



# KnowledgePoint

Where learning lives

[www.knowledgepoint.co.uk](http://www.knowledgepoint.co.uk)

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## CONTACT US

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**BRINGING LEARNING TO LIFE**  
FOR EVERYONE WITH  
KNOWLEDGE TO SHARE. ■



KnowledgePoint has helped train more than **ten million students over twenty years** by sharing our customers' learning in print, through digital courseware, and by managing and developing their routes to market. Support from us is divided into two business divisions:

### KnowledgePoint | CONTENT

KnowledgePoint's content division is expert in the provision of printed training materials, interactive online courseware and personalised marketing materials. The focus here is on enriching your students' experience, maintaining absolute reliability in your operations and safeguarding your intellectual property. (PAGES 6–11)

### KnowledgePoint | SERVICES

KnowledgePoint's service division is a specialist in program management, channel development and market development services. The focus here is on leveraging our international sales and support function to achieve your commercial objectives, while maximising the return on investment. (PAGES 12–17)



**KnowledgePoint has been highly flexible and it's been a true partnership. We would not have achieved this level of growth without being able to rely on the programs they deliver for us."**

**Managing Director,  
Large UK based  
training company**

KnowledgePoint customer for 4 years

# KNOWLEDGEPOINT IS A WORLD-CLASS CONTENT PRODUCTION AND DISTRIBUTION SERVICE

Our content services are designed to make the production, distribution and delivery of your content as seamless and stress free as possible.

## **Content authoring**

Processes to facilitate the authoring of your content, and maintain the integrity of your brand, when using multiple contributors or distributing to networks of trainers. (PAGE 8)

## **Document management**

Online portal for ordering your materials night and day, submitting new files to us for setup, and giving your people access to order themselves if you choose. (PAGE 9)

## **Print**

Printed training manuals, and all other manner of learning materials like your presentations, posters and pens, supplied on time and impeccably presented. (PAGE 9)

## **Digital courseware**

Your learning material in a digital format and ready for studying, note taking and referencing online. All managed centrally by you, and shared securely to protect your intellectual property. (PAGE 10)



