

Solution Provider Profile

Questionmark

April 2022



Company At-a-Glance	
Name of Product/Offered	Questionmark Assessment Platform
Headquarters	U.S. Headquarters in Trumbull, CT
Year Founded	1988
Geographic Coverage	Global
Industries	Includes financial, pharmaceutical, technology, media, telecommunication, professional services, utilities, manufacturing, higher education, government, retail
Website	https://www.questionmark.com/

QUESTIONMARK OVERVIEW AND VALUE PROPOSITION

Questionmark provides a secure enterprise-grade assessment platform and professional services to leading organizations around the world, delivered with care and expertise. Its full-service online assessment tool and professional services help customers to improve their performance and meet their compliance requirements. Questionmark enables organizations to unlock their potential by delivering assessments that are valid, reliable, fair and defensible.

Questionmark offers secure powerful integration with other LMS, LRS and proctoring services, making it easy to bring everything together in one place. Questionmark's cloud-based assessment management platform offers rapid deployment, scalability for high volume test delivery, 24/7 support and peace of mind with secure, audited the US-, Australian- and European-based data centers.

Questionmark has the experience to ensure that its customers get results they can rely on. It has helped its customers deliver more than 95 million unique assessments and since starting, has been used by more than 2,500 customers worldwide.

The business has a wide range of expertise across industry sectors, government and academia. These include financial services, technology, pharmaceuticals, utilities, retail, public sector and government, awarding bodies and higher education.

Questionmark has achieved authorization from the Federal Risk and Authorization Management Program (FedRAMP). The FedRAMP Authorization means Questionmark is approved to deliver cloud-based assessments for the US government and military organizations.

The business supports the full range of roles within customers' organizations to deliver valid, reliable, fair and defensible assessments. This includes senior managers and departmental heads, technical assessment teams, consultants and intermediaries. Questionmark also supports in-house functions such as IT, data, legal and procurement teams.

Questionmark is an ISO 27001:2013-certified provider of assessment solutions and services that enables organizations to measure knowledge, skills and attitudes securely for certification, regulatory compliance, workforce learning, sales force readiness and higher education.

Questionmark's assessment platform enables organizations to:

- Author questions and organize them into tests, exams, quizzes or surveys.
- Deliver via mobile/tablet or secure browser in a proctored environment or paper.
- Securely deliver high-stakes tests and exams in proctored environments to ensure results security.
- Analyze results and distribute meaningful reports to stakeholders.
- Manage large question banks efficiently.
- Integrate with other key enterprise systems, e.g., LMS, CMS, HCM, via standards-based integrations (AICC, SCORM, IMS LTI) and Questionmark's APIs.
- Get help around-the-clock with 24/7 technical support options. Questionmark's assessment platform is available via different deployment options:
- Questionmark OnDemand is a cloud-based Assessment Management platform with data center options in the United States, United Kingdom, Germany and Australia.
- Questionmark OnPremise provides similar functionality as installable, on-premise software.
- Questionmark OnDemand for Government provides similar functionality as a FedRamp Authorized SaaS offering. (ATO attained October 2019)

Assessment features include:

- **Proctoring online** — Live proctoring via webcam.
- **Proctoring Record and Review** (records exam delivery with automated review/flagging of suspicious exam delivery sessions)
- **Proctoring onsite** — Enables customers to proctor individual test-takers or a group of test-takers in-person and onsite. Questionmark provides the tools to start, pause, un-pause and stop tests for an individual or group within a test center and to monitor a group's progress.

- **Candidate portals** —The portal provides candidates with the convenience of self-service registration, purchase via eCommerce and self-scheduling of practice tests and online proctored exams.
- **Digital badging** — Enables administrators to associate assessment outcomes with digital credentials on Credly's Acclaim platform.
- **Content** — Ready-made tests and questions aimed at business skills (three titles available now; additional titles in development).
- **Observation assessment** -- measure participants' behavior, skills, and abilities in ways not possible through traditional assessments. An observer is presented with the questions to rate the participant's behaviors, skills or abilities. Results are instantly saved to the central repository for analysis and reporting.
- **Create your own content** - author questions, categorize them using topic folders and metatags, and use them to compose assessment forms. The service includes item banking, item history, and version control. Publish once and deliver in multiple modes and different languages.
- **Collaborative authoring** - enables organizations with distributed teams to work on the same project asynchronously and at a distance.
- **Blended delivery** -- responsive design capabilities that take the guesswork out of blended delivery. Author an assessment once and then deliver it to different types of devices. From PCs and Macs to tablets and smartphones.
- **Reporting and analytics** -- including item analysis, test analysis, survey reporting and more. Tools to analyze and share results with stakeholders.
- **Job task analysis** -- surveys to analyze what tasks within a job role are most important. Used to construct and validate certification programs, ensuring questions are relevant to the job.
- **Accessibility** -- assessments are optimized for screen-reader compatibility and support navigation using the keyboard or alternate pointing devices.
- **Integration with LMS** -- quickly and easily create content that integrates with other systems. Content package files can be read and imported by LMSs or other applications so assessments can be scheduled or launched by these systems. Supported standards include AICC, SCORM, LTI and xAPI.
- **Multilingual** -- interfaces are available in more than 30 languages. Translation and project management features for localizing items and assessments.
- **Global support** – an extensive range of support resources, product guides and online user communities. Twenty-four/seven and flexible support plans to meet client needs. Support by phone, email and chat.

