**Intro to Siteimprove Frontier Webinar Live Captioning**

**November 16, 2022**

We are going to go through a number of things. We are going to start out with, "What is Frontier?” and share with you our vision for the future of customer education at Siteimprove. We are going to talk about the new LMS. We want to talk about certifications, and we will go through an overview of what that looks like. We are also going to get into the Community platform. We’ve launched a brand-new Community platform that is available for you. We are going to get a little bit into the platform training, which is a whole new system we are going to go through. We are also going to go through a look-ahead and roadmap and see what that’s going to look like.

The vision for customer education is to really help our customers “Reach for the Stars and Create Stellar Business Results with Siteimprove.” This was a direct result of product of a lot of feedback that we received from customers saying, “Hey, Siteimprove, this is all great technology, these are great best practices. Help me translate that into great business results for my organization.” I would say that was probably the biggest feedback that we got, so we really wanted to address that, and make the business impact very clear. So, a lot of the offerings you are going to see are going to be based on that. So that’s kind of the preface to what is Frontier. So, in short, technically, it’s our new customer education suite that’s replacing the Academy, certainly more than just replacing, really upleveling.

So, this is the launch timeline, and we are in the early access period right now. The full launch is going to actually happen in January of this coming year. The full launch is going to be everything you see today and a lot more. And we are going to go into what exactly that ‘more’ is going to be. December 7, as a reminder, the old Academy is going to be taken down. So, we certainly recommend that you finish up anything you’re working on in the Academy and take any new courses in Frontier.

Quick callout for Account Admins and Account Owners. If you are on the call today, and you are a Siteimprove Account Owner, there is a Team Admin that is available for Frontier. So, what that Team Admin role is going to provide is access to the analytics in the new platform. If you want to sign up for that, you’ll receive additional credentials for access to that analytics view. Then you will be able to view course registrations and course progress for your team members. So again, this is specifically for folks who are account owners that want to monitor course completion of employees. Some of our customers do need that, so if that’s the case, certainly reach out to [frontier@siteimprove.com](mailto:frontier@siteimprove.com) and just let us know in your email that you are requesting admin access and you can get that team admin. So just wanted to call that out.

What you are looking at with the new Frontier are really certifications, live training built into certifications, it’s also built into live Q and A in an office hours format. You can drop into those office hours and get live help from Siteimprove experts. And then also the community aspect as well. One of the other points of feedback we got from a lot of customers was, “We want to connect with other customers. We want to bounce ideas off our peers. Is there a way we can connect with each other?” So, we are really responding to that feedback with this new offering.,

Ok, so just to kind of start out, what are we are moving from and what are we going to? So, the business focus, that was that big piece of feedback that our customers want more of a direct focus. How can we help you not just win with these best practices but win at work and put this into play organizationally? So, there was some focus on that in Academy, and now much more focus on that in Frontier. Training focus in Academy was kind of industry knowledge which is positive, and we are going to continue to offer that industry knowledge, but the training focus is much more strategic in terms of giving you a very robust, enterprise-level tactics and playbooks that you can use to project manage, that you can use to program manage; so, much more strategic there.

Basic platform training in Academy, much more robust platform training now. And then again, certifications that are available now, and in Q1, there are going to be advanced certifications as well as strategic seminars. Those seminars have already started to be piloted: one in London and one in Minneapolis, and we have more of those strategic seminars which are going to be live in person offerings, as well as the Community platform. We will show you what that looks like and how to get involved there. And then Academy from an LMS (Learning Management System) standpoint – we have partnered with Skilljar, the vendor for our new LMS, one of the top LMSs out there for customer education. One of the reasons why we really wanted to move to a new learning management system is because apart from the design itself we were able to fully customize to make sure we were putting our best foot forward. Also, from an accessibility standpoint; every single pixel, every single interaction, between hover states and focus states, all the aria tags and all of the specific configurations. This level of back-end configuration was nowhere near this level with our old learning management system.

So, everything we need to do to put our best foot forward in terms of how we're labeling images and interactions across all parts of the platform. In order to put our best foot forward and really take accessibility to the next level, to allow our internal developers to be able to interact with this new vendor, to really dictate everything that is happening from an accessibility standpoint, we had to make that move. I wanted to call that out. We got a lot of those questions, so I wanted to make sure that I pointed out to you that this is going to be a much more accessible system that we really had to move to from an organizational standpoint.

