

CERTPOINT Appoints Brian Baloga Senior Vice President of Sales and Marketing

CERTPOINT today announced the appointment of Brian Baloga as Senior Vice President of Sales. Mr. Baloga brings to CERTPOINT a successful 15-year background in strategic enterprise sales and sales force management with a proven track record of significantly increasing and consistently renewing business for corporate companies.

As Senior Vice President of Sales at CERTPOINT, Mr. Baloga will oversee the sales force in their focus to achieve growth objectives through new business initiatives and revenue retention. Since he began at CERTPOINT, Mr. Baloga has expanded the Salesforce by nearly 40%. In addition to increasing the size of North American Sales department for CERTPOINT, as a part of the company's policy setting team he has contributed to CERTPOINT's global objectives including increasing global reach by geographically dispersing Sales resources and placing new Sales reps throughout the United States, Europe and the Middle East.

Before joining CERTPOINT, Mr. Baloga was the National Sales Director for eSignal, a division of Interactive Data Corporation, where he was responsible for leading a successful North American Sales team. At eSignal, he managed a quota of \$16,500,000 in new business and \$70,500,000 in renewable business. In 2001, Mr. Baloga served as Senior Vice President of Sales and Marketing at AFX News LTD where he handled all aspects of North American operations. Prior to AFX News, Mr. Baloga served as Senior Vice President of Sales for Wavo Corporation. Mr. Baloga graduated from Adelphi University with a Bachelor's Degree Business Management in 1990.

"CERTPOINT is facing explosive sales growth. Brian has the background and experience to build a world class sales organization. His previous role leading a sales organization in the financial software arena will also grow our solution in the banking, insurance and brokerage verticals," said Ara Ohanian, CEO, CERTPOINT.

"I hope to utilize my experience in working with the Financial sector to deliver the CERTPOINT solution aggressively to the industry. I look forward to the opportunity to lead our Sales team in our growth initiatives."

The announcement of Mr. Baloga as Senior Vice President of Sales follows the announcement of the appointment of a new CFO and Executive Vice President for the company. CERTPOINT has experienced many new developments in 2007, beginning in January when the company formed a partnership with CERT (the Centre for Excellence in Applied Research and Training), the largest private training company in the United Arab Emirates. CERT purchased a minority equity position in the company, showing confidence in CERTPOINT's vision and performance. In March 2007, CERTPOINT released

VLS 5.5, the latest enhanced version of the company's flagship learning management solution. CERTPOINT hopes to continue in its growth, with future plans to commence an initial public offering, pending market conditions.

Vyatta Chooses VLS for Product Training to Global Customers and Partners

CERTPOINT is pleased to announce that Vyatta, an open-source networking solutions provider, has chosen the VLS solution to provide immediate and updated product training globally to their customers and partners.

Vyatta, the leader in Linux-based networking, has changed the networking world by developing the first commercially supported, open-source networking solution. Vyatta combines router, firewall, and VPN capability into an integrated, reliable, and commercially supported software package, delivering twice the performance of proprietary network solutions at half the price.

Vyatta required a training solution that would facilitate the transfer of knowledge pertaining to their open-source solutions to their customers, partners, vendors and employees. Vyatta also sought a platform that could be utilized to certify individuals at different levels on different skill sets. Training executives at Vyatta ultimately needed a fast and easy way to document training results, and keep customers, partners, vendors and employees up to speed on product capabilities and service offerings.

VLS is a comprehensive solution which integrates a Learning Management System (LMS) a Learning Content Management System (LCMS) and Competency Management System. Vyatta chose VLS for its content authoring program, robust administration tool, global distribution and training capabilities. VLS offers built in configuration capabilities for multiple portals and more than 100 configured reports in the data mart. Vyatta will offer courses using the new ecommerce function available in VLS 5.6 as well.

Vyatta will begin utilizing VLS with a pilot of internal and external users and will quickly expand the offering to include courses and certifications for all customers, partners, vendors and employees.

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VLS 5.5: Upgrades to Admin

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 training at multiple and dispersed locations. We have highlighted each aspect of VLS in the past months, and the upgrades that have made the VLS Solution more user friendly, and ahead of the e-Learning curve.



