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Please contact Lisa Philpott (lisa.philpott@webct.com) at WebCT for permission to disseminate or republish.
Peter Segall
EVP Sales
David Rosenbaum
Principal Product Specialist
Why WebCT?

- e-Learning Leadership
- Most Flexible Solutions
- Best Customer Care
WebCT’s Mission:

We are dedicated to the core mission of our customers:

*Delivering a high-quality educational experience to a diverse population of students.*

Bottom Line: Strategic Academic Advantage
Market Leadership

• 2600+ global customer network
  – 81 Countries
  – 24 Consortia
  – Largest market share of any CMS provider

• Very strong focus on higher education
  – 87% higher ed
  – 5% schools

• Compelling growth
  – Customer base has grown 3.5 times since summer 1999 - from 600 customers
  – Substantial number of scaled institutions
2002 Campus Computing Study

Public Universities:
- 44.6% WebCT
- 27.7% Bb
- 4.6% Other
- 23.1% Not Std.

76.9% standardized. Avg. FTE in this group 22,936.
<table>
<thead>
<tr>
<th>Development Group</th>
<th>WebCT Collaboration Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMS</td>
<td>Accessibility, Digital Repositories, Learning Design &amp; Simple Sequencing Profiles, Question &amp; Test Interoperability, Enterprise System integration</td>
</tr>
<tr>
<td>Open Knowledge Initiative</td>
<td>Modular and extensible development platform standards</td>
</tr>
<tr>
<td>ADL Co-Labs</td>
<td>SCORM Learning Objects, Academic Co-Lab</td>
</tr>
<tr>
<td>JA-SIG - uPortal</td>
<td>Portal integration</td>
</tr>
<tr>
<td>COLIS</td>
<td>Library integration, Digital Rights Management</td>
</tr>
<tr>
<td>Hekate</td>
<td>Web Services for Higher Education</td>
</tr>
<tr>
<td>Internet2 - Shibboleth</td>
<td>Pilot Projects</td>
</tr>
</tbody>
</table>
Technology Partners

- HP
- e.sct
- DATATEL
- Sun Microsystems
- PeopleSoft
- Oracle

Educause Midwest Regional Conference
Most Flexible Solutions...
Most Flexible Solutions

- Address needs of diverse campus constituencies
- Accommodate any size or type of institution
- Meet needs at all stages of e-learning adoption
Meeting Individual Needs

- Meet the needs of faculty using diverse pedagogical models
- Meet the needs of students by creating personalized learning paths
- Meet the needs of users ranging from novice to e-learning expert
<table>
<thead>
<tr>
<th>Campus Edition (Focus License)</th>
<th>Campus Edition (Institution License)</th>
<th>Vista</th>
</tr>
</thead>
<tbody>
<tr>
<td>Piloting new e-learning initiative</td>
<td>Rapidly growing e-learning program campus-wide</td>
<td>Implementing a state-of-the-art, strategic e-learning initiative</td>
</tr>
<tr>
<td>Supporting a distance learning program</td>
<td>Enhancing the efficiency of their e-learning deployment through integration</td>
<td>Sharing services across a consortium, supporting multiple organizations and locations</td>
</tr>
</tbody>
</table>
More than 30 Major Teaching and Learning Tools

- Annotations
- Assignments
- Audio
- Bookmarks
- Calendar
- References
- Resume Course
- CD-ROM
- Chat
- Compile
- Content Module
- Course Map
- Student Tips
- Syllabus
- Discussions
- Glossary
- Goals
- Homepages
- Image Database
- Search
- Self Test
- Index
- Language
- Mail
- My Grades
- My Progress
- URL
- Video
- Navigation
- Organizer Page
- Password
- Presentations
- Quiz
- Single Page
- Whiteboard
WebCT Campus Edition 4.0
Spring 2003 Release