Let’s take the next step and do an overview and a sneak peek. So Frontier.siteimprove.com, when you land here, you’ll be prompted for your Siteimprove credentials, so just use the same credentials that you use to sign into Siteimprove. Just a quick note on that: we have to provide separate sign on credentials for people who do not use Siteimprove. That’s going to be a communication that’s going to be coming out over the coming days here, we are going to provide that. But most of the folks who are in Academy and most of the folks who are going to be in Frontier have Siteimprove credentials, so just go ahead and put your Siteimprove credentials in there and it will drop you in here.

So here on the home page, what you are going to see are some featured courses, and I just want to call out some of these here. Our new Platform Manager Certification: II would say that this course is definitely going to be for two use cases. One, for a new Siteimprove user to get set up the first time. A lot of the things we go over in the new Platform Manager Certification are kind of some of those first-time settings that you’re going to want to get set up to get up and running on the platform. Another use case this would be is if you've already gotten up and running, there are a number of things that might be useful to you to be able to go in and actually take a look at some additional settings that you might not have already set up, and also to get an overview of things which if you maybe set up your settings a while ago, there might be some new things in here you’re going to want to take a look at. So just go through here, there’s a quick Intro, Review the Course Settings, Preparing for your Crawl. Then we get into a little deeper on each of the modules: Accessibility, QA, Policies, going through SEO Basics and Performance which are optional Marketing Performance settings. So, this is a way for you to go ahead and jump in. Maybe if you’ve already been onboarded to take a look at some settings that you might not have set up yet. The other nice thing about the new certification is that you are going to have a live Q and A option there, so that’s a live Q and A presented in a live office hours format. So, this is not something where there’s going to be a presentation and a webinar, it’s more of, we have a Siteimprove expert that will provide answers to any of your questions, provide you with input on anything you need to cover in the course or with the platform.

We definitely recommend that you take advantage of that. I would say the other piece of the puzzle here is just the new course experience. We are doing these in a much more, I would say, functional fashion. Most platform trainings, you watch videos, and you take some notes, and then you go and do it either later that day or maybe some other time in the future. But the way that these actually work is that you watch a quick tutorial just explaining the concept, and then you continue the lesson in the platform. This was another big piece of feedback that we got from our customers, “Can we get some more In-application guidance?” So again, you’ll see that tutorial continues in the platform. It will give you a quick overview of what’s going to be covered. Then you will have a walk-through, in this case Adding Sites. So, this will guide you through the various steps that you have to complete in order to complete that task. You will get dropped onto a new page and in many cases get a little more coaching. It will prompt you to continue and take you through exactly what you need to do to get up and running on a specific feature. So just wanted to call that out that it is very much a different learning experience – a much more practical experience. What we are going for is that we wanted to replicate the experience of being on a phone call or webinar call with a Siteimprove expert who is walking you through the platform, so this new format is something that you’re going to see in the new Platform Manager Certification. There are something like 86 of those in application walkthroughs associated with those chapters. This format is going to be replicated across all of our certifications as well. This first round of certification is going to be primarily instructor led, and we will show you a road map of what that’s going to look like over time. So for the time being, what you’re going to do is drop in, get an overview from the instructor/thought leader. Kevin is going to give you an overview into the instruction that he is providing.

Another nice thing about the certification is that you have a live Q and A option. This live Q and A is provided in a live office format. It is not like a webinar, but we have a Siteimprove expert that will provide answers to any of your questions and input on anything that you need to cover on the course over the platform. We definitely recommend you take advantage of that. The other piece of the puzzle here is the new course experience. We are doing these in a much more functional fashion. Most platform trainings, you watch videos, and you kind of take some notes and then you go and do it later that day or maybe some other time in the future. The way that this works is that you watch a quick tutorial that explains concepts and then you continue the lessons on the platform. This is another big piece of feedback that we got from our customers. "Can we get more in application guidance?" Again, you will see the tutorial continuing in the platform and it gives you a quick overview of what will be covered. You will then have a walk-through, in this particular case adding sites, so it will guide you through the various steps that you have to take in order to complete that task.

