

(org)wide services

Service Guide

engage. exchange. empower.

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Who We Are

engage. exchange. empower.



OrgWide Services™ is your one-stop partner for Web-based communication development and delivery. We significantly enhance the ways in which you engage your audience, exchange ideas, and empower your entire organization.

OrgWide Services™ was founded in response to a need for an efficient and cost-effective way to deliver mission-critical news, training, and information and to collaborate across any organization. Our clients span industry, not-for-profit organizations, and government agencies—all with the common need to ensure consistent transfer of knowledge across their geographically dispersed and intricate organizations.

Our technology platform, online tools, and consultative services work together to offer the access and flexibility of social networking with the knowledge management and administrative controls of a dedicated intranet. Using our tools, our clients offer their target audience of employees, contractors, suppliers, or customers a personalized and customized user experience—all structured with scientifically-proven training formats and knowledge assessments built in.

With our superior technologies and highly skilled, multi-disciplinary team of communication, instructional design, and assessment specialists, OrgWide Services will enhance the ways in which organizations and individuals inform and become informed.

Benefits of Using Our Platform

No Hardware, Software, or Periodic Maintenance Required



Traditional communications platforms, including learning management systems (LMS), require users to expend significant resources towards hardware and the purchase or license of proprietary software. OrgWide Services™ solutions are much better. We are a service organization that eliminates those financial and technical burdens from our clients. From initial storyboards through post-project analysis, each step and associated transaction takes place on our secure servers using our Web-based tools.

It's really all about you!

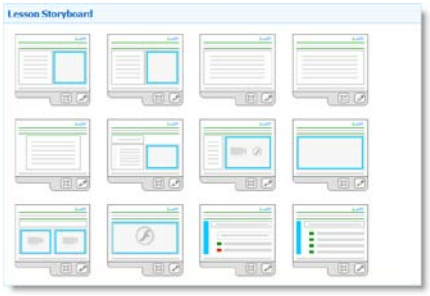
Your brand matters! From the initial landing page to the final report, all areas of our system can be customized with your brand identity, including graphics and key messages that engage your viewers and identify the platform with your organization.

Unbeatable Economics



With no hardware or software to buy or maintain, the expense of deploying communication channels, online courses, surveys, or documents on the OrgWide Services™ platform are typically a fraction of the cost of traditional approaches to content delivery.

Easy-to-Use Web-based Authoring Tools



Authoring Templates

Our step-by-step wizards, online job-aids, and content creation templates are available to our clients who wish

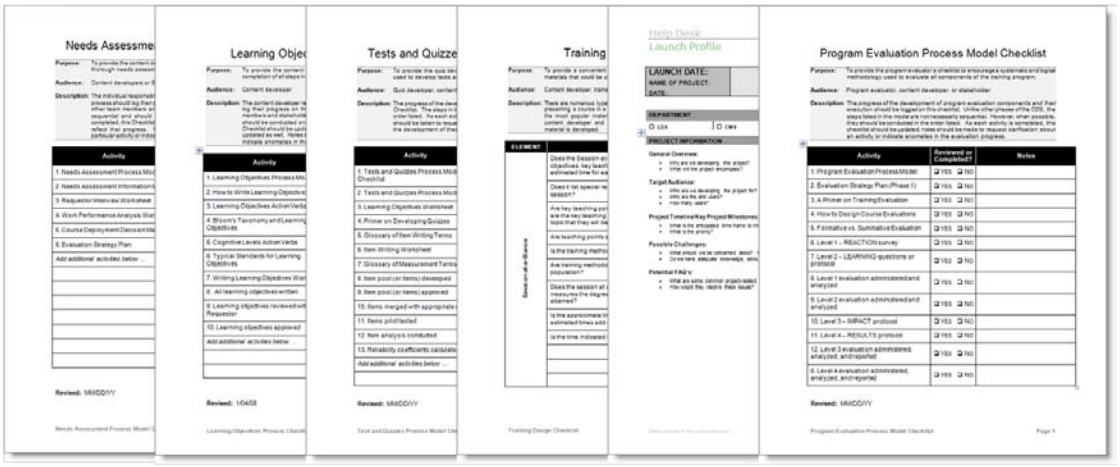
to easily create and manage online courses or articles. No separate authoring software or HTML coding is required. The OrgWide Services™ platform supports many types of media, including Flash, video, audio, graphics, and multiple languages.

