



E.piphany Education empowers customers and partners—through classroom and online instruction—to best use, configure, and support E.piphany solutions.

KEY FEATURES

Multiple Delivery Options

Learn online, at one of our education centers, or at your own site.

Flexible and Customizable

Take advantage of our flexible scheduling and course design. Classes are offered throughout the year and can be customized.

Solutions-Oriented

Select classes from any of our solution areas: Enterprise Insight, Personalized Marketing, and Intelligent Service.

High Retention

Tackle real-world problems in solutions-based courses. This component and sequential labs built on previous lab successes boost retention.

Global Education

Choose the location nearest you, whether it is the E.piphany Education headquarters in San Mateo, California, or satellite offices in Australia and Europe.

Enhancing the Value of E.piphany

E.piphany is committed to helping its customers achieve the greatest possible value from the E.piphany E.5™ System, so the company has made education a priority. The E.piphany Education program is varied and flexible—available online, at E.piphany education centers, or at your work site. E.piphany Education courses empower customers and partners to better use, configure, and support E.piphany products. Presented within solutions-focused courses are the fundamentals of data mining and data warehousing; product installation, configuration, and administration; solution design and implementation; and best practices for communicating to and learning from customers.

Interactive, Hands-on, Sequential Learning

E.piphany courses are designed for technical support staff as well as end users. Solutions-based exercises with real-world scenarios are used in both E.Learning and classroom modes. Instructor-led courses are both interactive and hands-on. Students use E.piphany applications from individual desktop computers. Classrooms are equipped with large monitors that allow students to easily follow the instructor.

Each chapter in each course is followed by a review and lab work based on a problem the students must solve. To enhance retention, later labs build on previous ones. Students must finish the work in one lab to progress to the next lab assignment.

Teaching Through Solutions-based Modules

Courses are offered in the following E.piphany solution areas:

- **E.piphany Enterprise Insight**, which unlocks the potential behind data by delivering a fully integrated,

high-performance platform for information analysis. It includes a sophisticated extraction, transformation, and load (ETL) architecture for rapid data extraction and mapping.

- **E.piphany Personalized Marketing**, which enables organizations to maximize the value of every customer interaction, providing integration across all communication channels. It includes real time and offline analytics, powerful campaign management tools, and real-time targeting capabilities that enable you to effectively focus your efforts.
- **E.piphany Intelligent Service**, which enables companies to communicate effectively and proactively with customers, no matter who they turn to in the organization. The company speaks to the customer with one voice, reflecting a complete knowledge of all inbound and outbound events, communications, and related transactions. Every single touchpoint, including e-mail, Web site, phone, and fax, is armed in real time with the customer's complete story.

A Choice of Course Delivery Methods

As part of fulfilling its commitment to helping customers realize the highest possible return on investment, E.piphany Education provides companies with a number of options for meeting their education needs.

Instructor-Led Courses—Students come to E.piphany's global education centers for our lively, rewarding courses, taught by experts in the E.piphany E.5 System and CRM best practices.

E.Learning Online—The Web-based version of E.piphany Education is a rich multimedia experience. These highly interactive, self-paced courses are available at any time, anywhere you can access the Internet.

On-site Education—For qualified customers, on-site education courses are available that may be customized to address specific industry dynamics or strategic initiatives.

Partner Certification Program

Certifications have emerged as the primary method for companies in this industry to assess and control the quality of personnel

among channel partners. The E.piphany Partner Certification Program ensures that the E.piphany end user receives support from the most knowledgeable and experienced individuals. It verifies a resource's readiness to market, sell, and implement E.piphany products.

The partner certification program validates a participant's knowledge of key terms and concepts and ensures that E.piphany's high standards for the delivery of solutions and services are honored by our partners. Following completion of E.piphany E.Learning or instructor-led courses, partners can undergo certification testing. Both the E.Learning program and certification testing are available online 24 hours a day, 7 days a week.

Training the Trainer

To keep training alive at their companies, customers and partners often want to have members of their own organizations play a training role. Companies that identify people within their groups who have the

skills to teach E.piphany Education courses are encouraged to enroll them in the E.piphany Train the Trainer Program. As the demand for skilled consultants continues to skyrocket, the presence of certified trainers in-house enhances a company's ability to meet internal training requirements rapidly. The E.piphany E.5 System is a strategic resource for businesses, and the E.piphany Train the Trainer Program is dedicated to helping the largest number of users in customer companies leverage the system to the fullest.

Empowering Users Through E.piphany Education

Skilled users are best prepared to most effectively and profitably use E.piphany solutions. Whether participants take courses at an E.piphany education center, through the online E.Learning option, or at a location of their choice, the experience leads to a better understanding of what E.piphany solutions can do for their organization and how they can best use them.

"I thoroughly enjoyed every aspect of this E.piphany product course. It was the best training course that I have ever attended. I found the combination of the hands-on exercises to be very valuable, providing even greater content retention."

Chiaren Cushing

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