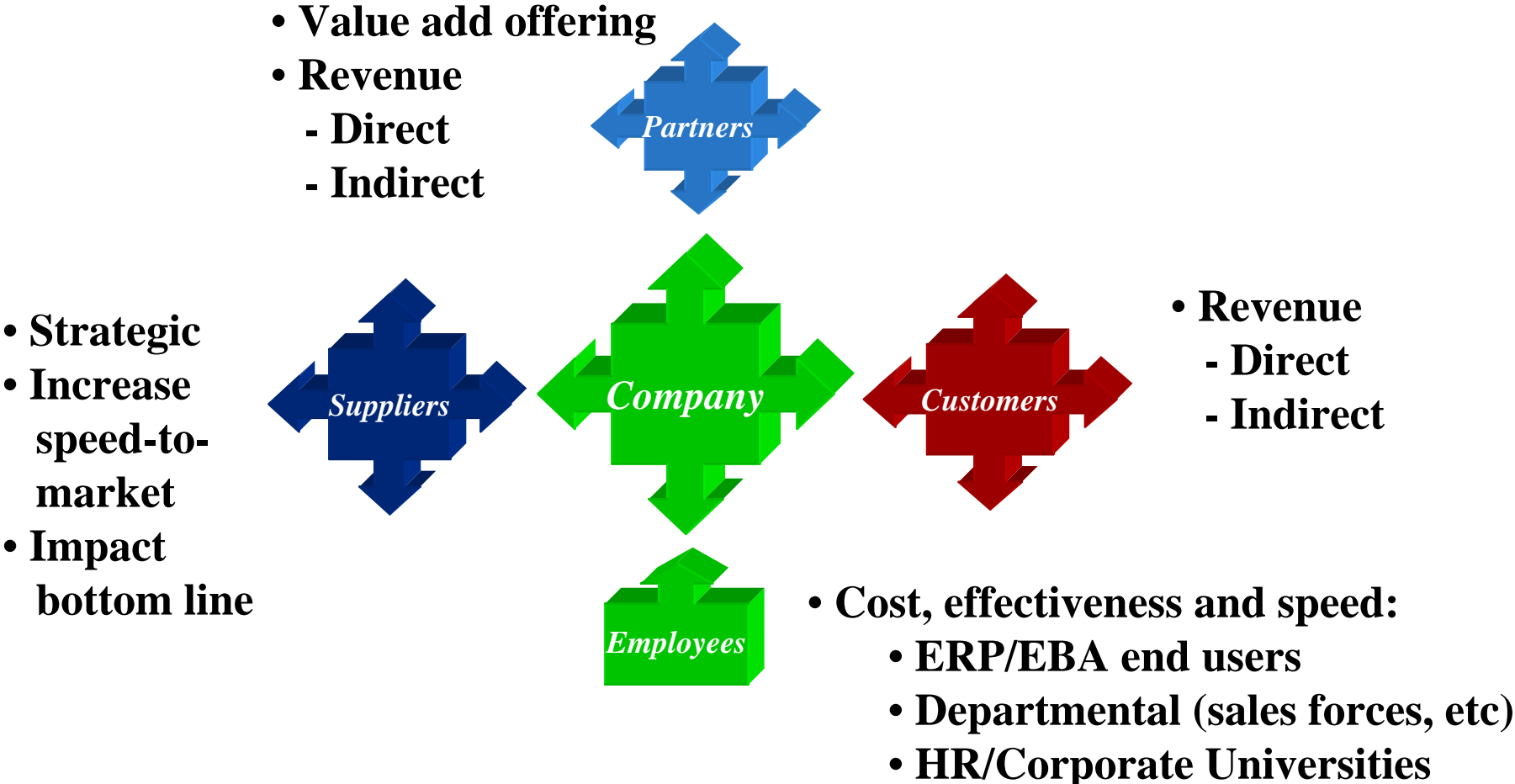


What IW Customers Are Doing

- “Collaborative business environment of personalized solutions on demand”
- “Learning opportunities for users as an ongoing process rather than an event”
- “Process-based learning... how and why processes work or have changed”
- “Power users and instructors leading the class simultaneously from different locations “
- Discovery learning
- “Verbalized knowledge base”

