

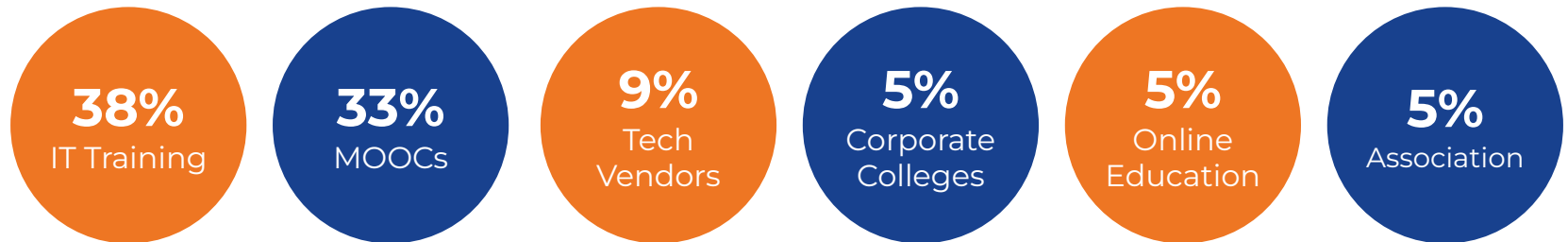


COMPETITIVE LANDSCAPE

The Top 20 competitors list consists of highest scoring companies from multiple categories of traditional, non-traditional, direct and indirect competitors. It should be stated that regardless of forced rankings, many competitors resulted in tied or extremely close scores. This tightly packed clustering indicates intensity of competition for the same students and lack of differentiation amongst competitors.

Organizations categorized as IT Training and MOOCs make up 71% of the top 20 competitor landscape. The category makeup of the top competitors is as follows:

The forced rankings analysis identified two main clusters of competitors: those competitors ranking higher on Program Attractiveness and those competitors ranking higher on Student Value. Fifty-Eight percent of the top competitors have a product portfolio that is more than 50% similar to New Horizon's offerings. Udemy was the single outlier, ranking high on both dimensions. Their high brand recognition through recent increased marketing investments combined with very low course tuition rates are key drivers of their current position.



COMPETITIVE LANDSCAPE

Top 20 highest forced ranking scores (note, some scores resulted in ties and many are very close in scores). The top list of organizations showcased in this report is as follows:

CBTnu**o**ets

CompTIA®

coursera

edX

ExitCertified®

Fast Lane

Global Knowledge

gc¹

INFOSEC
INSTITUTE

KAPLAN IT TRAINING
Formerly Transcender®

KOENIG

Learn
NowOnline™

lynda.com



Microsoft

New Horizons®

PLURALSIGHT

SKILLSHARE.

UDACITY

Udemy

unacademy

COMPETITIVE LANDSCAPE (IT TRAINING)

Using a forced ranking based on total scores for each organization in the IT Training category yields the following results:



