Questionmark

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Standard Product Description

Questionmark Platform

This is the Standard Product Description referred to on Questionmark's quotation or other similar document agreed with Customer. The specific details of the Services to be provided are documented on Questionmark's quotation or other agreed document. Any capitalized terms used in this document without definition have the meanings given to those terms in the applicable Questionmark standard terms and conditions. Any conflict between this Standard Product Description and Questionmark's standard terms and conditions, negotiated agreement between Questionmark and Customer or Questionmark's quotation shall be resolved in favor of the terms and conditions, negotiated agreement (as applicable) or Questionmark's quotation.

Table of contents

Questionmark OnDemand

Questionmark OnDemand is a software-as-a-service (SaaS) platform that enables you to create, deliver, monitor and report on Assessments.

Questionmark OnDemand allows Customers to author questions and organize them into exams, quizzes, tests, or surveys and to:

- Deliver via browser, secure browser, mobile devices, or paper
- Analyze and distribute meaningful reports on results to stakeholders

This scalable SaaS solution provides comprehensive assessment management -- all without worrying about hardware, upgrades, or maintenance expenses. Questionmark OnDemand provides Customers with a platform to produce reliable, valid, and defensible assessments by empowering learning and testing professionals with collaborative authoring tools, accommodating Participant needs with blended and multilingual delivery and informing stakeholders through timely reporting and meaningful analytics.

OnDemand is continuously monitored and maintained to ensure uptime, security, and scalability. Regular security and functional upgrades are applied to the system. Necessary security updates to system software are installed, monitored, and tested. This includes monthly vulnerability scans to ensure systems have the required patches and updates.

The routine maintenance for OnDemand is currently scheduled for the 3rd Saturday of every month (subject to change on reasonable advance notice) which includes security fixes, improvements, and routine maintenance of servers. On a quarterly basis, Questionmark deploys a "feature release" that includes more significant enhancements as well as new features to the application.

OnDemand comes with Technical Support as described in the Questionmark OnDemand standard terms and conditions. Our experienced technical services representatives possess the in-depth product knowledge required to provide Customers with superior technical services. Support hours are as described in the Questionmark OnDemand standard terms and conditions.

The following are not included as part of the OnDemand Service but may be purchased as Consulting Services: troubleshooting integration issues and creating integration solutions with third party products, Assessment content development, Assessment content conversion, programming, configuration, assistance with template creation and Assessment style modification.

On or before the Commencement Date, Questionmark will provide Customer with an individual password, identity code or other security code by which Customer may access the OnDemand Service via the internet.

Permitted Use of OnDemand Service: The Permitted Use for production areas is the Service Configuration on the Order. The permitted use for development areas is for content development and content quality assurance and not for delivering actual assessments.

The following options are enabled:

- Authoring
- Scheduling
- Delivery
- Reporting and Analytics (Standard Package)
- Questionmark Secure
- SSO and APIs
- Up to 1,500 assessments per Participant/per period

Questionmark OnPremise

Questionmark OnPremise is an installable software solution that enables you to create, deliver, monitor and report on Assessments.

Questionmark OnPremise allows Customers to author questions and organize them into exams, quizzes, tests or surveys and to:

- Deliver via browser, secure browser, mobile devices, or paper (for paper, subject to Customer using a third party printing and scanning solution)
- Analyze and distribute meaningful reports on results to stakeholders

Questionmark OnPremise enables Customers to produce reliable, valid, and defensible Assessments by empowering learning and testing professionals with collaborative authoring tools, accommodating Participant needs with blended and multilingual delivery options and informing stakeholders through timely reporting and meaningful analytics.

A monthly update of OnPremise is released which includes fixes, security fixes and some improvements.

OnPremise comes with Software Support as described in the Questionmark OnPremise standard terms and conditions. Our experienced technical services representatives possess the in-depth product knowledge required to provide Customers with superior technical services. Support hours are as described in the Questionmark OnPremise standard terms and conditions.

