



## O'NEIL > A HIGHER FORM OF E-LEARNING

Your employees are your most important investment and your most valuable asset. Their effective training is critical to the success of your organization. With more than 30 years of experience developing training programs, O'Neil offers powerful e-learning tools to educate your human resources with maximum speed and efficiency.

E-learning is Web-based or computer-based training that is self-paced and self-directed and utilizes several modalities: audio, video, graphics, text, and kinesthesia. E-learning is a natural extension of our core services at O'Neil. We are custom content developers that can take your existing courses and convert them to effective e-learning tools.

Wherever possible, we use your current software and management application for deployment, supplemented with our comprehensive solutions for learning or course management systems. By linking the elements of knowledge, information, and education, you can inform and train your employees or customers in what they need, when they need it. The result is better-trained employees and satisfied customers.

We are dedicated to developing e-learning that provides higher retention through interactive, self-paced, and self-directed design for all types of learning preferences. The technology itself will provide the time-to-market and the economical delivery system. O'Neil has the experience and an incredible technology at our disposal.

But even more important, we have an organization with a deep-seated understanding and commitment to adult learning.



### O'NEIL SOLUTIONS SUITE

O'Neil applies a process-centric approach to our integrated product support. This approach combines our key assets to provide solutions that are centered on your business needs with the extensibility to evolve and engage your future vision. By supporting your business needs and processes with proven technology from our suite of solutions – content development, visualization, e-learning, and ETMs and IETMs – you are assured that cost-effective, on-target, and extensible solutions will be implemented rapidly and effectively.



## E-LEARNING ESSENTIALS

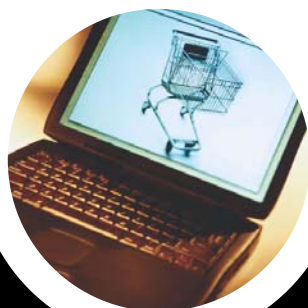
There are three basic elements to a well-designed computer-based training application: content, functionality, and Graphical User Interface (GUI). Even though each client has its own unique need and focus, these elements must be addressed. At O'Neil, we completely integrate them into e-learning without compromise. To accomplish this, we have organized our development team into specialized groups. We have individuals who are expert in the areas of instructional design, GUI, and interactive programming. Even our quality assurance team is experienced in testing and validating specific areas, such as content, grammar and spelling, interactive intuitiveness, and application stability.

Whether on the Internet or CD-ROM, when you view an e-learning application that has been developed by O'Neil, you immediately recognize the difference.

- > The overall design will embrace "adult learning theorems" and utilize the medium to its fullest extent to achieve the learning objectives. In other words, we will know the students and what they must accomplish and then apply the appropriate design elements to the development. Some of the multimedia elements available to users are text, graphics, animation, sound, and video.
- > The O'Neil GUI is intuitive and attractive, depicting the "feeling" of the subject and circumstance. Our screens are not necessarily designed to be "suitable for framing," but instead to support the underlying goal of the interface. The O'Neil GUI is easy to use, consistent in design, and always offers choices to the user.
- > Functionality is sometimes viewed as an enhancement and offered to the client as an "add-on." O'Neil views functionality as a fundamental of e-learning. Some of the functionality has to do with navigation, such as Back, Next, History, Bookmarks, or links. User tools may include Personal Notes and Progress Indicators.

## SOME OF OUR CORE COMPETENCIES IN TRAINING AND E-LEARNING INCLUDE:

- > Instructional Design
- > Writing
- > Graphical User Interface Design
- > Programming Specific to E-Learning
- > Animation and Simulation Artists
- > Alpha Testing and Quality Assurance (ISO 9001:2000 Certified)
- > Project Management
- > CD-ROM, Web-Based, and Hybrid Delivery





This technology offers incredibly powerful and impressive media. The ability for computer-based training to have these media at its disposal is indeed what makes it superior to any other learning system. However, knowing which to use, and when, is the essence of a well-designed application. It's not enough to know how to use them, but when to use them.

### O'NEIL: THE PROJECT MANAGEMENT EXPERTS

Aside from developing your software application, the most essential element is the overall management of the process. At O'Neil, we are project management experts who also create extraordinary interactive training programs. By partnering with O'Neil to develop your e-learning tool, you benefit from our experience and expertise.

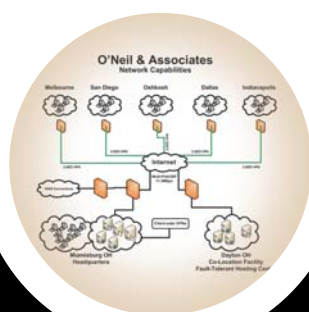
- > We will manage your project from the kick-off meeting to the delivery of the software application. Our project management skills are second to none.
- > Your business solution is delivered on time and within budget.
- > Any changes or delays are anticipated and communicated to you in a timely manner.
- > A close relationship is maintained with your Subject Matter Expert throughout the project.
- > Detailed time lines are used to track project development.

We assign a hand-picked team of specialists whose professional skills match your job's unique requirements. Here is how this team typically functions:

- > You and your Project Manager discuss your situation and thoroughly define specific requirements. The Project Manager then assembles the team members who develop a plan to best suit your needs.
- > We write our solution into a comprehensive proposal that addresses project objectives, intended audience, technical issues, multimedia considerations, content, information sources, schedules, and budgets. We then work with you to modify or refine the proposal until you are satisfied.

### SOME OF OUR CORE COMPETENCIES IN TRAINING AND E-LEARNING INCLUDE:

- > Certification and Survey Development and Design
- > SCORM, ADL, and S1000D-Compliant Solutions
- > Administration, Course Development, and Edit Tools
- > Custom LMS, LCMS, and Content Development Software
- > Information and Training Interoperability and Collaboration





**INSIDE TRAINING MAGAZINE,  
MAY 11, 2005:**

**Simba Study Says Corporate Training  
and Development Will Grow —**

Research firm Simba, based in Stamford, Conn., released a report yesterday that predicts an 8 percent growth in the U.S. corporate training and development market in 2005. According to the report, **Corporate Training Market 2005: Forecast & Analysis**, “As more corporations move toward e-learning and outsourcing their training, the market overall will grow to \$10.72 billion. . . . It also predicts that training outsourcing will grow by 20 percent in 2005. . . .”

- > When you accept the proposal and we receive your source materials, the team develops a Design Approach to best meet your objectives. The Design Approach includes course flow, writing style, and graphical user interface appearance and functionality. Naturally, you will approve the Design Approach before we proceed.
- > With the Design Approach agreed upon, we research the content materials and write a first draft of the project text which we submit for your approval. This ensures that we have interpreted your goals correctly and are moving in the right direction. Of course, we expect there will be minor edits and changes at this point, which we will resolve. Major concerns or changes signal the need to readdress the project objectives and structure.
- > Next, we begin authoring your project. As we complete each section, we present it to you for review, editing, and approval. Upon approval of all sections, we perform in-house testing of full program functionality, completeness of data, course flow, text, and installation routines.
- > After we make any necessary adjustments, the program is loaded onto the media you select. We then present the completed program to you for final approval.

## DOCUMENTING SUCCESS

**>> O'NEIL & ASSOCIATES IS CHANGING THE WAY CUSTOMERS THINK ABOUT DOCUMENTATION. FROM IETMS AND INTRUSIVE DIAGNOSTICS TO INTEROPERABLE WEB-BASED SYSTEMS LINKED TO ERP DATA, WE'RE PUTTING POWER IN YOUR PRODUCT SUPPORT — FROM DESIGN CONCEPT TO REALITY!**

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