

Standard Product Description

Questionmark Professional Services

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 documents. 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 Questionmark terms and conditions, negotiated agreement (as applicable) or Questionmark's quotation. Questionmark retains all ownership rights in Deliverables it provides.

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Standard Configuration Service

Goal	Configure a standard Questionmark installation per the customer's specifications.
Benefit	<ul style="list-style-type: none"> Increases speed to production. Ensures that the various configuration options are set appropriately from the start of productive use. Provides the customer with a branded instance of Questionmark.
Methodology	<p>Professional services engagement.</p> <ul style="list-style-type: none"> Kickoff Meeting Configuration workshop Implementation Customer acceptance testing Go-live
Deliverables	<ul style="list-style-type: none"> Configuration workshop Branded portal Up to two branded assessment delivery templates Up to one configured login screen Basic configuration of the dashboard Up to one coaching report template Changes to necessary server settings Training <ul style="list-style-type: none"> Up to six hours of virtual training Project management of entire implementation project

Branding Service

Goal	Brand the Questionmark portal and assessment delivery templates with the customer's logo and style.
Benefit	<ul style="list-style-type: none"> • Maintains a consistent look and feel across systems. • Enables the customer to "own" the test-taking experience, even though they are using a vendor to deliver that.
Methodology	<p>Professional services engagement.</p> <ul style="list-style-type: none"> • Kickoff Meeting • Configuration workshop • Implementation • Customer acceptance testing • Go-live <p>Includes up to two review/revision cycles.</p>
Deliverables	<p>May include some or all the following:</p> <ul style="list-style-type: none"> • Branded Questionmark portal <ul style="list-style-type: none"> ◦ Layout of login screen, within constraints of the system ◦ Layout of user dashboard, within constraints of the system • Up to three assessment delivery templates • Does not include graphic design/artwork

Advanced Configuration Service

Goal	Configure Questionmark with add-on features that provide the customer with a turnkey solution for a specific type of assessment need. Two common needs are candidate self-service and on-site proctoring at partner- administered exam-events.
Benefit	Extends the standard product with features that allow the customers to sell, administer, and report on assessments, without increasing administrative overhead.
Methodology	<p>Professional services engagement.</p> <ul style="list-style-type: none"> • Kickoff Meeting • Configuration workshop • Implementation • Customer acceptance testing • Go-live
Deliverables	<p>Includes Standard Configuration deliverables plus the following, as required.</p> <ul style="list-style-type: none"> • SSO • Integration with 3rd parties <ul style="list-style-type: none"> ◦ LMS using standards – AICC, SCORM, LTI, xAPI ◦ Guidance on how to utilize Questionmark APIs for integration beyond the standards • Configuration of add-on applications / services <ul style="list-style-type: none"> ◦ Online Proctoring ◦ Record and Review Proctoring ◦ On-Proctoring via Partner Exam Sites ◦ Certificates • Assist the customer with publishing appropriate non-assessment content, configuring the user dashboard and login screens, and or certificate templates.

Assessment Authoring Service

Goal	Create a specified number of assessments using the customer-provided content and per the customer's blueprint.
Benefit	<ul style="list-style-type: none"> Increases speed to production, especially when the customer does not have the know-how or resources to do the authoring work Allows the customer to focus on valid content and analyzing results
Methodology	<p>Professional services engagement.</p> <ul style="list-style-type: none"> Kickoff Requirements Draft, Review, Revise Publish to Production Customer supplies artwork and style specification Questionmark creates an initial draft of templates and style sheets Customer reviews and approves or makes revisions Templates and style sheets are published for production <p>Includes up to two review/revision cycles.</p>
Deliverables	The agreed upon number of assessment forms working according to the customer-supplied blueprint and comprised of the customer-supplied assessment items.

Certified OnPremise Installation

Goal	<p>Install Questionmark OnPremise on the customer's internal network. Ensure all standard functionality works properly. Available for:</p> <ul style="list-style-type: none"> • Installation of Questionmark OnPremise • Upgrading from previous versions to the latest version
Benefit	<ul style="list-style-type: none"> • Minimizes dependence on scarce IT resources. • Ensures product is installed and configured right the first time. • Expert guidance for rapid deployment or upgrade of your assessment management system • Ensures key stakeholders are informed and engaged in the deployment process • Learn helpful tips and avoid common mistakes • Documented installation plan that helps speed resolution of technical questions and inform stakeholders
Methodology	<p>Professional services engagement.</p> <ul style="list-style-type: none"> • Kickoff Meeting • Configuration workshop • Implementation • Customer acceptance testing • Go-live
Deliverables	<p>Working installation of Questionmark OnPremise, operating on the customer's network.</p>

Integration Design Workshop

Goal	<p>Jointly design an integration between Questionmark and one or more 3rd party systems that are used to feed data to Questionmark and/or read assessment results data from Questionmark, all in the service of administering assessments and reporting on their results.</p> <p>Typically, the kind of data being exchanged in an integration are those required to create and authorize participants to take assessments, as well as to read assessment results. So, these data tend to include:</p> <ul style="list-style-type: none">• User information<ul style="list-style-type: none">◦ E.g. Username, first name, last name• Group information<ul style="list-style-type: none">◦ E.g. Course, class, cohort• Assessment information<ul style="list-style-type: none">◦ E.g. Assessment name, assessment ID• Result information<ul style="list-style-type: none">◦ E.g. Score, outcome, date achieved
Benefit	<ul style="list-style-type: none">• Determine the most effective way to integrate Questionmark with 3rd parties• Automate assessment administration and or reporting processes, in the least amount of time.

