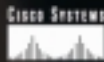




# eLearning Opportunities for Telecom Service Providers



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## Agenda

- **Edutainment**  
“e”education
- **Corporate University Service**
- **ASP Services**

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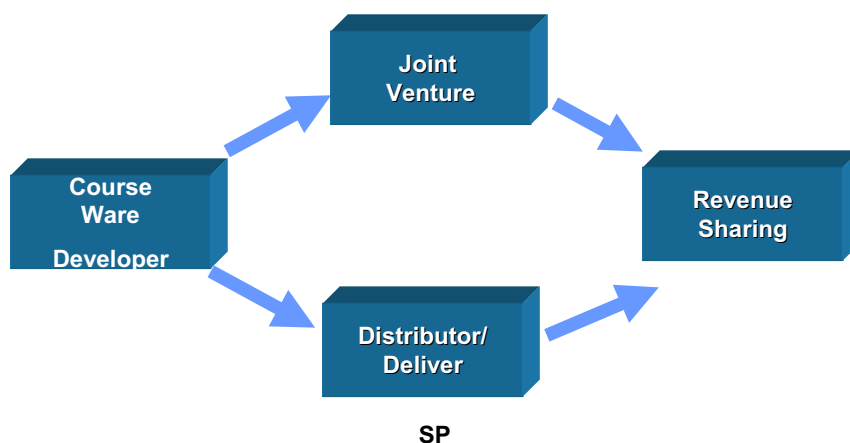
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## **“e”Education**

- **SP joint venture with University**
- **Based on distance Learning Model**
- **SP streams material from PoPs to home**
- **Joint Marketing SP/Courseware owner**
- **Revenue Sharing Model**

## **Value Chain – “e” Education**



## Corporate University Service

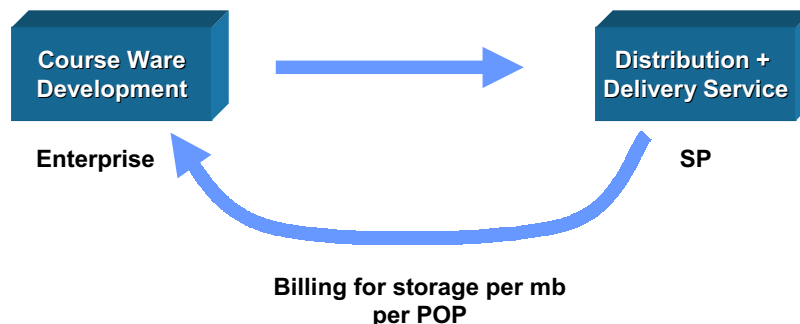
- Enterprise introduces eLearning
- Enterprise buys CDN on cost/benefit basis for % of branches
- Cisco brings enterprise to SP for remaining branches
- SP offers to stream content from local PoPs for remaining branches
- SP implements CDN to offer service
- Enterprise develops courseware and 'loads' to branches and SP
- SP loads to CEs in local PoPs, using % of storage space
- SP provides other CDN services on same CE

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## Value Chain: Corporate University Service



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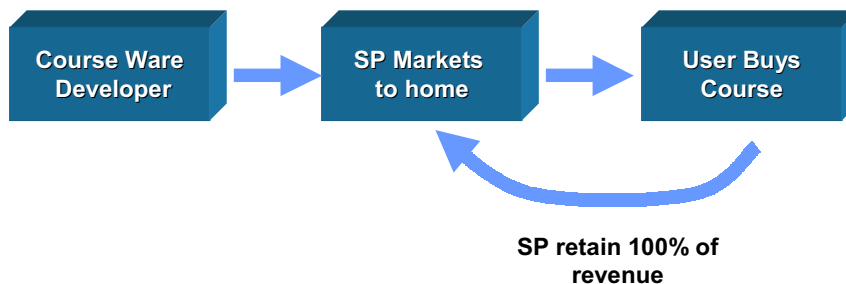
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## ASP Services

