

CERTPOINT Systems Announces the Appointment of Daniel M. Pess as New Executive Vice President and Chief Financial Officer

CERTPOINT, today announced the appointment of Daniel M. Pess as Executive Vice President and Chief Financial Officer. Mr. Pess brings more than 25 years of experience in both public and privately held companies. He has been the senior financial executive in companies from development stage to IPO, through revenues in excess of \$350 million. Mr. Pess has a proven track record in mergers and acquisitions to facilitate growth.

As Executive Vice President and CFO of CERTPOINT, Mr. Pess will be responsible for the financial and administrative management of CERTPOINT, including accounting, banking relationships, investor relations and legal, as well as the Human Resource function. He will play an active role in global strategy and related tactical initiatives and execution.

Mr. Pess was formerly Senior Vice President and CFO of USADATA, Inc., and was part of the management team that led a leveraged buy-out of the company during a period of rapid growth. Prior to USADATA, he was Senior Vice President and CFO of White Amber, Inc., during which time its revenues increased by five-fold, leading to its successful sale to a large public company. Prior to White Amber, Mr. Pess was Executive Vice President and CFO of QueryObject Systems Corporation. He is a Certified Public Accountant and began his career with a Big Four international accounting firm. Mr. Pess graduated with high honors from the C.W. Post School of Professional Accountancy.

"I am very excited to join the CERTPOINT team. I believe that CERTPOINT will be the worldwide industry leader in its space. We are currently operating in a fast-paced growth environment that is geared for success. The company's commitment to its partners is second to none and we are hopeful that we can create shareholder value for our stockholders' and for our partners," said Mr. Pess.

The announcement of Mr. Pess as Executive Vice President and CFO reflects the rapid growth of CERTPOINT in the e-Learning, training and education space. In March 2007, CERTPOINT released VLS 5.5, the latest enhanced version of the company's flagship learning management solution. Additionally, in January 2007, the Centre of Excellence for Applied Research and Training (CERT), the largest private training company in the United Arab Emirates, purchased a minority equity position in the company, showing confidence in CERTPOINT's vision and performance. CERTPOINT hopes to continue its momentum including future plans to initiate an initial public offering, pending market conditions.

At the monthly Virtual Forum held Thursday July 12, 2007, Rob Stewart, Product Manager at CERTPOINT, gave a brief introduction to Competency Management and conducted a demonstration of the new Competency Management functionality coming in VLS 5.6.

In his presentation, Rob defined a competency as a collection of skills that an individual should fulfill to properly perform on a specific aspect of their position. Using the VLS Competency Management functionality, CERTPOINT customers are able to define positions and competencies and then assign them to individuals. Individuals are then measured against them using competency tests and 360 assessments. VLS then generates a Personalized Learning Path for each individual containing courses and activities that they can focus on for improvement. Later, an organization can reassess individuals to determine their level of improvement.

To see a live recording of the forum or to view Rob's slides, please visit our Client Forum Portal at <http://clientforum.vuepoint.com/>.

Our Virtual Forum is held the first Thursday of every month. If you are interested in presenting at one of our Virtual Forums, please call our Vuepoint Offices at 1-888-883-7646 and speak with Mary Grace Sauve. You can also contact Mary Grace via email at msauve@vuepoint.com

How Lean Changed our Life at CERTPOINT



"Only when we integrated Lean into our operational culture did we see the full impact...We have adopted Lean as an ongoing discipline to increase our agility in a competitive market," said Ara Ohanian, President and CEO of CERTPOINT.

CERTPOINT began their Lean journey after partnering with Toyota in 2001. While providing Toyota with a comprehensive learning and content management solution, the CEO of CERTPOINT, Ara Ohanian, became very interested in the Lean principles that guided business and manufacturing at Toyota. Ohanian wanted to learn more about how applying the philosophy 'Less is More' in daily business practice could add value to the overall customer experience.

"As a company we always focused on customers and used responsiveness as the key measure of our customer service. As a result, we won awards for service excellence and tons of praise from customers," said Constantin Ohanian, Founder and Executive Chairman of CERTPOINT. "In fact customers did better than send thank you notes. They increased their business, renewed contracts and helped us get new customers. Consequently we knew we were on to something good, but we also faced the issue of scalability; how to continue increasing our responsiveness with increased numbers of customers and their ever-growing needs. We developed processes, worked on developing a collaborative culture, installed new software and made some progress but strongly felt that we needed to do a lot more."

