

About OutStart

At OutStart, we're out to solve a big problem.

Most organizations possess a wealth of underutilized collective intelligence around their products, services, and processes. This underutilization negatively impacts employees, customers, and partners, costing precious time and money while hindering performance. Said simply, "what your people don't know will hurt you."

OutStart's social business software and learning systems act as a lifeline: connecting people to the know-how, creativity, and learning they require to be efficient, effective, and agile.

Since its inception in 1999, and backed by leading venture capital firms, OutStart has matured into a profitable and rapidly growing company with an impressive range of customers, who are surpassing their expectations and delivering exceptional business results. The company is honored to have customers such as Autodesk, BB&T, Boeing Company, BT, CVS Caremark, DIRECTV, EDS, Internal Revenue Service, Lufthansa, McDonald's, MetLife, Prudential, TiVo, Australian Defence Force, U.S. Navy, UK Ministry of Defence, Verizon Wireless, and Yum! Brands.

A FULL RANGE OF PROVEN SOLUTIONS

OutStart offers the industry's most comprehensive Learning and Social Software Portfolio:

- **Social Business Software Solutions, to enable collaboration, community sharing, and social networking**
- **Learning Systems Solutions, including**
 - The industry's leading Learning Content Management System
 - An integrated SaaS learning system (LMS, LCMS, Social Business Software)
 - Desktop development tools for elearning and software simulation
- **Mobile Solutions to rapidly develop, deliver and track all types of single source, device independent content**

RESULTS

CVS Caremark – To address their information sharing concerns and to help employees get timely answers to their business questions, CVS Caremark chose OutStart Participate for collaboration and knowledge exchange.

U.S. Navy – Provided individualized training to over 30,000 sailors each year and reduced training time by 45%. Estimated cost savings of \$86M.

BB&T – With 29 training centers, 29,000 employees, and more than 1500 branch locations throughout 13 states, BB&T needed a flexible and scaleable system that allowed them to quickly author new content and push it to employees easily and directly

Lufthansa – Measured a 65% decrease in course development costs while increasing performance output dramatically.



CUSTOMERS

Adayana	LexisNexis
American Management Association	Lockheed Martin
AgustaWestland	Lufthansa
Apria Healthcare	McDonald's
Australia Defence	MetLife
Autodesk	Motorola
BASF	Raytheon Aerospace
BB&T	Sara Lee
Boehringer	The Boeing Company
BT	The Petroleum Registry of Alberta
Calgary Police Service	Time Warner Cable
Challenger	TiVo
CVS Caremark	Turtle Rattle Learning
DIRECTV	U.S. Navy
Entergy	U.S. Postal Service
Extron	ValueSelling Associates
General Dynamics	Verizon
ING	WestJet
Kaiser Foundation	Yum! Brands

LEADERSHIP

Massood Zarrabian <i>CEO and President</i>	Randy McLean <i>Vice President, Research & Development</i>
John Alonso <i>Founder and Chief Technology Officer</i>	Bob Sanregret <i>Vice President, Mobile</i>
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OutStart Solution Portfolio

SOCIAL BUSINESS SOFTWARE SOLUTION

ADVANTAGES

OUTSTART PARTICIPATE®

OutStart Participate is an innovative Social Business Software platform that enables people to leverage their organization's collective intelligence and freely exchange social capital. The result is a dramatic increase in the flow of know-how and expertise enabling employees, customers, and partners to be far more efficient and effective and for their organizations to be far more agile.

- To specifically support businesses and social Web 2.0 technologies such as communities, wikis, and blogs, and to help unlock and share ideas and know-how.
- Enables collaboration amongst peers and automatically identifies experts capable of answering questions. Unlike other social platforms, Participate's workflow insures that answers are provided in a timely fashion.
- Use of email and PDAs enables users to share and collaborate from their common communication tools.
- Meet budget, resource and business objectives with a choice of on-premise or hosted implementation. Leverage OutStart management services and community-building expertise to successfully launch and grow a vibrant social business environment in a few days.