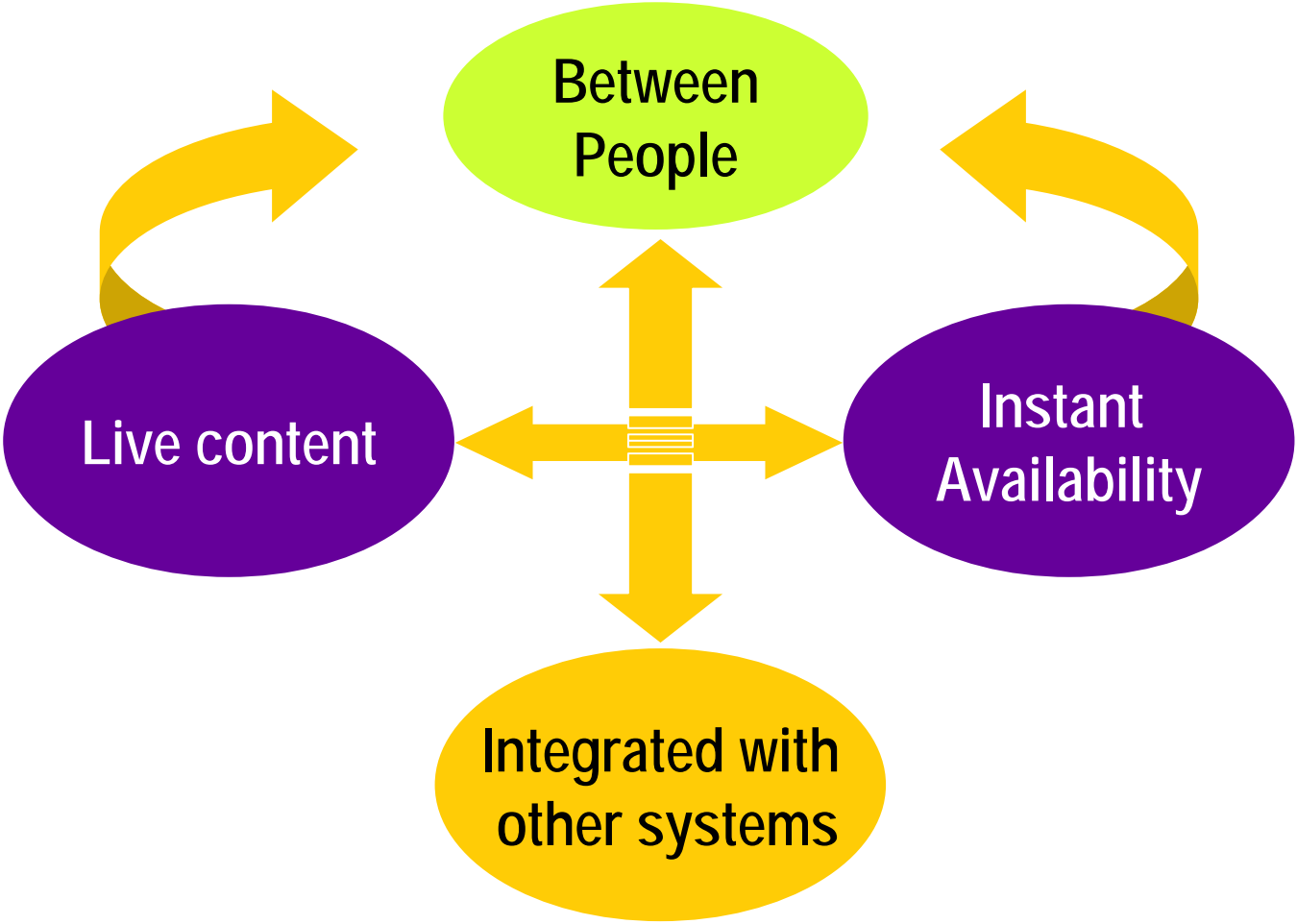


Company Molecule





Expanded definition of Live





Case Study:



- ERP Implementation
- Problem
 - 6000 Oracle end-users in 16 countries to train in 90 days
- Solution
 - Use InterWise live and solo lessons
- Results
 - Scale: over 150,000 student hours delivered
 - Cost reduction: zero travel
 - Speed of development/deployment for live/solo lessons
 - Effectiveness: students ready at “go live”
 - Internal prominence: other units evaluating



Case Study **SAP**

- B2B Training Partner
- Problem
 - Expand reach of customer education unit while accommodating customer requests for less time away from the office
- Solution
 - Deliver key live and recorded classes, for fee, via InterWise
- Results
 - New economic model; business success
 - Adds value to SAP brand
 - Other SAP units evaluating use

Live eLearning!