You will then get dropped onto a new page. In many cases you will get a little bit more coaching, and it will prompt you to continue and take you through exactly what you need to do to get up and running on a specific feature. I just wanted to call that out. It is very much a different learning experience and much more practical. We wanted to replicate the experience of being on a phone call or a webinar call with the Siteimprove expert who was walking you through the platform. This new format is something that you will see in the new Platform Manager Certification. As you might imagine, there are something like 86 of those in-application walk-throughs associated with all of these chapters. It is definitely good to take a look at. This new format is also going to be replicated across all of our certifications as well.

This first round of certifications is going to be primarily instructor-led and it will show you a roadmap of what that’s going to look like over time. For the time being, you are going to go ahead and drop in and get an overview from the instructor. One of our thought leaders here, in this case Kevin. I am hoping that Kevin will be on call. I will be looking at Kevin to get a sneak peek into the strategic seminar that he runs an addition to this online version here. Just jumping down here, we are taking you through an intro. You will get an intro from the instructor. You will have some pieces to think about before you attend the live session.

In this particular case, you will have an exercise. Part of our live session is building a program charter, a strategic certification, so you have a program charter in there, and you will be able to go and figure out what that’s going to look like and be well prepared before jumping into the live certification session which is in a webinar format. You can go ahead and choose whichever date you like. Most of the certifications are going to be running on a biweekly basis. Certainly, jump in and register for your desired time to show up to the live session and get plugged in there

So, I just wanted to give you an overview of that, and we will jump over in a minute to Kevin’s piece. We have certifications for marketing performance, content experience, inclusivity, and program design. You are also going to see power tips that are going to be coming out on a monthly basis. This will give you a bit of a sneak peek into some areas of the areas of the platform that you might not be familiar with in some cases. These are just short one to five-minute power tips that you’ll see there.

A little bit more here on the catalog side. Here, you will see all of the courses that are available today in the Academy that have been brought over. They will have different tile images. You will see Accessibly for Marketers, Multimedia, or PowerPoint, and all of these Academy legacy courses are in here. You can either search for it here or search by topic. The other piece of the puzzle here is the live training. This is going to be dedicated live training that is outside of the certifications. Each of the certifications that I just showed you have some live training components, but on this page, you are going to see dedicated training in terms of master classes, live seminars, and community events. We have pre-registration up for our Copenhagen Inclusivity Seminar and we also have on the roadmap for next year San Francisco and Los Angeles and possibly Seattle. We have a number of other seminars that we are going to be running. When they are scheduled, you will see them show up here and you can go ahead and register for those here.

So, on that topic, Kevin, are you with us today on the call?

KEVIN: Yes, I am. Can you hear me, Dave?

DAVE: Yes, gotcha Kevin. How are you doing?

KEVIN: I’m doing well. Happy to be here.

DAVE: Excellent. So, on that topic I want to introduce you to Kevin, who is one of our principal consultants here at the company, who runs one of our strategic seminars. So, this is not the certification online, this is actually going to be a half day event that we run live and in person. Just to preface that before handing it over to Kevin for a couple of minutes. This is getting into the strategic business focused and offerings around the strategic seminars. I would love to hand it over to you Kevin, and I can drive the slides if you like. Kevin, can you give us a quick intro of yourself and your background and the company? I would love to give folks a sneak peek into your strategic seminars to help people understand what we will be covering.

KEVIN: Yes, I’m happy to. Thank you for having me, everybody. This is Kevin Rydberg, and I am a Managing Accessibility Consultant and I have been with Siteimprove for almost 10 years, working in the accessibility field. My role covers a lot of different tasks, part of it being education, which is one of my favorite parts of my job.

What we have done with this particular course is that we have looked at what has been asked of us and what is the need for folks, who may have already gone through onboarding and maybe already in the tool working. We find that so many people are being reactive. They're just fixing what they can find that is broken. What we want is to start to change that mindset. We want to give you some key elements that you need to tie into larger initiatives so that you can really get that leadership support.

It is very scalable. You can be a small one-person shop, which a lot of our customers are, or you can be a large internal center of excellence devoted to accessibility on your team. You can monitor accessibly with your team there too. This is scalable. The things that we are offering are things that you can utilize no matter if you are managing one site or 100 sites. Nest slide, Dave, please. This says day one and day two. Typically, we can do it in a day like the morning and afternoon, but you get the idea it's broken into two sections, First and foremost, is really talking about the strategic aspect of accessibility in your organization.