Our instructional and multimedia designers, technical writers, or Ph.D.-led assessment team can train and assist you, or we can develop and publish your content for you.

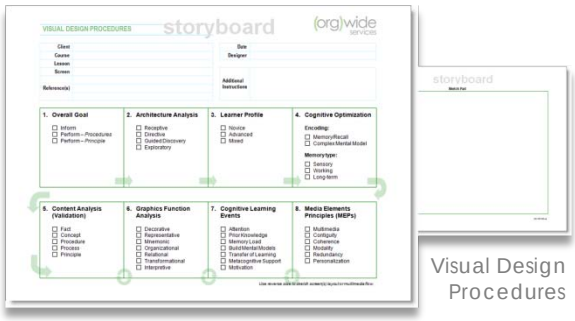
Learning and Development Services

OrgWide Services'™ Web-based platform supports the creation and delivery of media-rich online courses using scientifically designed wizards and templates. These authoring tools are accessible to our clients through any Internet-connected PC. Our instructional design and media team is also available to create engaging, informative courses for you to run on our platform or yours. Each user can access their course at any time, proceed at their own pace, bookmark their progress, review their overall performance, and print a certificate of completion upon meeting passing requirements set by the course author.

The **Course Development System** (CDS) is our methodology used to create content for courses. It incorporates the best techniques of generalized instructional systems design with a conventional ADDIE (Analysis, Design, Development, implementation and Evaluation) approach.



CDS Worksheets



Visual Design Procedures

The resulting CDS provides a consistent and repeatable, checklist-driven process for instructional designers. Combined with a client's subject matter expertise, the use of our CDS methodology results in the development of relevant and meaningful courses that meet your business needs, while at the same time, reflect the science of cognitive psychology and adult learning theory.

Features

- Easy-to-use authoring tools
- Real-time course publishing
- Integrated quizzes
- On-demand reporting and account management
- Commerce and credit card functionality
- Available expert instructional and media designers

How do our clients use eLearning?

Our clients use our eLearning services to compress the time to mastery of complex subjects while reducing their Total Cost of Training. From educational compliance regarding ethics and regulatory issues to learning to operate complex machines, our instructional services provide improved transfer and retention of all learning. Opportunities for eLearning are especially important in industries that operate with widely dispersed team members, often making classroom sessions impractical.

How do clients measure the value of these services?

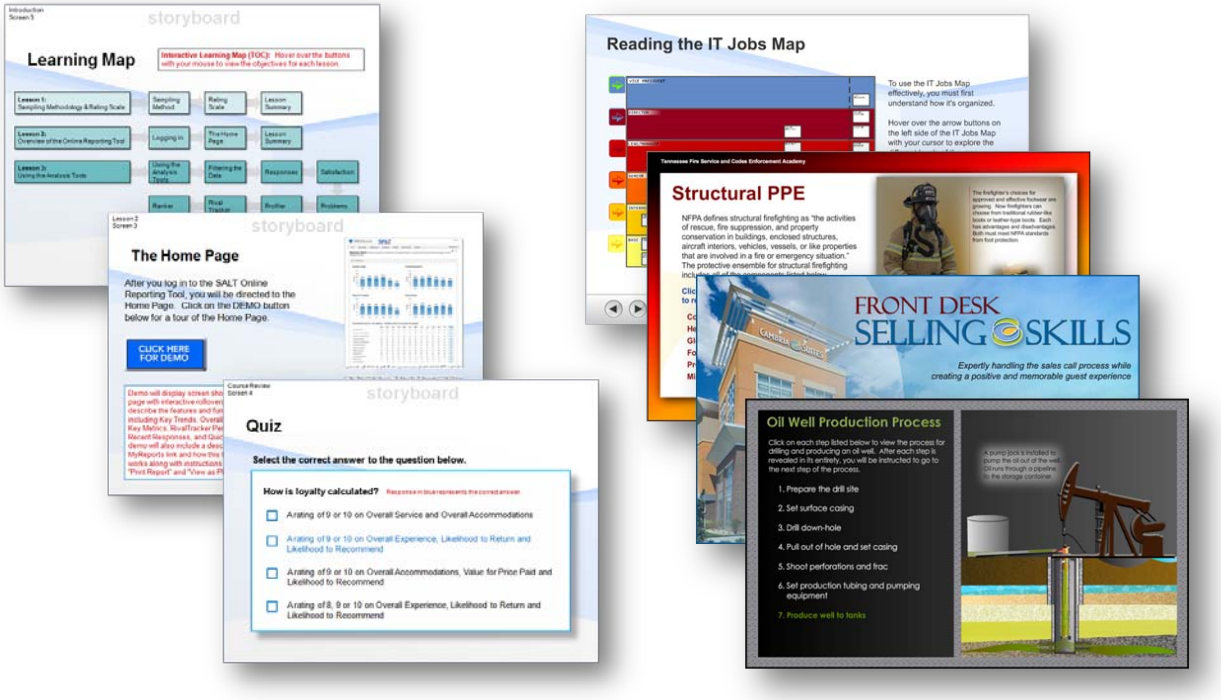
In short, by using our techniques, you can train your employees faster and increase recall of information learned. Knowledgeable employees make for a more productive and stable work force. Less time in the classroom means greater time focusing on the main goal—doing a great job! And added benefit … utilizing

