

Methodology:

An EvokeNews.com survey of the eLearning industry was conducted December 4 through December 10, 2008. Individuals were polled using a Web-based survey posted on EvokeNews.com.

The baseline was defined as:

- Training professionals in the United States.

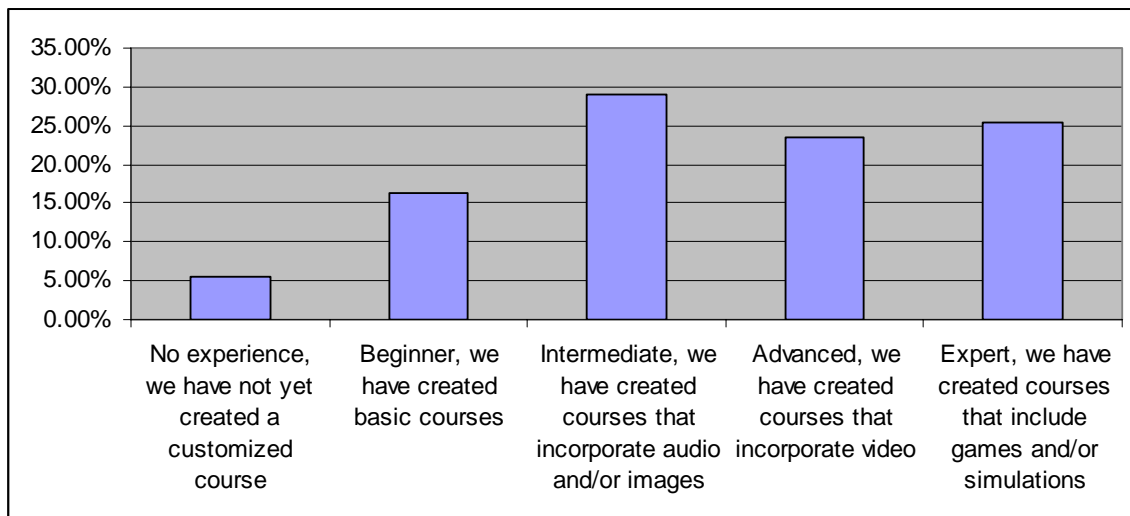
Study Objective:

The objective of this study was to understand the trends in use of authoring tools, including the platforms used to host and deploy elearning courses.

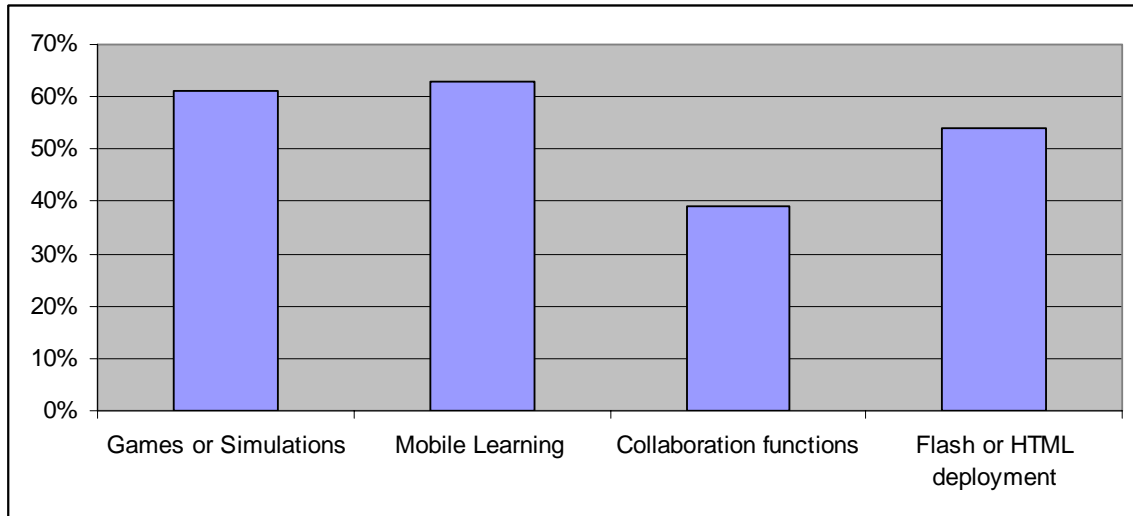
Observations:

Authoring Tool Expertise:

25.5% of respondents consider their organization to be at an expert level of authoring expertise, while 5.5% have not yet created a customized course. The highest percentage of respondents (29.1%) consider their organization to be at an intermediate level.

