



Why Videos are Better Than Conventional Training

BBMS VIDEO TRAINING Self-Paced Videos

CONVENTIONAL TRAINING Web or Classroom

 <p>CONVENIENT Users can access anytime it's convenient for them from your web site, our web site and from their BlackBerry.</p>	<p>NOT CONVENIENT Only available when the training is scheduled. Is usually difficult to get users to attend any training session.</p>
 <p>VERY COMPREHENSIVE Over 200 videos averaging 3 minutes each. Each BlackBerry model has at least 3 hours of content organized in TOPICS.</p>	<p>NOT COMPREHENSIVE Most classroom or web sessions range from 30 to 60 minutes, which is just enough to cover the basics.</p>
 <p>ALL BLACKBERRY MODELS Dozens or even thousands of users can simultaneously be learning about every different BlackBerry model ever sold.</p>	<p>ONLY A SINGLE BLACKBERRY MODEL Effective web/classroom training is focused only on one type of BlackBerry.</p>
 <p>GREAT RETENTION Since users are only spending 3 minutes watching videos about topics that interest them, they are more likely to apply what they learned and remember it.</p>	<p>LACK OF RETENTION Most people will forget 80% of what they learned in a single web/classroom session within 30 days. Too much information is covered in a short period.</p>
 <p>REDUCES HELP DESK CALLS Our clients who have promote the videos effectively experience as much as a 90% reduction in Help Desk "How To" calls from BlackBerry users.</p>	<p>NO REDUCTION IN HELP DESK CALLS Since the classes may not be well attended, provide much information that is forgotten, many users will still resort to calling the Help Desk.</p>
 <p>SELF-PACED TRAINING Users can stop, rewind and even jump around in the videos using easy links and controls. They pick and choose to watch only videos that most interest them at the time.</p>	<p>INFLEXIBLE TRAINING The class usually has a fixed agenda and usually goes at the pace of the trainer or slowest learner, frustrating more experienced users.</p>
 <p>BITE-SIZED LEARNING Each video averages just 3 (three) minutes long. People watch, learn, use the new skill and remember it! Studies show that this is the most effective way to learn.</p>	<p>INFORMATION OVERLOAD Since it is difficult to get users into class, most classes cram in as much information as possible resulting in information overload. Most students will 'turn off'.</p>
 <p>SELF ASSESSMENT People can test their skills and learn more with our 10-question online quizzes which provide detailed feedback.</p>	<p>NO SELF ASSESSMENT Typically the training class will not provide any quiz or self-assessment tool.</p>
 <p>CONSISTENCY OF TRAINING Every BlackBerry video is scripted, recorded, edited and produced by proven BlackBerry Experts.</p>	<p>NO CONSISTENCY OF TRAINING Classroom or Web Trainers may vary in their skill levels and may not be experts in all BlackBerry models.</p>
 <p>TIME-SENSITIVE Using our TOPIC list and KEYWORD SEARCH features, users can locate and watch a 3- minute video on a topic of interest 100% of the time.</p>	<p>NOT TIME-SENSITIVE Classes range from 30-60 minutes and may only spend 25% of the time covering topics of interest to the user. The other 75% being wasted time for the user.</p>
 <p>INTERACTIVE Users control the action with the TOPIC list, KEYWORD SEARCH feature, VIDEO CONTROLS and even interact with the experts with the TRAINER CONTACT US email and the QUIZZES with FEEDBACK.</p>	<p>NOT INTERACTIVE Depending on the number of students, agenda, there may or may not be time to allow for an interactive question-answer session with the trainer.</p>
 <p>AVAILABLE ON THE BLACKBERRY! The BBMS Videos are available to be viewed on the BlackBerry (88xx, 83xx Curve™ and 81xx Pearl™), providing anytime, anywhere access.</p>	<p>NOT AVAILABLE ON THE BLACKBERRY Only available when scheduled by the Trainer via web or classroom, not on BlackBerry.</p>

For more information please contact your Authorized BlackBerry Made Simple Reseller or us directly at info@blackberrymadesimple.com, 386-506-8224, or visit us at www.blackberrymadesimple.com