



OnPoint's CellCast Solution is a fast, economical and innovative way to create, notify, deliver and track audio learning content (e.g., spoken word, podcasts) along with associated interactive assessments and surveys to mobile workers via any cellular phone, VOIP client or standard telephone handset.

## ► Basic CellCast Technology Overview

Delivering and tracking learning content sent to wireless devices and PDAs has long been a challenge to organizations with mobile workforces. But OnPoint's CellCast solution makes it easy! Using "Learning Nugget" functionality, smaller pieces of content can be packaged and sent to users outside of an "online" learning environment to a mobile device or even as an attachment to an email. Organizations can quickly and easily deliver audio announcements, learning reinforcement sessions and retention assessments to the most common mobile device – the telephone (cellular or landline).

Think of this functionality as "podcasting without the iPod," where anyone with a mobile phone can access, review and interact with their assigned "CellCast Sessions." Session access and progress are time-logged, and all responses to test questions and/or surveys are stored and tracked as part of a learner's overall training and performance profile. Mobile workers also have searchable access to their organization's complete library of published CellCast sessions for just-in-time learning on any subject while in the field or at the point of service delivery.

## CellCast Solution Platform

OnPoint's CellCast Solution offers a powerful and innovative platform to facilitate the communication with and training of your mobile workforce. The solution includes several distinct components:

- A **Content Management System** to house mobile contact information for users, create mobile content and assessments, set availability and broadcast schedules, and manage user assignments, directed communication, learning progress, test and survey results, etc.
- A **Communications Server** that manages the access and automated distribution of CellCast sessions across a physical telephony environment (dedicated telephone lines)
- A **Portal Front-end Interface** that allows users to interact with the system via an online environment in addition to accessing CellCast sessions from their mobile devices
- A **Reporting Management Module** designed for supervisory level personnel to view and report on user progress

## Typical Use Cases

The CellCast Solution is available as an add-on module to OnPoint's LMS/LCMS and Performance Management Suite, or can be implemented as a standalone mobile learning offering. Typical Use Cases include:

- "Spoken word" **training** for mobile workers/road warriors
- Simplified **data collection** and field force automation tools
- Support for ongoing learning **reinforcement** and retention measurement for all knowledge workers
- Distribution and receipt confirmation of **alerts and notifications** to any group at any time

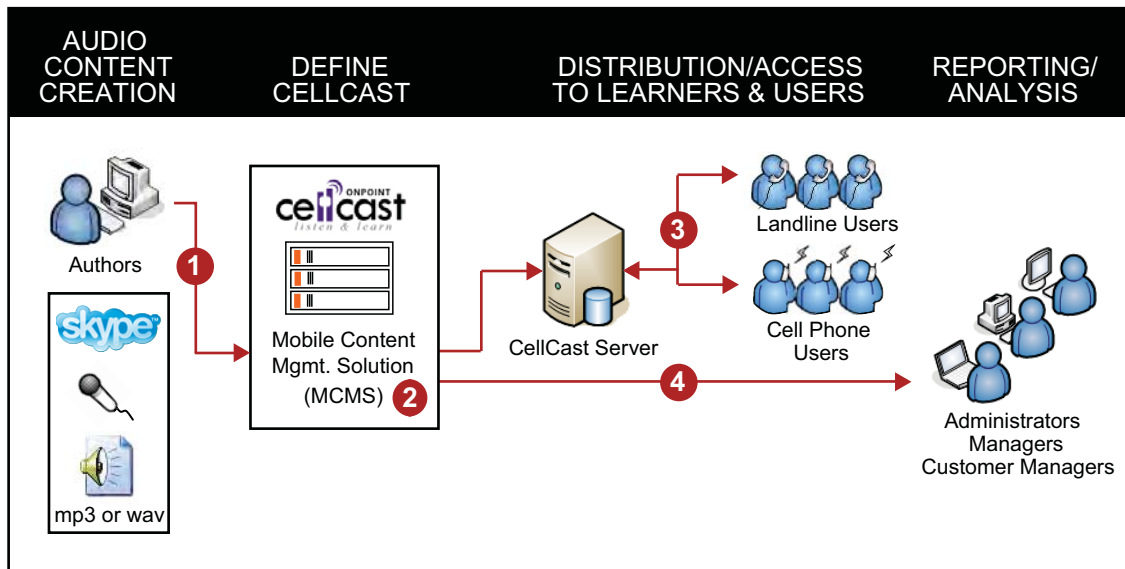


## Who needs an MP3 player?

With OnPoint's CellCast technology, organizations can easily deliver audio content and collect response data – all to/from their learners' cellular phones!

# OnPoint CellCast® Solution - Basic

## ► CellCast Content Creation, Delivery & Tracking



### So how does it work?

**Step (1)** First, content authors create or acquire an audio file and upload it into the OnPoint Mobile Content Management Solution as a rich media asset. Even existing files like text-based PDFs can be automatically converted to spoken word content with inexpensive tools. Authors can also create interactive SMS campaigns.

**Step (2)** Next, expand the functionality of your CellCast by adding assessment questions (T/F, multiple choice, numeric or spoken word comment) to measure understanding or to gather information. Stored questions can be pre-recorded or auto-converted to spoken word for delivery! Then, define the date/time you want your CellCast session activated, draft the SMS text message to notify assigned learners, and publish your CellCast.

**Step (3)** Learners call in to access their assigned/available sessions, listen to the audio podcasts, and interact via their phone's keypad if there are any tests or surveys. CellCast playback includes standard functions like Rewind, Fast Forward, Pause and Bookmark.

**Step (4)** CellCast tracking is automatic -- adding Learner results directly into the system, including their call origin, time/duration, and any question response data. Managers can then access this data at any time for reporting the progress/completion of assigned CellCasts.

### Summary of Benefits

The benefits derived from OnPoint's CellCast solution are immediate and easy to measure including:

- **Simple Yet Powerful** – The simplicity of the application's delivery model (using a phone!) masks the complexity of the underlying architecture and management features it offers.
- **Next Generation** – A perfect technology match for the way knowledge workers (especially Millennials) want to learn and develop, both professionally and personally.
- **Quick & Cost Effective** – New customers can implement the system and measure their results/improvements almost immediately without making a lengthy, enterprise-wide platform decision. The CellCast application can be integrated with other LMS or HRIS systems as required.
- **Unique** – OnPoint's CellCast Solution allows organizations to deliver and track training/development and communications in an innovative and cost-effective way.