eLearning allows you to reduce travel and related expenses while ensuring information consistency and employee satisfaction. For example, using OrgWide Services'™ eLearning platform and proven methodologies, a client's leadership course was compressed from multiple weeks into four days, while at the same time, increasing the efficacy of the instructional experience.

eLearning Samples

Our eLearning courses are classified by the following three levels:

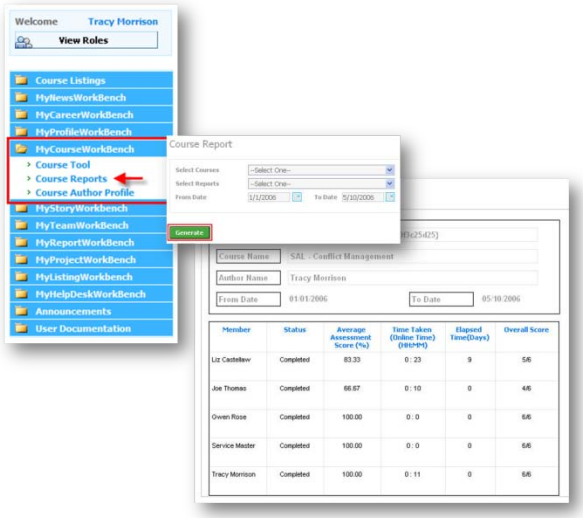
- **Level 1** includes text and static graphics to reinforce the content.
- **Level 2** incorporates user interactivity to enhance the learning experience.
- **Level 3** adds media such as video and audio along with user interactivity.



eLearning Screen Samples

Reports

As our CEO is fond of saying, "If it isn't measured, it isn't managed and left to chance." Our platform captures the course and student activity a training administrator needs to know. Course reporting is in real time and allows administrators to easily share related information.



Surveys and Testing Services

Conducting a survey is an important step towards gaining knowledge about opinions and issues that matter most to the organization. The insight gained allows the organization to make better strategic business decisions. With the OrgWide Services™ survey system, we create and deploy visually engaging surveys that encourage responses and collect feedback on simple or complex concepts. The survey can include video or other media to explain an issue and then collect multi-dimensional responses.

Our experience has been that creation of statistically valid and reliable surveys can be difficult. Therefore, we currently do not make these tools available to clients but work directly with you to meet any survey needs. Our measurement specialists respond to a request for a survey in the same systematic fashion that our instructional designers do when working with a client in the development of an online course or other communication asset.

OrgWide Services™ measurement specialists follow a proven survey design methodology that begins with a needs assessment. We next engage clients in a discussion that outlines their business information needs to develop a plan for data collection and analysis. Surveys or assessments are designed with clients so they

