



## Value to Courseware Publishers

### opportunity for up-selling or cross selling additional titles

dtiMetrics provides a personalised re-mediation plan for each student based on their results. This can link back to the training materials used in the course or can be supplemented by reference to additional sources so allowing for up-selling or cross-selling ie a student who has high scores might be recommended an advanced course.

### give your sales force an edge when selling into large key accounts

large scale organisations want performance based materials and the ability of dtiMetrics to analyse performance across students and lessons/objectives make it an extremely useful tool when selling into this sector. Don't be just another publisher. Give yourself an edge.

### get trainers on your side and smooth the path to increased sales

if your books are to be recommended by trainers then having great content is necessary but not sufficient. Trainers are looking for an edge that makes their job easier and helps them meet their performance goals. dtiMetrics allows trainers to monitor the performance of students across objectives/modules and provides a personalised study plan for each student which will link back to your book and any other additional materials you want. Trainers like success so help them be successful.

### become **THE** publisher of choice to get through certification exams

if students need to pass computer delivered certification exams then dtiMetrics will increase their confidence and ability to use this medium - the post-training assessments can simulate the actual certification exam. Word of mouth is extremely important viral marketing tool and the more students who pass the exam using your materials the more the books you will sell.

### increase the lifetime income stream of titles

it is a fact of life that titles are passed from student to student. However, if your title is mapped to dtiMetrics students would require an exam voucher to access the assessment system which could generate an additional income stream every time the title is passed on. It's also possible to use the re-mediation plan to market additional or newer titles.