



The Inside Vue

November 2007/ Volume 11

CERTPOINT GAINS TOP SPOT IN TRAINING MAGAZINE'S *TRAINING DIRECTORS FORUM*

Long Island, NY., November 7, 2007-CERTPOINT was rated as a top "pick" for companies in search of a Learning Management System (LMS) by Training Director's Forum e-Net, a discussion-driven newsletter distributed by Training Magazine.

The newsletter, which offers businesses an interactive forum to communicate everyday business issues with one another, commended CERTPOINT for its customer service and training power. Jorge Acuna, an expert from Development4Managers.com, acknowledged CERTPOINT in Training Directors for its "good customer service and support", "potential growth of your training operation" and being "reasonably priced."

"CERTPOINT's philosophy is rooted in managed growth, proactive responsiveness, quality and innovation, customer centric approach to our Client Community, and passionate partnerships," said Ara Ohanian, CEO, CERTPOINT.

CERTPOINT facilitates talent management and corporate training through their knowledge delivery system. CERTPOINT's flagship product, VLS, an LMS platform, is designed to effectively manage an organization's talent pool and the knowledge they require to succeed.

ANNOUNCING NEW MEMBERS OF OUR CLIENT COMMUNITY

We would like to introduce the companies that joined our Client Community at CERTPOINT in November. Welcome to Aaron's Rents, Nucor, Ulticom and Victaulic. We hope that our culture of responsiveness and innovation will exceed your business needs.

VIRTUAL FORUM REVIEW: VLS HELPS TME GO GLOBAL



Toyota Motors Europe (TME), a division of one of the world's largest car manufacturers, sold more than 1.1 million Toyota and Lexus vehicles in 2006, marking its 10th consecutive year of record sales in Europe. TME and its distribution network together employ approximately 80,000 persons in Europe.

TME exemplifies the concept of modern day globalization with 28 national marketing and sales companies in more than 48 countries, representing 20 different languages in more than 30 language locales. While broad geographic scope furthers brand and sales initiatives, geographic sprawl can create complications in dissemination of information and consistency of message. CERTPOINT's VLS enables TME to maintain that consistency in message with highly refined globalization capabilities inherent in our fully integrated LMS/ LCMS suite.

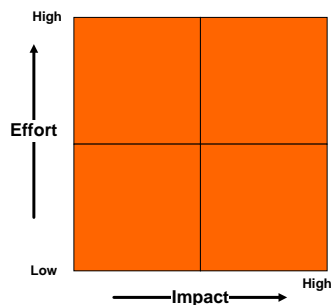
On November 8th 2007, Zbigniew Wojciech and Natalia Rud of TME demonstrated how they use VLS to train their Sales and Marketing channels throughout 28 countries. To learn more about how CERTPOINT's VLS helps TME maintain consistency and quality in message throughout their network of dealers, reduce content creation and localization costs, and reduce speed-to-market from 10 weeks to 5 days, 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 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

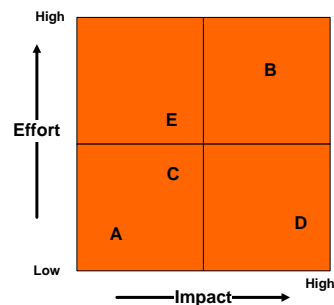
Effort/ Impact Grids: Compare Ideas, Increase Options:

Want to know if the efforts your team exerts on a project will deliver the impact you desire? Try incorporating an Effort/ Impact Grid into the Planning Stages of your project. The grid allows you to compare ideas or options against two basic criteria: Level of Impact and Amount of Effort to Implement. Here's how:

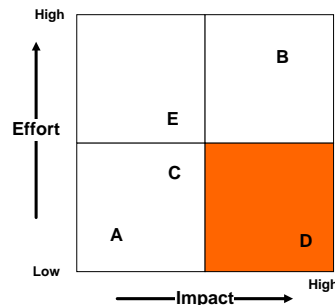
Step 1: Draw your Personal Grid:



Step 2: Look at all Possible Alternatives:



Step 3: Select The "Best" Alternative:



Remember, clearly defining "Low" and "High" Effort, and "Low" and "High" Impact is critical when applying Effort/ Impact Grids to the planning stage of your next project.

Not all minds think alike, even great ones, so make sure everyone in your team is on the same page. This helpful tool just may save you time and energy on your project.

VLS Tip of the Month

Did you know? Portal Content Search- Changing one key doesn't filter down the change to the other languages (values). You must do this manually.

Upcoming Events

12.6.07- CERTPOINTS Monthly Virtual Forum- CERTPOINT's December Virtual Forum will be addressing that topic of topics: ASSESSMENT. Director of CERTPOINT's Content Solutions Group, Sasha Giacoppo, PhD, will be discussing how organizations view assessment, the frameworks assessment are administered through, and the expanding perspectives of what assessment can and should be, particularly in an eLearning environment.

Happy Holidays from the team at CERTPOINT!

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