INFOSEC
INSTITUTE

CBTnugets

Fast Lane

KOENIG

New Horizons®

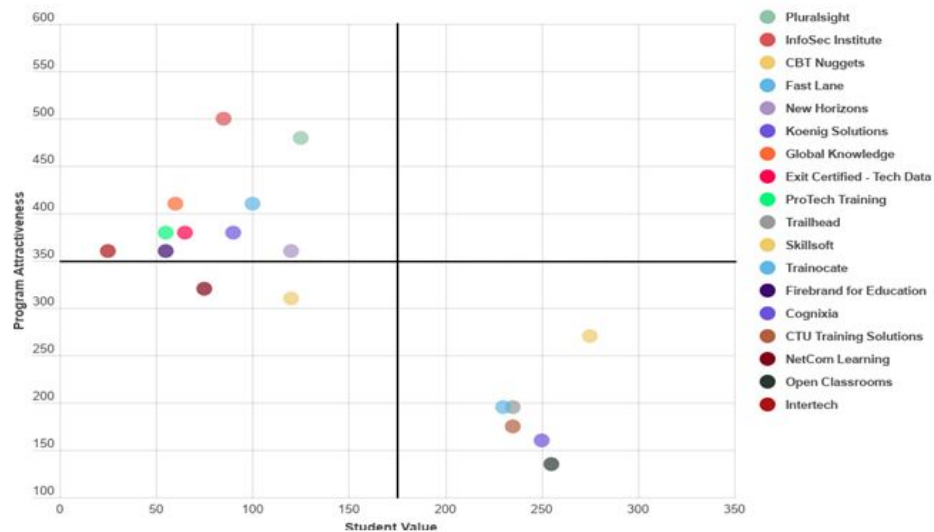
Global Knowledge

ExitCertified®

ProTech
protechtraining.com

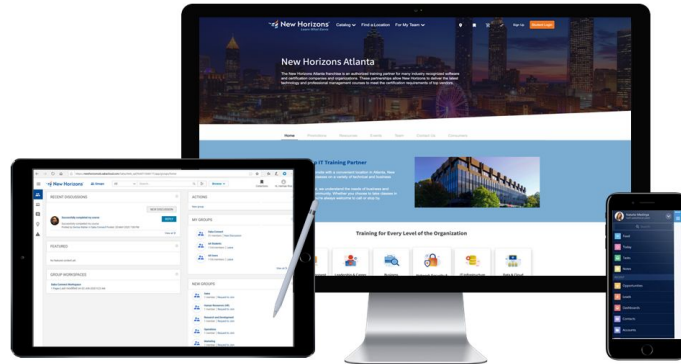
TRAILHEAD

Top 18 IT Training Category Quadrant



bos + OneNH.com = OSCAR®

Along with extending the rebranding to our sub-brands and products
we will also be reskinning the new website and OSCAR with the new
brand elements





The New Horizons OSCAR (Operating System Connecting All Resources) is a unified learning and administrative platform that globally delivers upskilling content. We designed the platform by utilizing proven/standard enterprise SaaS technologies paired with microservices architectural patterns and a low code development approach.

The platform contains five independent yet integrated ecosystems;





This allows us to provide deep insights into our learning communities across the globe.

All systems use the latest best-of-breed (i.e. Gartner ranked), proven commercially-available technologies and artificial intelligence to improve learner experience and organizational outcomes. Current (e.g. franchisees) and potential future users (e.g. channels, technology partners, etc.) of the platform have an opportunity to promote their upskilling content and manage all sales and fulfillment journeys through one platform.

While OSCAR comprises multiple independent systems, they are tightly integrated to create both a seamless learning experience for end-user students and a data-driven management framework to drive growth and profitability.







PRIMARY MISSION CONVERSION

USER JOURNEY

- ★ Field of Study OR Vendor
- ★ Credential:
 - Single course
 - Certification
 - Pathways
- ★ Modality
- ★ Location



Reduce number of “clicks”

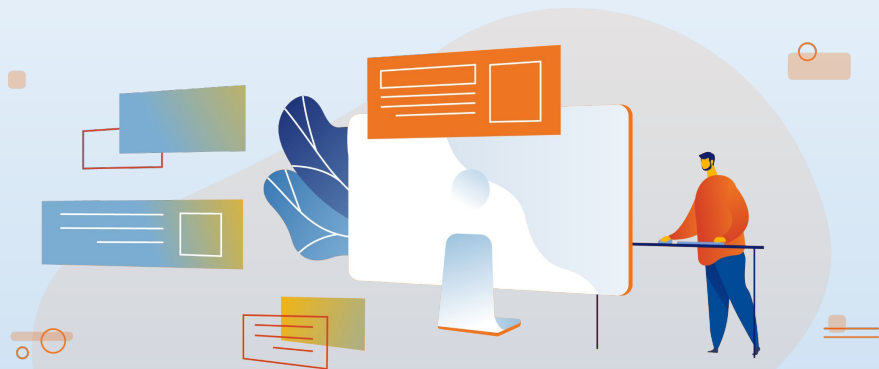
- UI/UX re: primary/secondary navigation
- Filters, ai driven cognitive search

