

News Release

Training Partners Steps up its Game through New Partnership with Element K *Clients to benefit from new “Learning as a Service” model*

Singapore, 21 June 2010 – Asia’s leading IT infrastructure education provider, Training Partners and e-Learning solutions provider, Element K announced an agreement to market and distribute Element K’s web-based learning content in eight countries in Asia, namely, Singapore, Malaysia, Thailand, Korea, Hong Kong, Taiwan, China and Indonesia. This new partnership will see Element K’s products now included in Training Partner’s portfolio of services. This strategic collaboration also fulfills the training services provider’s aspiration to step up its game to become one of the first training services provider to provide learning solutions using a “Learning as a Service (LaaS) model”.

Training Partners, a fully owned entity of Datacraft Asia, offers certification courses for IT professionals who wish to continue their professional learning and remain relevant in today’s competitive talent landscape. It is constantly seeking supplementary e-tools to facilitate this learning further for its clients and expand its end-to-end training services.

“It is widely accepted that e-learning further boosts the learning received in instructor-led classroom courses,” said Esther Wong, General Manager of Training Partners. “We have had great feedback from our clients to support this notion. Now thanks to the partnership with Element K, we are delighted we can offer alternative or blended learning with classroom training as well as hands-on experience through its Virtual Labs solution.”

Training Partners will incorporate the full range of Element K’s products into its portfolio. This comprises IT and business e-learning courses, including specialised courses in Six Sigma, ITIL and Basel II risk management and learning management systems. To enable clients to fully realise their investments, Training Partners also offers value-added services such as skills gap analysis to enable clients to map its offerings against their competency framework.

Training Partners will market the extended portfolio through its direct sales force and marketing activities including direct mailers, campaigns and promotions. In addition, it will also hold a series of seminars to update clients on the latest range of products available and its value to the clients.

“The increased scope of our offering satisfies the growing demand of our clients for pay-as-you-use learning services including content, platform, administrative and support services. Our ‘Learning as a Service’ or ‘LaaS’ model helps our clients optimise their training budgets, and provide greater visibility into their return on training investments,” said Wong.

Through the new partnership, Training Partners will be Element K’s largest partner in Asia Pacific, in terms of size and coverage.

“The strategic partnership between Element K and Training Partners is a new force to be reckoned with for serious enterprise customers who are looking for a credible well-rounded learning solution provider.” said Amitava Sen, Geo Manager (APAC, Africa, Latin America, Middle East) of NIIT/Element K.

###

About Training Partners

Training Partners is Asia Pacific’s leader in IT infrastructure learning and development provider, delivering advanced technology training as well as training consulting services to multinational corporations. Established in Singapore in 1994, Training Partners operates in 8 countries in the Asia Pacific region, deliver training programmes and services in five languages, and have successfully trained over 50,000 IT professionals. Training Partners is also a wholly owned subsidiary of Datacraft Asia. For more information, please visit www.training-partners.com

About Element K

Learning Product: e-Learning content:

Element K offers more than 6,000 e-Learning courses, in addition to e-References, virtual labs, and other curricula, and continually adds to its library of content. Element K is committed to keeping learning content up to date, including mapping the latest IT Certifications, supporting

the latest versions of applications, and launches of new IT technologies. Element K partners with the world's largest IT vendors including Cisco, Microsoft, Adobe, and IBM, and is endorsed by the likes of CompTIA, PMI, ICDL, NASBA and other bodies to ensure the content is accurate and available early in product cycles. Element K has almost 30 years experience designing courseware for the classroom and more than 10 years designing e-Learning, thus delivering proven and effective instructional-design.

Learning Delivery: e-Learning platform:

Element K's e-Learning platform, KnowledgeHub, is a full featured LMS with a complete suite of administrative tools. The KnowledgeHub interface is available in 16 languages and has been customized to address different audiences. As an SaaS (Software-as-a-Service) implementation, there is no need to install or maintain software, reducing costs and the need for IT staff to manage yet another application for customers. All platform upgrades are included with the subscription and available to all users at the time of launch. Element K also offers Learning Administration Services so that customers do not have to dedicate in-house resources to administer students, content subscriptions, program marketing, and programme reporting.

Furthermore, element K is a part of NIIT Limited – one of the largest publicly listed vocational training companies in the world. NIIT was founded in India in 1982 and has a wide range of experience in working with large enterprises, government and public institutions of the world.

For further information, please contact:
Esther Quah (Datacraft Asia) Tel: (65) 6322 6688
(Email: esther.quah@datacraft-asia.com)
Tng Szu Lin (Datacraft Asia) Tel: (65) 6322 6605
(Email: szu-lin.tng@datacraft-asia.com)