

# Survey 1

## Channel Partner Training

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August 30, 2006

### Channel Training Survey Results

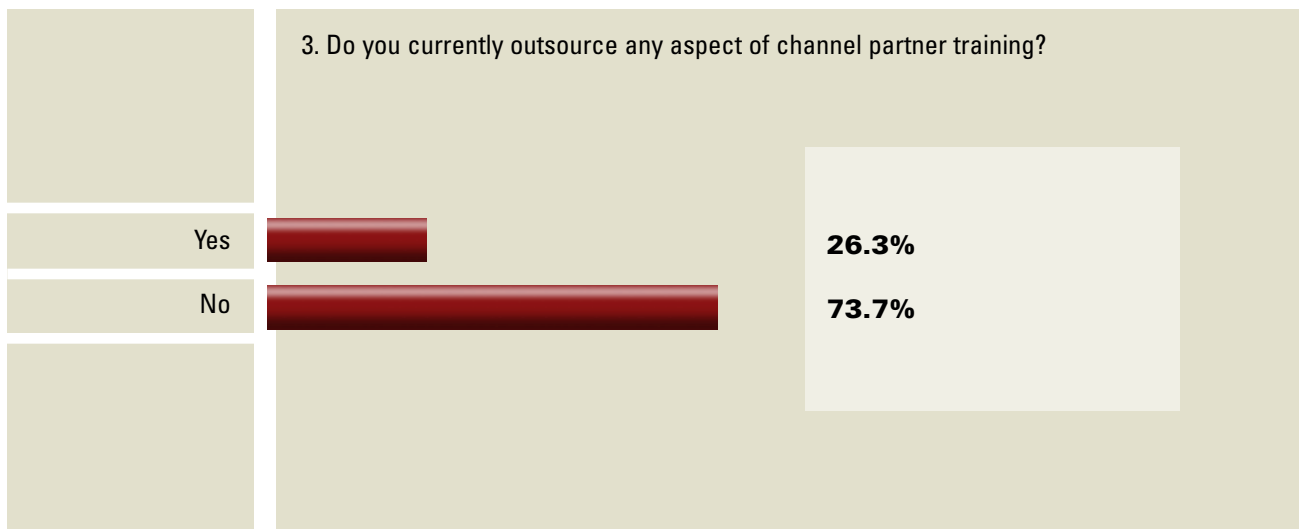
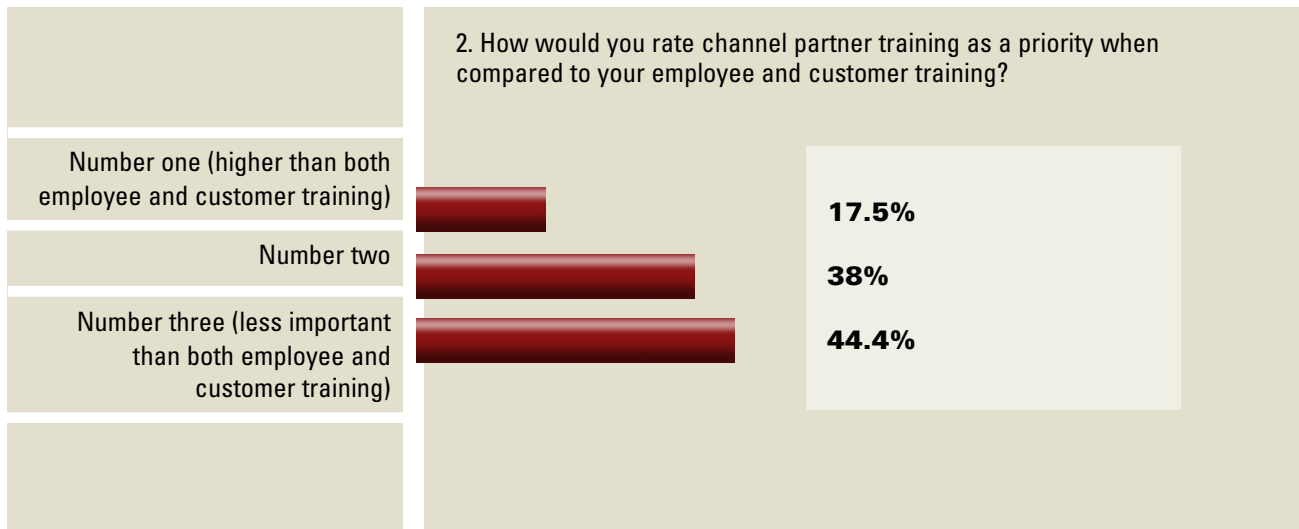
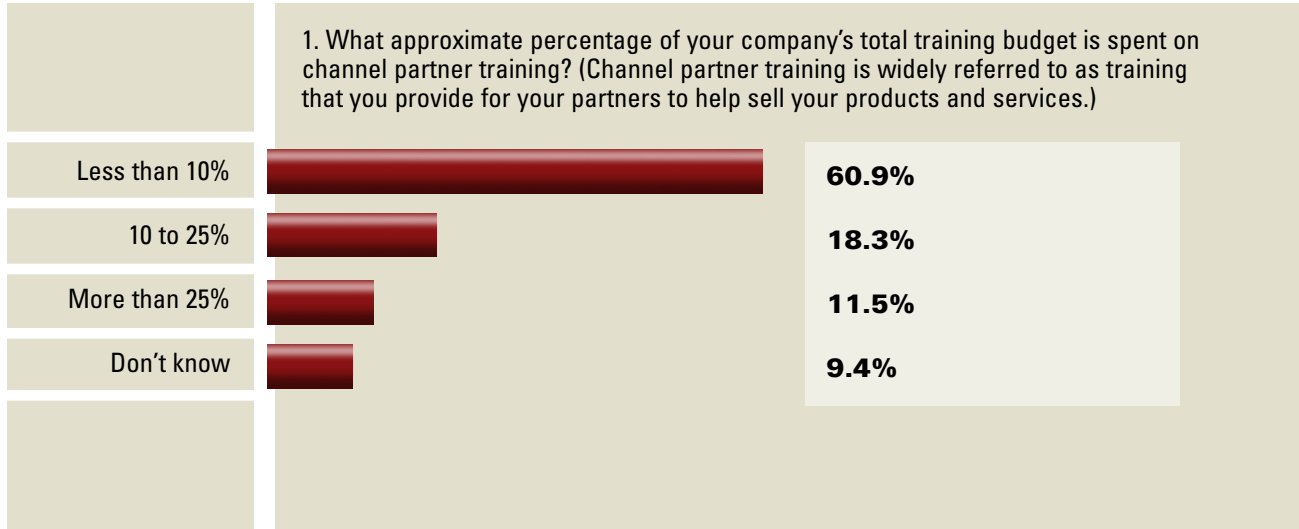
The first survey in the Training Challenges Survey Series, conducted by Expertus and TrainingOutsourcing.com, focused on channel partner training - the training conducted by companies to assist third-party partners in selling their products or services.

