

Censeo's KnowledgeTrack Platform™

The Gold Standard for Enterprise-Level Testing



Nothing is more critical to maintaining a competitive advantage in today's business world than knowledge. Knowledge drives innovation, it improves business processes, and it increases revenues. Companies that accurately assess, continually develop, and efficiently leverage this knowledge will be the clear leaders of tomorrow.

Censeo's KnowledgeTrack Platform is designed for these companies.

Going well beyond a software tool to support a testing "event," Censeo's hosted testing system and full-service approach are designed to meet the needs of a more demanding, higher volume, and ongoing employee assessment and development strategy.

The figure below provides a high-level view of the system and its utility within a typical client company, whether used as a stand-alone system or as a complement to an existing learning management system.

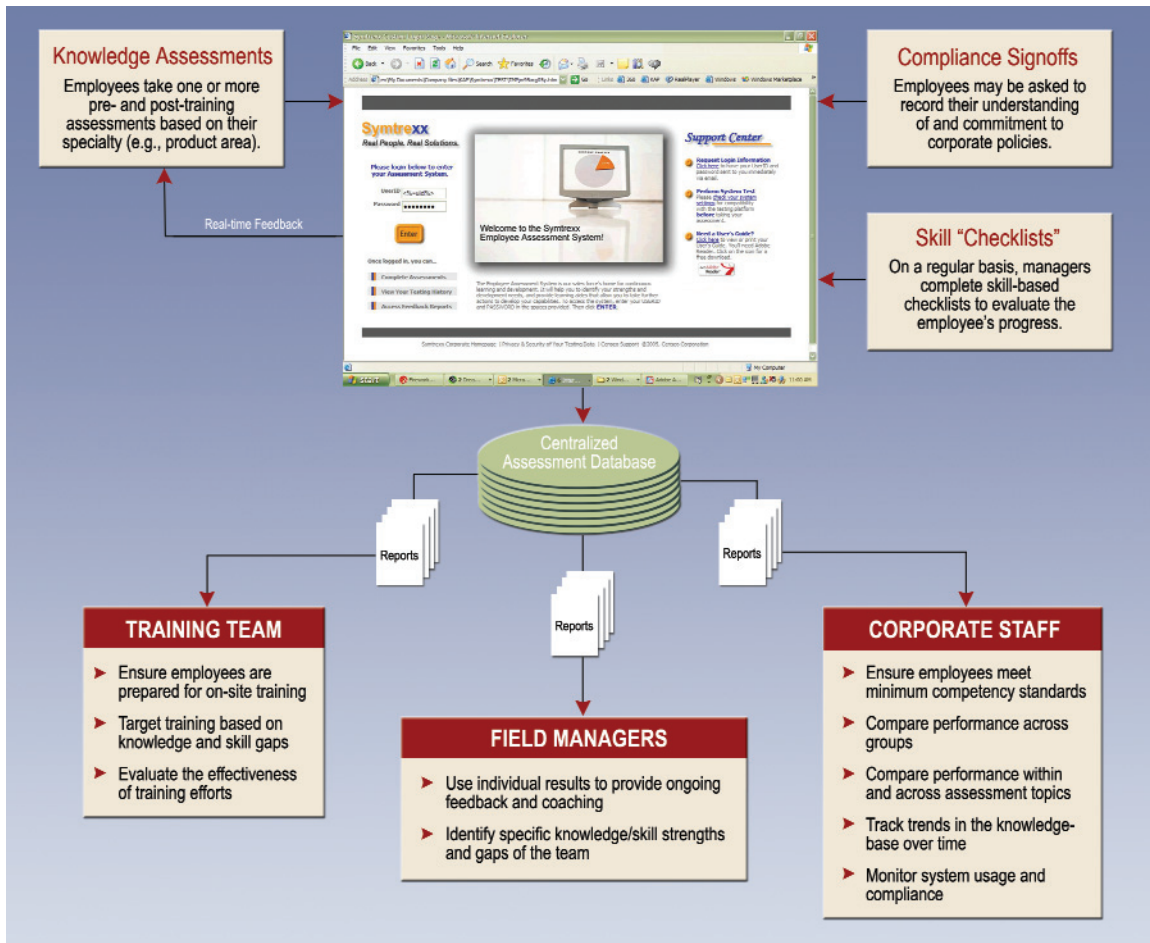


FIGURE 1

Censeo's KnowledgeTrack Platform

KnowledgeTrack may be used as a stand-alone system or as a complement to an existing learning management system.

Delivering Online Tests

Whether you need to deliver an “open-book” test or a high-stakes certification, there is an extensive list of delivery options that can be easily and uniquely applied to each test.