- SP offers course ware directly to enterprises
- SP develops own course ware
  - Unlikely
- SP 'obtains' course ware from 3<sup>rd</sup> party vendor
  - Purchase/JV
- If purchase, SP markets directly to enterprises and realizes 100% of revenue
- If JV then joint marketing with revenue split
- SP loads course ware on CEs in local PoPs

## Value Chain: ASP Services

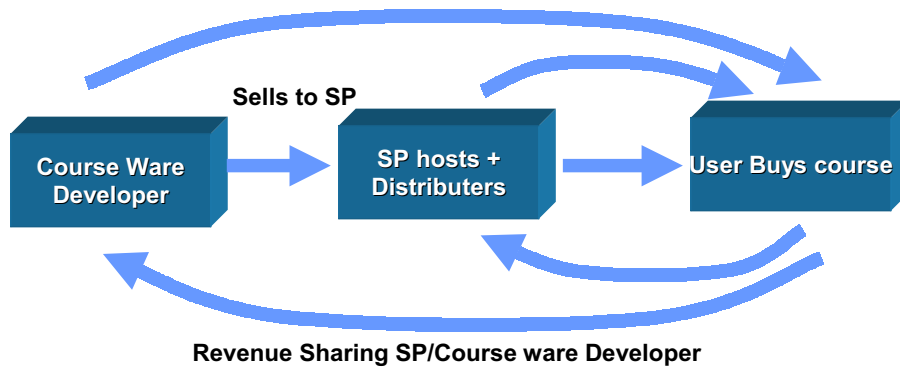