A lot of the organizations have a very strict security program or policy in place with privacy. Accessibility can be at that same level. So, what we want to do is start thinking about it as a business methodology versus a compliance issue or whatever the case may be. So, we look at those company-level initiatives or departmental and then we start to design the program based on how can we complement the mission of the organization and things like that by aligning the charter. Then, we have to know where we are starting so we talk extensively about inventory and the inventory goes well beyond how many webpages and websites and links you have out there. It's a people inventory, its hardware inventory, it's extensive. And then we have a clear understanding of how to build our projects and how to roadmap moving forward. The key is sustainability. The first half of the course is talking about those aspects and then we move into talking about actually how we leverage the Siteimprove platform to support these aspects. So, we dig into the inclusivity components a little bit deeper and like I said, you may or may not have already gone through onboarding. We have a lot of new customers getting their first taste of this as well. So, we can go into it a little bit deeper for those who are more seasoned. But for the most part it's really kind of task driven: “What am I trying to accomplish?” So, it may be a matter of understanding how to generate those reports or build a dashboard for your content people and making sure that the information is readily available so that you can generate those reports quarterly or biannually or whatever you need.

So, another big piece of what we get out of the tool is that inventory. You are familiar with the QA modules, you’re familiar with the inventory module. That is going to provide a lot of information, and it's going to work in tandem with a lot of other information that you are going to acquire through the organization through the different teams that have the information available. That inventory is going to be important, because now you are building that home base. You are building that baseline of "We don't know where to go if we don't know where we are starting". You're going to know where you are starting.

And then we are going to dig into accessibility, talking about the scoring aspects, site targets and how to set things like that. How do we build prioritization and what are the limitations of the automated tool? Then we're going to go even deeper into the issues and explain how the page reports work, and make sure you have a clear understanding of the information that is readily available in the tool to help you address some of these issues. Then we are going to think about accessibility from a QA side of things as well as how we can bring policies into accessibility to maybe enforce branding, maybe enforce style guides, things like that that we have in place. As you see, it is “What information am I looking for?” and then “Here is how I'm going to pull that information out of the tool.” Next slide, please.

What we talked about with the business alignment, is we want to think about those company level initiatives. If you are down here working on broken links and image alt tags and you are wondering how that ties back to the organization that you are in. You are going to have to understand how to elevate that accessibility to a level of importance that makes sense for leadership. So, you are going to be supporting large initiatives maybe at the department level or the companywide level. It could be a digital transformation product; it could be launching a new website for the department. So, we want to tie all our efforts back to those initiatives so we can show the value of our team, and of the software and all the work we are doing. Again, it's very scalable, and by building this alignment, you are going to build a charter that is going to key in on the initiative itself. Next slide.

Here's an example of what we are talking about, and we will go through this in the course as an exercise together. We will build a mission statement for your team. How are we going to measure success? How do we engage? And then we want to let people know who is on the team. It might be your executive sponsor, it could be that lead, it may be a single person on the single accessibility responsibility team.

So, we want to create this so that it is a proper document that is available to show leadership. We will see that we start with that charter, and we get into the inventory which I talked about briefly and it is, how many documents are listed on the site? Are they hosted internally or externally, are we using third party plug-ins, where's the multimedia housed? You will see that it goes well beyond how many pages you have. Once we have a clear understanding of where you can work and what you need to work on, we can start to build those priorities. Whether it is launching a new CMS because we can’t build accessible products? Are we going to need to remediate based off of traffic to at least to get by? We want to give you the tools to make those sessions along with the leadership. This will be information that they have never had before. Now they can have this information to make more educated decisions other than, "I think we should focus on this next". And this is where the playbook will come into play. Okay Dave?

DAVE: Thank you, Kevin, I appreciate the overview, thank you so much. So, folks, if you have any questions about the certifications, or this particular one, definitely feel free to drop it into the chat. We wanted to provide you with that quick overview in this case of what Kevin's strategic seminar is about. Again, those are the types of programs that you will see and find on the live training page there. Again, we do have the Copenhagen one that has been locked in. We will have more dates and locations that are going to be released over the next couple of months. Those are going to show up here and are going to go through exactly what Kevin just went through there, so definitely keep an eye out for some of that, if that would be of interest to you. Just to call out, as you can see, there is a lot of content in those seminars that Kevin just introduced there. When you look at the online version of that, essentially what you will go through you can see in the curriculum overview here, it will be the basic course prep and then you have a 90-minute webinar. Kevin just outlined for you, sometimes it might be a half day to full day sometimes it may be a two-day seminar, in some cases for a broader set of objectives. But just know that you do have the ability to take the light version through the online version of the live training as well. I will jump over to the Q&A here.

