



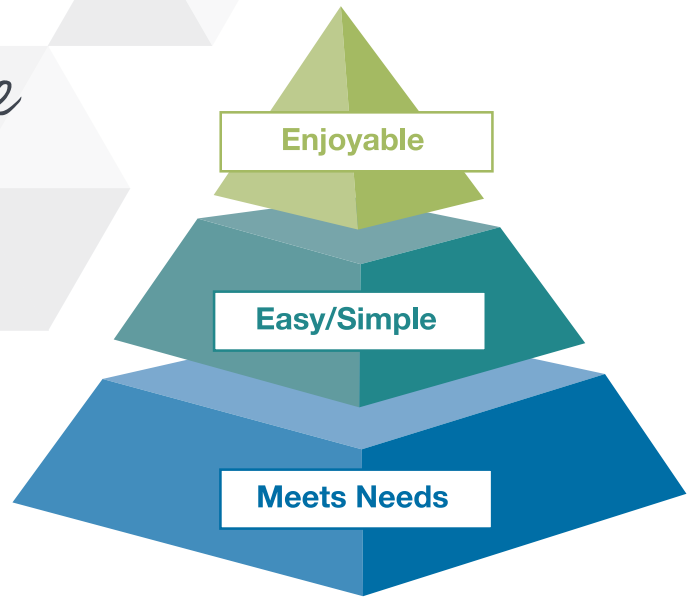
**A N C I L E** All Around Smarter™

User adoption helps you  
achieve customer satisfaction.

High customer satisfaction  
impacts business profitability.

**We help you increase user  
adoption of your software.**

Customer experience  
is how customers  
perceive their  
interactions with  
your company.\*



**Your organization has invested significant time and money to win new customers.**

Now you have to keep and grow your customers.

User adoption, continuous consumption, and high renewal rates are key ingredients to your profitability.

Join us on a journey through the challenges – and successes – on the way to enabling user adoption and creating happy customers.

\* Forrester's definition. Source: Forrester Research



## **Meet Robert— he uses your software.**

Robert is trying to get his job done, and he's trying to figure out how to use your application to support his organization's business processes.

Robert is an influencer in his organization. His manager values his feedback on the applications the team is using.



## **Classroom training isn't an option for Robert—he wants just enough, just-in-time learning.**

And he wants help at the moment of need – integrated with your software.

For Robert's manager, it's not about learning or training – it's about performance support on-the-job to ensure his team is able to progress from novice to master.

Robert, his manager, and the team are looking to achieve the business outcomes they expected when they acquired your software.



**Robert and his coworkers are frustrated. Robert suggests to his manager an alternative application in place of yours.**

When customers are frustrated and not using your applications, your renewals decline - and so does your immediate and long-term revenue.

How can you get the revenue and customer satisfaction arrow pointing upward AND build a sustainable education and professional services business?

## Education Services Pricing, 2012 vs. 2011

	Average Realized Price (US) - 2012	Average Real Price (US) - 2
Public Classroom	\$602	\$659
Virtual Instructor-led Delivery	\$568	\$598
Onsite Delivery	\$4,857	\$5,404
Custom Content Delivery	\$2,359	\$1,944
Certification	\$460	\$579

 75% of education revenue  6% of education revenue

**You're not alone. Your experience is shared across your peers in global education and professional services.**

The Technology Services Industry Association (TSIA) charts industry trends and areas of education services decline and growth opportunities.

You can see the declining trends for margins, revenues, and various traditional learning delivery mechanisms.

So how do you reverse the trend for your organization?

*\*Source: TSIA Education Research 2012*





## To reverse these trends:

- Power up your content factory to provide meaningful user support.
- Get out of the classroom and get integrated with the work.

Give Robert and his fellow team members the “just-enough, just-in-time, just right, just for me” support they need to realize the business outcomes they expect from your software.