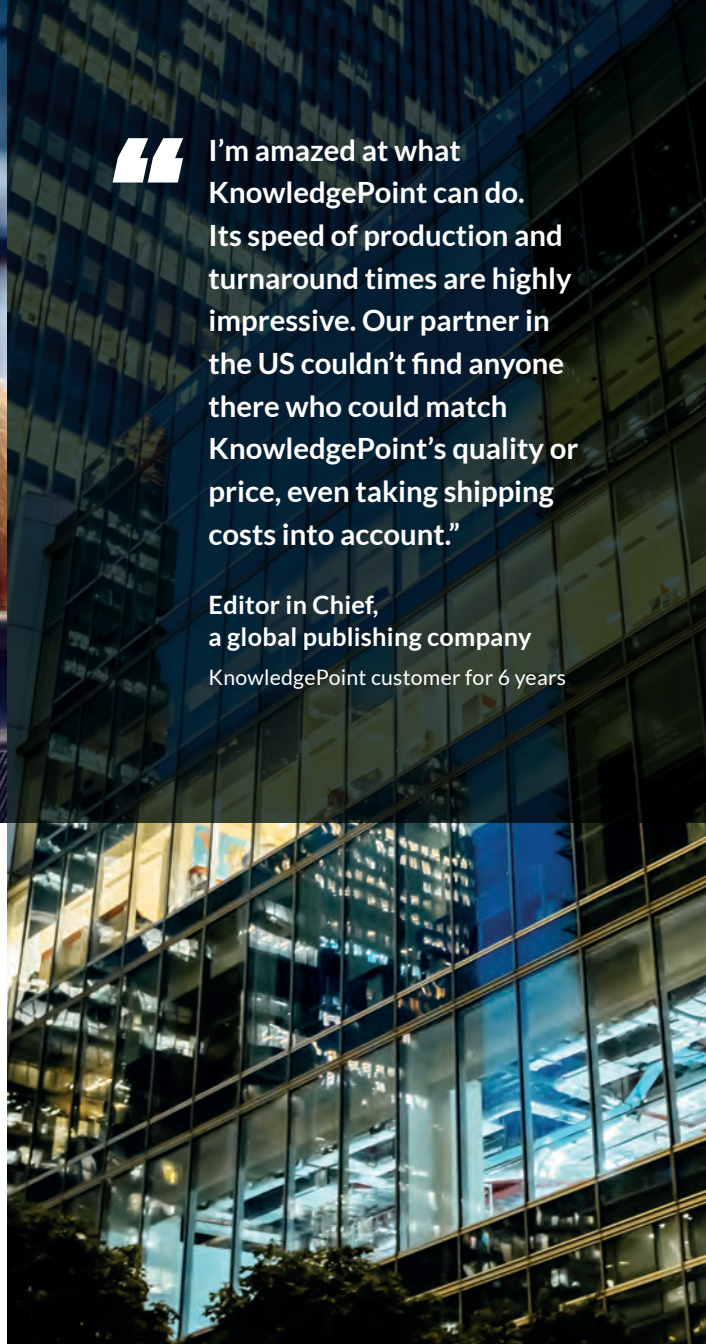


I'm amazed at what KnowledgePoint can do. Its speed of production and turnaround times are highly impressive. Our partner in the US couldn't find anyone there who could match KnowledgePoint's quality or price, even taking shipping costs into account."

Editor in Chief,  
a global publishing company  
KnowledgePoint customer for 6 years

Customers that switch to us are typically seeking to:

- Deliver content securely in multiple formats
- Maintain the integrity of their brand
- Achieve higher and more consistent quality levels
- Scale quickly, reliably, and across borders
- Achieve faster turnaround times
- Maximise their sales return on investment
- Accelerate the growth of their channel
- Enter or test a new market
- Improve their profitability





## CONTENT AUTHORIZING AND DESIGN

**We provide processes to manage co-authoring while maintaining the integrity of your brand and we can design your materials.**

When you're regularly bringing new content to market it invariably involves multiple authors and a detailed phase of art working and design. When a document requires the contributions of multiple authors the challenge is maintaining the consistency of your brand and the cohesiveness of your message.

- You have multiple authors collaborating to deliver content and the process of combining their work is being done manually
- With all the contributors and training

providers supplying content your material is beginning to look more like an advert for their business

- Multiple versions and constantly changing courses mean that there's less and less consistency and it's starting to look unprofessional

KnowledgePoint's content services give you complete control of who can do what and where in your documents. Our design services can bring the best and brightest out in your materials.



## PRINTED TRAINING MATERIALS

The next people to see what we do are your customers and that means we handle your work differently to any other printer.

Instructor led learning is a hallmark of high quality and remains the most effective way to deliver many kinds of training. The challenge comes in maintaining those high quality levels while learners demand lower costs and last minute availability.

- You need course materials at consistent quality levels, made on demand, delivered on time and available to order online
- You spend too much of your time setting up and arranging the printing of your

manuals, presentations and other material

- You need to reduce your total cost of ownership and maximise the impact of everything you print

KnowledgePoint has helped to train more than ten million people over the last twenty years by giving form to our customer's learning materials, and getting them to their students on time. We manage the setup and distribution of your material, we're always available by phone, and we're literally brilliant at it.

# DIGITAL COURSEWARE

We make sure your material is available anytime and anywhere, enable strict version control and protect your intellectual property.

Self paced learning means that sometimes print isn't enough. Having your material available online, with the opportunity for students to take notes and highlight, and the capability to add interactive content like video is an important differentiator. The risk is allowing your content to be accessed freely without your permission.

- You want to stay with the times and give your students the best possible opportunity to access your content
- You have valuable content that you don't want to risk sharing without knowing it's secure
- You have updated versions to share, like health and safety policies, and you need to control that tightly

KnowledgePoint has proprietary software that can make your content available online and offline with layers of security functions like timed, individual coded access. It allows you students to take notes and manage their learning just like a physical textbook, but with the added benefit of having the latest version always to hand.