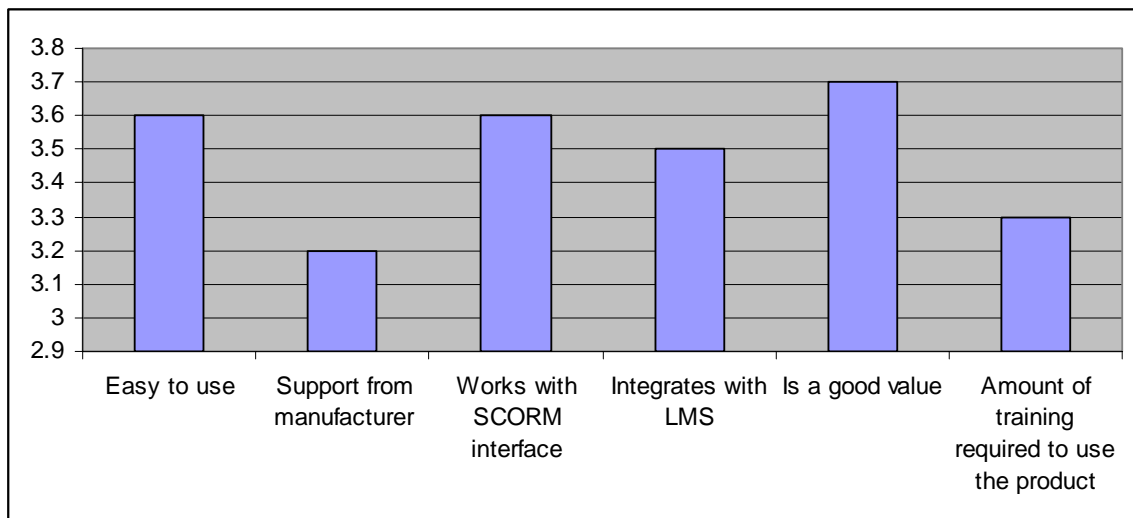


Of the 74.5% who are below expert level, 61% indicate games and simulations and 63% indicate mobile learning as the features they would like to introduce in their elearning courses, but do not have the skill and/or tools to do so.



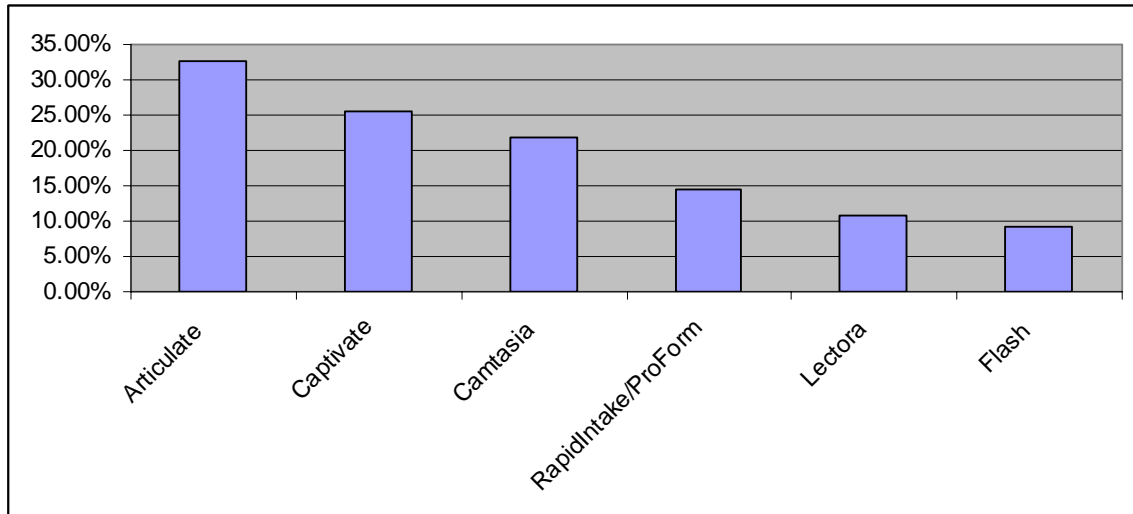
Attributes of Authoring Software:

Respondents were asked to rate the attributes of their existing authoring tool with 1 indicating poor and 5 indicating excellent. Overall, authoring tools received a positive score on all attributes. Support from the manufacturer received the lowest score of 3.2.