# Reverse the downward trend in **3 easy steps.**

**We've got a new way of thinking  
and new solutions to help you  
grow 'forever customers'.**

It's all about user adoption...which ties to customer ROI...  
which enables revenue and profitability for your organization.

User adoption creates the ROI results that your customers  
expected when they purchased or subscribed to your  
software.

**Take a look at the Three Steps  
on the Path to User Adoption and  
'Forever Customers'. ►**





The diagram features a background of light gray triangles. Two gray lines represent the gap between product complexity and customer ability. The top line, labeled 'Proliferation of Product Features and Complexity', curves upwards from left to right. The bottom line, labeled 'Ability of Customers to Consume Features\*', curves upwards but at a much shallower angle. A vertical yellow double-headed arrow on the right side indicates the widening gap between the two lines.

**Proliferation of Product Features and Complexity**

**Ability of Customers to Consume Features\***

## Step 1 **Close the Gap**

The Consumption Gap remains an ongoing challenge for software vendors. Despite more streamlined and intuitive interfaces, software today remains complex and feature-rich.

The Consumption Gap threatens efforts to achieve user adoption and get to 'forever customers'. Close the gap and reduce barriers to adoption by:

- Supporting the learning curve with elearning content
- Using simulations to exercise understanding in a safe environment
- Growing the usage curve with just-in-time learning to ensure performance on the way to mastery

*\*Source: TSIA*

### Introduction to the QC 11.50 Environment

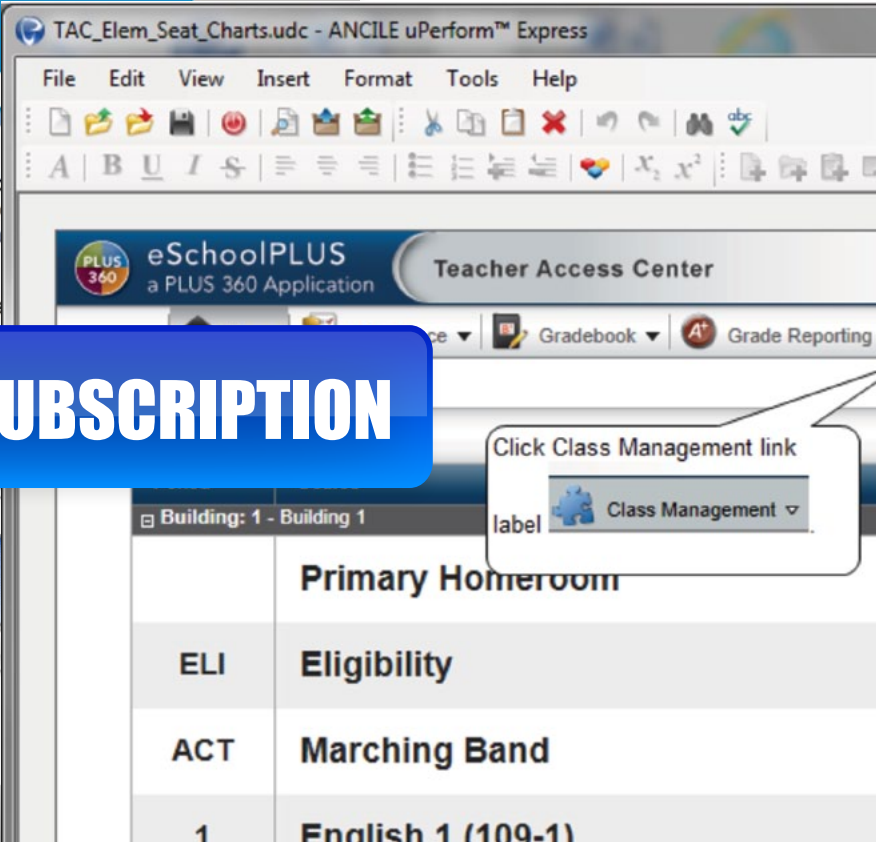
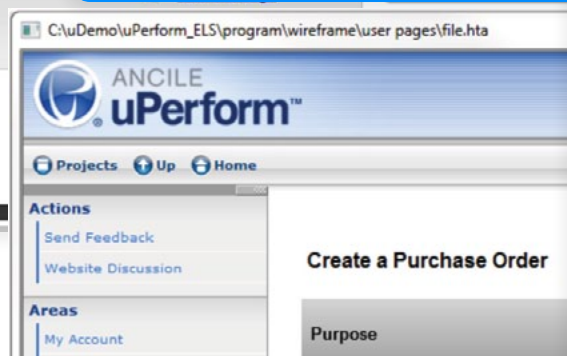
review

