



Hi Mark,

first of all, thank you for supporting *Mosaico e-learning*. We really appreciate your help and we hope we will be long term friends!

About Articulate

- 1) Please, can you say a few words to describe your current position at Articulate?

Hi Gabriele. I'm responsible for worldwide sales at Articulate. In that role, I manage our direct sales force, sales operations, and our indirect sales channel team. I'm pleased to say that our sales numbers are very strong – so I suppose I'm doing my job.

- 2) What do you think are the most strength points of Articulate products?

Articulate products have been very highly regarded as being simple to use. That doesn't come by accident. We spend lots of time during our product development cycle to ensure our software is intuitive and easy to use. We also work with a broad range of users to ensure we've created a workflow that fulfils the rapid authoring promise. It's one thing to create a pretty user interface. But, if you also don't focus on workflow optimization, then you've only solved half the riddle.

Beyond the products, we're maniacally focused on ensuring that our customers get the most out of the investments they've made in Articulate software. We do that by providing outstanding technical and customer support and by creating and fostering an active online community of passionate elearning users. You can see that in action at our E-Learning Heroes community portal – <http://community.articulate.com>. There you'll find countless, free resources, tips, and tutorials from Articulate staff and our customers on how to create great e-Learning. That's managed by Tom Kuhlmann, author of the very popular Rapid E-Learning Blog (<http://www.articulate.com/rapid-elearning/>) and e-Learning rock star.

- 3) After LS2011 we heard about Articulate Storyline.

Could you give us some spoiler about this future Articulate release?

It's really difficult to control our enthusiasm about Articulate Storyline, but I'll have to refer you to the current official Articulate communications which you can find at the Storyline thread at E-Learning Heroes: <http://community.articulate.com/forums/p/1694/9102.aspx#9102> After all, we've yet to even launch the beta of the product.

- 4) Can you tell us why will be Storyline a game changer? Storyline will enable non-programmers to create highly engaging and very interactive elearning with "PowerPoint" or Articulate Studio user-interface ease. With Storyline, anyone will be able to create dazzling courses that until Storyline - only Flash programmers, seasoned instructional designers, and high end, custom services organizations were able to create. When you combine that with a price point that is very affordable, there is no doubt that Storyline will change the rules of rapid elearning authoring.

- 5) Does Articulate storyline and Studio Suites are complementary, or we can assume that the use of a product precludes the other? Some customers will choose Studio, others will choose Storyline, and some will choose both. That's fine with us. Both are strategic offerings. They each offer outstanding and unique attributes. It really depends on the needs of the customer. The good news is that they play nicely together.

- 6) There has been a lot of talk about Storyline and the new opportunity to make animated screen captures. This means that many developers will leave Adobe Captivate in favor of storyline. What do you think are the main differences between these products? We certainly would be happy to welcome Adobe Captivate users to the Articulate community. Of course, Storyline will offer so much more than animated screen captures and I think it will be very evident for Captivate users who take a look at Storyline, what new things they'll be able to do. And, Articulate Storyline customers also get Articulate support and the Articulate Community. You don't get that with Captivate.

- 7) Can you send us a Storyline screenshot?
It's a bit premature to share screen shots since we've yet to release the software to beta, but stay tuned...

- 8) What are the three most important reasons why a Studio user should go to Storyline? There are many reasons but three that quickly come to mind are: desire for more interactivity, the need to provide software simulations or robust scenarios, and HTML5 support with interactive iPad and iPhone support.

- 9) Is there a date scheduled for the release of the new generation of Articulate Studio Suite? No official date has been released. We hope to ship by year end.

- 10) Can you give us a preview on the new features regarding the Articulate Studio Suite? Not at this time. The one thing we have shared is that it will share the same player as Storyline. So you'll see HTML5 publish support and an unprecedented level of simple, player customization.

About *Mosaico e-learning*

- 1) The Italian market of e-learning is far behind the U.S. and some other European countries. What do you think may Italy can do to catch up? Get in the game. Give it a try. Follow our community and download a free trial of our software. It's really not hard and there are many good uses and benefits of elearning. Even if you don't use Articulate software to create elearning, start introducing elearning into your overall learning strategy. Frankly, we would also benefit from having a strong Italy based reseller of our software who knows the eLearning space. Do you know anyone?

- 2) Please, could you leave a message to all of our readers?

My daughter who attends a local university studied abroad in Verona this past summer. All I heard was how beautiful and wonderful Italy is. And looking at her pictures, I have to agree. So I'm hopeful that we can build our customer base in Italy and I can visit with our customers in Italy in the near future. And, I thank you for helping spread the word for us. Maybe, you can be my tour guide?

Thank you for your kindness, Mark!

We hope to hear soon again from you!