Authoring Tools Used:

A wide range of authoring tools are being used by respondents, with many utilizing more than one tool. The most frequently used tools include:



Talent Management Systems Used:

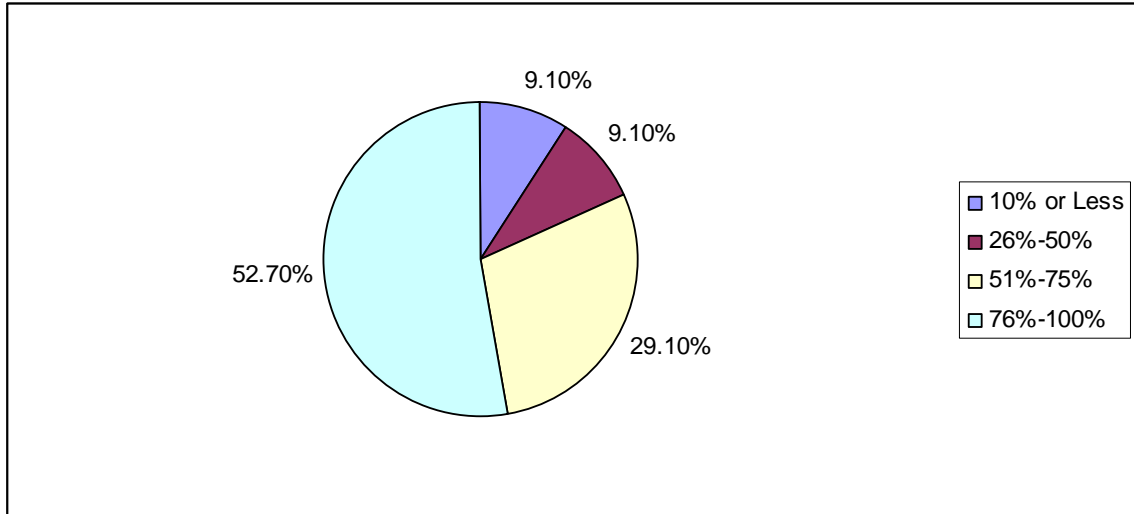
A large majority (75.5%) of respondents do not use a Talent Management System. Of those who do use a Talent Management System, 14.3% indicated that they use Sum Total and another 14.3% use Taleo.

LMS Used:

A wide variety of LMS platforms are used by respondents, with SumTotal being the most common choice with 14.5% of responses, followed in equal shares by GeoLearning, Learn.com and Plateau. 27.3% of respondents indicate that their company does not use an LMS.

Customized Training:

Most respondents (81.8%) indicate that 51% or more of their training is customized for the organization.

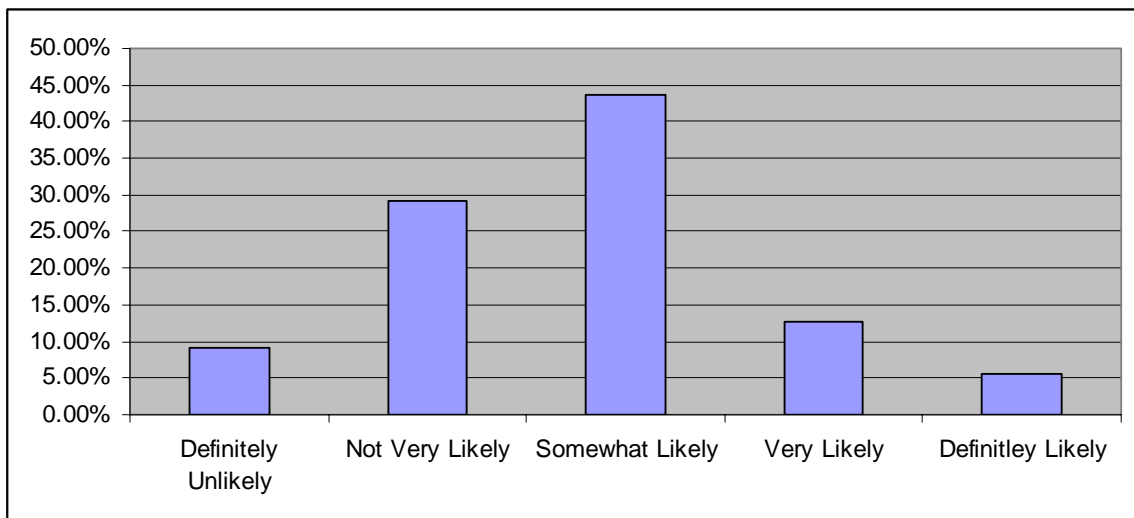


Size of Companies Surveyed:

60% of respondents work for companies with 1,000 or more employees, with 27.3% working for companies of 10,000+. 10.9% or respondents work for companies with fewer than 100 employees.

Likelihood to Purchase:

More than 60% of respondents indicate that they are at least somewhat likely to purchase some form of eLearning technology in the next 12 months.



Conclusion:

The eLearning industry shows continued room for growth. Companies are becoming more proficient at developing customized courses and want to be able to incorporate the newest content features quickly and easily.

- Games and simulations are growing in popularity among developers
- Mobile learning is perceived as highly important in future training
- Many developers are using more than one authoring tool to accomplish their training objectives