LEARNING SOLUTIONS

OUTSTART LCMS

OutStart LCMS is the most widely deployed and most successful learning content management system in the market. OutStart LCMS dominates across industries ranging from high tech and government to professional services and quick service restaurants. Hundreds of organizations small to large, including learning leaders such as Autodesk, the IRS, Lufthansa, Metlife, the U.S. Navy, American Management Association, Yum! Brands, Nortel, and Verizon Wireless use OutStart LCMS to develop, manage, maintain and deliver highly effective training for millions of learners. No other solution available has more than a fraction of the successful implementations or number of learners.

- Reusable content, whether developed inside or outside the LCMS, makes it easy to create customized courseware.
- A single, centralized content repository simplifies finding, modifying, and re-using assets.
- An integrated developer community fosters interactions and collaboration among the development team and with subject matter experts.
- Automatically and dynamically assembled and delivered training modules provide exactly what the learner needs.
- From safety and security standards to SOPs, modular training targets exact learning needs.
- Aggressive support for industry-standards ensures your organization can import, manage, and publish in third-party formats.
- Learning content can easily be delivered to support mobile devices for on-the-go learning.

OUTSTART TRAININGEDGE.COM™

The industry's only all-in-one, on-demand solution to address your full range of training needs – learner administration, content development, management, maintenance, delivery, and support of informal learning. Deliver highly effective learning in days.

- Complete configurable functionality eliminates need for costly, time-consuming customizations.
- Fastest time-to-value and lowest cost of annual ownership.
- Resource friendly SaaS deployment model eliminates concerns around hardware, software, upgrades, and maintenance.

DESKTOP DEVELOPMENT SUITE

OUTSTART SOFTSIM™

OutStart SoftSim enables the quick, easy development of interactive browser-based simulations, creation of tutorials, and production of documentation. OutStart SoftSim decreases the cost and complexity of enterprise application rollouts and upgrades by dramatically reducing the cost and time of deployment and improving end-user proficiency.

- Quickly and easily create reality-based, hands-on simulations and tutorials from the production environment.
- Cut training development costs by as much as 50% through faster development and shorter courses.
- Increase end-user proficiency through "hands-on" online training that is available any time, anywhere.

OUTSTART TRAINER®

Solves the problem of high-cost course development with the fastest, easiest authoring tool available today. Using OutStart Trainer's hundreds of flexible templates and drag-and-drop authoring, you can create rich course content without any programming. To ensure the effectiveness of your courseware, OutStart Trainer delivers extensive assessment and remediation capabilities for advanced testing, learner performance tracking, and reporting. The result is compelling content, cost-effectively delivered. In fact, OutStart Trainer customers have significantly improved the quality of learning materials while achieving ROI as high as 300% in less than a year.

- There is no faster way to build elearning to improve the performance of learners.
- Designed especially for subject matter experts, makes it easy to spread unique business knowledge throughout the organization.
- It includes advanced testing, learner performance tracking, and reporting.

MOBILE SOLUTION

HOT LAVA MOBILE

Hot Lava Mobile is the leading solution to rapidly develop, deliver, and track all types of single source, device independent content. With over 30,000 downloads of the Hot Lava Mobile Authoring component and over 1 million registered users, Hot Lava Mobile is the leader in this rapidly emerging market. With Hot Lava Mobile and the experience, support and insight of the OutStart team, you can immediately start developing, delivering, and tracking single source, device independent content, including marketing data, performance support, and learning.

- Rapidly develop device independent and trackable mobile content without the need for programming expertise.
- Get a preview of the content in emulation mode with mobile skins while developing.
- Deliver content without the need to re-develop or customize for every platform/device.
- Deliver content to any mobile device via mobile web or a standalone application loaded on the device.
- Track and report on the usage of mobile content, providing instant feedback on the effectiveness of your mobile applications and ROI measurements to justify your mobile investment.
- Provides detailed reporting functionality, e.g., phone model used, time entered/exited, "pages" visited, questions taken/answered, score result, number of times content is accessed, and number of tries.
- Tracks usage and results data and sends seamlessly to your corporate system.