

ADOBE® TRAINING SERVICES

For Omniture® technology

The Academic Initiative Program



In the online marketplace, technological advancements in the areas of online marketing and business intelligence are developing very quickly. The Academic Initiative Program offers universities and colleges the opportunity to stay on the cutting edge of Web Analytics by partnering with Adobe to accelerate development of university online marketing and business intelligence courses. This partnership gives institutions of higher education the chance to more ably keep pace with technological developments via access to Adobe curriculum, trainers, and other resources.

Students who become familiar with Adobe's award-winning products and services will be better equipped to excel in their fields of study, and prepared to sit for Adobe certification exams. Adobe's collaborative relationship with leading colleges and universities provides the pivotal link that will create an outstanding new generation of Adobe users.



PROGRAM GOALS

The Academic Initiative Program was created with several important goals in mind, including the following benefits for university and college students:

STUDENTS receive access to:

- The industry's leading web analytic tools and solutions
- Professional corporate curriculum
- Adobe product certification paths
- Over 30 hours of online training content
- User groups and the Adobe's soon-to-be released online community
- 50% discount on Adobe Certified Professional exams
- Participation in both Adobe Web Analytics Competition and Mobile Application Competition

PROFESSORS receive the following Adobe tools and support solutions:

- Access to all Adobe Training Services curriculum, including Power Point slide decks and student workbooks
- Access to Adobe Training Services corporate trainers for tips and tricks
- Adobe thought leaders for inclusion in lectures, etc.
- Free corporate training at Adobe's Orem, Utah office

Ideally, professors will integrate Adobe's web analytic solutions into their curriculum and allow their students to provide ROI by analyzing their departmental / university-wide Web sites.

The following are value propositions for the Academic Initiative:

AI Institution	AI Students	Adobe
Receive support and assistance from Adobe to help build marketing and technology curricula. Support faculty in their ongoing education regarding online marketing and analysis. Provide students with state-of-the-art courses and career opportunities.	Access to the industry's leading online marketing technology, along with 24 x 7 access to Adobe online training modules. Participation in Adobe User Groups and the Online Community.	Introduce a new generation of users to Adobe technology and vision. Offer students the opportunity to master technologies while in school that will assist them in their professional pursuits after graduation.

COURSE CURRICULUM

The Academic Initiative program is designed to offer academic institutions and their professors flexible and pragmatic assistance in their curriculum development planning and delivery endeavors. Adobe does not require that program members teach strictly from Adobe's curriculum; rather, the program members may decide how best to utilize Adobe's curriculum student workbooks and presentation materials.



On-Demand Training Videos

Adobe's SiteCatalyst product contains over 29 hours of online training videos for use by customers and AAI program members. These 31 videos are played in a Flash video player and are available 24 x 7 for use by program members as course prep work, homework or for use in class.



Instructor-Led Training Courses

Adobe Training Services offers several instructor-led training courses, varying from 8 hours duration to 24 hours. Currently, Adobe Training Services offers a total of 72 hours of instructor-led content. Each class contains a student workbook (with screenshot, exercises, etc.) and instructor materials (instructor guide and Power Point slide presentations). AAI program members will have access to all these materials for download from Adobe Training Services.

SiteCatalyst User Training (16 hours)

This two-day course provides new users with the skills required to use Adobe's award-winning SiteCatalyst web analytic solution effectively in real-world business settings. This includes showing you how to ask the right questions about your online business, as well as how to use SiteCatalyst's sophisticated features and reporting capabilities to collect quality information and make good decisions.

SiteCatalyst Advanced User Training (16 hours)

This two-day training helps participants unlock the advanced capabilities of SiteCatalyst™ with in-depth insights into complex Web data analysis and custom reporting techniques. Attendees will also learn how to use real-time reporting to maximize conversions, segment potential customers into specific groups, and uncover hidden information that can improve marketing efforts and increase sales.

Advanced SiteCatalyst Implementation (24 hours)

This three-day course provides the participant (technical lead) with an advanced study of the SiteCatalyst™ implementation process, including detailed implementation recommendations and best practices for deploying SiteCatalyst code. The course emphasizes real-world case studies and hands on exercises to reinforce principles and build confidence in mapping out business solutions and deploying them.

Adobe SearchCenter+ (8 hours)

This one-day course will teach you how to master Adobe SearchCenter+. This course covers how to centralize bid management with one interface across multiple search engines, automate keyword bidding based on defined performance thresholds and enable automated e-mail alerts. You will also learn how to generate custom and automated reports as well as intelligently optimize keyword campaigns based not only on single visit, but multi-session visitor behavior.



AI program members may decide to incorporate entire Adobe Training Services courses into their curricula, or to break apart Adobe courses as they see fit. Adobe continually creates new courseware (instructor-led and online Flash training videos), and program members will have access to all Adobe content for the duration of their program membership.

START TEACHING TODAY

Adobe Training Services is your partner in creating a world-class Web Analytics program of study. To get started, call 385.221.1789 or visit www.omniture.com/ou_overview.