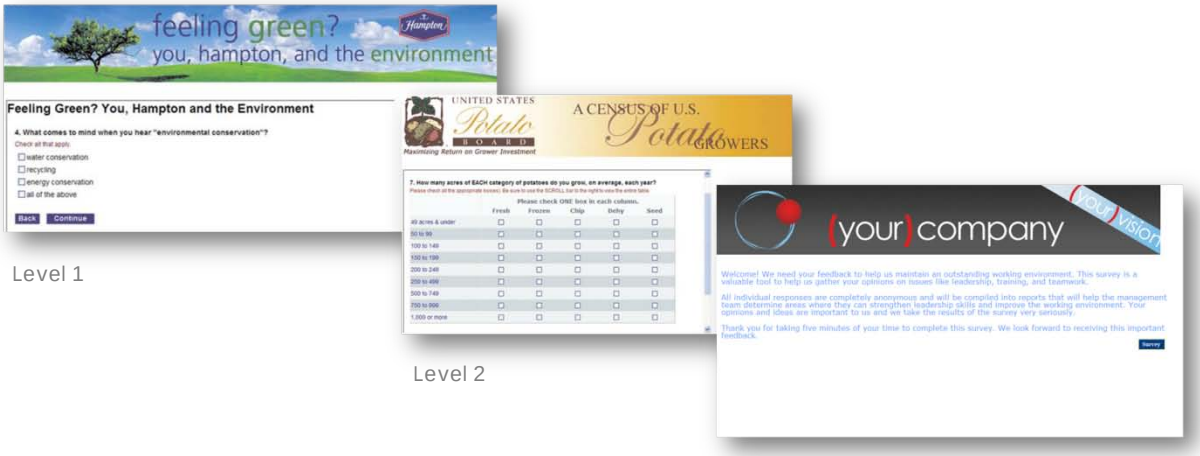
can contribute subject matter expertise for item design while the measurement specialist can transfer understanding about scale design and analytic procedures to the client's team. The final result is an assessment tool that results in **unambiguous**, **interpretable**, and **actionable analyses**.

Survey Designations

We develop our surveys based on the design and reporting needs of our clients. We typically designate the type of survey by "levels," examples of which follow:

- **Level 1** includes standard closed-ended questions and basic reporting of collected data.
- **Level 2** adds open-ended questions and more detailed analysis of data.
- **Level 3** adds media such as video and Flash assets as well as advanced analytics.

Our team also offers training or consulting in designing, measuring, and acting on survey results. OrgWide Services' "Listen-Learn-Act" paradigm can provide structure and instruction to managers or sponsors of a survey program, allowing them in turn to provide meaningful feedback to survey respondents followed by action plans to address relevant issues uncovered in the survey analyses.



Level 1

Level 2

Level 3

Features

- Integrated simple or complex online surveys
- Customizable content
- Multiple response format
- On-demand reporting
- In-house statisticians
- Automated and advanced analyses

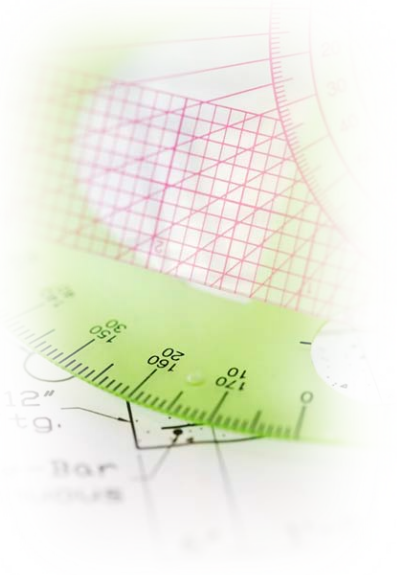
Providing relevant solutions to (your) business problems

How do our clients use surveys?

Our clients appreciate having a team of measurement specialists to assist them in gauging employee satisfaction, ensuring learning objectives are met during and after training classes, and researching subjects that require feedback to make solid business decisions. One client recently used our surveys before launching an $8 million new uniform program—asking opinions of team members prior to launch and measuring customer perceptions post launch.

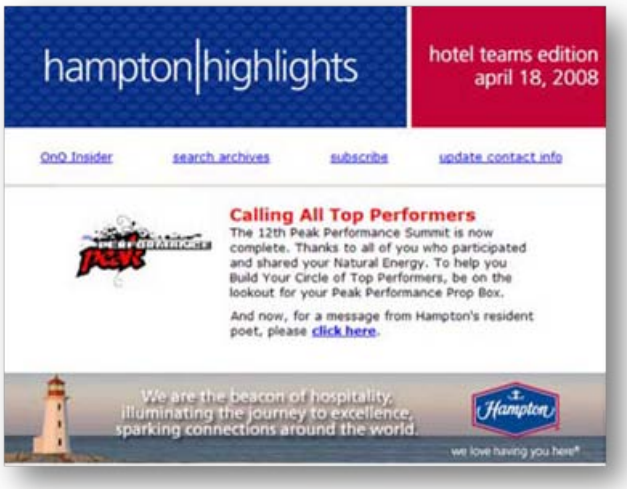
How do clients measure the value of these services?