Questionmark OnDemand for Government

If Customer is obtaining a license to OnDemand for Government, Questionmark's GSA Contract Number is GS-35F-0380Y.

Questionmark OnDemand for Government is a software-as-a-service (SaaS) platform that enables you to create, deliver, monitor and report on Assessments.

Questionmark OnDemand for Government allows Customers to author questions and organize them into exams, quizzes, tests, or surveys and to:

- Deliver via browser, secure browser, mobile devices, or paper;
- Analyze and distribute meaningful reports on results to stakeholders.

This scalable SaaS solution provides comprehensive assessment management -- all without worrying about hardware, upgrades, or maintenance expenses. Questionmark OnDemand for Government provides Customers with a platform to produce reliable, valid, and defensible Assessments by empowering learning and testing professionals with collaborative authoring tools, accommodating Participant needs with blended and multilingual delivery and informing stakeholders through timely reporting and meaningful analytics.

OnDemand is continuously monitored and maintained to ensure uptime, security, and scalability. Regular security and functional upgrades are applied to the system. Necessary security updates to system software are installed, monitored, and tested. This includes monthly vulnerability scans to ensure systems have the required patches and updates.

The routine maintenance for OnDemand for Government is currently scheduled for the 3rd Saturday of every month (subject to change on reasonable advance notice) which includes security fixes, improvements, and routine maintenance of servers. On a quarterly basis, Questionmark deploys a "feature release" that includes more significant enhancements as well as new features to the application.

OnDemand for Government comes with Technical as described in the Questionmark OnDemand for Government standard terms and conditions. Our experienced technical services representatives possess the in-depth product knowledge required to provide Customers with superior technical services. Support hours are as described in the Questionmark OnDemand for Government standard terms and conditions.

The following are not included as part of the OnDemand for Government Service but may be purchased as Consulting Services: troubleshooting integration issues and creating integration solutions with third party products, Assessment content development, Assessment content

conversion, programming, configuration, assistance with template creation and Assessment style modification.

On or before the Commencement Date, Questionmark will provide Customer with an individual password, identity code or other security code by which Customer may access the OnDemand for Government Service via the internet.

Permitted Use of Services: The Permitted Use for production areas is the Service Configuration on the Order. The permitted use for development areas is for content development and content quality assurance and not for delivering actual assessments.

The following options are enabled:

- Authoring
- Scheduling
- Delivery
- Reporting and Analytics (Standard Package)
- Questionmark Secure
- SSO and APIs
- Up to 1,500 assessments per Participant / per period

Additional Services

The following additional services are available for the Questionmark services described in 1–3 above, as described below. These additional services shall only apply if agreed in an Order.

Author Aide

- Author Aide is an optional feature for Questionmark OnDemand (excluding Questionmark OnDemand for Government). It is an AI-enriched authoring tool that enables rapid question and test creation. It works by letting users select a question type, choose an area of interest, add a prompt, and then generate a question with learner feedback in seconds. Users can then review the question and save, modify, or regenerate it.

  Key points:

  - Users have total control over when and how it's used.
  - It does not have access to any participant data.
  - Participants do not interact with Author Aide.
  - Questionmark does not use—and does not let our AI service providers use—customer data for model training.

- Author Aide is available within Questionmark OnDemand Advanced Assessments feature. Advanced Assessments is an interactive authoring system only accessible after logging into the Questionmark platform as an administrator.

  Author Aide lets users generate:

  - Multiple-choice questions
  - True/false questions
  - Fill-in-blanks questions, and
  - Translate questions to/from over 40 languages

- There are a number of ways that authors can control how questions are generated. In addition, they can also upload their own material to help guide the AI to create more specific, tailored and/or curricula-specific questions. Questions can also include

feedback and, once generated, the author can discard, regenerate, or save them in their item bank.