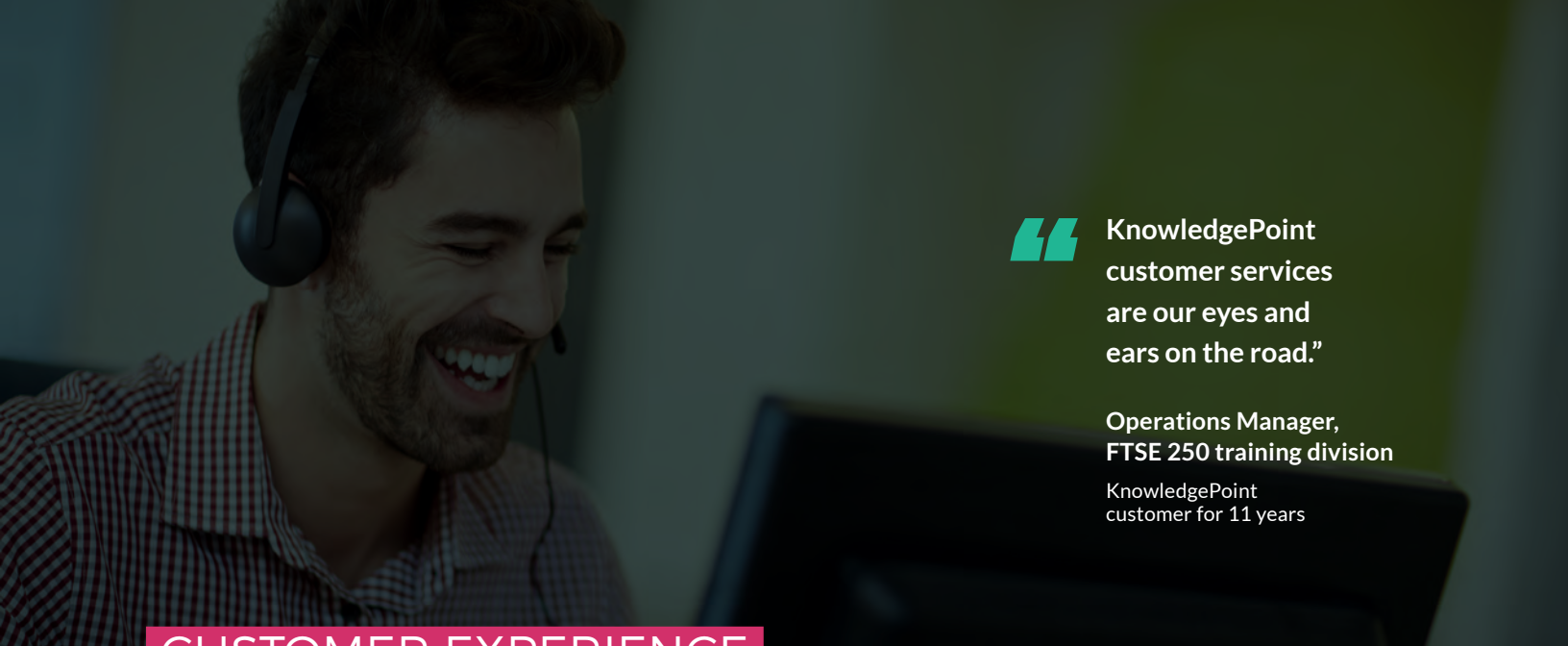
“

We had concerns about how effective digital courseware could be after more than twenty years of instructor led training. MyLiveBook was the perfect blend of the old and new. Our students love it.”

**VP Learning and Development,  
a Nasdaq Tech 100 company**

KnowledgePoint customer for 2 years





“ KnowledgePoint  
customer services  
are our eyes and  
ears on the road.”

Operations Manager,  
FTSE 250 training division

KnowledgePoint  
customer for 11 years

## CUSTOMER EXPERIENCE

Every order is pro-actively monitored and managed throughout its journey.

Our customer services team begin the day early, and before we are even open for business they have reviewed the progress of every order that's in transit that day. That's how we achieve an on time delivery attempt rate of 99.9%.

From the moment the order is collected from us we use our own proprietary software, fully integrated

with the shipping companies systems, to flag locations and journey's that might present a challenge for the delivery driver. This is all based on twenty years of experience with the millions of deliveries we've done for every one of our customers.

Customer services are your eyes and ears on the road.

And the best part is being able to contact them directly, never needing to work with the shipping company, and always getting straight through.

If you don't believe us, pick up the phone and call them right now to say hello: **+44 (0) 1189 181500**  
(08:00 – 18:00 Monday to Friday).

# KNOWLEDGEPOINT SERVICES

KnowledgePoint's service division is a specialist in program management, channel development and market development services. The focus here is on leveraging our international sales and support function to achieve your commercial objectives while maximising the return on investment.

## Program Management

Program development, project management, performance optimisation and generally getting your operation in the best shape possible. Perfect for managing multiple projects, across complex product sets, rolled out in multiple territories. (PAGE 14)