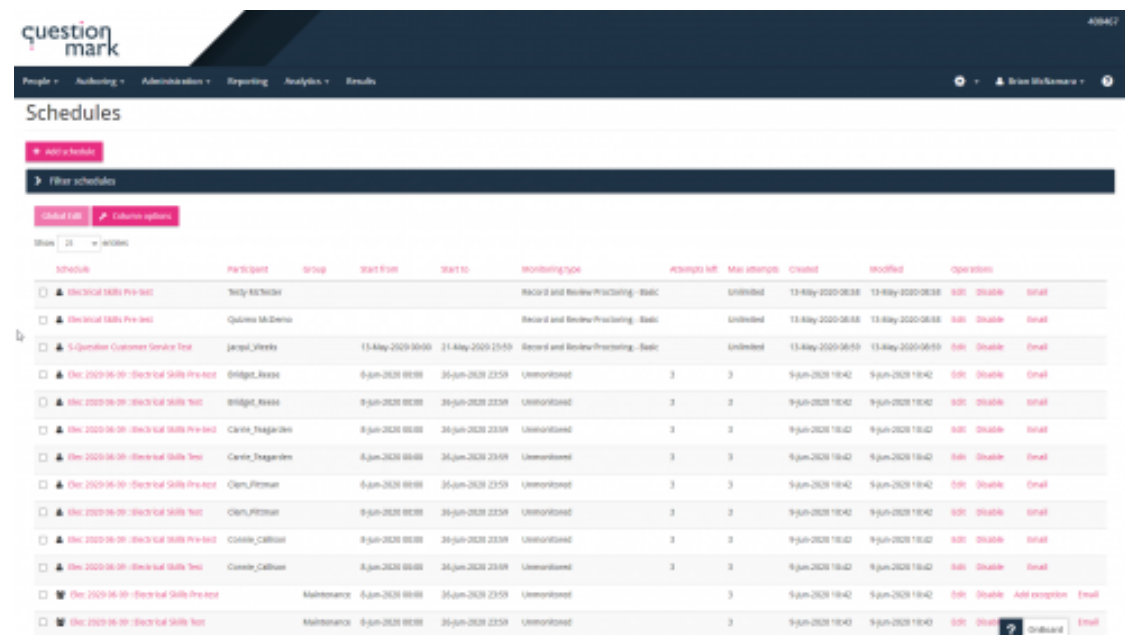
- **Professional services** -- product training (onsite and remote) and custom integration, content migration, reporting and automation of business processes.

Common platform applications include:

- **Workforce learning** — Measure learning results/knowledge transfer, identify learning needs, conduct Kirkpatrick levels assessment, ensure sales-force readiness and improve learning outcomes.
- **Talent management** — Ensuring workers are engaged and have the skills they need for the modern world
- **Pre-hire:** Includes skills and capability testing that enables planning for onboarding and future training. Some tests can identify high-potential candidates and predict how likely they are to rise within the business.
- **Certification** — Credentialing and awarding bodies use Questionmark because of the capabilities for creating valid, reliable tests — and to maximize revenue from exams and practice tests.
- **Higher Education** — Universities, medical schools, technical and communities use Questionmark for their testing and assessment needs for improved student outcomes, mitigating risks of cheating and capture of key data for accreditation.