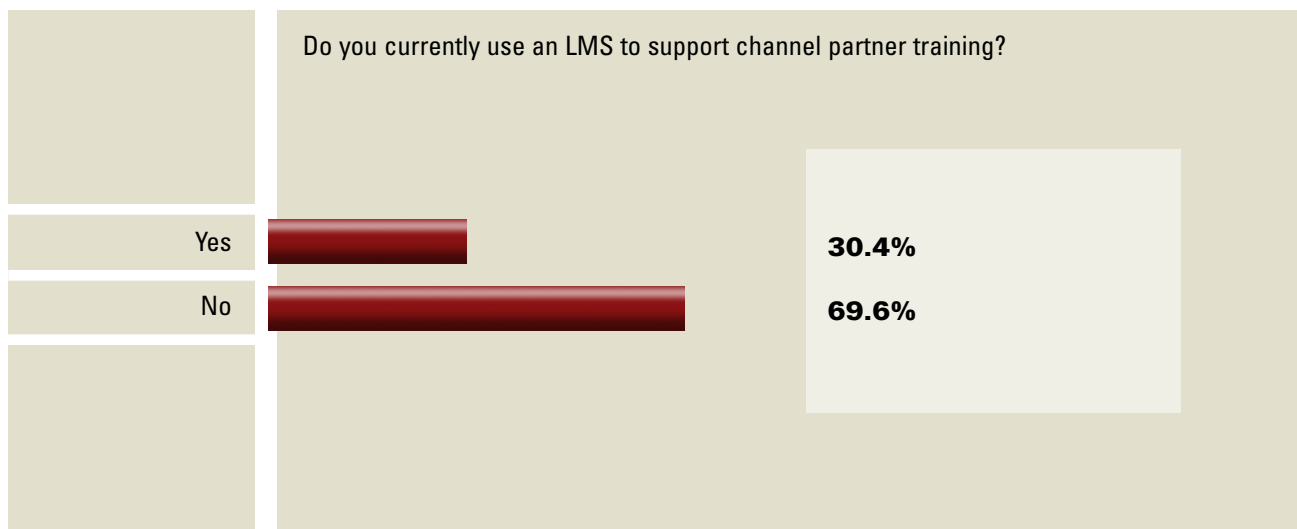
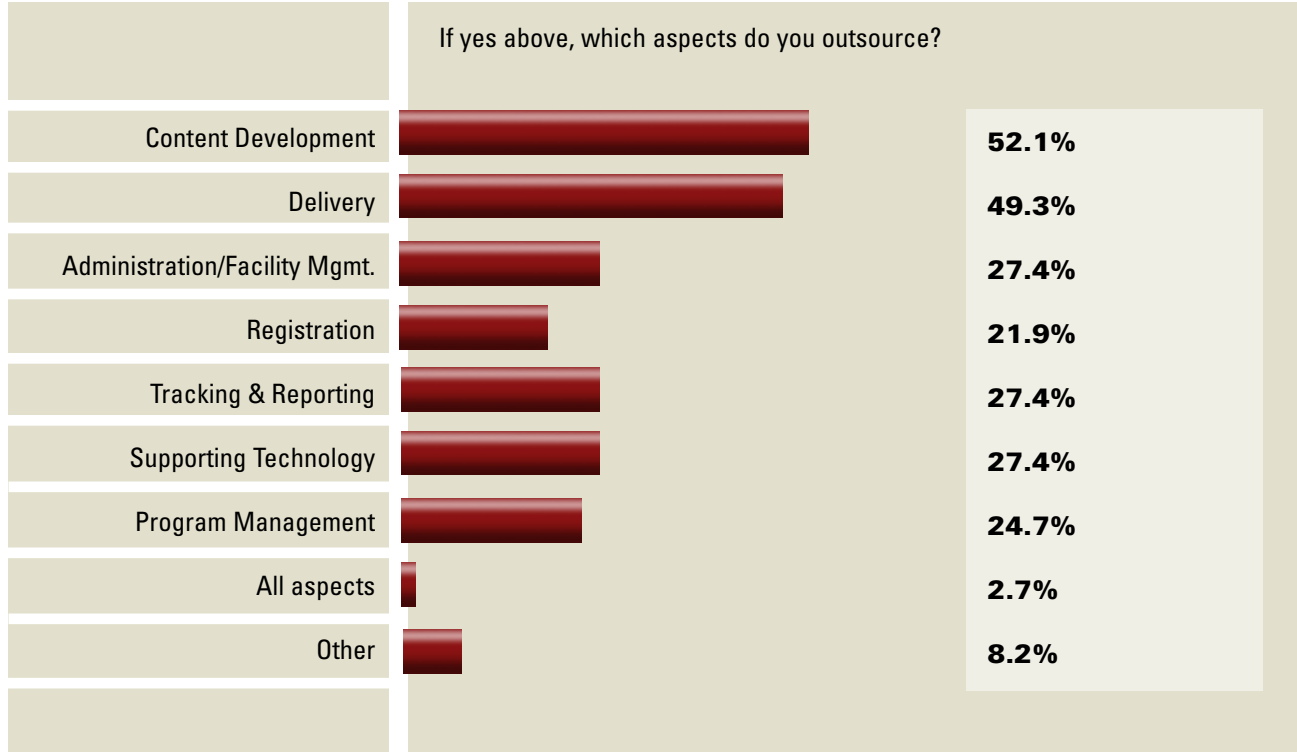
The survey was launched on August 2, 2006. As of August 31, 2006, 252 survey responses had been collected.

