



New Metrics & Measurements for New Worlds

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Workshop Content

Metric Drivers

Sun's Learning Business Model

Metrics That No Longer Matter

Partner Metrics

Employee Metrics

Community Metrics

Customer Metrics

Q&A

Metrics That Matter?

Metrics That Matter - Drivers

- Corporate set goals
- Delivery model
- Charter / Responsibility
- “Go to Market” model
- Organisation / Reporting structure

Sun's Metric's Drivers

- Corporate set goals
- Delivery model
- Charter / Responsibility
- “Go to Market” model

Sun's Corporate Goals

- Revenue
- Profit (Contribution margin)
- Growth

Sun's Delivery Model

- 90% + ILT Partner Delivery
- Revenue share net of sales fee
- 80% Software / 20% Hardware content

Sun's ILT Partner Delivery

- Lower delivery costs (building & people)
- Variable cost model
- Harness partners sales reach

Learning Services Mission

Grow Sun's business profitably by providing innovative learning solutions that empower our *employees*, enable our *partners*, network global *communities* and bring value to our *customers*

Sun Learning Services Charter

- Customers
- Partners
- Employees
- Community

“Go to Market” Model

- Direct marketing
- Web
- Services attach
- Authorised Sales Education Resellers
- Project based consulting engagement on SMI Top Accounts

Partner Metrics

- % of eligible partners achieved required training accreditation
- % of internal funding budget utilised
- “Recommend Sun Index” - Sun offers accreditations training that prepares individuals to sell Sun products

Employee Metrics

- % Increase in employee survey “I've been given a real opportunity to improve my skills”
- % new Directors attended New Director Transition training within 90 days of promotion
- % new Managers attended New Manager Transition training within 90 days of promotion
- % trained per Business Unit program
- % Sales Reps achieved Sales University accreditation
- Cost Recovery

Community Metrics

- Number of NEW students registered to access Sun Academic Initiative (SAI) online learning system
- Number of completed "qualifying" online student courses
- Number of student kits supplied to academic institutes
- Number of student certifications passed

Customer Metrics – Not Looking At

- Class fill rates
- Hardware utilisation
- Classroom utilisation
- Instructor platform time

Customer Metrics - Financial

- % plan & FX Adjusted plan
 - > Revenue
 - > COGS
 - > Contribution margin
- % Contribution margin
- Growth – YOY, QOQ
 - > \$
 - > Local currency
- Forecast Accuracy
 - > 2.5% +/- Wk 11

Customer Metrics - Financial

- Education Pipeline – In Qtr & Qtr +1
 - > Revenue recognisable bookings
 - > Rateable revenue flow
 - > Cost relief offsets
- Attach rates
 - > Services
 - > Systems

Customer Metrics - Quality

- Six Sigma – Defects Per Million Opportunity (DPMO)
 - > Per delivery partner
 - > Per location
 - > Per Instructor
- 2.5% rolling improvement Qtr on Qtr
- Recommend Sun Index

Customer Metrics - Product Mix

- Bookings by Product type / % Goal / % Mix
 - > **ILT**
 - > **Consultancy**
 - > **Certification**
 - > **Network Enabled Learning**

Customer Metrics - Reseller Channel

- Revenue
- % Plan
- % Growth YOY
- Product mix
- Accredited Sales Reps

Customer Metrics - Web

- Visits
 - > Total visits per web store
 - > Unique daily visits per month
 - > Average time spent per visit
- Webstore Conversion & Fall Out
- Transactions
 - > Volume
 - > On-line revenue total
 - > Average on-line transaction value
 - > On-line transactions as % of total orders
 - > On-line revenue as % of total revenue

Customer Metrics - Top Accounts

- Pre-sales coverage
- SMI Account team inclusion
- Account plan, with training goal in place
- Deal inclusion
- Revenue performance/growth
- % of Learning Services revenue

Q&A





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