Test Scheduling Tests can be made available to either group or individual test takers at any time, for any duration. For example, a client could make the “Product A” test available from Monday at 8:00 a.m. to Wednesday at 5:00 p.m.

Randomization Items can be displayed in a pre-defined order, randomized, or a combination. The system can also randomly deliver a specific number of items from a larger item pool or topic area. Particularly useful in high-stakes situations, the system can even randomize the item’s response options - in essence, eliminating a test key.

Censeo Secure Session™ Designed to maintain the integrity of test content, this component acts as a “virtual proctor.” Using Secure Session, test takers are limited to only those browser functions needed to complete the test.

Test Timers Optional test timers may be used to establish a maximum time allowed for an overall testing session, individual questions, or both. Another timing option bases the time allowed on absolute time (for example, from 2:00 p.m. to 2:45 p.m.), regardless of whether the test taker is logged into the system.

Mark for Review When enabled, this feature allows the test taker to mark individual items for review during the testing session and, assuming time is still remaining, return to them later for review.

Bookmarking This feature allows test takers to save an in-progress test and return to it later for completion. If this feature is used, clients can dictate the number of times a test taker can exit and return.

Test Retakes Clients can determine the maximum number of retakes that are allowed for any user for any specific test.

Scoring Flexibility The system supports full and partial credit for questions, as well as the assignment of negative values. Clients are free to define test “success” in any way. This may mean an overall minimum score required, a minimum score required for each topic, or both.

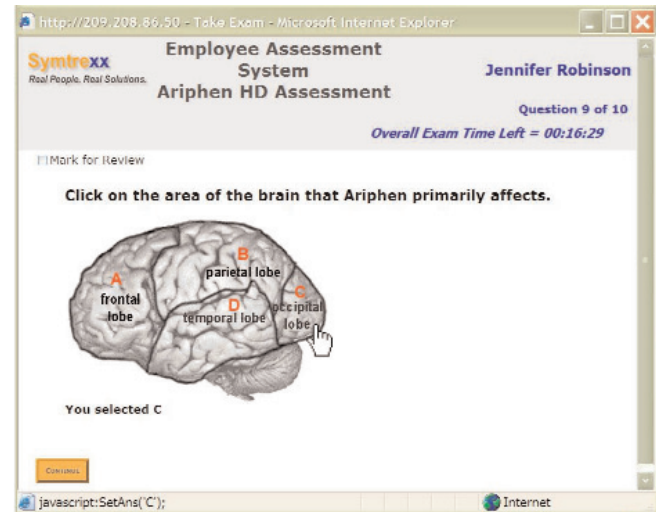


FIGURE 2
Hotspot Image

Censeo’s KnowledgeTrack Platform supports the use of hotspot images. The test taker clicks on a section of the image to indicate his/her answer.

Supported Question Types

- ▶ Multiple Choice
- ▶ True/False
- ▶ Fill-in-the-blank
- ▶ Classification
- ▶ Matching
- ▶ Multiple Select
- ▶ Dropdown Select
- ▶ Ranking/Ordering
- ▶ Hotspot Image

Graphic, audio, animation or video files are easily included in any question.

Real-Time Analysis and Reporting

At the core of Censeo's KnowledgeTrack Platform lies one of the most advanced, yet intuitive, assessment reporting engines available on the market today. Whether you're a sales representative looking for developmental feedback based on the test you just completed, or you're the company's Chief Learning Officer responsible for overseeing a certification process for a Fortune 500 company, you can instantly access the precise information you need.

Individual Feedback Reports Going well beyond presentation of an overall score, individual reports are designed to provide detailed feedback and developmental resources that increase learning.

- All scoring and reporting is real-time, producing cleanly formatted PDF documents.
- Scores can be displayed for overall test performance and by section/topic.
- Scores can be presented in the form of percentages, raw scores, or client-defined performance bands.
- Detailed feedback can include all questions, only the questions missed, how the employee answered, the correct answer, or any combination of these.
- Based on test, section, or question-level performance, employees can be referred to specific areas of the training curriculum where further study is needed.

Group Analysis and Reporting Because each client's unique organizational structure is reflected in the testing platform, the group analysis and reporting capabilities are particularly robust.

