



## PRESS RELEASE

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# CrossKnowledge and TELL ME MORE® sign agreement to sell exclusive LEARNING PASS solution to small and medium businesses

**London, 16th June, 2010** –TELL ME MORE, worldwide leader in online language learning has partnered with CrossKnowledge, the European expert in the remote development of leadership and management skills through new technologies, to offer an exclusive training and development solution to Small and Medium-sized Enterprises (SMEs).

According to Wikipedia, in the European Union SMEs comprise approximately 99% of all firms and employ between them almost 65 million people. Globally, SMEs account for 99% of business numbers and 40% to 50% of GDP. This has long been a market with its own unique needs, very much separate from those of Large Enterprise Businesses.

Today, SMEs are actively adopting new training solutions such as online learning, which allows them to efficiently train their employees without the large productivity drops and travel expenses associated with traditional instructor-led learning. Recognising this opportunity, CrossKnowledge and TELL ME MORE have designed the LEARNING PASS programme which brings together two best of breed solutions into one integrated offering.

Through this partnership, Auralog will expand its offering of training solutions to incorporate not only their award winning language learning programmes and preparation for the TOEIC but also to provide SMEs with a high quality multi-lingual professional development skills training solution. The CrossKnowledge suite of business skills training is the perfect complement to the TELL ME MORE language programme developed specifically for businesses.

## A comprehensive solution

With more than 400 hours of interactive learning content delivered via 80 courses covering topics such as corporate strategy, supply chain management, sales and marketing as well as preparation for the English TOEIC test preparation, the new LEARNING PASS programme addresses a variety of strategic organisational development needs.

- 60 courses are related to business and personal development such as: personal evaluation, hiring, leading a meeting, emotional intelligence, dealing with stress, brainstorming, leadership, finance, strategy, marketing, logistics, and many more.
- 300 hours of language learning in 6 languages is delivered through 20 courses including 11 in English. The efficiency of the TELL ME MORE solution is based on its ability to improve overall communication skills through the use of advanced speech recognition, pronunciation analysis technology and interactive reading, writing and listening exercises.

## Easy to deploy

**LEARNING PASS** is available through an integrated web-based platform (LMS) which can be connected to any HR/HRIS solution within an organisation.

Administrators can quickly and easily create learner accounts and assign courseware from the comprehensive catalogue of offerings. Additionally, with its built-in tracking and reporting functionality generating reports on ROI and knowledge transfer is quick and simple.

Technical assistance provided through a hotline and a customer service representative is available 24/7 for learning content issues as well as to ensure ease of deployment.

## An interesting business model

The LEARNING PASS programme delivers an affordable easy-to-use solution. Compared to traditional instructor-led learning, the hourly cost of the LEARNING PASS is substantially less. LEARNING PASS is sold as an annual registration package which includes 100 tokens (credits) that can be redeemed throughout the license agreement for either language or business and professional development courses.

*“TELL ME MORE’s expertise in oral development skills and the richness of their learning content combined with 24/7 service assistance makes them the ideal partner for any SME that wants to adopt a cost-effective e-Learning solution,”* comments Mickaël Ohana, CEO of CrossKnowledge.

*“CrossKnowledge shared our vision of **Value & Values**, and their reputation for providing high quality content is well known by our customers. We appreciate the benefits associated with CrossKnowledge’s comprehensive, integrated solution developed by industry experts,”* explains Pierre Pignal, Managing Director of TELL ME MORE® Business Group.

## ABOUT CROSSKNOWLEDGE®

Founded in 2000, CrossKnowledge is the European leader in remote development of leadership and managerial skills, using new technologies. CrossKnowledge designs, develops and markets the fullest catalogue on the market, with more than 10,000 multilingual educational resources, tackling all management and leadership topics. Its "Faculty" comprises the best authors, professors and Management professionals from the most renowned Business Schools in the world, such as Harvard, Stanford, IMD and HEC. CrossKnowledge has offices in the United Kingdom, France, Belgium, Italy, the Netherlands, Spain and Switzerland, and thanks to strategic partnerships, in Morocco, India, China, Japan and Canada. CrossKnowledge already has 1.5 million users.

[www.crossknowledge.com](http://www.crossknowledge.com)

## ABOUT TELL ME MORE®

TELL ME MORE®, a world leader in language learning software. TELL ME MORE® incorporates over 20 years of language empowerment experience and advanced technologies including speech recognition, video, role play and spoken language tracking into the TELL ME MORE® suite of language learning software programs. With offices in France, USA, Germany, Italy, Spain, Mexico, and China, TELL ME MORE® has more than 350 employees and provides services globally to more than 10,000 organizations and over 7 million learners. Users of TELL ME MORE® include primary, secondary, higher and adult education institutions, home school, libraries, individual consumers, and businesses of all sizes. [www.tellmemore.com](http://www.tellmemore.com)

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