## Channel Development

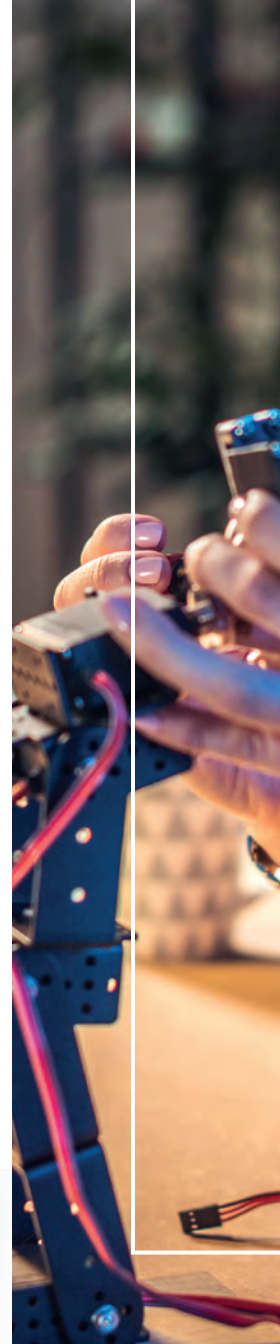
Recruiting partners, rejuvenating sales effort and growing your channel performance with a dedicated sales and support team that cover the whole of Europe. Consistently getting you to your goals with less effort and exceptional resilience. (PAGE 15)

## Market Development

Native language speakers, in country, to lead programs of work, run influencer marketing and localise your message. Already connected to the best trade bodies and influencers, and ready to champion your products and services. (PAGE 16)

## Multi-lingual Contact Centre

Our international contact centre consists of account managers, technical support personnel and sales people that can operate on demand for your business, minimising the risk of a new venture or adding a whole new dimension to your services. (PAGE 17)





We started working with KnowledgePoint in January 2016 having worked with our previous supplier for over ten years. Any concerns about the transition period and ongoing support provision were quickly dispelled by the professional and responsive service offered by the KnowledgePoint team.”

Director of Operations,  
mid-size soft skills provider

KnowledgePoint customer for 1 year





## PROGRAM MANAGEMENT

We are experts at managing multiple projects, across complex product sets, rolled out in multiple territories.

One of the largest challenges in a growing business is the quick deployment of experienced people to achieve your goals. The stumbling blocks are normally related to expertise and scale:

- You don't have anyone 'spare' to do the work and if you're attempting something new you might not even have the right expertise in the business
- You have grown quickly in the past and now you need to reduce your costs
- You have a lot of budget fluctuation and it's effecting your ability to deliver a consistent service

KnowledgePoint can overcome this for you by managing programs of work on your behalf. Integrating seamlessly with your business and operating as another division that you can spin up and scale back on demand.



## CHANNEL DEVELOPMENT

We run a sales and support channel development business that's dedicated to helping you grow and maximise your return on investment.

Reliably improving the performance of your channel, or even creating a new one, can be a massive undertaking. The risk versus reward needs to be carefully managed and maintaining a high level of service during any transience in your business can be nearly impossible.

- You are passionate about growth but your sales team needs reinvigorating
- Your channel has performed well in the past but it's beginning to wane
- You're bringing a new product to market and you don't have a channel in place

KnowledgePoint successfully runs some of the largest and fastest growing channels across Europe, maintaining strong relationships with partners of all profiles, and working closely with them to maximise their profitability.

We have a UK based multi-lingual call centre, in country market development and marketing localisation services on hand to deliver your programs of work efficiently and effectively.

“

KnowledgePoint has been a breath of fresh air. They have taken away the burden of administration and the responsibility of getting the right messages to the right people.”

**Learning & Development  
Manager, a FTSE 250 company**

KnowledgePoint customer for 1 year



## MARKET DEVELOPMENT

An experienced presence on the ground and interacting with your target sector is a force multiplier. Hiring one is time consuming and expensive, particularly for new markets where you're untested.

We employ sector specialists in the UK, Europe, United States, Russia and Asia that can be your representative in that market. They deliver programs of work directly to your partners or end users with the experience to achieve immediate traction and the flexibility to be activated and deactivated without any burden to you.

Each of our market development managers has more than a decade of experience in business development and have come from being fully qualified in that sector. A teacher working for

us to drive the academic market, an engineer for building information modelling, an accountant or solicitor for professional services. They're also native to the country they operate in.

Their day to day role is to maintain exceptionally high quality relationships with the end users, trade associations and other influencers in that country, in that sector. When a new opportunity arises, we assess the strength of the market, the likelihood of success and can even begin to have discussions at a local level to assess the viability.



Bringing France and Germany on board meant a huge increase in the volume of courseware and, of course, new language requirements. KnowledgePoint's methods mean we can be more agile and turn our services around that much quicker."

**Operations Director,  
a FTSE 100 company**

KnowledgePoint customer  
for 15 years



## MULTI-LINGUAL CONTACT CENTRE

Nothing hinders business growth in the UK more than language. Nothing accelerates growth more than operating in the local market.

Localisation is a critical issue for every business trading overseas and KnowledgePoint addresses it with a UK based team of dedicated, native language speakers, that can be individually aligned to your account and support the growth of your products and services overseas.

