Content Development Methodology

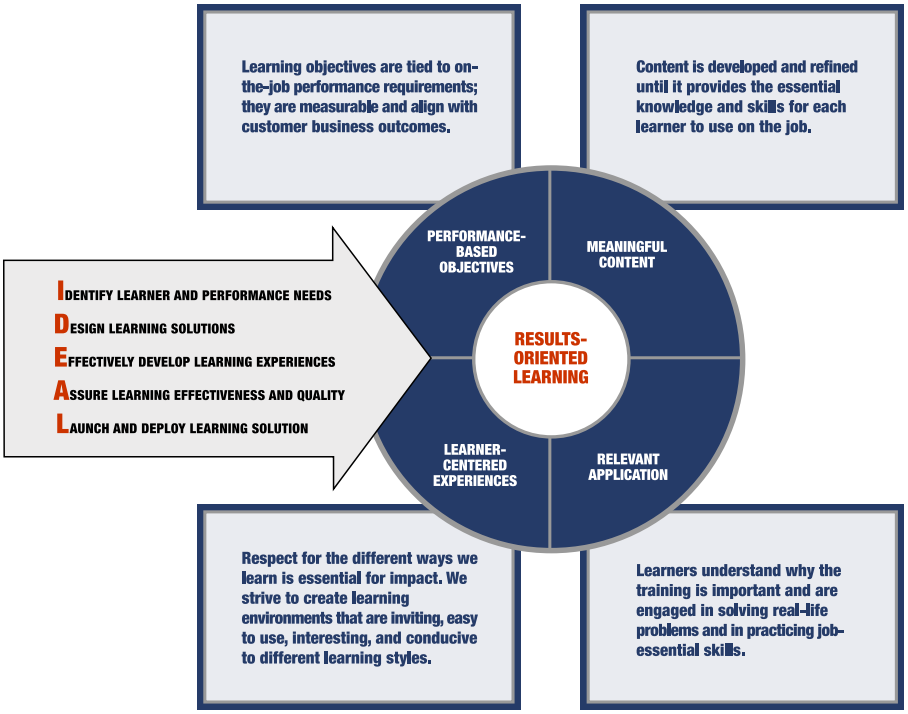
VOICE OF EXPERIENCE IN CUSTOM CONTENT DESIGN

ACS content experience spans a broad range of industries and subject areas, from custom-developed compliance learning to highly technical learning. Since its inception, ACS has developed over 20,000 hours of custom, Web-based learning content; over 30,000 hours of instructor-led learning content; and over 2,500 hours of virtual classroom/virtual presentation content. In addition, ACS currently has a library of over 700 course titles (over 2,000 hours) of standardized courseware on the most common business and information technology topics, ready for rapid customer deployment and use.

To govern the development and delivery of this wide range of content, ACS uses a proprietary methodology that combines industry-accepted instructional design practices with a rigorous project management focus. This methodology provides the framework upon which all content development is based. It is supported with defined processes, tools, and templates that allow delivery in a standardized and efficient way, as well as the flexibility to meet specific customer business requirements and individual learner needs.

RESULTS-ORIENTED LEARNING - ACS'S IDEAL

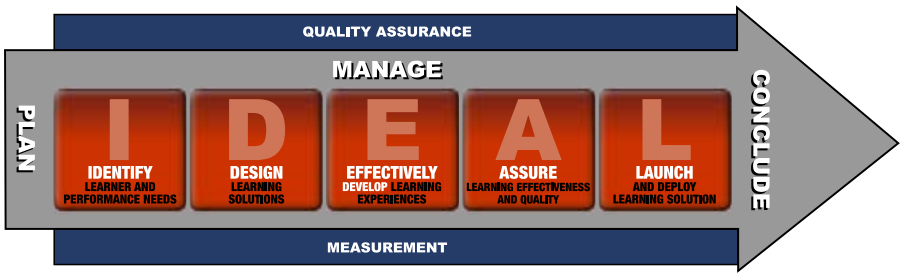
In order to deliver results-oriented learning, we are guided by four critical design principles:



expertise in action™

ACS®

© 2008 Affiliated Computer Services, Inc. All rights reserved



The proprietary process we use to ensure that we adhere to our four design principles is called IDEAL, which consists of the following five steps:

I — IDENTIFY LEARNER AND PERFORMANCE NEEDS

To ensure that your business needs are at the forefront of any ACS learning content engagement, our development team collaborates with you to understand the business drivers and the key issues within your organization. Through structured interviews, questionnaires, and discussion sessions, our team defines the desired performance outcomes that will address your business needs. Once these outcomes are clearly defined, we turn our attention to the next step: Design.

D — DESIGN LEARNING SOLUTIONS

Based on our knowledge of your requirements, we prepare straw models for use during one or more design sessions. During these sessions, your subject matter experts (SMEs) and our instructional design team develop a design blueprint for your learning content that serves as the basis for a detailed design document that includes learning objectives, overall instructional strategies that will be used, delivery methods that will be most effective, and activities to engage each learner. During this step, we identify all of the necessary components to accommodate various learning styles, as well as address relevant standards such as SCORM, 508, ASTD, AICPA, and QAS.

E — EFFECTIVELY DEVELOP LEARNING EXPERIENCES

Once the design blueprint is finalized and approved, our team develops a prototype module that will allow you to quickly see and approve a portion of the final product. After you approve the prototype, our team begins developing content road maps and storyboards for all components, including any media elements to support the learning. Final development includes creating any Web-based learning with the ACS Learning Content Management System (LCMS), as well as creating instructor-led materials.

A — ASSURE LEARNING EFFECTIVENESS AND QUALITY

Before learning is fully deployed across your organization, we complete a thorough pilot test of all the materials we have developed. Pilot testers include representative learners from the target audience within your organization. These testers validate the effectiveness of the learning content and provide comments regarding clarity, usefulness, and accuracy of all materials. Once the testing is complete, we analyze the feedback with you and determine what changes, if any, need to be made to ensure learning effectiveness.

During the pilot test, testers keep track of the time they spend to complete each portion of the course. These results are used to determine the number of credit hours to be awarded for completion of the course, especially important where certification requirements must be established.

L — LAUNCH AND DEPLOY LEARNING SOLUTION

Once all materials are in their final approved state, the learning materials are ready for publishing via the Web for Web-based learning or for delivery in the classroom. Other launch activities may include executive communication, change management initiatives, and a variety of promotional activities.

ABOUT ACS

ACS, helping companies deliver efficient, consistent, quality learning services; driving business value through effective management of LearnerCare. ACS is the leading provider of learning outsourcing services to companies that consider people among their most valuable investments. We partner with our clients to help them increase the value their people provide, by deploying effective, efficient, and performance-based learning aligned with strategic business goals. ACS has been consistently acknowledged as a leader and high end provider by analysts industry publications. Our clients include Ernst & Young LLP, Beckman Coulter, Cisco Systems, Canon U.S.A., Delta, Energy East, GM Europe, GSK, the Internal Revenue Service, Kraft, Network Appliance, Océ NV, Turner Construction, and many others. For more information on ACS, go to www.acs-inc.com/learning

expertise in action™

ACS®

© 2008 Affiliated Computer Services, Inc. All rights reserved