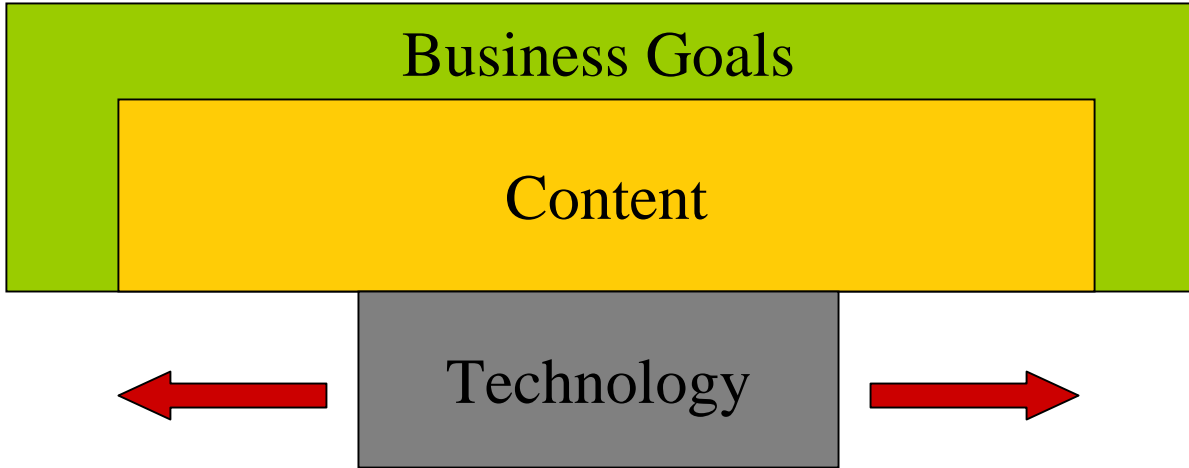


Getting Beyond the Cowpath

- Start with the work!
- Face into the need for new practice :
 - “its ISD when content generation is NOT the issue”
 - embedded in use.. captured .. Iterative..
 - Integrated with live people



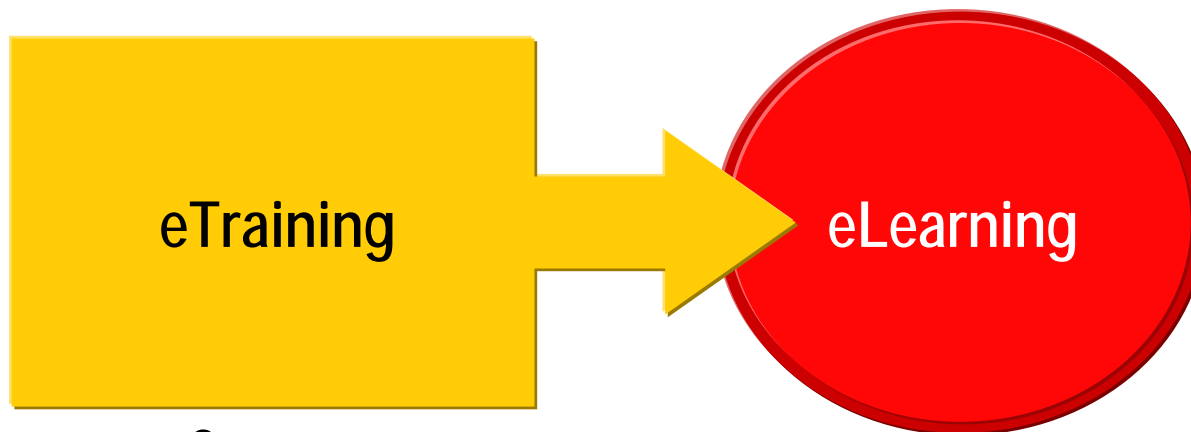
New landscape coming?





