



## Four51 Customer Education Overview

Maximize your investment with training and certification from Four51! Classes help you:

- Offer creative e-commerce solutions to your customers
- Drive more sales
- Maximize your technology investment
- Enhance your value to your employer

Four51 Education	Who Should Attend?	Delivery	Price
<b>Classroom</b>			
<b>e-Commerce Management</b>			
<b>Four51 Admin Fundamentals (AF1)</b> Focused solely on using the Four51 admin interface for creating buyer companies and static products. Goes beyond the basics to cover the skills needed for common and advanced buyer company configurations.	<ul style="list-style-type: none"> <li>• CSRs</li> <li>• e-Commerce professionals</li> <li>• Anyone responsible for Four51 site creation</li> </ul>	Mpls. Classroom (2 days)	\$995
<b>Design</b>			
<b>Four51 Certified Designer (4CD)</b> Covers the use of Pageflex, the rendering software used by Four51 to create web-to-print variable text products. After completing Admin Fundamentals, take this course to receive your Four51 Designer Certification. You will be awarded a logo that you may use on your website and in corporate ID. 	<ul style="list-style-type: none"> <li>• Graphic Artists/ Designers</li> <li>• Anyone responsible for building templates</li> </ul>	Mpls. Classroom (3 days)	\$2,495. Use of Pageflex license included. Monthly support and maint. is \$250.
<b>Comprehensive e-Commerce &amp; Design</b>			
<b>Four51 Double Play (42x)</b> Our most popular offering, this 5-day in-depth course covers: <ul style="list-style-type: none"> <li>• Coupons and gift cards</li> <li>• Admin fundamentals and advanced configurations </li> <li>• Shipping and tax</li> <li>• Approval rules</li> <li>• Variable text products</li> <li>• Document Actions</li> <li>• Much more!</li> </ul> <p>It is an intense, fast-paced week. Graduates leave with the most advanced Four51 skills available in the market.</p>	<ul style="list-style-type: none"> <li>• CSRs</li> <li>• Graphic Artists/ Designers</li> <li>• e-Commerce professionals</li> <li>• Anyone responsible for Four51 site creation</li> </ul>	Mpls. Classroom (5 days)	\$3,495. Use of Pageflex license included. Monthly support and maint. is \$250.

Four51 Education	Who Should Attend?	Delivery	Price
<b>Online</b>			
<b>Design</b>			
<p><b>Four51 Designer (4D)</b> A streamlined version of Certified Designer education tailored for online delivery. Sessions focus more on high level concepts, less on workshop activities. Students completing this course and a final challenge project can access Four51 Technical Support for Pageflex via the online case submission process.</p>	<ul style="list-style-type: none"> <li>Graphic Artists/ Designers</li> <li>Anyone responsible for building templates</li> <li>Sales (for overview of Pageflex capabilities.</li> </ul>	Web Conference (2 sessions, 5 total hours)	\$2,495. Use of Pageflex license included. Monthly support and maint. is \$250.
<p><b>Advanced Pageflex (AP1)</b> Expand your creativity and Pageflex knowledge by connecting your projects to data sources. Especially useful for handling large, data-intensive clients.</p>	<ul style="list-style-type: none"> <li>Graphic Artists/ Designers</li> <li>e-Commerce professionals</li> <li>Technical Professionals</li> </ul>	Web Conference (1 hour)	\$725. \$125 for training; \$600 for 1 yr STANDARD support.
<p><b>Custom Themes (CT1)</b> Customize the look and navigation of your Four51 buyer sites to comply with all of their corporate ID requirements.</p>	<ul style="list-style-type: none"> <li>Graphic Artists/ Designers</li> <li>Anyone responsible for Four51 site creation</li> </ul>	Web Conference (1 hour)	\$995. \$125 for training; \$270 for activation; \$600 for 1 yr STANDARD support.
<b>A la Carte</b>			
<b>Introductory</b>			
<p><b>Four51 Introduction (4I)</b> Excellent overview of the Four51 system. Completion is required in order to access Four51's Tech Support team via online case submission.</p>	<ul style="list-style-type: none"> <li>All</li> </ul>	Web Conference (2 hours)	Included in Activation & Onboarding fee. \$250 sold separately.
<b>Customized</b>			
<p><b>Build-Your-Own Training Curriculum (BYO)</b> Need a refresher on Approval Rules? Never seen how coupons work? How about the latest in Pageflex Document Actions? You can design your own class from top to bottom, and we'll give you a recording of it for future reference.</p>	<ul style="list-style-type: none"> <li>As requested</li> </ul>	Web Conference	\$125/hr

Four51 Education	Who Should Attend?	Delivery	Price
<b>On-Site Training (OST)</b> Four51 will train your employees at your facility and tailor the sessions to your specific business requirements. Excellent option for multi-site companies that want to economize and/or add value to a regional or national meeting.	<ul style="list-style-type: none"> <li>As requested</li> </ul>	As requested	\$995 per day per person plus expenses. Pageflex licenses sold separately*
<b>Sales</b>			
<b>How to Sell e-Commerce (S1)</b> Led by Four51 Sales Executives and Senior Leadership. <ul style="list-style-type: none"> <li>Learn to deliver killer demos</li> <li>See what others are doing</li> <li>Position the solution for large accounts</li> </ul>	<ul style="list-style-type: none"> <li>Sales Executives</li> <li>Owners &amp; Principals</li> </ul>	As requested	\$125/hr

\* Pageflex can be licensed separately for \$995 per copy.

## Sign Up Process

### For Classroom Events

- Register online using the Four51 Education Calendar. After logging on to your admin interface, click the "Help" link and choose "Get Trained and Certified". At the bottom of the page you will find a link to the Four51 Education Calendar.

### For Web Conference and A la Carte Events

- Contact Four51's Application Services team by sending an email to [getsmart@four51.com](mailto:getsmart@four51.com).

## Four51 Payment Terms

- Training is billed in advance of service. Four51 accepts ACH and credit cards.

## What Others Are Saying...

### Beth Jones, Huffman Systems

"I was showing coworkers how easy template building was and their mouths dropped when I told them, 'Yes, it's that easy.' I appreciate the system a lot more now that I've had training—I thought it was so limited before I got trained...now I realize all that I can do!"

### Jan Calman, AGS Systems

"You cannot be efficient and effective without training. You must be trained to make the most of the application and your investment. I would never trust anyone without training to do anything for me on the application."

### Shannon Jones, AS Hospitality

"Even though I've been working on Four51 for almost two years, I thought I might be able to get a little something out of the Fundamentals training with Mike. Well, I was really wrong because I picked up many things that I didn't know about or didn't even know existed! For me, the training was extremely beneficial! I recommend both of these classes to anyone who wants a little more out of Four51 or for those new people who are just getting started."