Aid Search with intelligent functions

- Myself or My Team (B2C, B2B)

Personalize / Relevance and Retain:

- Geo locator
- IP address (e.g. Acquia) / dynamic pages
- UI/UX
- Resources (feature courses, “you may be interested”)
- Student Support connector
- SSO/ LMS Login
- Course Rating
- B2B Microsite
- B2C Microsite
- Client Microsite



Capture/Remember to reduce back clicks:

- Bookmarks (courses)
- IP address/login/SSO (student)
- Capacity (Number of seats left)

Provide conversion workflows:

- Workflows (step by step)
- Assessments (Atlas)
- Course Planner
- Shopping Cart
- Compare
- Payment Validation
- Drag and Drop (e.g. bookmarks to purchase)

INTEGRATIONS:

- Oscar Learn
- Oscar Process
- Oscar Analyze*
- WorldPay Access integration
- Vistor Queue*
- ATLAS Integration
- *Live Chat

GBIS Zip Code Router





PRIMARY MISSION MODERN EXPERIENCE

- Make Learner-driven Decisions (recommendation engine)
- Empower Modern Andragogical Approaches (Online, self-paced and challenge based)
- Career Focused (modern career pathways)
- Content Creation
- Content Curation and Integration
- Assessments Engine
- Multi-language Support
- Robust Curriculum Management

Reduce number of “clicks” to learn

- UI/UX Modern and Accessible
- Filters, ai driven cognitive search

Intelligent functions

- Myself or My Team (B2C, B2B)

Personalize/Relevance and Retain:

- Resources (feature courses, “you may be interested”)
- Student Support connector
- Team enrollment
- Manage ILT
- Course Rating
- Community
- Recommendation engine

Empower Modern Andragogical Approaches

- Career Pathways
- Online and Self Paced
- Performance Assessment
- Community Enablement

INTEGRATIONS:

- Oscar Explore
- Oscar Process
- Oscar Analyze*
- ATLAS
- Zoom
- Adobe Connect
- SkillSoft
- Learn on Demand Systems
- Logical Operation
- Arvado
- MS Learn
- Performitiv



