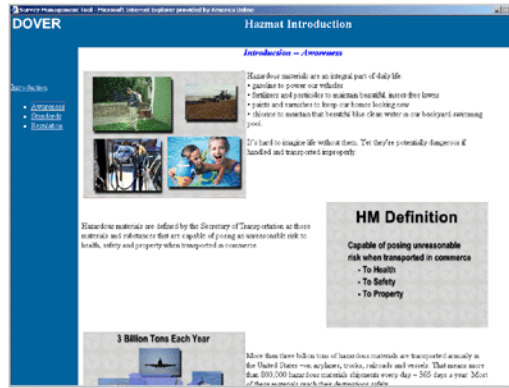


# CCM

## Course-Content-Management

Did you know? International Data Corporation (IDC) predicts that the elearning market will grow from \$1 billion in 1999 to \$11.4 billion in 2003. In addition, online training, which made up only 20 percent of corporate training in 1999, is projected to make up 40 percent of corporate training in 2003. Successful organizations are putting e-Learning at the forefront of all training initiatives.



IDC also announces that, "The U.S. corporate elearning market is coming back,". "Web-based technology is becoming the game changer we predicted it would. Buyers wish to leverage the Web as a tool to augment classroom delivery, to more tightly integrate learning with other HR processes, and to deliver instruction in a context-sensitive manner."

CCM is a web-based tool designed to enable subject matter experts, with little or no HTML expertise to design, create, author powerful knowledge content and measure the results of eLearning courses in extremely rapid time frame without the assistance of third party vendors or information technology resources.

Fundamentally, this tool changes the value economics of eLearning content delivery, by offering organizations a highly scalable platform upon which they can deliver high impact, proprietary knowledge to individual learners without bearing a prohibitive cost burden.



The key element focused while creating this tool was that every organization possesses unique content, learning/training processes, target learning audiences, sophistication levels and instructional designs. CCM provides instructors with fully course material customizable capability.

CCM allows anywhere, anytime, self-paced instruction that is presented over the Internet to browser-equipped learners.



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