QC 11.50 is a web-based application that can be accessed from any web browser. The administrator can obtain login information.

Click **Show Me!** to learn more.



# START MY SUBSCRIPTION



## Step 2

## Fulfill the Desire for Just-Enough

Subscription is about more than just how your customers obtain and pay for your applications. The subscription revolution extends to services, content, and mobility.

- Your customers are subscribing to your applications; they expect to subscribe for education and learning, as well. Customers want to pay for services based on use.
- Organizations can't afford to have employees spend more time in a classroom. Users don't want binders full of content and classroom learning that is not retained. Users need just-enough/just-in-time information directly from their task.
- It's a mobile workforce. Customers expect optimized, device-independent content such as micro-learning 'nuggets'.



## Step 3 Leapfrog the Competition

Take one more step to deliver business outcomes.  
Reduce churn and retain customers by:

### **Driving greater consumption of your applications.**

- Create a learning roadmap to guide users toward mastery.
- Add 'You might also like ...' options to highlight undiscovered features and new learning opportunities.

### **Making a plan and process for renewals.**

- Monitor popular, and unpopular, content and services so you focus on the right renewal efforts.
- Engage before subscriptions expire, and follow-up with those who don't renew.

### **Mining your data.**

- Report from your LMS to detect consumption patterns and popular content.
- Identify the 'Top 10' support challenges and build content to address.



## Software to Get Your Content Factory Humming

We help you create and deliver the content to close the consumption gap and drive adoption.

Whether you're delivering standard content to get your customers started, or customizing content to match unique processes – you need software to power your content factory.

We've got solutions.

## Lead Edit

### Lead Information

Lead Owner John Doe

First Name --None-- ▼

Last Name

Company

No Longer Employed Here

Title

Campaign

Lead Source

--None-- ▼

Type "Tom" into the **First Name:\*** field.

- For more information on correct usage of first names, [click here.](#)

◀ Previous

Step 2 of 5

Next ▶

## Create and deliver in-application, content- and intent-aware guidance.

With ANCILE software, you can easily embed licensed content, rapidly provide content updates, and deliver just-right and just-enough content.

Make it drop-dead-simple for your customers to use your software – and introduce content customization opportunities for your professional services team.



# **FORTUNE** **100** **ENTERPRISE** **SOFTWARE** **VENDOR** **SUCCESS** **STORY**

**200%**  
Increased online  
learning revenue  
Year 1

**45%**  
Increased Software  
Education gross  
margin (YoY)

**100%**  
Improved Speed  
to Market

**For more than a decade, we've  
built our business on our core  
competency - enabling partners.**

Our partners generate new business opportunities, and increase revenue and profitability through license sales, content, and related education and professional services.

**Partner Results:**

Our software and full-service support have delivered more than \$1 billion in incremental revenue to our partners.



We enable partners to  
help their customers  
**successfully embrace** and  
**adopt business solutions.**

**We invite you to talk with us  
and get started on the path to  
user adoption and ‘forever customers’.**

[info@ancile.com](mailto:info@ancile.com) | [www.ancile.com](http://www.ancile.com)



**4,400**  
customers  
worldwide

and  
**19 million**  
end users

