

## Via Training's Hosted STMS Architecture

*A well-designed Learning Management System (LMS) is the foundation of a successful online sales force training program. Via developed its own purpose-built, hosted Sales Training Management System (STMS), ChannelSmart™, to ensure that clients have access to an affordable, reliable and secure system as the backbone of the training programs Via hosts and manages.*

### OVERVIEW

#### Benefits

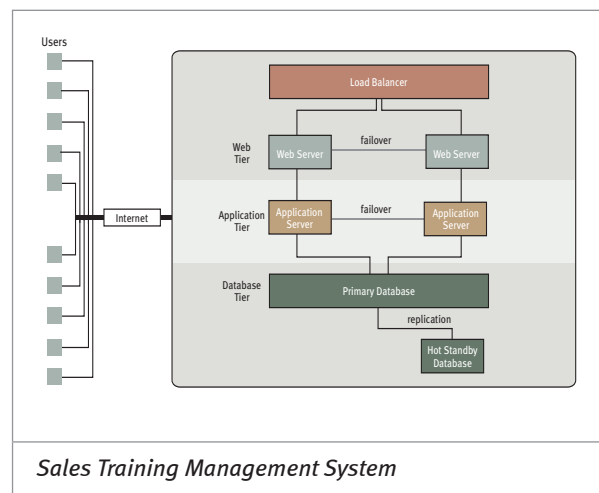
- Designed specifically to meet the unique needs of sales training
- Provides rapid expansion capability through a highly scalable three-tiered architecture
- Delivers 99.9 percent uptime through robust redundancy with no-single-point-of-failure system architecture
- Ensures data security with best-of-class physical and system security features that eliminate the possibility of unauthorized access to client data
- Supports industry-standard learning content integration for SCORM- and AICC-compliant courses
- Cost-effectively supports as few as 100 users or as many as 500,000 users

#### Features

- Load-balanced Web servers
- Hot standby database server
- State-of-the-art security
- 99.9 percent uptime
- Integrated content management
- Web-based administration tools

### PERFORMANCE AND RELIABILITY

ChannelSmart delivers 99.9 percent uptime. Via achieves this through multiple servers, redundant hardware and continuous automated software monitoring. ChannelSmart consists of three system-software tiers, and each tier (Web, application and database) is built with fail-safe protocols.



### ROBUST THREE-TIER ARCHITECTURE

#### Web Tier

The Web tier handles the HTML presentation and application connectivity.

#### Application Tier

The application tier handles business logic and transaction-processing duties such as registration, security authentication, testing and course tracking.

## Database Tier

The database tier handles data management and transaction processing. It uses an industry standard SQL database in a primary/standby configuration that fully replicates all data on the standby database. The hot standby database can also act as a reporting server.

## CONTENT MANAGEMENT

ChannelSmart™ architecture includes content management features that simplify the administration of assets, courses, download materials and portals that are typically part of a sales training website. An integrated Digital Asset Manager facilitates the transfer of source materials from Via's customers to our development teams to support the course development process and to promote rapid and efficient updates to site content.

## SECURITY

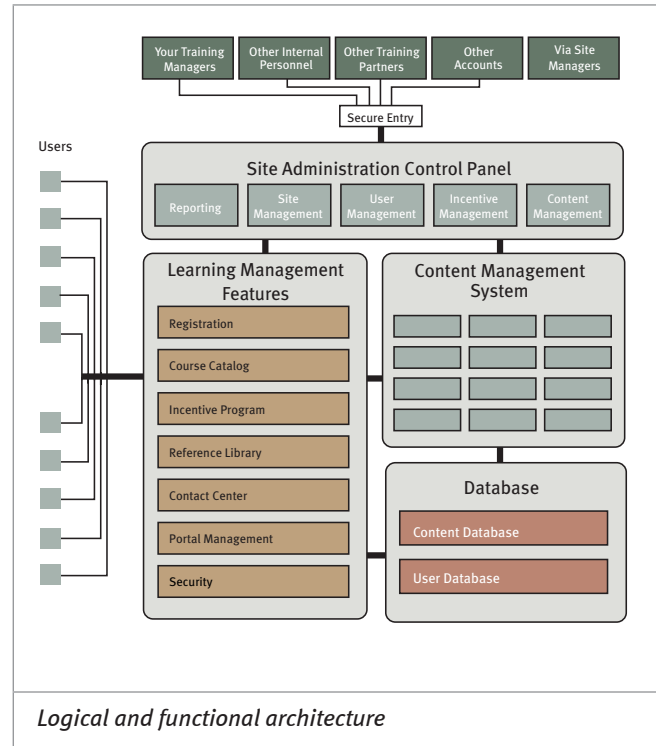
Via ensures that every client's courses and data are completely secure. Separate VHosts are used for each client, and airspace is maintained between each client's servers. There is no direct access to database servers from the Web, eliminating the possibility of unauthorized access.

## SCALABILITY

No matter what the size of the training program, ChannelSmart offers high-speed connections and great performance. Both the hardware and software architectures were built to be fully scalable. Servers can be added at any tier, and the state-of-the-art data center offers almost unlimited bandwidth. If a client wants to increase volume, there is no need for expensive changes to the application.

## CUSTOMIZATION AND INTEGRATION

ChannelSmart offers a full suite of administration and reporting tools. The interface to this functionality and the tools themselves can be customized. Student-tracking data can be cleanly integrated with in-house applications, including Enterprise Resource Planning (ERP), or a corporate-wide LMS. Via's engineering team has extensive experience integrating the sales training management data with client systems and will work



closely with a client's technical personnel to ensure seamless operation.

## LOCALIZATION

ChannelSmart is designed to support diverse, geographically distant, multilingual sales organizations. It is built on a localization-ready architecture that makes it easy to translate courses into several languages. In addition to making language translations possible, the portal-within-portal interface can be used to customize courses to reflect cultural and regional differences. Via's custom courses are also localization ready. Because Via uses efficient XML-driven Flash components, text from multiple languages can be pulled dynamically into the courses.

## ADHERENCE TO INDUSTRY STANDARDS

Off-the-shelf or legacy courses that are SCORM compliant can easily be loaded into ChannelSmart. If legacy courses are not SCORM compliant, Via can make the required modification or "wrapping" to ensure compatibility with ChannelSmart. SCORM standards also allow the export of courses to another LMS, so they are never locked into a proprietary format.

## **SUMMARY**

As the leading provider of e-Learning sales force training programs, Via Training has built a high-performance, secure and dependable Sales Training Management System that meets the needs of most organizations.

For more information about the technical architecture, please contact Via at [information@viatraining.com](mailto:information@viatraining.com).

## **TECHNICAL HIGHLIGHTS**

### **Hardware Technology**

#### **No-Single-Point-of-Failure Architecture**

- Two Web servers (load balanced)
- Two application servers
- One primary database server
- One standby database server  
(available for reporting duties)

### **Scalable**

- Cost-effectively supports as few as 100 users or as many as 500,000 users
- Easy expansion capabilities: no application change required

### **Secure**

- Monitoring and support services
- SiteScope used for operations and performance monitoring