

COMPETITOR MATRIX

SERVICES RANGE & MARKET SEGMENTS

MARKET SEGMENTS ICON

-  CERTIFICATION / LICENSURE
-  K12
-  HIGHER EDUCATION
-  WORKFORCE

TARGET MARKET



K12 SEGMENT

K12
COMPETITOR

- HumRRO
- Caveon
- Learnosity
- OWL
- Internet Testing Systems
- BreakThrough Technologies
- OAT/TAO
- Measurement Incorporated
- Strasz Assessment Systems
- Pacific Metrics
- TAO
- Moodle
- Concerto
- ExcelSoft
- Measured Progress
- Questar
- Data Recognition Corporation
- American Institutes for Research
- CTB/McGraw Hill
- Pearson (Edu)
- Scientific Software International

OPPORTUNITIES

THREAT

TRADITIONAL
PSYCHOMETRIC
CONSULTING



CERTIFICATION
MANAGEMENT
SYSTEM

TEST
DEVELOPMENT
PLATFORM

INTEGRATED
PSYCHOMETRIC PLATFORM
Assess

TEST DEVELOPMENT
TEST DEPLOYMENT
PSYCHOMETRIC

TEST
DEPLOYMENT
PLATFORM

- Pearson (Edu)
- Data Recognition Corporation
- Questar
- OAT/TAO
- ExamDesign
- Test.com
- Internet Testing Systems
- QuestionMark
- ExamBuilder

Scientific Software International

ExcelSoft

TAO

CTB/McGraw Hill

American Institutes for Research

Measured Progress

Zoomorphix

Iso-Quality Testing

BreakThrough Technologies

OWL

ExamSoft

Brillium

Learnosity

TEST DEVELOPMENT
CONSULTING

HumRRO

TEST DEVELOPMENT
CONSULTING
PSYCHOMETRIC

Caveon

Test Toolbox

TEST DEVELOPMENT
TEST DEPLOYMENT
PSYCHOMETRIC
CONSULTING

Pacific Metrics

TEST DEVELOPMENT
TEST DEPLOYMENT
CONSULTING

Vantage/McCann

Mountain Measurement

CPS Consulting

TRADITIONAL
PSYCHOMETRICS
CONSULTING

OSU CETE

COLOR INDICATIONS

- TEST DELIVERY PLATFORM
- TEST DEPLOYMENT PLATFORM
- CERTIFICATION
- INTEGRATED PSYCHOMETRIC
- TRADITIONAL PSYCHOMETRICS CONSULTING