SCREENSHOTS

Figure 1: NextGen Schedules – Custom Branding



Schedule	Participant	Group	Start From	Start To	Working Type	Attempts Left	Max Attempts	Created	Modified	Operations
Electrical Skills Pre-Test	Toby McIsaac				Record and Review Practising - Basic	Unlimited	Unlimited	11-May-2020 08:38	11-May-2020 08:38	Go: Disable Email
Electrical Skills Pre-Test	Quinn McIsaac				Record and Review Practising - Basic	Unlimited	Unlimited	11-May-2020 08:38	11-May-2020 08:38	Go: Disable Email
5-Question Customer Service Test	Jared Vitale		11-May-2020 09:00	11-May-2020 23:59	Record and Review Practising - Basic	Unlimited	Unlimited	11-May-2020 08:50	11-May-2020 08:50	Go: Disable Email
Electrical Skills Pre-Test	Bridget Reese		8-Jun-2020 09:00	24-Jun-2020 23:59	Unmonitored	3	3	8-Jun-2020 18:42	8-Jun-2020 18:42	Go: Disable Email
Electrical Skills Test	Bridget Reese		9-Jun-2020 09:00	24-Jun-2020 23:59	Unmonitored	3	3	9-Jun-2020 18:42	9-Jun-2020 18:42	Go: Disable Email
Electrical Skills Pre-Test	Carrie Regardin		8-Jun-2020 09:00	24-Jun-2020 23:59	Unmonitored	3	3	9-Jun-2020 18:42	9-Jun-2020 18:42	Go: Disable Email
Electrical Skills Test	Carrie Regardin		8-Jun-2020 09:00	24-Jun-2020 23:59	Unmonitored	3	3	9-Jun-2020 18:42	9-Jun-2020 18:42	Go: Disable Email
Electrical Skills Pre-Test	Clara Pittman		8-Jun-2020 09:00	24-Jun-2020 23:59	Unmonitored	3	3	8-Jun-2020 18:42	8-Jun-2020 18:42	Go: Disable Email
Electrical Skills Test	Clara Pittman		9-Jun-2020 09:00	24-Jun-2020 23:59	Unmonitored	3	3	9-Jun-2020 18:42	9-Jun-2020 18:42	Go: Disable Email
Electrical Skills Pre-Test	Connie Cahoon		8-Jun-2020 09:00	24-Jun-2020 23:59	Unmonitored	3	3	9-Jun-2020 18:42	9-Jun-2020 18:42	Go: Disable Email
Electrical Skills Test	Connie Cahoon		8-Jun-2020 09:00	24-Jun-2020 23:59	Unmonitored	3	3	9-Jun-2020 18:42	9-Jun-2020 18:42	Go: Disable Email
Electrical Skills Pre-Test	Maintenance		8-Jun-2020 09:00	24-Jun-2020 23:59	Unmonitored	3	3	8-Jun-2020 18:42	8-Jun-2020 18:42	Go: Disable Add exception Email
Electrical Skills Test	Maintenance		8-Jun-2020 09:00	24-Jun-2020 23:59	Unmonitored	3	3	9-Jun-2020 18:42	9-Jun-2020 18:42	Go: Disable Add exception Email