### Survey Highlights

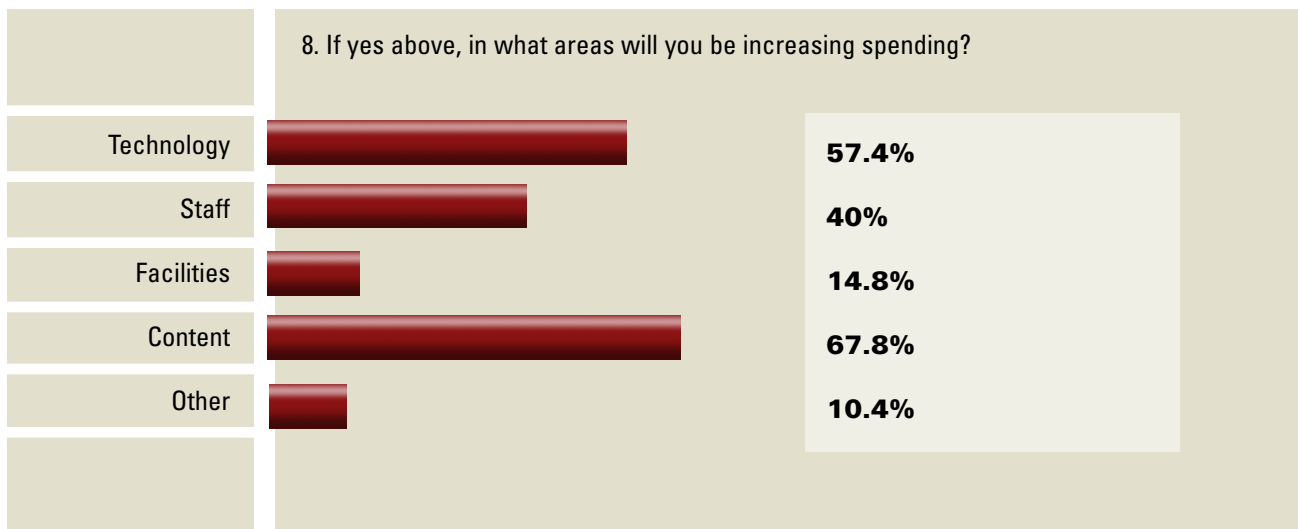
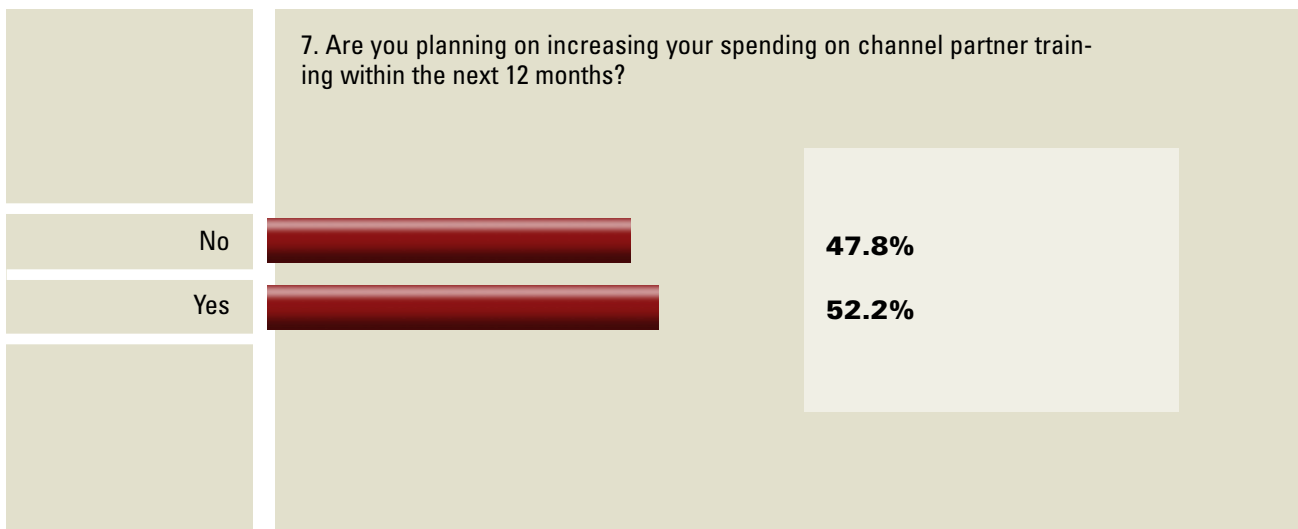
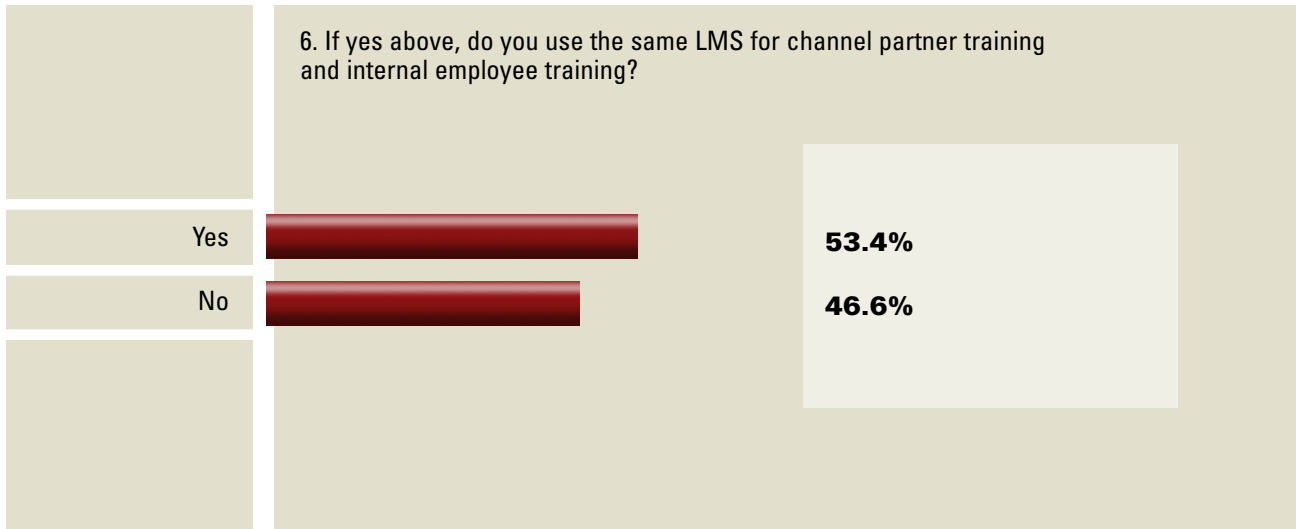
- 25.8% of companies with more than 5,000 employees plan on spending more than \$500,000 on channel training in the next 12 months. 53.1% of companies plan on spending more than \$100,000 in the next year. Biggest spenders among respondents are computer technology companies; 35% of respondents from computer technology companies say they will spend more than \$500,000 within the next year.
- 30.4% of responding companies use an LMS to support channel training. Computer technology companies have a significantly higher adoption rate; 65% of these respondents use an LMS for channel training. Interestingly, of those companies using an LMS for channel training, 46.6% use a different LMS for employee training.
- Small and mid-sized companies place a higher priority on channel training than large companies - likely because they are more heavily reliant on channel partners for revenue. 21.3% of companies with fewer than 1,000 employees ranked channel training as a top priority; 20.8% of companies with between 1,000 and 5,000 also gave channel training top ranking. Only 9.9% of companies with more than 5,000 employees ranked channel training as the highest training priority. But, as noted above, even though large companies place less emphasis on channel training, they spend more money on channel training programs because their overall training budgets are bigger than those of small and mid-sized companies.
- Respondents identified the major challenges related to channel training as: budget constraints (50.5%), lack of control (46.3%), distributed locations (42.1%), and staffing constraints (33.2%).
- Most respondents (73.9%) do not outsource any part of channel training. Of those who do outsource, content development (52.1%), delivery (49.3%), and training administration/facility management (27.4%) are the functions most often outsourced.

