> **"Thinkmap puts content into context, and is a good example of an emerging trend of making it easier for people to find and use knowledge."**
>
> **- Larry Prusak**
> Distinguished scholar in residence, Babson College

THINKMAP BOOT CAMP:

◇ train your staff on how to use our Thinkmap Technology

◇ private training sessions led by our specialists in information architecture, databases and Thinkmap Technology

◇ centered on your organization's specific business goals and data sources

◇ several options, in terms of time, budget, and post-seminar deliverables

◇ we will custom tailor our training to best fit your needs

THINKMAP BOOTCAMP: INTENSIVE TRAINING SEMINARS

Many Thinkmap customers are excited about using our visualization technology to leverage their data resources, but are unsure how to begin. For these customers, we offer Thinkmap "Bootcamp," an intensive seminar that trains your staff on how to use Thinkmap and jump-starts your Thinkmap development process.

During these private sessions, we work closely with you and your team to define exactly how Thinkmap visualization can tell an effective story and leverage your data and existing applications. The end result is a detailed development roadmap that points the way from initial concepts to precise implementation specifications. Subsequent development of your Thinkmap application is given an effective boost, resulting in quicker time-to-market and improved success in implementation.

Thinkmap Bootcamp offers a great value because you benefit from our deep expertise in information architecture, design, and the core Thinkmap technology, and from our years of success in building effective visualizations. Thinkmap Bootcamp seminars are led by our specialists in information architecture, databases, and Thinkmap technology itself. Plus, the seminars are centered on your organization's specific business goals and data sources, not just generic examples.

We offer several options, in terms of time, budget, and post-seminar deliverables, so that you can pick the type of training session that best fits your needs. Thinkmap Bootcamp seminars can generate schematics, wireframe diagrams, and development checklists on issues ranging from the data scenarios and data relationships to the specific design layout and controls desired in the custom Thinkmap visualization.

Thinkmap Bootcamp jump-starts your Thinkmap develop-ment process, with quicker time-to-market and improved results.

THINKMAP VISUALIZATION CONSULTING

ESTABLISH GOALS:
Establish the goals for visualization of the data. What meanings, context, and/or value do you hope that visualization will uncover and provide? Identify stakeholders and workflow. What are the user scenarios, and which are the most valuable?

DEFINE DATA:
Audit available data. What are the data sources, formats, and storage mediums? Does the data support the goals? Define the honing, pivoting and broadening of the data set. What underlying transformations, queries, clustering and aggregation will be required/useful to power the visualizations, and what (if any) custom data sources will be created?

ESTABLISH DESIGN:
Identify Thinkmap components to be used as most appropriate. Define their visual layout and how they will interact. Define entity types and relationships, display parameters (node size, color, termination conditions, 2D vs. 3D).

DEFINE THE CONTROLS:
Identify starting conditions, navigation, Search and filtering behavior, response to mouse clicks and mouse-overs, node dynamics, grouping, and attractions. Define the use of pe-ripheral user controls (sliders, lists, buttons, etc.)

PLAN THE IMPLEMENTATION:
Define links to external applications and content, how Thinkmap visualizations will be de-ployed in the final customer environment and how they will relate to hardware and other applications.

DELIVERABLES:
Schematics/Wireframes
Custom Thinkmap Specification
Custom Development Checklist

THINKMAP PERSONNEL:
Thinkmap Information Architect
Thinkmap Developer
Project Manager/Domain Expert

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	PRICE	DURATION	No. OF CLIENT PERSONNEL
Package A	$10,000	2 Days	Up to 3 (each additional is $1,000)
Package B	$20,000	5 Days	Up to 5 (each additional is $2,000)

Thinkmap Bootcamp can be scheduled at our offices in Lower Manhattan or at the client's location. Client pays for travel time and expenses if at its location.