The executive team at CERTPOINT began by discussing their internal development

processes and how using Lean principles could help CERTPOINT gain a competitive edge in the e-Learning market. They initiated their Lean transformation by gathering off-site to identify "MUDA," or wasteful practices within the organization. They then took their insights back to the office and incorporated Lean practices throughout the company, from software development to sales to management.

One of the most distinctive and valuable tools to result from CERTPOINT's Lean transformation was the Client Community. CERTPOINT's Client Forum began as a product evaluation event where developers could interact with clients through feedback sessions and conferences. Through Lean Thinking, the Forum became an integral step in the software development process with workshops like Technical User Groups and Design Sessions where developers could work one on one with current users of CERTPOINT's technology to find out what changes could add real value to the overall usability of the product.

The defining test of CERTPOINT's Lean progress came with the development of VLS 5.0, a release of the company's flagship product. By integrating client feedback from the Client Community into the design cycle, rather than after the release of the product via software patches, CERTPOINT delivered twice the functionality in half the time — a four-fold increase in productivity and client value.

Today, the CERTPOINT Client Community is an integrated program designed to communicate with CERTPOINT clients and to generate dialogue between users of their product. What began as a biannual Forum has extended to include a Monthly Virtual Forum, an Online Portal, SWAT Teams and an Executive Round Table.

Ara Ohanian believes that Lean principles have taken the company and the product to where it is today; "I am not even scared of losing momentum because this thing appears to feed on itself and snowballs on its own. I guess we should not be surprised."

VLS 5.5: Upgrades to the Portal

In March of 2007, CERTPOINT was pleased to announce the latest enhanced version of the VLS Suite. VLS 5.5 was created in response to an increasing market need for easy-to-use e-learning software that can seamlessly provide product and brand training for salespeople at multiple and dispersed locations. We would like to spotlight each month new features that put VLS 5.5 ahead of the e-learning curve.



Product Developers took a closer look at the Portal in the release of 5.5 and added features to improve navigation and searching along with features for better customization and personalization of portals. A selection of new features that have been added to the Portal are highlighted below.

Look & Feel

VLS 5.5 features a new look to the portal. Many of the graphic and HTML changes appear within the Courses top category. Using dynamic HTML, the Courses pages display the course information screen on the very same page. These pages display more information about your courses, including a note on your status, with regard to the

courses. In addition, sorting and filtering options are available on the My Courses and Available Courses screen.

My Home

My Home is a feature new to VLS 5.5. It serves as your personal home page within the portal. It consists of an announcements screen, and seven screens that provide you with a snapshot of your training path. From these screens you can view course information, launch courses, register for courses, and view your transcript. The announcements screen contains important company information, along with links to other sites. This screen can only be edited by administrators with the proper rights.

My Calendar

My Calendar is a feature new to VLS 5.5. This feature displays a calendar populated with information regarding the user's instructor-led courses. By clicking on the course information, a pop-up will appear that will display the details of the course. You can view your calendar by day, week, month, or year. You can also search for events, and add personal events to your calendar.

Shopping Cart

VLS 5.5 offers eCommerce functionality. With eCommerce functionality, users can purchase courses on a per event basis. This feature can be enabled or disabled for a site's portals. When it is enabled the user will see a shopping cart in the upper right hand corner of the screen, detailing its contents. In Available Courses, there will be an Add To Cart link instead of a Launch VLS link. By going to the Shopping Cart area, users can see the contents of their cart, and their Purchase History. Users can purchase events through PayPal or credit card authorizations, but this is determined by administrators in VLS Administrator.

Portal Search

The search engine has been revamped in VLS 5.5. The improved look of the search page is only part of the enhancement. The search page allows you to do so much more, and in an organized way that limits clicks per operation. There are three tabs on the search page: Courses, Curriculum, and Certificate. On each advanced search page you are given greater search parameters. Searches cover online and instructor led courses, and can be sorted by course name, event start date, and event name. The results page has three tabs that link to courses information, repository items, and locations in learner. From the results page, you can follow links to launch the course, evaluate the course, add the course to your favorites, and get course information.

For more information or a demo of the new VLS 5.5, contact one of our sales representatives by calling (888) 883-7646 or by email at sales@certpointsystems.com.

VLS Tip of the Month

DID YOU KNOW? Previous versions of Content Creator allowed users to print a single page or an entire course. With the release of version 5.5, users can now print out complete modules and learning objects.

Upcoming Events

8.2.07- Monthly Virtual Forum-

8.4.07-8.7.07- CHART Conference in Tucson AZ The Council of Hotel and Restaurant Trainers semiannual conference. An opportunity for hospitality trainers to access a networked community of training and human resource professionals sharing the latest training practices innovations and solutions.