# Survey Results

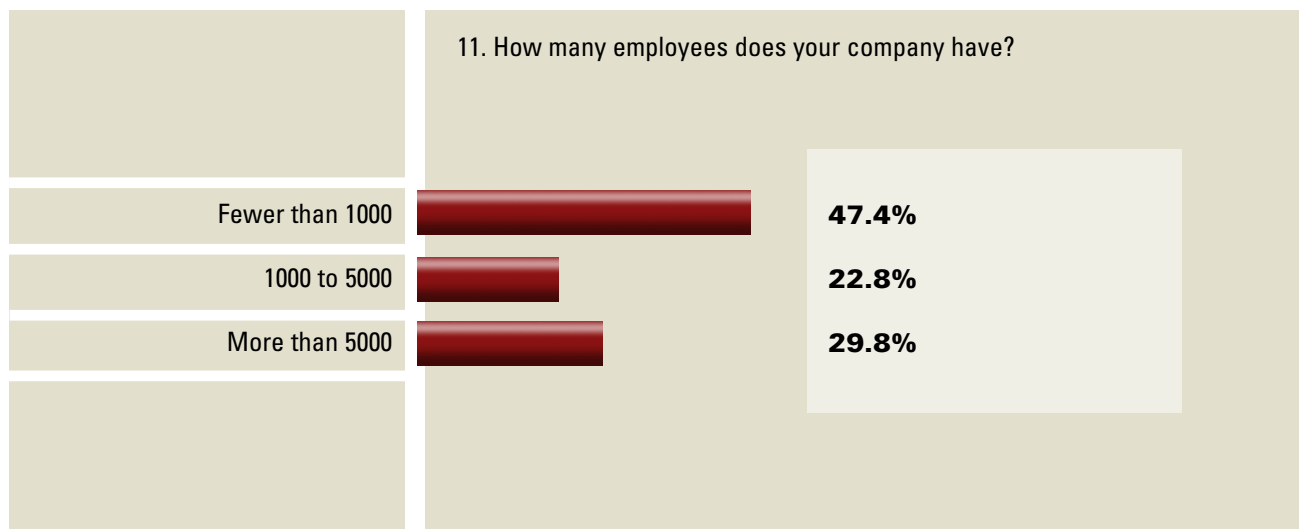
