

MOVING THE NEEDLE



How SkillSoft Learning Impacts Performance of Individuals & Organizations February 2011

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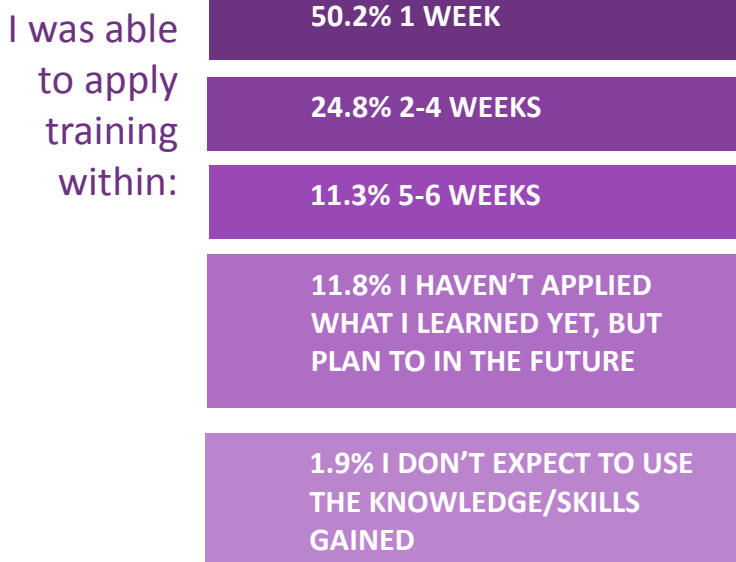


Increasing value over time
High applicability
Business impact
Confidence

What value does SkillSoft training provide to individuals & organizations? In late 2010, KnowledgeAdvisors, the world's largest learning analytics firm, conducted an independent study to answer the question.

According to a study by the ROI Institute - CEO's primarily want to know:

What is the expected impact on business results -
What is the expected return on investment -



Compared to other learning providers:

Greater applicability: SkillSoft's training is more immediately applicable to the job, outperforming industry benchmarks by **20.1%** in the first 6 weeks following training.

Greater Business Impact: impact on productivity was rated **19.1%** higher for SkillSoft solutions compared to industry benchmarks

SkillSoft Courses easily integrate into the day-to-day flow of work, but how does this translate into business results? ●●●●

Business Impact

- 11.1% Employee Satisfaction
- 10.4% Customer Satisfaction
- 9.8% Quality
- 8.7% Decreasing cycle time
- 8.6% Increasing sales
- 8.3% Productivity
- 8.1% Decreasing costs
- 7.6% Decreasing risk

8/10 said they were satisfied or strongly satisfied

¾ indicated that SkillSoft training was a worthwhile investment

7/10 learners said it was helpful in their career development

90%

of learners valued having access to SkillSoft e-learning resources

REAL IMPACT, LONG-TERM SUCCESS *

Organizations with strong learning cultures significantly outperform their peers in the following areas: >>>>

INNOVATION > 46% more likely to be first to market
EFFICIENCY > 37% greater employee productivity
QUALITY > 26% greater ability to deliver quality products

AGILITY > 58% more prepared to meet future demands
MARKET SHARE > 17% more likely to be the market leader

Source: Bersin & Associates: Building a Borderless Workplace