We end our series this month with a selection of key upgrades to VLS Administrator. The Administrator tool features enhancements that make managing learning easier and more efficient.

E-Commerce

VLS 5.5 features eCommerce functionality. With this new feature, users can purchase courses on a per event basis.

Portal Customization

VLS 5.5 offers more flexibility in customizing the portal. You now have the ability to, among other features, create, configure, and delete multiple portals for a single VLS site, manage portal names and domains, manage portal levels, enable eCommerce

functionality for single or multiple portals and edit language code keys for localization of your portal.

Learning Trend Reports

VLS 5.5 features six Learning Trend Reports that help analyze trends in user scores and enrollments. These reports are unique in their graphical display of information. Report data is displayed in bar and line graph formats.

Curricula Completion Rules

VLS 5.5 allows you to establish a curriculum's passing requirements. In establishing these requirements, administrators are able to decide which courses they want to set as mandatory and which courses they want to set as elective. Administrators can also set the number of credits for each course, and the number of credits needed to pass the curriculum.

Course Sequence

VLS 5.5 allows administrators to specify the order in which the courses of a curriculum will appear in the portal. This feature can be very helpful when dealing with curricula that contain large numbers of courses.

Virtual Forum Review

One of the advantages of the VLS Portal is that while it is an out-of-the-box solution, it is easily customized. Seth Augustover, Product Trainer for CERTPOINT Systems showed attendees of the July Virtual Forum just how easy it is to customize the portal.

Both look and functionality of the Portal can be modified for individual end users. Font, messaging, tabs, links, and background colors are among the many features that can be manipulated with simple HTML changes.

To view Augustover's demonstration, visit <http://clientforum.vuepoint.com/>. If you need assistance with log in information, please follow the directions detailed on the left side of the screen.

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 CERTPOINT Offices at 1-888-883-7646 and speak with Mary Grace Sauve. You can also contact Mary Grace via email at msauve@certpointsystems.com

Forum Opportunity: Back to Benchmarking This Fall

Benchmarking is the process of 'comparing your performance against the practices of other leading companies for the purpose of improving performance'. CERTPOINT presents an opportunity for our clients to benchmark training practices with other members in our Client Community.

The current members of our Benchmarking Forum, including Toyota France, Motorola,

The Hartford Insurance, The Integrys Group and WE Energies, have been sharing best practices, challenges, success stories and most recently actual training metrics in order to learn from one another. It's not too late for you to join! Our Benchmarking Forum will resume in September of 2007, date TBA. If you are interested in joining, contact Mary Grace by calling our New York offices at (888) 883 7646, or by emailing Mary Grace at msauve@certpointsystems.com.



Lean Advice Column: The Effectiveness of the 'Five Why's?'

You know the feeling....the pressure is growing, the tension is rising. You haven't had time to get coffee and you realize there is a daunting client issue in your inbox. Your day, perhaps your next week or even this month, will require that you change roles: put on a firefighter cap and grab a hose in hopes of extinguishing a problem.

In this situation, it's easy to react by attacking wherever you see flames first, but Lean Thinking advises a different approach. Employ the 'Five Why's' so you can stop the fire at its source.

A PDL document, or 'Plan-Do-Learn' document, is one of the most basic tools of a Lean Thinking organization. A PDL acts as a guide that maps your journey through resolving a problem, question or issue. In the 'Plan' step, we are directed as Lean Thinkers to approach a surface issue by asking 'why?' approximately five times to determine the root cause of the situation. When examining a surface issue by asking 'why?' or 'how?', you may be surprised at where your questioning sequence leads. You may determine the root of the problem is something you did not associate with your surface issue at all!

Asking 'why?' saves you time and energy by shining a clear spotlight on the place where you need to start your work. Imagine all of the damage you can prevent by realizing a problem's source in the beginning stages of your plan to resolve an issue. So take off the hat, drop the hose, and take a moment to ask 'why' the next time you face a crisis.

VLS Tip of the Month

DID YOU KNOW? User Managers do not have to be administrators to perform his/her roles.