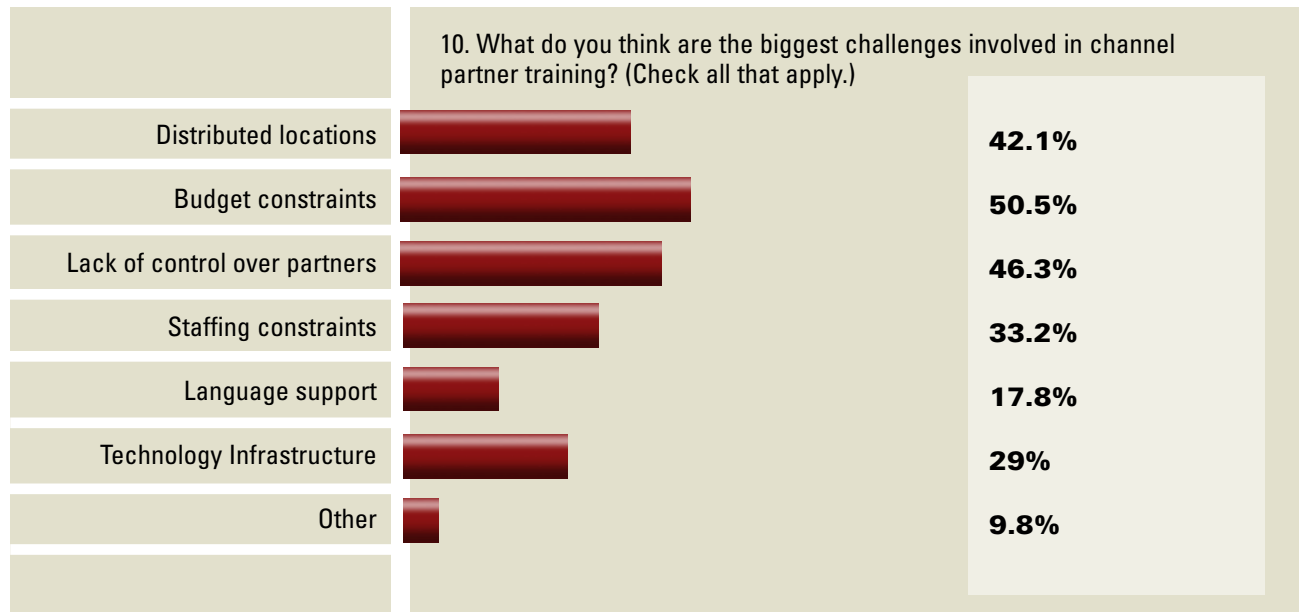
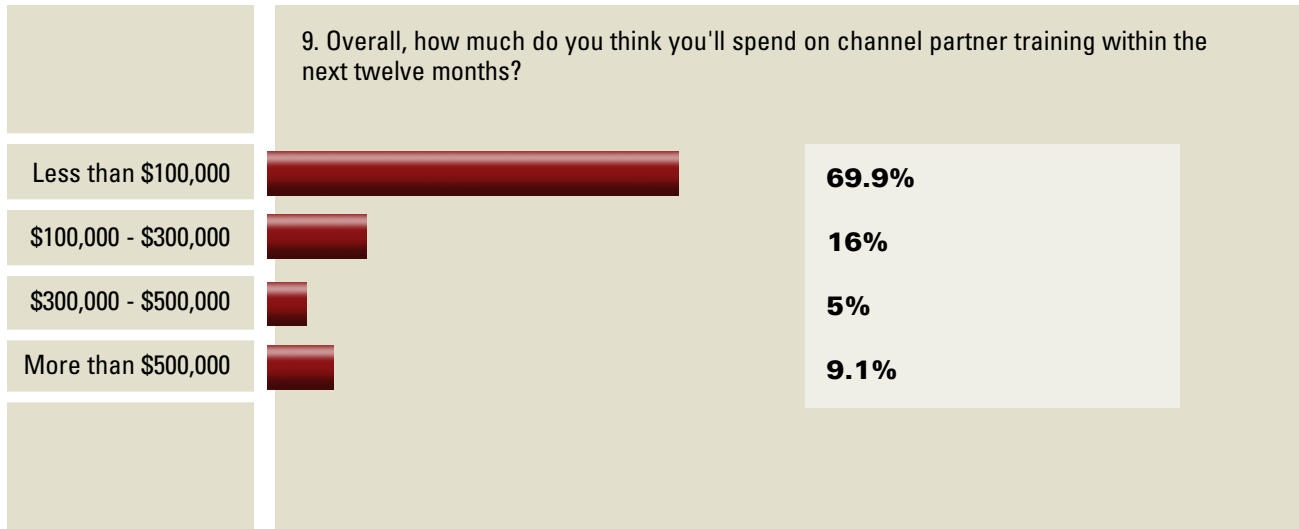




