



mindhub.com – The Marketplace for Professional Learning



*The world is in the midst of an information revolution. Many of today's jobs require highly educated and knowledgeable workers who are able to change and adapt with technology. As a result, continuing education and professional credentials are vital. With mindhub™, your organization can prepare today's workforce to achieve the credentials they need to succeed.*



mindhub.com

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mindhub.com puts e-commerce to work for you

## Reap the Rewards of Your Education Program

A professional credentialing program rewards individuals for acquiring the knowledge and skills they need to stay competitive in the workplace. Credentialing organizations reward stakeholders by providing them with employees who have increased skills, enhanced productivity, confidence and motivation. These organizations need to ensure their candidates have convenient access to appropriate learning materials. We can help you develop an online education offering that will complement and strengthen your credentialing program. In the end, your organization will reap the benefits of market leadership and increased loyalty from both candidates and corporate customers.

## The Power of Pearson – A Learning Partnership

In addition to providing world-class testing services, Pearson VUE—as part of Pearson, the world’s largest education company—is uniquely positioned to add significant value to your organization’s education and credentialing program. If you already have learning content developed, we can easily deploy it on the mindhub™ store. However, if your organization does not currently offer learning materials, or if it would like to expand its education offering, we can work with you to effectively generate compelling content. We have the resources and expertise to help you create:

- Practice Exams
- Exam Preparation Materials
- Custom Self-Study Texts
- Online Courseware
- Exam Prep Courseware
- Continuing Education Materials
- Examinations

## mindhub™ Puts E-Commerce to Work for You

With mindhub, Pearson VUE brings together leading publishers, practice exam providers and other best-of-breed content experts to provide a one-stop shop for learning resources aimed at helping individuals prepare for career advancement.

## Two Options for Online Success

**mindhub Store (mindhub.com)**—This learning resource portal is the quick and easy solution for growing your education program online. Open new global markets, boost sales and keep your brand top of mind with the mindhub store. By leveraging Pearson VUE’s reputation as an established and trusted resource for IT and professional certification, mindhub can quickly help you distribute your learning content to a broader audience.

**Marketplace Enterprise Solution**— Our premier marketplace solution is completely turnkey. This customized approach is branded with your organization’s identity. You get a full-service, e-store solution backed by e-commerce experts who can make your online program a success. End to end, we provide everything you need to build online sales and serve customers—no matter how complex your program or how global your business.

## Online Marketing – A More Profitable Proposition

Whether you choose the mindhub store or the Marketplace Enterprise Solution, Pearson VUE becomes part of your team, giving you access to all of our e-commerce services and the know-how to put them to work for you. Online promotions implemented through mindhub provide a cost-effective way for you to increase awareness and adoption of your learning content within specific market segments. As part of Pearson VUE, mindhub can leverage cross-selling, up-selling, coupons, email marketing, e-newsletters and bundling functionality to reach potential customers when they are most likely to buy—effectively driving incremental sales. By providing strategic, targeted messaging for a fraction of the cost of traditional direct marketing, we can help you turn your online presence into a more profitable proposition.

## Log On to mindhub.com Today!

See for yourself how Pearson VUE can help you better serve your candidates and corporate customers by streamlining delivery of your education materials.