Figure 2: Certificate Management

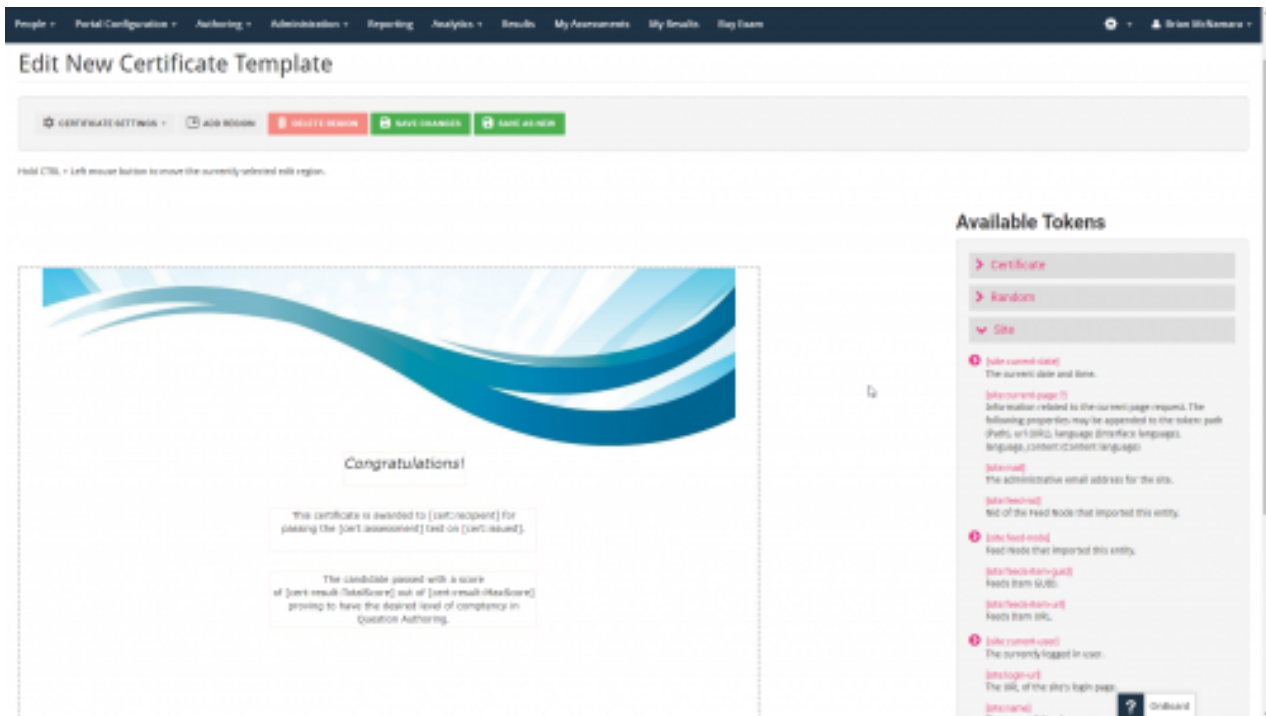


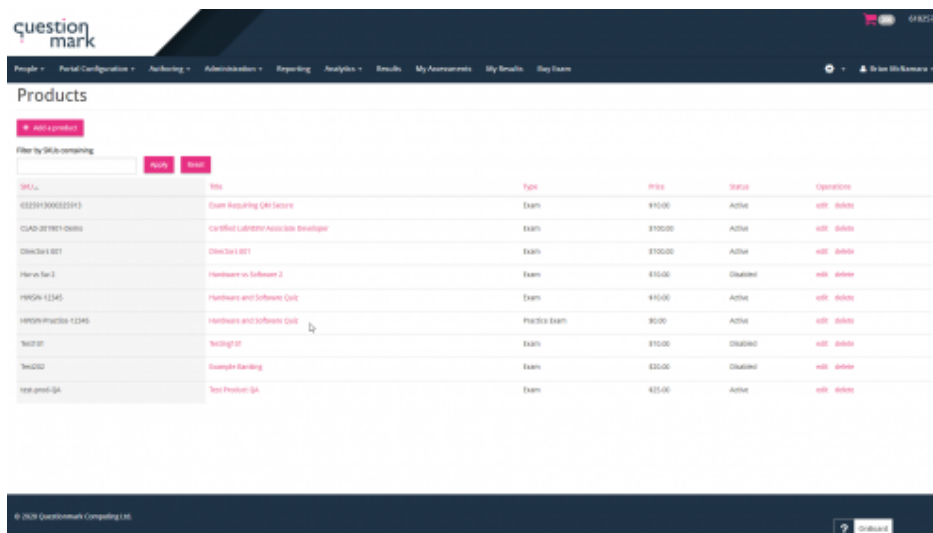
Figure 3: Participant View – iPhone



Figure 4: Item Analysis Report

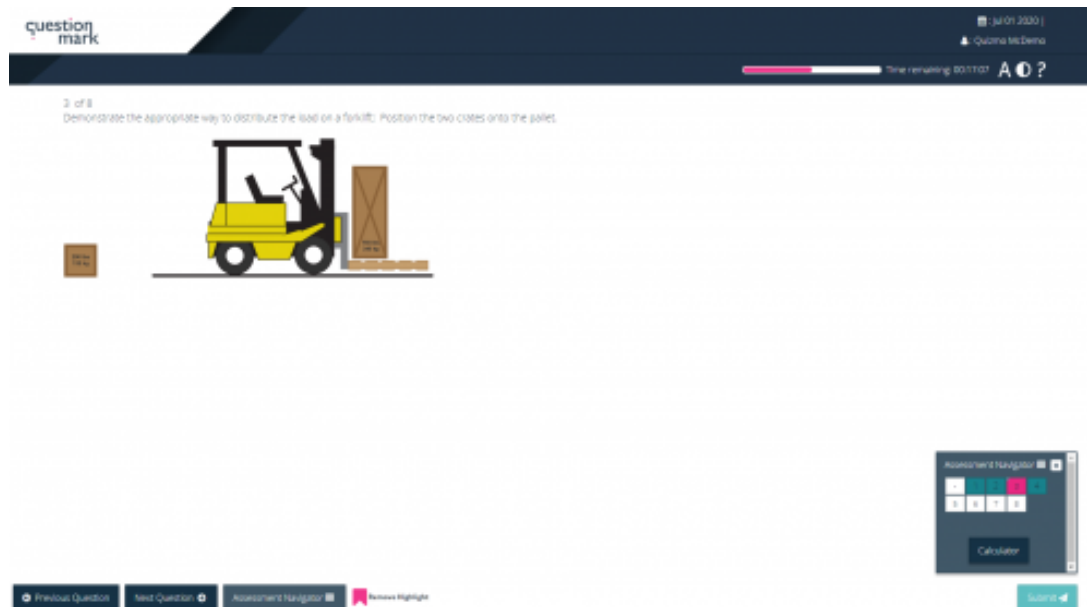


Figure 5: Products – Candidate Portal



SKU	Title	Type	Price	Status	Operations
02291300022213	Exam Requiring OAI Factors	Exam	\$10.00	Active	edit delete
0249-201901-0000	Certified LabVIEW Associate Developer	Exam	\$100.00	Active	edit delete
02603411001	Objective 1001	Exam	\$100.00	Active	edit delete
1000-100-3	Hardware vs Software 2	Exam	\$10.00	Disabled	edit delete
1000A-12345	Hardware and Software Quiz	Exam	\$10.00	Active	edit delete
1000B-Practice-12345	Hardware and Software Quiz	Practice Exam	\$0.00	Active	edit delete
1001-01	Testing 01	Exam	\$10.00	Disabled	edit delete
1002-02	Example Banking	Exam	\$20.00	Disabled	edit delete
1003-03-04	Test Practice 04	Exam	\$20.00	Active	edit delete

Figure 6: Drag-and-Drop Question



All screenshots provided by Questionmark, a Learnosity Company

Analysis by Brandon Hall Group

Situational Analysis

Employers struggle to find job candidates whose competencies, skills and aspirations match the organization's needs. Organizations also need to understand their employees' capabilities and potential, and test their knowledge and understanding so they can drive career and succession planning, learning and development and talent management.

Challenges to the Business

Assessments are a vital tool to understand the capabilities of prospective employees and the incumbent workforce. Virtual assessments — especially in the new environment of increased remote work — are becoming ubiquitous. The challenge is delivering assessments that are secure, valid, reliable, fair and defensible. Whether you want to offer, tests, certification exams, quizzes or surveys, delivery must be flexible — ranging from mobile devices to a proctored environment. And you must be able to integrate your assessments platform with other technologies, such as an LMS, CMS or HCM system.

Implications for the Business

Employers that cannot find the right technology to conduct a range of assessments to meet their hiring, development, certification and talent management needs are at a significant competitive disadvantage. Assessments are critical to making fully informed decisions related to hiring, upskilling, reskilling, career development and succession planning. They help drive revenue, profit, performance, talent retention, employee engagement and more. High-performance organizations need a sophisticated assessment strategy and flexible technology to execute it.