Using an OrgWide Services™-developed survey means that you will gather scientifically valid information in a secure, media-rich, electronic environment. For roughly the cost of sending a research firm to one location, you can potentially survey your entire employee or customer base.



Communications and Messaging Services

Think about how your company or organization currently delivers communications to your internal teams. Do you use a push or pull strategy? Using OrgWide Services'™ tools, you can use both.



Sample "Push" E-mail

Using our e-mail technology, we can "push" your message to your audience and then use links to "pull" them to your customized newschannel. Think of a newschannel as your company's online one-stop-shop for news and information. Your staff or ours can prepare content and then load it into customized newschannel templates. You can also add links, manage RSS feeds, select online training courses, or register for classroom sessions. Online reports and instant polls track usage and ensure feedback on a real-time basis. Add video or Flash animation to enhance the user experience.

Features

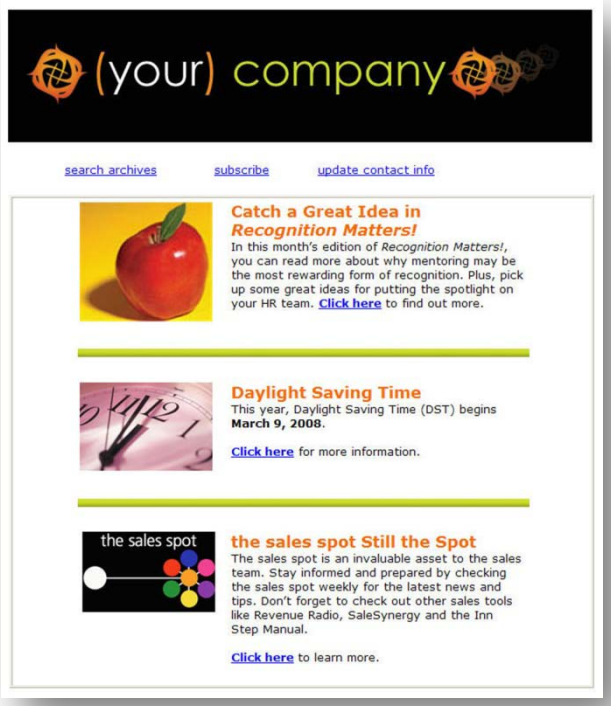
- Integrated, easy-to-use publishing tools
- Real-time content publishing
- Content creation using your team or ours
- On-demand reporting and account management



Sample "Pull" Newschannel

How do our clients use Communications and Messaging Services?

Our clients use newschannels supplemented by our e-mail "push" campaigns to provide all the news and information that teams need to be successful. Team leaders use our platform to launch new products and service efforts using video and in-depth articles. With the OrgWide Services™ platform, all messages can be driven to specified groups in your organization. For example, an article intended for specific team members appears only on the newschannel viewed by that constituent group. Or a CEO's videotaped announcement of an upcoming conference reaches only his or her targeted audience of managers.



Sample E-mail

How do clients measure the value of these services?

The value of quality of communications can be measured in the effectiveness of your message reaching each and every intended staff member. Not only can your administrators "push" high quality information out to remote locations or "pull" users to a newschannel, they can also track and report who has read and acted on the information and when it was done.



Sample Newschannel Custom Login Screen

Recently, one of our clients was informed that an RFP was issued by a major corporation to provide lodging for a multi-year period. The RFP required immediate attention. Our client placed the requirements

of the RFP on their newschannel as a "breaking news" feature and then launched a "push" e-mail communication campaign to pull all General Managers and Sales Managers to the newschannel for the details of the RFP. This communication strategy was 100 percent electronic and immediate. The best news … our client won the RFP netting millions of dollars in incremental revenue for their company.

Consulting Services

OrgWide Services™ team members bring extensive knowledge related to a variety of industries. Specifically, our team has expertise in the following areas.