Customers that switch to us are normally struggling to achieve results in a particular market or they want to expand quickly across multiple territories. Budget fluctuation is also a constant challenge, with uncertainty reining in investment.

Our international contact centre consists of account managers, technical support personnel and sales people. We can:

- Manage your channel overseas
- Support your partners and customers
- Service your overseas members
- Drive interest and uptake of your products and services

We will work with you to agree critical success factors and measures. These will be the basis of our contract with you

and we will simply deliver what you ask for. The cost depends on duration and intensity.

Next we upskill the people involved, giving them the knowledge and expertise required to represent you. We can integrate with your systems and processes and provide regular detailed reporting on our progress.

Each team becomes an extended part of your organisation.

## ENVIRONMENT

Our environmental policy is to continually strive to provide our customers with products and services which also reduce environmental impact, so that tomorrow's generations inherit a cleaner, healthier world.

KnowledgePoint achieves this by:

- Recycling, reducing waste and re-using resources
- Clearly segregating non-hazardous waste from hazardous waste for appropriate storage, collection and disposal
- Reducing electrical consumption
- Maintaining building facilities through preventative service
- maintenance to ensure all equipment is running at optimum
- Holding our supply chain to the same environmental standards
- Donating old supplies and equipment to people that will continue to make use of it
- Educating our staff on how to keep waste to a minimum
- Encouraging our staff to reduce the carbon footprint of their commute

The net result has actually been a reduction in costs and so all this amazing work to make what we do sustainable actually makes us cheaper for you. We'd love to share our successes with you, so by all means get in touch to speak about our approach to the environment and sustainability.



A man and a woman are in a warehouse, looking at a tablet together. The man is wearing a high-visibility vest and the woman is wearing a high-visibility jacket. They are standing in front of a large cardboard box. The background shows warehouse shelves filled with boxes.

# WE ARE VERY SERIOUS ABOUT QUALITY.

## QUALITY STANDARDS

At KnowledgePoint, quality is a way of life. Right from the moment we begin interviewing someone for a role here, to the arrival of your learning materials, we put a laser focus on being nearly invisible to you.

We routinely achieve quality levels of 99.9%, on time despatch of 99.9%, on time delivery of 99.9% and a customer impact rate of 0%.

- We are ISO 9001 certified
- We are ISO 27001 certified
- We are ISO 14001 certified
- We are ISO 18001 compliant
- We use Stage 4 Net Promotor Score
- We are an Investor in People
- We will make it happen for you

You are welcome to arrange a tour of our facility or request a reference from one of our existing customers:  
[sales@knowledgepoint.co.uk](mailto:sales@knowledgepoint.co.uk)

## ABOUT US

In 1997 KnowledgePoint founders, Paul Gibbons and Andre Philpot, recognised that training companies – and companies that train – are different to other customers and need their own specialist support. So, they set up a business dedicated to printing training materials.

Twenty years ago, KnowledgePoint was the first and fastest growing supplier dedicated to supplying on-demand print for the learning market. Today we supply many of the most innovative companies in the world with a fully integrated supply chain of services and we are still brilliant at printing and delivering training manuals.



PAUL GIBBONS, CEO



ANDRE PHILPOT, CEO

# WE'RE PEOPLE WHO CARE ABOUT LEARNING. ■

Working at KnowledgePoint is a responsibility, to all the people that are trying to inspire and educate through sharing knowledge. We have brought learning to life for more than ten million people because we believe that **what we learn with pleasure we never forget.**

### Right People

Our success is a result of having the right people. Retaining and recruiting team members that are collaborative, meticulous and have a natural positivity about them is a priority for our leadership. We recognise people for their creativity, problem solving and going beyond what's expected of them.

### Right Service

Operational excellence in our existing services is at the core of what we do day to day. We are proactive about challenges by identifying and resolving them before they ever have an impact on our customers. Speak to anyone at KnowledgePoint and they will go out of their way to make certain you have a great experience.

### Right Vision

There is no substitute for experience and sharing our expertise with our customers is where we add the most value. It starts with first class listening, to understand the complexity our customers are tackling. We evolve ahead of the market as a result, so that when our customers are ready to change they're in sure hands.



**JOHN HEFFRON**  
Chief Financial  
Officer



**DAN HADLEIGH**  
Chief Operating  
Officer



**RICHARD LANE**  
Chief Learning  
Officer



**RICHARD VICARY**  
Chief Technology  
Officer

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a welcoming voice:**

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**(Opening hours Mon – Fri 08:00–18:00)**

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