We are good on questions about this particular piece, thank you so much, Kevin, I appreciate that. Jumping back in here, we have a number of questions popping up in terms of the offerings. So before getting to the rest of the slides, let me jump straight over to that since there are five or six questions on how this is going to be provided in terms of the access.

Academy, moving to Frontier, a complementary subscription, then later in Q1 you will see a premium subscription. Essentially, on Academy you had all of our legacy Academy courses. Everything that you see in Academy today for the users that you have paid for or have provisioned for Academy, that is also going to be included complementary in Frontier. We are also going to be updating select updated legacy courses, those will all be included complementary as well. That new Platform Manager Certification, which is hundred percent self-paced along with optional office hours, that will be included, self-paced, and then with that live coaching option, that will be included through Q1 of next year.

You are getting everything in Academy plus more here. Intermediate and advanced certifications, all of those online certifications that you saw, those four on the homepage. Through Q1 of next year, that will all be complementary, so we recommend that you go ahead and knock those out between now and the end of Q1 of next year because that will be complementary during that time. The live Q&A office hours, which is another premium new offering that will be included complementary as well. So, the live, in person seminars, that access, this should actually say "included through Q1, 2023", but in the future that will be available for a fee for full day or half-day seminars, it will be live in person. It will include lunch and for the full day it will include lunch and happy hour. Those will be paid seminars. We recommend that you take advantage of those. And the new community platform that you will see here in a minute is also going to be included complementary. Later, at the end of Q1, what you’re going to see is a premium subscription there. So, those things that are just included through the end of Q1, will be included in that premium subscription. And you're going to have additional things that you're going to see there as well. That premium subscription is something you will start to see next year, we will start to release that, but I think the complementary subscription is going to be everything that you have today for your current seats, your current licenses to the Academy. Plus, a lot more in there as well. So, we wanted to cover that really quickly, because I know that there were a lot of questions about that.

There's another question, “Will the IAAP courses carry over for the accessibility continuing education courses and what about the Fundamentals to Accessibility?” Yes, certainly what we will have in Frontier are all of those Academy offerings. They will be in Frontier and included in that complementary Frontier offering. As we do updates to certain courses, many of those courses will be included as well, complementary. Certainly, more to come on more of these details but thank you for those questions. I wanted to jump ahead to that really quickly, before jumping forward.

To pick up where we left off, everything we went over, with the certifications particularly in Kevin's piece was about that business focus, those strategy seminars, and advanced certifications. Let's jump onto our Community Platform. Faisa, if you want to go ahead and grab this screen. Faisa is our community manager and she's going to take a few minutes to walk you through the Community platform that we are launching now, that we certainly recommend you jump into.

FAISA: Thank you so much for the intro, Dave, I'm just getting my screen up and running. Let me know if that's all good.

DAVE: Got it.

FAISA: Brilliant. Thank you so much for the handover, Dave. Hello everyone, my name is Faisa Mohamed, Community Director here at Sitemprove. I'm really excited to share with you this new Community platform. As you see here, the purpose of the Siteimprove platform is to really level up your Siteimprove experience by serving as the global virtual community town hall for customers to connect, support and inspire one another.

Those three words are highlighted: Connect, Support, and Inspire. Why is that? Those actually are the pillars of the Community. In case you are wondering how to get involved, I did break down the pillars for you so you can know how you can both contribute and utilize it as a member. Begin by connecting, engaging in discussion with your fellow Siteimprove platform users and also internal Siteimprovers, about not just the product but also the interesting areas that the site should touch, such as accessibility and SEO to name some.

The next pillar is support, provide and gain support from our community members, which is great. Obviously, we would love to have another additional support channel, but yes, definitely take the opportunity to get some support during your Siteimprove journey and who best to learn from than your fellow users who are also using this day in and day out. We would love to see you post questions for the community and perhaps help some other folks out who might be struggling on an issue that maybe have overcome as well.

In the final piece is the inspiration piece is just about celebrating your wins. Share your learnings, demonstrate success. How do you talk about success using Siteimprove? Who else to better to do that with than with other Siteimprove users? This is the kind of inspiring content we would love to see in terms of helping each other out. Moving onto the next slide.