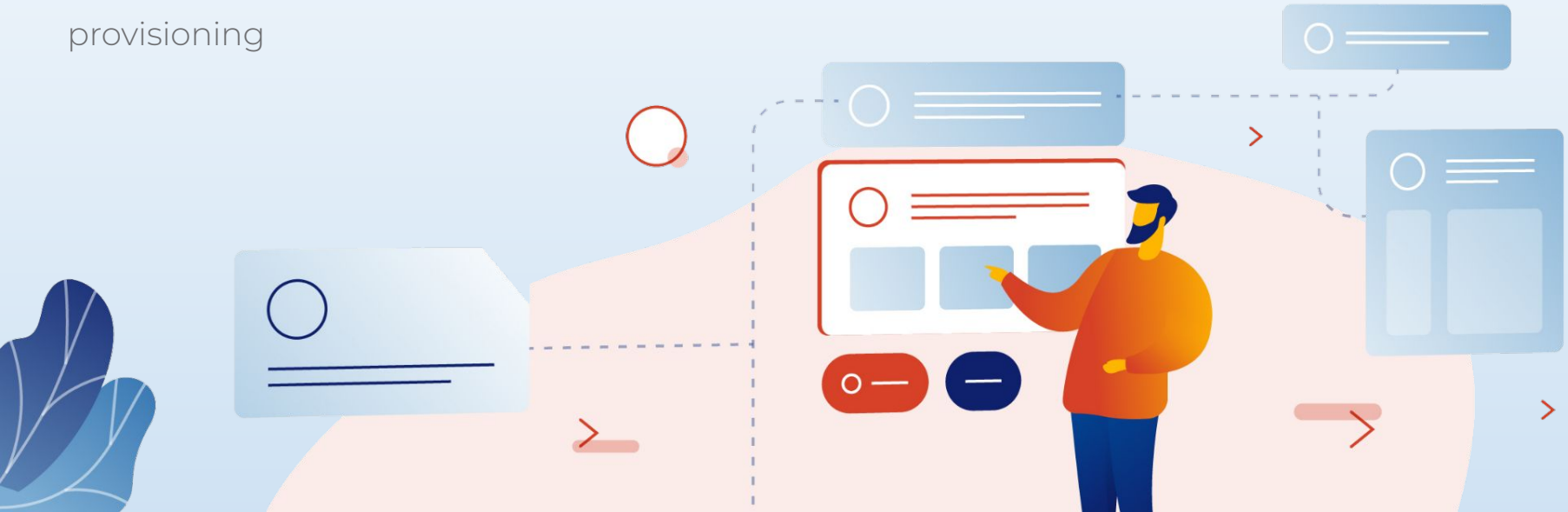
OSCAR[®] SYSTEM INTEGRATION

OSCAR SIGN ON

Deployed and integrated with
Single Sign-On and user
provisioning

INTEGRATION

Deployed and development of integrations



LEARN

- Course data communicating with Integration (trigger, scheduled sync)
- Student data integration

PROCESS

- Multi-org architecture integration between orgs
- Phone integration testing and marketing automation integrations

EXPLORE

- Course submission workflow, integration dev in progress (e.g. Process SKU / Learn class details)







PRIMARY MISSION EFFICIENCY

USER JOURNEY

- ★ Contact Management
- ★ Opportunity Management
- ★ Quote Management
- ★ Lead Management
- ★ Learner Fulfillment
- ★ Basic Dashboards and Custom Reports.
- ★ Mobility
- ★ Comprehensive Sales Forecasting *
- ★ Territory Management*
- ★ AI Enhancement*
- ★ Integrations*

Reduce number of “clicks” to learn

- UI/UX Modern and Accessible
- Filters
- Role Based Access

Intelligent functions

- B2C, B2B

Personalize/Relevance and Retain:

- Courseware Ordering
- Class/Course Fulfillment
- Collect Learning Outcomes

Empower Modern Andragogical Approaches

- Career Pathways
- Online and Self Paced
- Performance Assessment
- Community Enablement

INTEGRATIONS:

- Oscar Explore
- Oscar Process
- Oscar Analyze*
- ATLAS
- Zoom
- Adobe Connect
- *SkillsSoft
- Learn on Demand Systems
- Logical Operation
- Arvado
- MS Learn
- Performitiv







PRIMARY MISSION INSIGHTS

Sneak peek



[CLICK HERE TO SEE LIVE](#)