### SP Purchase Course Ware



## Value Chain

SP/Course Ware Develops

Course ware developer/SP joint market

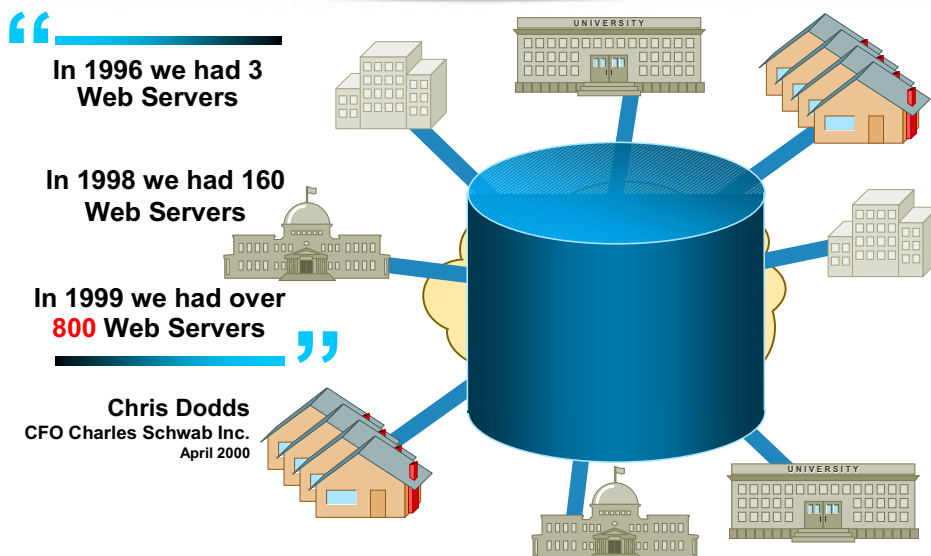


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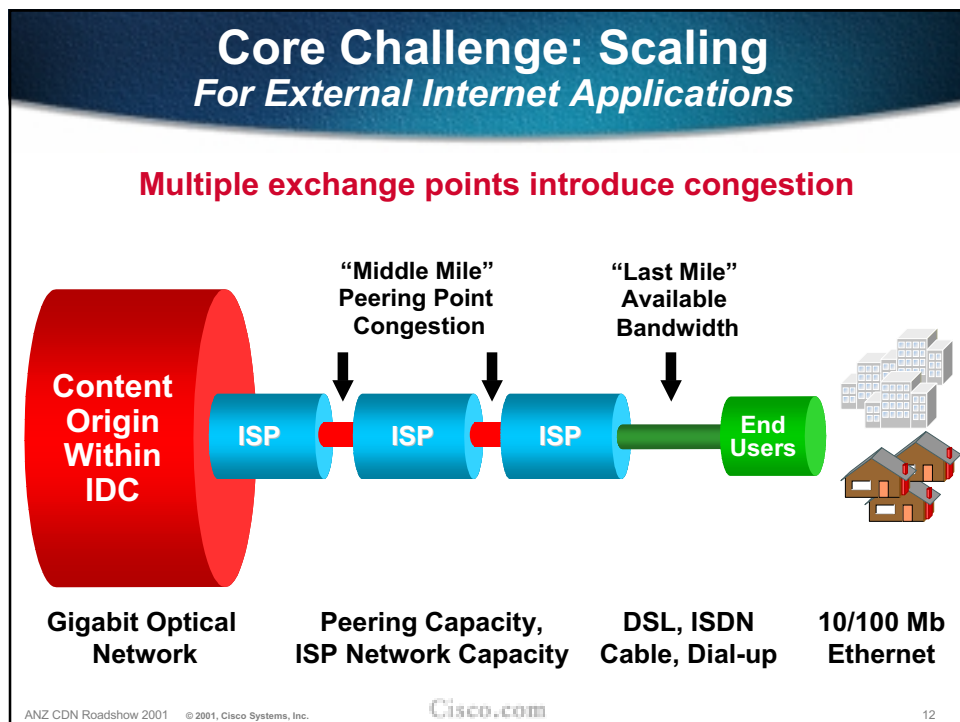
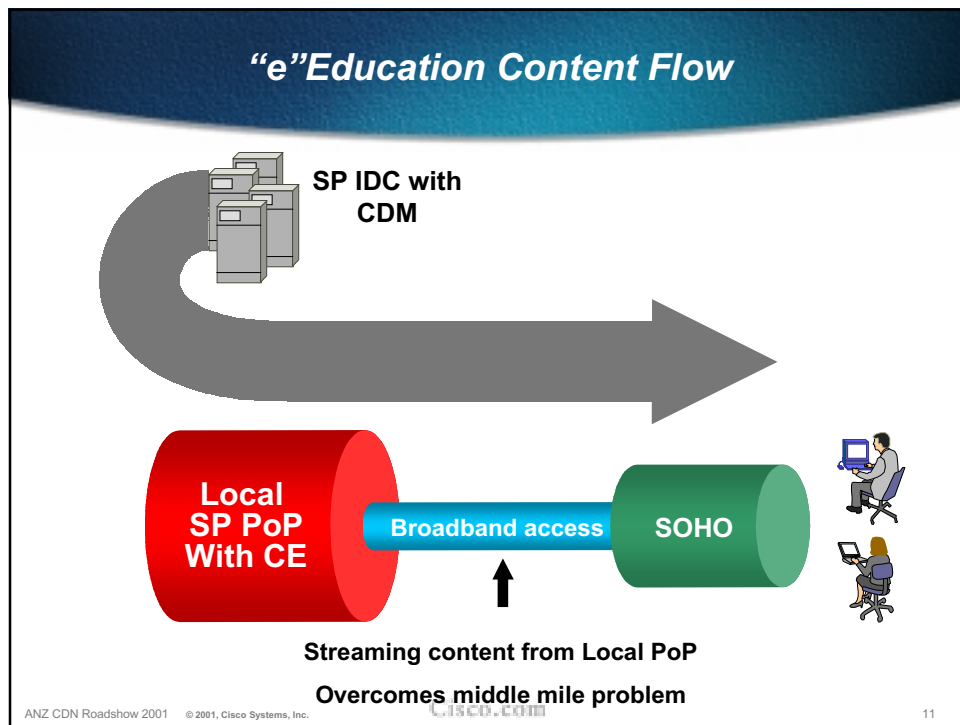
## Traditional Web Growth



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