- Course Design Wizards
  - Homepage
  - Syllabus
  - Content Modules
  - Communication Tools
- Browser Checker
- Integrated HTML Editor
- Enhanced SIS Integration
- Updated Look
• Support multiple entities in a single installation, with central administration, shared resources, and local branding and control
• Provide learning object and content management beyond course boundaries
• Built on highly scalable enterprise-class technology
WebCT Vista Customers Include:

- Bellevue Community College
- Chemeketa Community College
- Drexel University
- Eastern Michigan University
- Kent State University
- North Harris Montgomery Community College
- Purdue University System (4 institutions)
- Salt Lake Community College
- State University of New York, Morrisville
- Texas A&M University – College Station
- University of Akron
- University of Alabama at Birmingham
- University of Houston
- University of North Texas System
- University System of the State of Georgia (34 institutions)
- Weber State University
- British Columbia Institute of Technology
- University of Alberta
- Bolton Institute of Technology
- City University of London
- Manchester Metropolitan University
- University of Sunderland
- University of Ulster
- Deakin University
- Monash University
- University of New South Wales
- University of Southern Queensland
- University of Tasmania
- City University of Hong Kong
- Dublin Institute of Technology
- E-Learning Consortium Hamburg (7 institutions)
- Utrecht University
1 major release each year (per product)
Commitment to continuous customer validated enhancements. Current areas of focus include:
- Integration
- Learning objects
- Standards compliance and leadership
- Trends in Teaching and Learning
Best Customer Care...
Best Customer Care

9 out of 10 customers are satisfied to extremely satisfied with:

• WebCT Software
• Technical Support
• Value Received
• Overall Experience with WebCT
Superior Technical Support

- Glowing customer reviews
- 99% conformance with SLAs
- Committed response times in writing
- Extensive support infrastructure for faculty and administrator development
Recent Comments to Support

November 15, 2002

“Carly,
Kudos to you and the WebCT team for your bulldog efforts to track down trouble spots and FIX them. I have never had a software company react to problems the way you folks do: swiftly, efficiently, and courteously. Keep up the good work!”

Doug Rowlett
WebCT Administrator
Houston Community College

November 1, 2002

"Stacey,
Your response was excellent. Thank you very much for putting in the extratime to get the full answer. If more tech support teams of other software mfgs could provide this type of response, my job would be MUCH easier. Thanks again!!"

Michael Chiles
Systems Administrator
University of San Diego
"Heather,
Thank you so much for your attention. As I say to the faculty, this responsiveness is what makes WebCT such a great product. It comes with an excellent support system."
WebCT Administrator
Wheaton College
Wheaton, IL.

"Gary,
Bless you and your staff for working overtime to fix this!!!!!!!!
Alleluia!!!!!!!!!!!"
Tessa Sharp
Online Technical Support
Drury University
“Ron!
You’re a genius. I love you and I’m going to give you my first-born son!
Also – if you want to – give me your supervisor’s e-mail address. I’ll write him
and rave about you. You’ve handled my problem all along with – not just
professionalism – but with personality. You’ve been so *nice* and *friendly*
while working with me. **Customer service everywhere these days has gone
downhill. It was so nice to be treated like I was a *person* with a technical
problem not like a *number* in a tech services queue. Thanks so much!”

_Pegi Tehan_
_Webmaster_
_The Research Center on Computing & Society_
_Southern CT State University_
WebCT Professional Services Assures Success

- Dedicated group of professionals with expertise in higher education
- Wide range of tailored services for your needs, including:
  - Implementation planning
  - Technical consulting
  - Support
- Professional development and training
The Most Active Customer Community

- Influential Product Advisory Board that ensures customer feedback is rapidly incorporated into product development
- Institutes around the globe to facilitate the sharing of best practices
- Range of free resources, including local user groups, Ask Dr. C, and online communities
Why Partner with WebCT?