IMPLEMENTATION



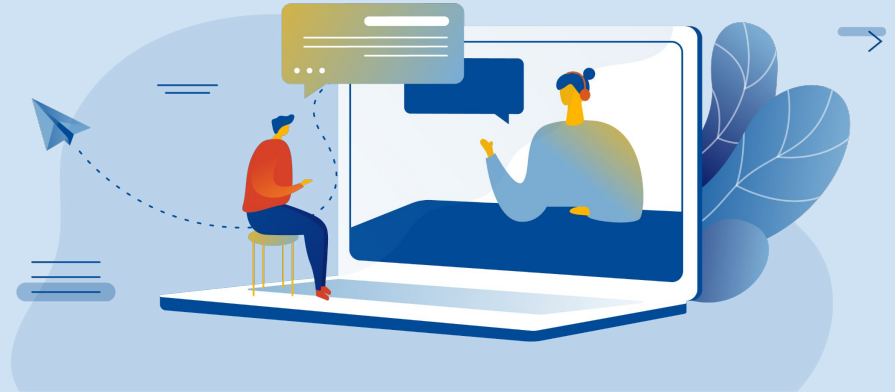


TRAINING & IMPLEMENTATION



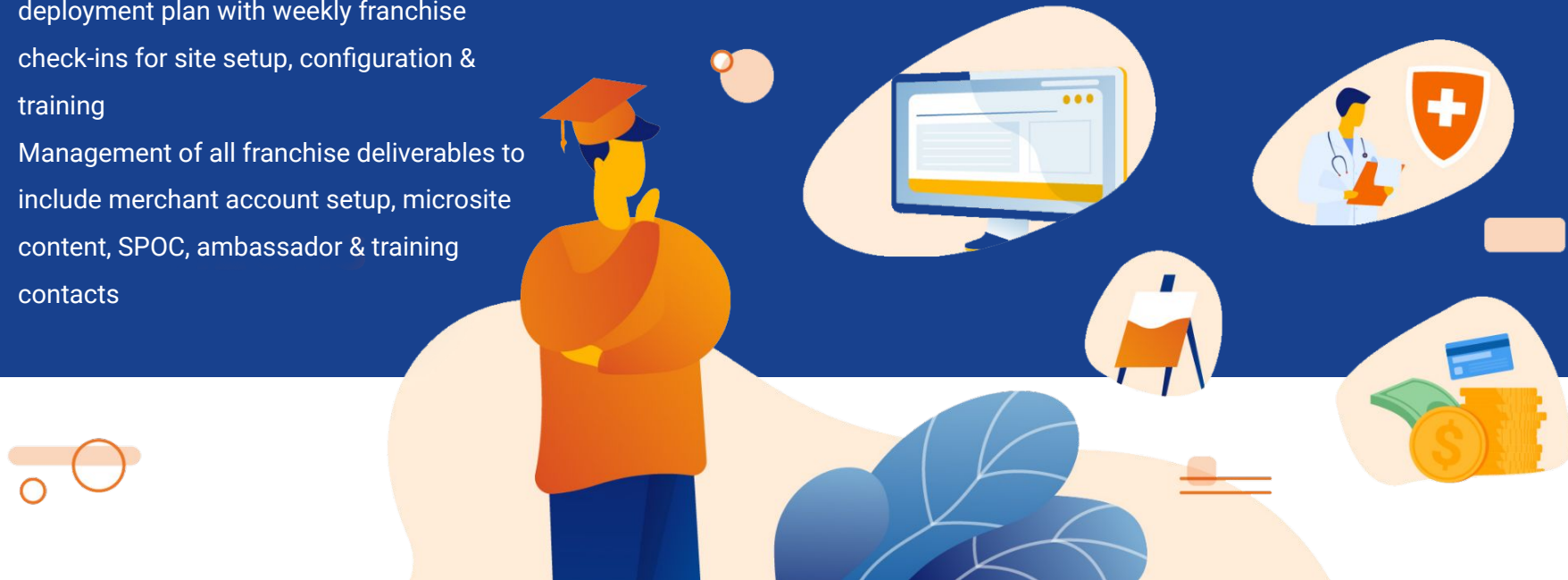
TRAINING & CHANGE MANAGEMENT

- Development and documentation of training program and material for systems based on role and work functions within the network
- The team also delivered the training and established a feedback loop for capturing questions, comments and feedback from corporate and franchise AE's, GMs, Admins & Instructors
- Development of structured communication (OSCAR's hub) and authoring of messaging, status reports and demo/presentations to exec team and franchise community



IMPLEMENTATION & DEPLOYMENT

- Development and Execution of detailed deployment plan with weekly franchise check-ins for site setup, configuration & training
- Management of all franchise deliverables to include merchant account setup, microsite content, SPOC, ambassador & training contacts



TRAINING & DOCUMENTATION

Training Material:

Complete System Documentation

All Applications

Weekly Training Delivery

Feedback and Support Loop



DEPLOYMENT APPROACH

- Data Migration
- Configuration
- Final Data Migration
- Training & Feedback
- Training & Remediation