Methodology	<p>Professional services engagement. Face-to-face, collaborative design meeting, up to 2 days, with an experienced and qualified Questionmark consultant.</p> <p>Questionmark offers an extensive series of APIs that can be used to integrate and automate the process of administering assessments through a third-party system. Determining the most cost-effective, reliable, and robust way of utilizing those APIs to meet the customer's requirements requires expertise that Questionmark alone does not possess:</p> <ul style="list-style-type: none"> • Kickoff Meeting • Configuration workshop • Implementation • Customer acceptance testing • Go-live
Deliverables	<p>Questionmark will provide the following services and deliverables:</p> <ul style="list-style-type: none"> • Facilitation of the face-to-face meeting • Configuration of add-on applications / services <ul style="list-style-type: none"> o Swim-lane diagrams o Data models / maps o Identification of API methods to be used by 3rd party

Managed Assessment Service

Goal	Questionmark becomes the extension of the customer. Questionmark performs all tasks related to authoring, delivering and reporting on assessments through Questionmark.
Benefit	<ul style="list-style-type: none">• Valuable for customers who tend to have point-in-time assessment initiatives or who lack human resources to do the work• Customer can focus on decision-making because Questionmark handles the “nuts and bolts” of creating, administering and reporting on assessments.• Valuable for customers who delivery their assessment content through various types of partners / channels.
Methodology	Variable depending upon SLAs.
Deliverables	Qualified functional consultants who can do the assessment work on behalf of the customer.

Custom Software Development

Goal	<p>Design and develop a custom solution to supplement the functionality of the Questionmark core product and to meet the customer's unique requirements.</p> <p>Custom software development will utilize Questionmark APIs to the extent possible to ensure the solution is future proof.</p>
Benefit	<ul style="list-style-type: none"> • Provides the unique functionality required by the customer • Automates business process; reduces administrative overhead • Introduces a novel solution into the market • Reduces the number of systems/vendors utilized
Methodology	<p>Professional services engagement.</p> <ul style="list-style-type: none"> • Kickoff Meeting • Configuration workshop • Implementation • Customer acceptance testing • Go-live
Deliverables	<p>The specific deliverables will vary with each project, but they will take the following form and include documentation:</p> <ul style="list-style-type: none"> • Web application that supplements the core functionality of Questionmark <ul style="list-style-type: none"> ◦ Design documentation ◦ User documentation

Content Migration Service

Goal	Migrate assessment content from a third-party commercial or proprietary system into Questionmark.
Benefit	<ul style="list-style-type: none"> Increases speed to production Avoids re-entering data
Methodology	<p>The methodology can vary.</p> <p>When the 3rd party data are well-structured, Questionmark develops a migration utility or routine that processes the content in bulk.</p> <p>When the 3rd party data are not well-structured, then some degree of data manipulation and/or data entry are required.</p> <ul style="list-style-type: none"> Kickoff Meeting Configuration workshop Implementation Customer acceptance testing Go-live
Deliverables	The customer's third-party content is available in the customer's Questionmark instance.

Training Services

Questionmark offers software training. The software training can be delivered in multiple forms.

- Comprehensive, instructor-led, face-to-face course (2 days)
 - Private – On-site at a customer location for up to 15 participants, from the customer organization
 - Public – Open enrollment for individuals from multiple organizations, held at a Questionmark facility
 - Targeted training, online
- Customer purchases a block of time with a trainer and the agenda is agreed collaboratively
 - The training is delivered online through web conferencing

Note that the public course option is not cost-effective and will be replaced with an online alternative. The online alternative will use a blended learning approach. There will be real-time interaction with an instructor and other students, but it will be conducted online through web conferencing. This online alternative has yet to be designed and developed, but it will be constrained to fundamentals and will not go as deep as the on-site, face-to-face option. It will be geared toward getting a new user started.

Other Training Options

In the past, Questionmark has offered two other types of training:

1. A best practice course on how to create, deliver, and use assessments properly
2. A software/technical training course on how to customize the participant interface (delivery templates) in Questionmark

We may have only one resource who is qualified to deliver the best practice course and the demand is not great enough to warrant maintaining other resources to deliver this. For this reason, we have been referring customers to partners for this type of service.

While we have multiple resources, who could deliver the customizing the participant interface training, this is also a consulting service we provide and for most customers, it's more efficient to pay Questionmark for the service than to maintain resources who can do this work from time to time. However, it may make sense to offer this type of training to an implementation partner.