



European 2012 Training Program

We at Alterian have designed a training program to ensure that there will be an option to suit all business needs. We are committed to providing training that delivers to you the knowledge your organization needs to maximize its overall effectiveness in positioning, selling, implementing and supporting Alterian-based solutions. The ultimate goal is to enable you to maximize the return on your investment in Alterian.



The Customer Engagement training solutions:

- Social Media Monitoring
- Engaging Websites
- Relevant Email
- Multi-Channel Campaigns
- Behavioral Analytics
- Analytical Dashboards

These solutions will provide partners and end customers with the skills to not only gain a greater understanding of our technology and make the best use of our tools, but also to understand the key features and advantages of our uniquely powerful solutions.

Alterian training has been developed to consider the many different roles of individuals that may be involved with Alterian-based solutions within our partner network. These user types have been developed into a matrix that can be used to identify courses relevant to training needs of each user.

		Pre-Sales	Implementation/ Consultant	Business Users	Support/ Administration	Developers	Days
Campaign Management & Analytics	Alterian Alchemy™ Case Study Workshop	•	•	•	•	•	3
	AMS Orientation	•	•	•	•	•	1
	AMS Fundamentals	•	•	•	•		2
	AMS Campaign Manager	•	•	•	•		1
	AMS Analytical Reporting	•	•	•	•		1
	AMS iLoader	•	•		•		1
	AMS Installation and Administration		•		•		2
	AMS Engine Performance and Scalability				•	•	1
	AMS Analytical Dashboard	•	•	•	•		1
	Modeling – KXEN User	•	•	•	•		1
Web	ACM7 Delta	•	•		•	•	1
	ACM Fundamentals	•	•			•	4
	ACM ASP.NET Web Development	•				•	2
	ACM Java Web Development	•				•	2
	ACM Server Administration				•	•	2
	ACM Fast Track for Developers ¹	•	•			•	5
	ACM Server Installation and Administration ¹				•	•	2
ACM for Business Users			•			2	
Social Media	SM2 Getting Started ²	•	•	•	•	•	na
	SM2 Fundamentals	•	•	•	•	•	1
	Dynamic Messenger Getting Started ²	•	•	•	•		na
Email	Dynamic Messenger Basic	•	•	•	•		1
	Dynamic Messenger Advanced	•	•	•	•		1
	Alterian Dynamic Messenger Integration	•	•	•	•		.5

¹ Available to Alterian Partners only

² Online self study course

Facility & Pricing

Alterian Training Centre

Alterian delivers their training courses regularly at the Bristol office in the United Kingdom. Rates for other countries can be requested at trainingadmin@alterian.com.

Rates for courses scheduled at an Alterian Training Centre

Course Duration	Price Per Participant (euro)
1 to 5 Days	750,- Per Day

Maximum number of participants per class is 8

Class Fees

Class fee covers all course materials and refreshments. Attendees are responsible for travel, lodging, and parking expenses.

Course Schedule

Standard classroom full day learning courses begin at 9:30 a.m. and conclude at approximately 4:30 p.m. each day.

Courses at Your Location

Alterian training is available at your location. Please contact us at trainingadmin@alterian.com to arrange for an Alterian trainer to work with your group.

Rates for courses delivered at your location

Course Duration	Course Price (euro)
1 Day	3500,-
2 Days	7000,-
4 Days	13000,-
5 Days	16000,-

Maximum number of participants per class is 8

Your Location Class Fees

Class fee covers all course materials. Additional charges not yet included in rates mentioned above are costs for travel, parking, food, and lodging for the Alterian trainer.

Computer Rental

Further charges may apply if the rental of computer equipment or other miscellaneous items are required.

Training Offerings

Campaign Management & Analytics

The Campaign Management & Analytics training program provides partners and end customers with the skills to not only gain a greater understanding of our technology and make the best use of our tools, but also to understand the key features and advantages of our uniquely powerful visualization led database marketing solutions.

Web

Once you have invested in a Content Management System for your company, you want to be able to create and run a top-performing website. The Alterian Content Management (ACM) training program provides courses to make that possible. For each edition of ACM and for every role involved in using the product there is a course that enables your staff to get the most out of your investment.

Social Media

Our training courses offer an interactive way to become proficient on SM2 and to continue expanding your expertise. To best suit your needs, we offer both structured group webinars and private training or consulting opportunities.

Email

Learn how to make it possible to create and deliver highly targeted messages with dynamic and personalized content that enhances the user experience and therefore forges better relationships with recipients.

Learn more

Check out our training section on the web for detailed course descriptions, training schedules and downloadable course brochures:

<http://www.alterian.com/services/training>