Live DASHBOARD

Detailed Rollout Schedule									
Date Last Refreshed: 4/26/2021 7:40:06 AM									
Seq #	Deployment Group & Salesforce Org	Location	Owner Group	Week of	Intake Meeting	SF Data Mig	SF (Config & Training)	Saba learner Trainer(1 hr)	Franchise Microsite Start (2 weeks)
1	Wave 1 - Feb								
2	Corp	COL	Corp	2/15/2021	Done	Done	Done	Done	
3	Ded/PHX	Phoenix (est 2/15ish)	Hiscock	2/22/2021	Done	Done	Done	Done	2/22/2021
4	Ded/Shared-US	St. Louis/Dayton	Slater	3/1/2021	Done	Done	Done	Done	2/16/2021
5	Ded/Shared-US	Raleigh	Lee	3/8/2021	Done	Done	Done	Done	2/10/2021
6	Wave 2 - Mar-Apr								
7	Ded/Shared-US	Twin Cities	Loken	3/15/2021	Done	Done	Done	Done	3/3/2021
8	Ded/Shared-US	Allentown	Mera	3/22/2021	Done	Done	Done	Done	2/17/2021
9	Ded/Shared-US	Des Moines	Plumb	3/29/2021	Done	Done	Done	Done	3/9/2021
10	Ded/Shared-US	Boise	Hamacher	4/5/2021	Done	Done	Done	Done	2/26/2021
11	Ded/Shared-US	Knoxville	Byers	4/12/2021	Done	Done	Week of 5/3		2/26/2021
12	Wave 3 - Mar - Apr								
13	Ded/Shared-US	Jacksonville/Col Sprngs (new)	Deering	4/19/2021	Done	5/3/2021			2/23/2021
14	Ded/Shared-US	Madison/Milwaukee	Riley	4/26/2021	Done	5/3/2021			3/25/2021
15	Ded/Shared-US	Buffalo/Rochester	Gebo	5/3/2021	Done				3/2/2021
16	VDP Group & Product								
17	Ded/Shared-US	Richmond/DC	Giordano	5/10/2021	5/10/2021				3/11/2021
18	Wave 4 - Apr - May								
19	Ded/Wein	ATL/CMH/BNA/OMA/ PIT	Weinstein	5/17/2021	5/17/2021				3/4/2021
20	Ded/Rem	Tampa/Orlando	Remington	5/24/2021	5/24/2021				3/10/2021
21	Ded/Bon	Ft. Lauderdale/Miami	Bonewitt	5/31/2021	6/1/2021				3/10/2021
22	Wave 5 - Jun								
23	Ded/Shared-US	Dallas	Kothia	4/26/2021	Done	5/3/2021			3/9/2021
24	Ded/Shared-US	< Phila	Matt/Robert/PG/	6/1/2021	6/1/2021				3/6/2021

DEPLOYMENT APPROACH

- Partnerships
- Configuration
- Final Data Migration
- Training & Feedback
- Training & Remediation
- Go-Live – August 29th, 2021

Discover Call

Seq #	Deployment Group & Salesforce Org	Location	Owner Group	Week of	Intake Meeting	SF Data Mig	SF (Config & Training)	Saba learner Trainer(1 hr)	Franchise Microsite Start (2 weeks)
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15	Ded/Shared-US	Buffalo/Rochester	Gebo	5/3/2021	Done				3/2/2021
16		VDP Group & Product	Corp	5/3/2021	Done				n/a
17	Ded/Shared-US	Richmond/DC	Giordano	5/10/2021	5/10/2021				3/11/2021
18	Wave 4 - Apr - May								
19	Ded/Wein	ATL/CMH/BNA/OMA/ PIT	Weinstein	5/17/2021	5/17/2021				3/4/2021
20	Ded/Rem	Tampa/Orlando	Remington	5/24/2021	5/24/2021				3/10/2021
21	Ded/Bon	Ft. Lauderdale/Miami	Bonewitt	5/31/2021	6/1/2021				3/10/2021
22	Wave 5 - Jun								
23	Ded/Shared-US	Dallas	Kothia	4/26/2021	Done	5/3/2021			3/9/2021
24	Ded/Shared-US	Chillico	Matt/Robert/PS/ST	6/1/2021	6/1/2021				3/6/2021

THANK
YOU