Till now- eTraining defined eLearning

- " The delivery of content via all electronic media, including the Internet, intranets, extranets, satellite broadcast, audio/video tape, interactive TV, and CD-ROM"



- "Courses"
- "Credit"
- Revenue

... or tries to



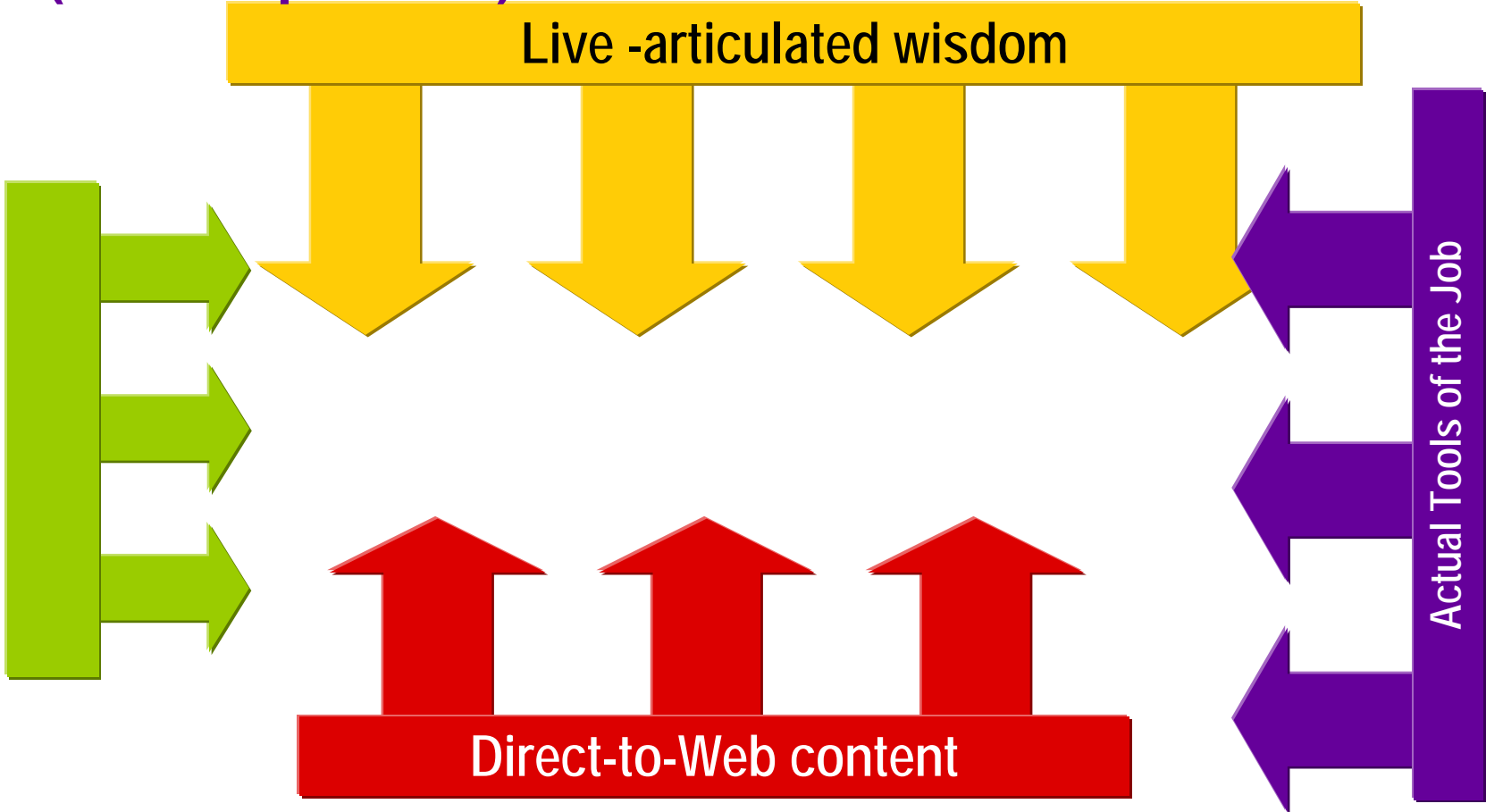
As we speak - eLearning attracts attention