Here, you can see the Community forum and I just want to highlight some things of interest. I wonder I you find yourself scouring through our help center or reaching out to your CSE. The community is a great opportunity to search and use our key word search, for particular areas that you want to learn more about. If you don't happen to find that, feel free to kick off the conversation yourself by creating a post and calling in your community members. Bear in mind, the Community is brand new. We would love to consider you all our founding members, and as the community grows so will the existing content, so we are really just building out this resource. I would like to also give a shout out to our community challenges that will be coming up. We will be challenging you to undertake some quick strategy and platform learning and then demonstrate it to the community by sharing it on the forum. There is more to come on this next slide. Finally, earn recognition, badges, and points by contributing, engaging, and reacting on the forum. We have a series of badges up for grabs with more to be added.

Going back to the community challenge. Today we are launching our very first set of challenges. We are kicking off with more community-oriented challenges which will help you get started on the forum. When you participate, you will be entered into a prize drawing where five participants will be randomly selected to win a free personalized coaching session with the consultant here at Siteimprove.

Just a bit more about how you can get involved. This is fairly simple in this round. Looking forward to amping up the ante for the next two challenges. Do take the opportunity to number one, get yourself fully set up. We want to see your friendly faces and learn more about you. Please add a profile photo and information as prompted on your community profile.

The second one is to introduce yourself on the ‘Say Hello’ topic. Tell us why you are here and tell us what you want to learn from here. We would love to take the opportunity to say hello to you. Finally, and I hope this is the easiest, tell us the features you use the platform and why. You should complete two of the three tasks set this week. Two of them are participating and contributing to your profile. The first is really getting set up in your profile, I do want to mention that the prize draw closes next Friday on November 25. We will look at the entries, and also pick the five winners who we will be in touch with.

Just the final slide. This is the how to join. As you can see, there is a link there. I suggest taking note of that. Otherwise, the Community is also plugged into the Frontier platform. It is also plugged into some of the certifications that you have been doing. Make sure that you take the opportunity when you are going through the certifications to share with the Community and to click the link that you see. We would love to see how you have been getting on.

Like I said, if you're not yet part of the Community, joining the forum is a really super simple two-step process. We will ask for the name and the email address, and you can start filling in. We will move on to the onboarding steps which will take you through the best practices and tell you how to best utilize the community. Going back to the challenges in the last slide; do take the opportunity to set up the profile and your friendly profile. Again, introduce yourself and we would love to say hello to you. We are looking forward to seeing you connect and support and inspire you and Siteimprove users. Back to you David.

DAVID: Thank you Faisa, I appreciate that. Thank you for all of the questions. I am seeing a number of questions here that are getting answered. We do have 260 people on the call, so we have a lot of questions. We unfortunately can’t get through them all, but we are doing our best here. We have 10 minutes left. I am going to jump through the rest of the presentation. Again, with the Community, we really want to make sure that you all join. Again, we had a lot of feedback from customers saying that they wanted to connect with each other, and we would love to see you in the Community and taking advantage of that forum to connect and inspire each other and grow together.

I just want to talk about the platform training that robust platform training piece of the puzzle. I know that we had already went over that briefly with the Siteimprove platform Manager Certification. This is going to be about a lot of those core settings that you are going to want to know about. There are going to be additional in-depth courses that are set up like this one for all of our modules as well.

Getting a look ahead at roadmaps. Everything we went over today was about our training and certifications as well as our Community and live training events as well. That is just the tip of the iceberg. What we are going to be releasing in Q1 is the Career Center as well. "All right, I got certified, how do I get coaching on how to start to put these projects into motion at my organization?” “How do I update my LinkedIn when I get certified?” “I want to put together my resume for my next job search, how might I highlight this new knowledge and these new skills that I have gained on Frontier?" These will be resources available to you. The Flight Innovation Center is something that we put together for our customers and partners to come together and start to shape a lot of these exciting things that we are doing on Frontier. There are a lot of things that we are putting together in terms of framework of success around specific charters and process excellence around inclusivity, content experience, marketing performance programs. That Innovation Center is where we are going to be inviting in customers to take part in that. In some cases, you might just want to provide a little bit of feedback, in other cases, you might have specific frameworks that you think would benefit the rest of the Frontier community. That is a way for us to highlight you as a thought leader and a practice leader and co-innovate along with other customers as well.