- Accounting and Finance
- Agriculture
- Communications
- Custom IT Applications
- Employee Relations
- Hospitality Franchising and Operations
- Leadership Development
- Legal and Compliance Issues
- Logistics Management
- Municipal Government
- Organizational Development
- Product and Service Development
- Sales and Marketing
- Security and Risk Management
- Training and Education



When combined with our executive thought leadership, these team members are eager to share the wealth of their experiences with our clients.

How do our clients use our consulting services?



New Product Support

Members of our team have had the privilege of supporting clients as they have embarked on a variety of initiatives from projects designed to enhance organizational structure to product research. One client relied on our consulting team to develop and facilitate a workshop designed to enhance the company's culture and strengths across its operating, marketing, and sales divisions. Using S.W.O.T. analyses and other process tools, we led the client's leadership team through a series of exercises which resulted in innovative ideas that will be used to grow sales and talent and to communicate the plans for both.

The OrgWide Services™ team continues this momentum by routinely assisting our clients with strategizing and implementing comprehensive communications plans directed to key audiences.

How do clients measure the value of these services?

We are professional innovators and communicators. We assimilate ourselves into our clients' culture, understand and target desired outcomes, and partner with all constituencies to create outcomes which culminate in a significant return on investment.



New Product Support

Platform Technical Information

Our Technology Platform



The OrgWide Services™ technology platform runs on a Microsoft .NET foundation. This architecture allows OrgWide Services™ to distribute functionality across multiple servers, improving redundancy and performance without compromising functionality or flexibility. Our platform is entirely Web-based with absolutely no code installed to user machines. This means that, regardless of our client's internal technology platform, end users can easily access the functionality and capabilities over the Internet. We offer our clients the extensive ability to customize, both for look and feel, so our client's users engage in an experience unique to their organization.

Security Features

OrgWide Services™ operates within a highly secure environment with security processes including, but not limited to, the following:

- All systems are behind a pair of firewalls.
- All sensitive communications between the client and the Web servers are encrypted via SSL.
- Password security: Passwords must be at least eight characters consisting of at least one alpha and one numeric character.
- Rigorous procedures and safeguards are in place to protect SSL and encryption keys.
- Periodic vulnerability scans are conducted.
- An intrusion detection process is employed.
- System and archive logs are reviewed for anomalies.
- Operating system security patches are regularly applied.
- Virus protection system is utilized.



Redundancy/Fault Tolerance

- Multiple Internet access points exist at our data center facility, providing redundancy of Internet access.
- All data is stored on hot-swappable RAID-5 or higher Dell or EMC storage devices—meaning a hard drive can fail with no data loss, and the failed hard drive can be replaced without powering down and without server downtime.
- Separate and independent hardware is maintained ready at alternate sites.
- All firewalls, proxies, load balancers, and network gear are redundant with failover capabilities.
- All Web and application servers are redundant with load balancing and failover capability.
- The OrgWide Services™ platform utilizes Microsoft SQL Server database(s) running on redundant Dell and EMC hardware.

Back-up and Disaster Recovery

- Production databases are continuously archived/logged.
- The infrastructure and data models have been tuned to support real-time reporting—meaning that any report is always current.
- All servers and storage devices are on UPS, which provides power redundancy at multiple levels.
- The data center facility has back-up power generators that can power the entire Environment.
- The data center facility is monitored 24 hours a day, 365 days a year with state-of-the-art fire suppressant systems and access control systems.



Benchmarking

OrgWide Services™ rigorously tests new versions of any software enhancements prior to releasing to production. Testing categories include:

- functionality;
- regression;
- destructive and boundary;
- performance and load; and
- rollback capability.

User Software Requirements

- A commonly supported browser e.g., Microsoft Internet Explorer v6.0 or higher, Firefox v2.0 or higher, Safari etc.
- A high-speed Internet connection (Note: the OrgWide Services™ platform will operate with any Internet connection, but clients who wish to share media-rich content typically have a better experience at 256Kb or higher.)

Services-Based Model

OrgWide Services™ supports our client's business objectives by operating the platform using an enhanced Software-as-a-Service (SaaS) model with fully integrated consulting and support service capabilities.

Customization and Continuous Improvement

The OrgWide Services™ IT team always welcomes requests from clients for additional functionality, capabilities, or opportunities for improvement.