## Survey Results



## Survey Results



# Survey 1

## Training Challenges Survey Series

### Further Analysis

The chart below shows how responses to four key questions are broken down by organization size (number of employees). The chart also shows how respondents from computer-related companies, the largest vertical niche among survey respondents, answered these questions.

### Comparison of Employee size versus questions 1, 2, 5, & 9

		11. How many employees does your company have?				Comp Tech Companies
		Fewer than 1000	1000 to 5000	More than 5000	All	
1. What approximate percentage of your company's total training budget is spent on channel partner training?	Less than 10%	59.3%	58.5%	64.8%	60.7%	65.0%
	10 to 25%	20.4%	26.4%	9.9%	18.4%	5.0%
	More than 25%	11.1%	11.1%	14.1%	11.7%	20.0%
	Don't know	9.3%	9.3%	11.3%	9.2%	10.0%
2. How would you rate channel partner training as a priority when compared to your employee and customer training?	Number one	21.3%	20.8%	9.9%	17.2%	20.0%
	Number two	43.5%	30.2%	36.6%	38.2%	40.0%
	Number three	35.2%	49.1%	53.5%	44.5%	40.0%
5. Do you currently use an LMS to support channel partner training?	Yes	21.0%	35.8%	42.3%	30.3%	65.0%
	No	79.0%	64.2%	57.7%	69.7%	35.0%
9. Overall, how much do you think you'll spend on channel partner training within the next twelve months?	Less than \$100,000	89.3%	59.6%	47.0%	70.0%	35.0%
	\$100,000 to \$300,000	7.8%	7.8%	19.7%	15.7%	20.0%
	\$300,000 to \$500,000	1.9%	1.9%	7.6%	4.9%	10.0%
	More than \$500,000	1.0%	1.0%	25.8%	9.4%	35.0%