Author Aide is provided using a service which resides in the US. Author Aide data does not persist in the US. When users save questions created or translated in Author Aide, they are saved for the long term in the same location as manually created questions for item bank storage. Questions may be stored temporarily for up to 30 days in the US, but not permanently.

Printing and Scanning

- Questionmark OnDemand for Government and Questionmark OnPremise:

  Assessments can be printed from Questionmark OnDemand and answer/bubble sheets can be scanned to PDF (using local hardware separately purchased by Customer) and uploaded to OnDemand for grading. Pricing agreed on an applicable Order is based on the number of Sheets Processed where "Sheets Processed" means the bubble sheets that are uploaded and scored by the OnDemand system. Fees for the Printing and Scanning option are based on the pre-purchase of Sheets Processed in 12 months from the date of purchase. If the number of pre-purchased Sheets Processed is exceeded within 12 months of the date of purchase, Customer will pay for each additional Sheet Processed in arrears.

  The Printing and Scanning service is provided using the Questionmark EU OnDemand Service, which resides in the United Kingdom.

- Questionmark OnDemand for Government and Questionmark OnPremise:

  Printing and Scanning option is available for Questionmark OnPremise and Questionmark OnDemand for Government where Assessments can be printed and used in conjunction with bubble sheets (using local scanning system and hardware purchased separately by Customer) and Participant responses are uploaded to Questionmark OnPremise and Questionmark OnDemand for Government via CSV files for grading. Pricing agreed on an applicable Order is an annual fee for unlimited number of answer/bubble sheets.

US Exclusive Data Residency for Questionmark's US OnDemand Service

- US Exclusive Data Residency for Customer Data in the US OnDemand Service ("Restricted Data") is provided for this service which:

  1. Restricts Questionmark to only store Restricted Data within the United States of America;
  2. Prohibits Questionmark from copying Restricted Data outside of the United States of America;
  3. Requires Questionmark to provide Technical Support services by people located within the United States of America (together, "US Exclusive Data Residency")

Certificates

- The Certificates option allow users to design and issue certificates to candidates who pass exams.

Forensic Analysis

- Questionmark's Forensic Analysis service is provided to help Customers ensure the integrity of Assessment results by applying statistical analyses of Assessment delivery and results data to identify test-taking patterns indicative of fraud, including cheating and piracy. Offered in partnership with test security firm, Caveon, this service enables analysis of Assessment delivery and results data using algorithms specifically designed to detect patterns that correlate with a range of potential test security violations.

  Questionmark's Forensic Analysis service can be used to help Customers identify instances suggestive of untrustworthy results, such as:

  o Resemblance. It's possible to analyze how closely test-taker responses match with one another to determine the probability of cheating, or whether the matches were coincidental.
  o Timing. By studying the time taken to answer each question, it's possible to identify a pattern that could indicate cheating, for example, if someone answers difficult questions rapidly.

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  o   Test center anomalies. Statistical analysis can determine the likelihood of
      proctors or administrators assisting Participants at test centers, by detecting
      suspicious location and response patterns.

The results of these analyses may provide Customers with critical information regarding
where and when suspect activity occurred, by whom, and its effects on an
organization's items and tests. In addition, the test result data may provide the
evidence you need for taking action after a breach has occurred.

Results Files for Consumers

- Results Files for Consumers (RFC) is an optional feature for Questionmark OnDemand
  (excluding Questionmark OnDemand for Government) enabling bulk extracts of
  Assessment and topic results data as CSV files. These files, bundled together in ZIP
  format, can be downloaded for local storage and data analysis.

  RFC provided an alternative for Customers that need to download Assessment results in
  situations where, due to the scope or scale of the datasets, it may be impractical to
  execute via Questionmark's standard reporting tools or Results API.