Then there is Mission Control, the guidance center. A lot of that guidance that I was showing you in that Platform Manager Certification, a lot more of that guidance is going to be put into the Siteimprove platform itself to get those really nice tutorials and walk-throughs instead of having to sift through help center articles all day. You're going to see a lot more of those things as well. What’s launching now are training and certifications, Community, and events. Then in Q! the Career Center, Innovation Center, and Mission Control as well. This is just a quick roadmap. Again, the old Academy will be taken down on December 7. That will no longer be available, the Academy won’t be there anymore after December 7.

So, what you’re going to see over the next 3-5 months is that Platform Manager course. That is going to be 100% online and it is going to have optional coaching as well. Throughout January to March, we are going to be developing a version 2. All of our certifications we are going to be producing online content to convert what is right now, a 90% instructor led course where you had to do a little bit online, but it is mostly instructor led. I know a couple people asked in the chat, “What about people who can’t attend the sessions or for people who are outside of the time zones?” Those will be available in a self-paced format as well later after Q1. We will also be releasing advanced certifications as well. These initial certifications are how to get up and running. They expose you to the basics and intermediate. The advanced certification is going to be more strategic and really centered around a business case. This is not just how to execute in the platform, but also how to build a business case and how to manage that business case, let’s call it Siteimprove COE (Center of Excellence). We have different tracks that we will be offering for that advanced certification. Our legacy Academy courses, right now, most of those are hosted ‘as is’ in the new frontier LMS. Over the next few months, there are going to be selected courses updated as well.

The live in-person training events that Kevin was taking you through - we just did one in London and Minneapolis, we have San Francisco, Copenhagen upcoming as well. To revisit this, I know some folks had some additional questions on this. One of those questions was “Once Academy goes down, do I not have access to any of those courses?” The answer to that is, once the Academy is taken down, you will continue to have complementary access to those courses. They will be available in the catalog. Anything available on the Academy is here for you as well. The academy will be taken down, but all of those courses will be here in Frontier.

All right. I know we have five minutes left. I want to make sure that we are taking a few minutes to answer some additional questions. We have one question, “For people at your organization that do not have a Siteimprove platform login, how are they going to access Frontier?” That is going to be a separate single sign on credential process. You are going to be getting an email here in the upcoming week or so for those people who might not have Siteimprove login and credentials.

All right, I am just going to take a look here. Somebody was asking, “If we currently pay for Siteimprove Academy seats, will the Premium Frontier be available to you for free or will the Premium be an extra cost on top of that after the complementary period.?” That’s a great question. We are going to be reaching out at the account level on those particular situations. Depending on the service package and the investment that you have already made, in some cases, if you have already made an investment in the Academy, that is going to grandfather you in. In other cases, it will be a specific fee. We are certainly going to provide additional information on that here in the upcoming weeks. There is another question, "Can we purchase courses ala cart in the future, or does everything have a premium subscription?" Thank you for the question, that’s a great one. We are also looking for your feedback from customers on that. What we are thinking of at the moment is providing an all-in-one subscription that is going to be more economical compared to buying onesies and twosies here and there. What we are striving to do is to provide a premium Frontier subscription that will make more sense and you will get so much more. We will be providing more information on that in the coming month or so.

Another question, "Does training require the owner role in Siteimprove? It seems the user with an admin role is needed.” Thanks for asking that question. What you will see in that particular course, it does require the account owner role. What we would recommend, what we called out in the first chapter before proceeding, is to make sure that you have the correct role. In order to make these settings, somebody can certainly go through (the platform), but they will not be able to make the settings. We recommend the person is assigned the proper role or you go ahead and complete this if you have that role, and in the course, you are going to be able to see how to do that as well.

All right. I know that we are at the end of the hour, folks, and I know there are a number of questions. Siteimprove team, let us go ahead and take note of those questions, and hopefully we can answer those in a follow-up email as well. With that, thank you so much for joining today. We hope this is an offering that you are as excited about as we are. If you have any additional questions, please reach out to us on Frontier@Siteimprove.com. We will be happy to answer those questions and any migration questions that you might have. I know some customers track employee completion of courses in the old Academy. We will certainly provide you with a historical report on everything that your employees have completed in the Academy. We will also show you how to get set up for the admin account if you would like to continue to view that information. So, with that, we are at the end of the session. Thank you so much for joining us. Have a great rest of your day! Thank you.

(End of meeting)