

Rule: Achieve Product Management Through a Versioning Structure

Rule Description: Implement a product data model that will use a single SKU associated with multiple versions of a product to manage variations such as different access periods, effective years, license levels, or state-specific regulatory requirements. Ensure the ability to phase out expiring versions and create inactive versions for regulatory review prior to sale.

Business Impact: This structure will allow for better organization and management of products, facilitating easier updates and modifications across different brands and platforms. Multiple brands will be available for each product's version.

Why: A structured data model will support scalability and flexibility, essential for managing complex product offerings across various professions and regulatory organizations. The model will allow for a master content database that could share content across brands and professions, enabling flexible marketing and pricing strategies catering to the "Build One, Sell Many" format.

Rule: Offerings Will Be Our Sellable Products

Rule Description: Implement a simplified sales catalog consisting of offerings. An offering will be one or many product versions. Each product SKU will have offerings available based on state, pricing, access periods, brands, and several other factors.

Business Impact: This will simplify product catalog management, easily identify active and sellable products, reduce the number of SKUs, and improve reporting accuracy.

Why: Offerings being the sellable item will reduce complexity, enhance reporting validity, and support the customization of product offerings across multiple brands, states, and professions, aligning with best-in-class selling principles.

Rule: Provide Offering Flexibility Through Dynamic Version Attributes

Rule Description: Allow for dynamic attributes and pricing on product versions at the offering level to accommodate different pricing needs. Offerings will be customized for various states, organizations, and professions. We will implement a system that supports price overrides, discounted pricing, and promotional pricing. Product versions will have custom attributes (Access Periods, States, Promotions).

Business Impact: This will enable tailored pricing strategies on offerings to meet market demands and regulatory requirements, enhancing competitiveness and learner satisfaction. It will also provide the ability to allow learners to build their own offerings.

Why: Flexibility in pricing will be crucial in a complex selling environment to meet diverse learner needs and regulatory requirements, ensuring competitive positioning and compliance.

Rule: Ensure Multi-License and Multi-State Credit Management

Rule Description: Deliver a model that allows system flexibility for a single course to potentially provide credit in multiple states, accommodating state-specific requirements such as credit hours, separate regulatory approval dates, and learner access terms. Manage version availability, license, and pricing by state, region or country.

Business Impact: This will streamline the process of offering courses across multiple regulatory bodies to serve the needs of multiple professions, brands, and education types, reducing the need for creating numerous SKUs and improving efficiency.

Why: This approach will align with best practices by reducing complexity and increasing the scalability of product offerings, which will be crucial in a complex selling environment with varying state regulations.

Rule: Deliver High-Quality Product Data and Ensure Regulatory Compliance

Rule Description: Clearly capture a product's regulatory data. We will ensure attributes for state-specific regulatory requirements, including credit hours, delivery methods, and approval dates are clearly documented and quarriable. This model will implement a process to manage regulatory variations efficiently.

Business Impact: This will ensure compliance with state and national regulations, allowing the company to operate in multiple states and avoid legal issues.

Why: Compliance with state-specific and national regulations will be essential for maintaining a competitive edge in the online education market.

Rule: Achieve System Integration and Comprehensive Reporting

Rule Description: Develop a comprehensive data integration infrastructure to consolidate and pass data from various sources to enhance learner support's ability to quickly answer learner questions, along with the ability to track member engagement, usage, and marketing performance. This will allow the ability to measure a product's performance, such as tracking the usage of a product.

Business Impact: This will enhance learner support's ability to quickly answer learner questions, along with the ability to track member engagement, usage, and marketing performance. System will allow the ability to measure a product's performance, such as tracking the usage of a product.

Why: A unified data system will support the best possible learner service, better marketing decisions and strategies, and align with best-in-class practices for data-driven business operations. Simplifying the process of preparing for meetings and presentations and eliminating the need to pull data from various sources and synthesizing it into reports is a big need.

Rule: Ensure Product Management Flexibility and Have an Audit Trail

Rule Description: Ensure product management flexibility along with an audit trail. We will record creation dates and modification dates for each record, providing auditing capabilities, change management, and reporting.

Business Impact: This will improve organizational flexibility and customization. We will easily identify individuals making attribute changes and when. This will allow products to be used in various ways, such as in memberships, bundles, individual courses, and free content.

Why: Having a streamlined process for reporting and auditing will increase organizational quality and transparency. This will allow versions to be swapped when appropriate pre or post-purchase and allow courses to be marked as required or elective.

Rule: Deliver the Ability to Easily Replicate Products

Rule Description: Provide the functionality to easily replicate products, inheriting attributes from the master product SKU. Having the ability to replicate a SKU into a new version allows the ability to easily white label a product, add custom features, offer volume discounts, special or specific wording and include specific videos, quizzes, or simulations.

Business Impact: This will allow the sales team flexibility, reduce the time needed to create offerings, and reduce the errors in reporting and revenue recognition.

Why: Ensures the ability to flexibly create and sell custom offerings and products, including third-party content. We would be able to solve for the scenario when different versions for the same product are needed (government contracts, pricing requirements).

Rule: Provide The Ability to Build Learning Paths and Customize Offering Configurations

Rule Description: Model will provide the ability to set up dynamic offering bundles and customize offering configurations while providing course compliance with state and national regulations. Through data integration the platform will provide a 360-degree view of the user and their engagement with content.

Business Impact: This will enhance the learning experience by providing personalized course recommendations, improving compliance with state and national regulations, and ensuring competitive positioning and compliance.

Why: Personalized course recommendations and compliance with state requirements will be key to meeting learner needs and maintaining a competitive edge in the online education market.

Rule: Provide Flexibility to Improve Revenue Attribution and Revenue Recognition Methods

Rule Description: Having product versions available when selling across different business units and ecosystems to improve revenue attribution and revenue recognition methods. We will ensure that financial reporting is accurate and timely.

Business Impact: This will provide increased flexibility, aligning processes and reduce errors in revenue recognition. Different brands and education types will use the appropriate revenue recognition method.

Why: This will ensure that financial reporting is accurate and timely. Different brands and education types will use the appropriate revenue recognition method.