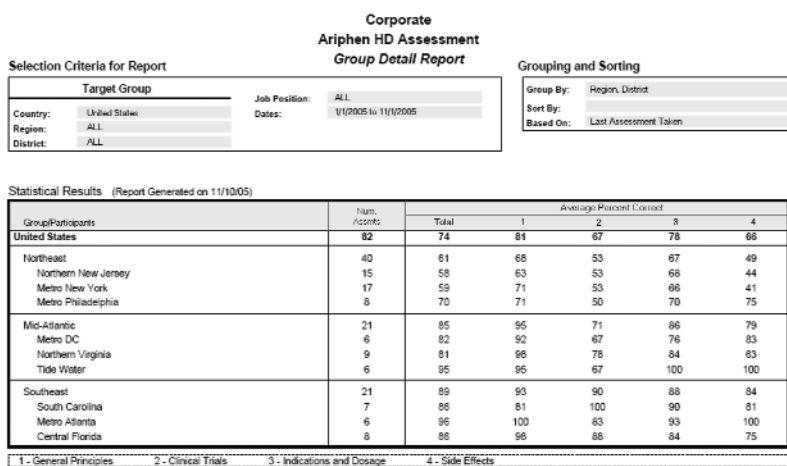


FIGURE 4
Group Detail Report

This group detail report, sorted by region and district, shows the total number of assessments taken, and the average percent correct.

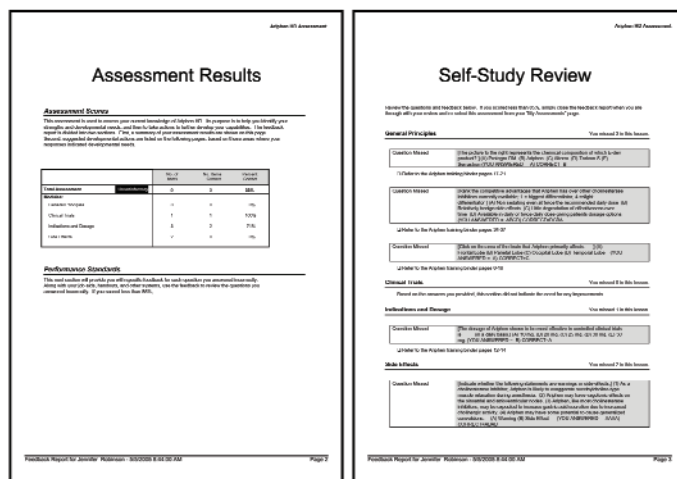


FIGURE 3
Developmental Feedback Report

This report shows individual assessment results and gives suggestions for development.

- Clients can easily monitor completion rates, analyze a particular group's performance, compare results across groups, benchmark groups against company averages, and track performance trends - all in real-time.
- Testing data can be sorted, compared and tracked not only by organizational units (e.g., district, region, territory), but also by a variety of customizable variables such as job position, tenure, training class, etc.
- Report generation privileges are granted based on user level. For example, a District Manager could generate group and comparison reports for his/her district and for the groups below that district, but not for other districts.

Item Analysis As a way to continually monitor and improve the quality of test items hosted on the system, real-time item analysis reports are available. Reports alert test developers to potential problem items by providing information on difficulty as well as the distribution of responses for each item.

Platform Technology

Security and Reliability Security and reliability are issues Censeo does not take lightly. They are a top priority.

- Censeo's servers reside in a highly secure environment (restricted access facility, behind firewalls, etc.).
- All the data transmitted between clients and servers can be encrypted (via SSL 128-bit encryption, F-5 technology).
- Each company has a completely separate database, and access is controlled via a three-tiered login.
- Through a combination of system redundancies, the system is highly reliable, with a verifiable "up-time" of over 99.8%.



Integration with Other Systems Through an open architecture and interoperability standards, we have designed the platform to support seamless, real-time integration with our client's LMS, HRIS, or other internal applications.

System Requirements As a fully hosted solution, there's no software to install or technology to learn. Clients simply need a browser (IE 5.5 or higher), Internet access, and Adobe Acrobat Reader (free download) for viewing reports.

Client Support

Censeo's client service is truly a differentiator in the marketplace. Unlike vendors who follow a more hands-off, software-for-purchase model, Censeo partners with each client to ensure their testing initiatives are a complete success. Our team is comprised of highly trained specialists who understand the key issues and best practices of online testing.

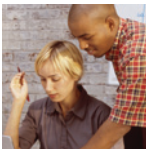
To ensure the success of every online testing initiative, each client is assigned a single Client Support Manager for the lifecycle of the engagement. This individual will:

- Provide advice on setting up and implementing assessment initiatives.
- Conduct all the steps necessary to set up assessments, including rigorous testing procedures to make sure everything is flawless.
- Provide initial education on Censeo's system (for example, how to gain access, track users and run reports).
- Provide ongoing monitoring and support to make sure the solution is used in a way that will optimize its benefits.

Once an online solution is live, Censeo's team provides 24x7, global support to system administrators and all end users.

Consulting Services

When needed, Censeo's team of Industrial-Organizational Psychologists are available to provide counsel on assessment-related issues. Examples of these services include defining effective and legal testing processes, and test design, authoring, and validation.



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