  Potential applications include:

  - Populating data warehouses
    - Adding results to a data warehouse allows Assessment results to be
      compared, contrasted, and correlated with other business data.
  - Downloading large datasets
    - Questionmark's current reports and analytics offer methods for specific
      analysis, but sometimes the download of the specific dataset is needed
      for advanced analysis using third-party statistical or analytics software
  - Maintaining additional backups
    - Although Questionmark already undertakes extensive service continuity
      measures supported by a robust backup infrastructure, we realize that
      some Customers have policies and procedures that obligate them to
      directly maintain additional backups.

The data structure of downloaded results files is fully documented in Questionmark's
knowledge base. And, to ensure the security and privacy of your results data,
Questionmark's role-based access control enables you to limit which users have
permission to access to this feature.

Test Centers

- Test Centers are physical locations with one or more PCs where you can schedule Participants to take Assessments. It is possible however, for a Test Center to be virtual, e.g., a roving test leader or proctor could actually be considered a Test Center.

- When **Schedule for delivery at a Test Center** is used, a specific Test Center is specified in the Assessment schedule. This means that when a Participant takes an Assessment it will need to be taken at a computer within the Test Center. This works by requiring a monitor to be available at the Test Center to log in before the Participant.

Translation Management System

- Translation Manager is part of browser-based authoring and allows Customer authors to create translations based on topics or Assessments. Once a set of translations has been made by Customer authors, Participants will then be able to pick a language of their choice to take the Assessment in.

- Translation Manager allows Customer authors to create translation directly in Enterprise Manager or export the language content out as XLIFF. XLIFF is an XML-based format that enables translators to concentrate on the text to be translated, rather than have to worry about medium the text is available in or the format of it.

Onsite Proctoring

- Questiomark's Onsite Proctoring solutions assists Customer proctors with features to start, pause, un-pause, and stop tests for an individual or group within a Test Center (as described above). This may be used to help you protect your content, the scoring algorithms, reduce cheating, and is intended to help you safeguard the validity, reliability, and defensibility of your Assessments while giving you the tools to rapidly deploy new Assessments.

  - Enables proctors to start, pause, un-pause and stop Assessment delivery
  - Equips proctors with dashboard to monitor Assessment status of each individual in the Test Center
  - Works with the Questionmark Secure app to help with cheating and content theft mitigation

o   Intended to help safeguard the integrity of Assessment results

o   Provide a reliable, predictable Participant experience

Badging

- Questionmark's Badging app enables organizations to issue digital badges based on assessment outcomes. Businesses, certification providers, governmental organizations and universities can issue portable, verifiable digital credentials in recognition of participants' certifications, competencies, skills and knowledge demonstrated through successful assessment outcomes.

- The Badging app is an optional add-on to your Questionmark OnDemand service that enables administrators to associate assessment outcomes with digital badges and for participants to "claim" them.

   o   Administrators can select an assessment and associate a badge with a specific outcome of an assessment. In this example, the "Pass" outcome is associated with a specific badge.

   o   Participant completes the assessment, achieving the desired outcome.

   o   Upon completing and achieving the desired outcome of the assessment, the participant may "claim" the digital badge.

   o   Grant verifiable, portable proof of achievement

   o   Signal completion of a course

   o   Recognize accomplishments, minor and major

   o   Mark pathways to learning with a badge at each step

   o   Provide digital currency to reward learning and achievement

   o   Deliver a digital certificate for passing a test or exam

- The app couples Questionmark's capabilities in delivering valid, reliable and trustworthy assessments with the industry-leading digital credentialing platform from Credly. Certified compliant with IMS's Open Badges Specification, the digital badges you associate with your assessments are more than a visual representation of accomplishment—they are verifiable, portable credentials that can be shared and

displayed across the web, including social networking sites such as LinkedIn, Facebook and Twitter.

Instant Translate

- Questionmark's award-winning Instant Translate feature allows Participants to highlight text within a question and see a machine translation of that text (available in a wide range of languages) on screen. It's a flexible and optional feature that can be turned on and off for different assessments or groups of Participants. It's important that customers communicate to Participants that machine translation does not replace the need for a sufficient level of proficiency in the original language of the assessment.