- e-Learning Leadership
- Most Flexible Solutions
- Best Customer Care
WebCT Vista

The premier Academic Enterprise System

David Rosenbaum
Principal Product Specialist
WebCT, Inc
25 March 2003
• State of the Art
• Efficient
• Highest quality educational experience
• Enterprise wide
WebCT Vista – The premier Academic Enterprise System

- Intelligently integrated course development and personalized delivery capability
- Flexible hierarchy of brand-able Learning Contexts
- Content management beyond course boundaries
- Dynamic learning information management
- Extensible, enterprise-class architecture
Visual Course Builder

- Reduce number of steps per task
- Simplified language
- Hide “advanced” settings
- True student view
Easy to learn and use

Clear, intuitive navigation

For the Student:

For the Instructor and Designer:

Build  Student View  Teach
Structure of a CMS

- CMS
  - Server
    - Administrator
  - Course
    - Designer
    - Teaching Assistant
    - Student
Mirror institutional structure and Roles

WebCT Vista

Northern University

Science & Engineering

Server Administrator

Domain Administrator Designer

Institution Administrator Help Desk Designer Member

Group Administrator Help Desk Designer

Course Instructor Designer

Section Instructor Designer Teaching Assistant Student Auditor
Optimize resources with distributed Content Management

WebCT Vista

Northern University

Science & Engineering

Dept. Biological Sciences

Dept. of History

Dept. of Business

Managerial Accounting

Reuse content from a shared repository

Design one template for re-use in multiple sections

Assign template to a section.
WebCT Vista in the Institution

LDAP Kerberos

Authentication System

Administration
SIS
WebCT Vista
Portal
Students

Portal
Campus Cruiser
ORACLE

ORACLE
sct
PeopleSoft
SITS:VISION
DATATEL
WebCT Vista in the Consortium

Authentication System

SIS

Portal

LDAP Kerberos

Portal

WebCT Vista

Authentication System

SIS

Portal

Students

Administration

Datatel

SCT

PeopleSoft

Oracle
Move from expensive heterogeneity...

- Multiple WebCT Administrators
- Multiple System Administrators
- Multiple Backup Solutions
- Heterogeneous Environment
...to economical centralization with Vista

- Multiple WebCT Administrators
- 1 Oracle DBA
- 1 System Administrator
- 1 Backup Solution
- Homogeneous Environment
WebCT Vista in Georgia
WebCT Vista at Purdue

- 4 Campuses
- 1 Vista Server
- SIS integration at each campus
- Single Sign-on
WebCT Vista

- Rival universities
- Sharing one Vista Server
- Separate administrative controls and branding
Extensible, scalable architecture

J2EE Application Server
- Transactions
- Session
- Messaging
- Clustering
- Servlet Engine

Web Tier API
- Assessment
- Projects
- Learn Module
- Content Page
- myWebCT

Services API
- AES Optional Services
- AES Core Services
- Infrastructure Services
- Data Management Services

Web Services Adapter
- Systems Integration APIs

Data Storage
(Oracle 9i & Oracle IFS)

Web Tier

SOAP

Edumate
Midwest Regional Conference

WebCT
The Result: Rapid and Sustainable ROI

- Efficiently deliver superior educational value to diverse student populations
- Maximize value of learning assets, including educational content and student performance data
- Reduce learning curve and boost productivity
- Optimize technology, facilities, and human resources across your institution
<table>
<thead>
<tr>
<th>Faculty</th>
<th>Students</th>
<th>Senior Academic Administrators</th>
<th>CIOs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliver high-quality courses</td>
<td>Personalized learning experience</td>
<td>Improve academic offerings</td>
<td>Efficiently scale and sustain e-learning</td>
</tr>
<tr>
<td>Reduce administrative burden</td>
<td>Improved convenience</td>
<td>Leverage intellectual assets</td>
<td>Leverage existing technology investments</td>
</tr>
<tr>
<td>Facilitate content development &amp; sharing</td>
<td>Flexible educational opportunities</td>
<td>Boost student acquisition &amp; retention</td>
<td>Streamline workflow</td>
</tr>
</tbody>
</table>

WebCT Delivers Value Across the Educational Spectrum
Questions?