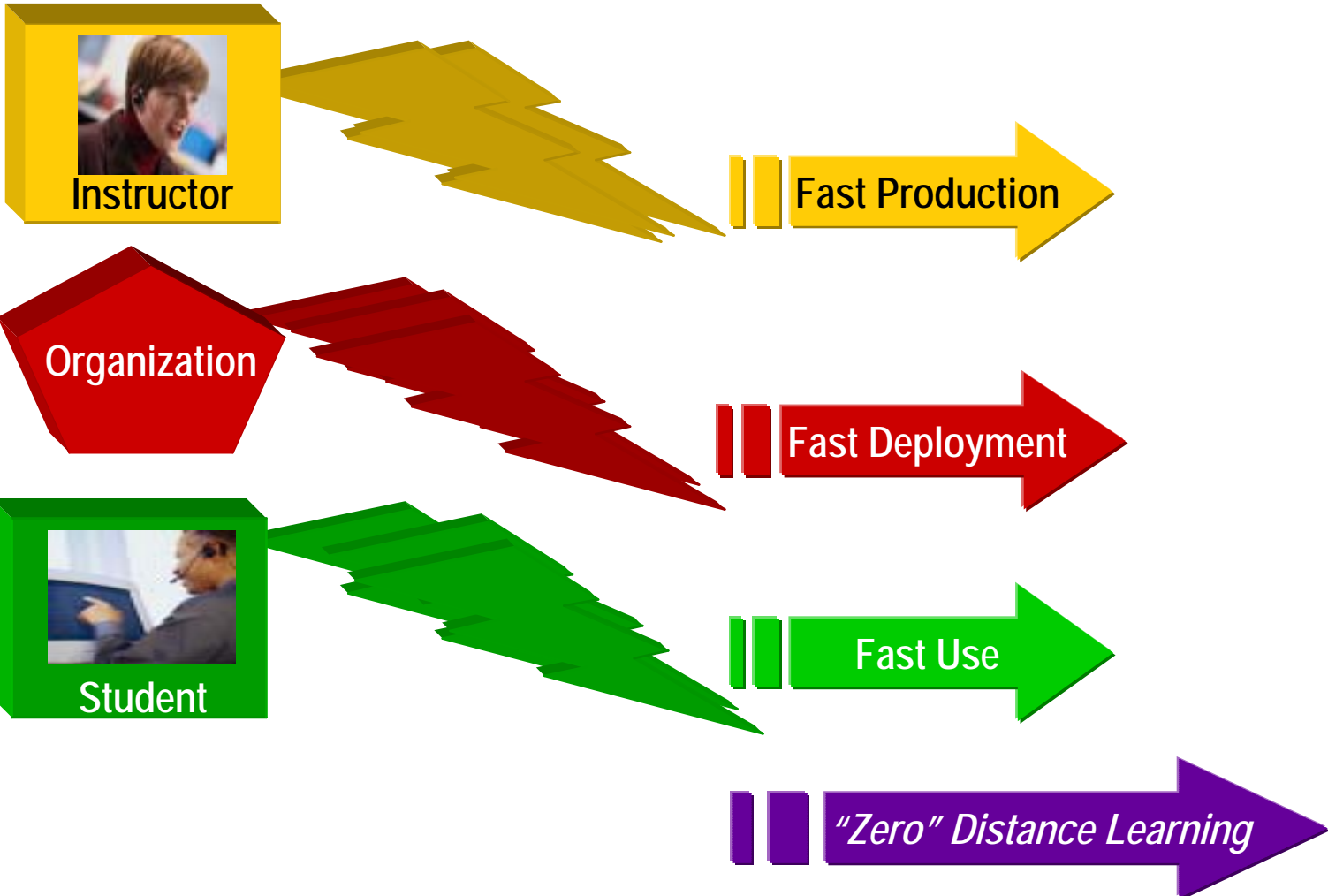
Ahead : Radical New Development Models

(slide in process)





The Promise of Live eLearning





**It's not the distance between instructor
and student that matters,**

**it's the distance between learning and
action.**

LIVE eLearning