Market Intelligence for a Changing Educational Technology Landscape

Wainhouse Research offers a comprehensive subscription service covering hosted and on-premise products and services in higher education, primary/secondary, and corporate training markets. Specific area of coverage:

- Lecture capture & media management
- Videoconferencing / Telepresence
- Web conferencing / virtual classrooms
- Interactive whiteboards & classroom technologies
- Ancillary technologies, e.g., social media, Second Life, personal learning communities

Five Reasons You Should Subscribe

- **Stay ahead of the market:** Make smarter decisions. Wainhouse Research publishes market intelligence reports, vendor reviews, market data, and analysis pieces covering news, product announcements, technology trends, and financial developments. Our goal is to help educational technology buyers and users separate the marketing hype from the market reality and help vendors and service providers understand market dynamics. Published company profiles provide summaries of the major players in each market segment and highlight their relative strengths, weaknesses and competitive advantages.

- **Follow market trends and timely statistics:** Wainhouse Research reports provide detailed pictures of market sizes, growth trends, and leading vendors’ ability to execute and depth of offerings. WR’s five year forecasts help marketing professionals and business development managers plan ahead for growth and profitability.

- **Save time on product and services research:** Wainhouse Research experts create the most extensive and detailed library of product and services matrices in the market. These reports shorten competitive analysis tasks, help end users create short lists for RFP’s, and help product managers make decisions faster.

- **Understand best practices and see how you compare to your peers:** Periodic surveys of educational end users provide insight into market trends, issues of concern to industry participants, and likely challenges ahead. Benchmark data can assist readers in understanding how they compare to their peers.

- **Get all the information with one simple subscription:** A subscription includes all of the Wainhouse Research distance education and e-Learning market intelligence plus one consulting hour with a WR edu / e-Learning analyst. Budgeting is simple. There is no need to decide which reports, profiles, research notes, or matrices to buy. All materials are accessible to any subscriber employee 24 x 7 via our premium content delivery website.
What Coverage Does a Distance Education & e-Learning Subscription Include?

A sample of current premium research from the Distance Education and e-Learning practice includes:

- *The Distance Education and e-Learning Landscape* (3-volume series) – included in new subscriptions
- Distance Education and e-Learning Metrics Survey 2010 – annual survey data
- Differentiating Higher Education and Primary / Secondary Applications: Why Key Technologies Vary in Acceptance and Adoption – 2010 research note
- Lecture Capture Solutions Capabilities – comparative matrix
- EDUCAUSE 2010 Topline – research note
- Citrix GoToTraining Assessed – research note
- Is There a Market for Interactive Whiteboards in Higher Education? – research note
- Rebooting Education: The 21st Century Skills Movement and Implications for Distance Learning – white paper
- Managing the Flood of Curricular Media – research note
- Personal Learning Networks: A New Model for Collaborative Learning – research note
- Social Media: Impact on Education and Training – research note

Past premium research has included:

- Echo360 Goes Head to Head Against Other Lecture Capture Solutions
- Recent IBM Moves and Their Impact on its E-Learning Offerings
- Second Life: Flavor-of-the-Moment or Valuable Distance Education and e-Learning Tool
- Google Buys Marratech Software Technology
- Beyond Podcasting for Education: Gabbing and Yacking for Connectedness
- New Data Shows Web Conferencing is Becoming a Component of Blended Learning in Corporate Training Environments
- Out of the Lab and onto the WAN: Lab Management & PC Monitoring Software Collide with Web Conferencing
- E-Learning and the Discrepancy Between Horizontal and Vertical Web Conferencing Platforms
- Solutions for Videoconferencing in the Classroom

The following are samples of the types of documents planned for 2011 and beyond.¹

- ISTE 2011 Topline
- Faculty Fallout: Best Practices in Overcoming Faculty Resistance
- Tablet Nation: Best Practices for Mobile Implementations
- Blackboard Collaborate Assessed
- Lecture capture market overview and forecast
- Telepresence in Higher Education...Really?
- Roadblocks to Lecture Capture: Creative Deployment Solutions
- Promethean company profile
- Whiteboards in Education comparative matrix
- Social Media: Increasing Communication Channels in Higher Education
- Desktop Videoconferencing: Tapping into the Content Provider Market
- ARRA in Education: Where Has it Gone?
- The Eternal Debate: On Premise vs. Hosted Solutions in Education and Training
- Web Conferencing for E-Learning: Comparative Matrix
- Saba Centra Assessed
- Techsmith company profile / Camtasia Relay review
- Safari Montage company profile / review
- SMART Meeting Pro and Hub: Cracking the Corporate Wall?
- Cisco Ümi: Is There a Play in Education?
- LMS Comparative Matrix: Education and Training
- Social Media meets LMS: Trends and Solutions in Education and Training
- Where Streaming and Videoconferencing Intersect

¹ WR reserves the right to modify specific deliverables based on changing market requirements and subscriber input. We also publish quick-response documents based on vendor actions that we cannot yet anticipate.
Practice Manager – Alan D. Greenberg, Senior Analyst & Partner

Alan is manager of the Wainhouse Research Distance Education and e-Learning practice and author of the WR Distance Education and e-Learning Landscape report series. His focus areas are web conferencing, lecture capture, videoconferencing, and interactive whiteboards. He has published dozens of white papers, research notes, survey reports, and other documents covering all aspects of collaborative and distance education technologies, and was awarded Outstanding Leadership by an Individual 2010 by the U.S. Distance Learning Association. Alan has over 25 years experience in high technology product marketing and market research. He holds a B.A. from Hampshire College and an M.A. from the University of Texas, Austin.

Contributing Analyst – Jan Zanetis, Senior Analyst & Consultant

Jan joined Wainhouse Research in July, 2010 following a five year position as the market manager for education at a major videoconferencing company. She held the position as director of the Vanderbilt University Virtual School for five years, after spending many years as a public school science educator. The author of two books on videoconferencing in education, Jan's current research and consulting focus includes distance learning, videoconferencing / telepresence, educational social networking, LMS / CMS platforms, and vertical market applications. Jan holds a M.Ed. from Tennessee State University and a B.S. from Vanderbilt University.

Who Should Subscribe

- Colleges and universities, community colleges
- School districts
- Virtual schools
- Statewide networks and regional consortia
- Vendors and service providers that offer distance education and e-Learning ecosystem products
- Education-focused channel partners: resellers, dealers, system integrators
- Financial analysts, investment firms, consultants

Included in a Subscription

One annual consulting hour pertaining to subscription content with a distance education and e-Learning analyst is included in a subscription.

For more information or to order, contact sales@wainhouse.com

If purchased separately, the education and e-Learning content would cost more than $35,000