Questions to be Answered by the Business

To build for the future, organizations must answer some critical questions. They include:

- Do we fully understand the capabilities, competencies, skills and aspirations of our job candidates and incumbent workforce?
- Are we using assessments effectively to drive organizational objectives?
- Do we need to expand the types of assessments we use?
- Will our current technology enable any expanded scope of assessments?
- Do our assessment analysis capabilities provide the data required to make great business decisions?

Questionmark as the Answer

Questionmark, a leading assessment platform for many years, was acquired last year by Learnosity, a leading provider of assessment infrastructure for the learning industry.

Questionmark brings to Learnosity end-to-end assessments, proctoring, badging and reporting. The partnership brings scale and deep expertise to Learnosity's capabilities for the corporate, government and certification sectors. The combined organization has the R&D, engineering and commercial capacity for the ongoing digital transformation.

Any organization of any size or industry that is serious about delivering a wide range of assessments that are secure, valid, reliable, fair and defensible should give Questionmark serious consideration.

Questionmark is as comprehensive a platform as any solution on the market. Its biggest differentiator is the ability to meet almost any organization's assessment needs, including:

- Pre- and post-hire testing
- Measuring learning results
- Salesforce readiness
- Regulatory compliance
- Certification
- Badging
- Testing and assessment needs for higher education
- Strong and growing ability to serve the demanding federal market

Questionmark went through a series of transitions between 2019 and the Learnosity acquisition in June 2020, moving from longtime CEO Eric Sheperd to Lars Pederson, to the Learnosity leadership team led by EVP and General Manager Neil McGough. Questionmark founder John Kleeman maintains a role in the new leadership team.

Before the acquisition, Questionmark spent time getting "back to basics," shoring up applications and product development and management. The company became certified by FedRamp, which enables Questionmark to provide secure cloud services across the federal government. Four federal government agencies now authorize Questionmark's OnDemand for Government, the latest being the Federal Deposit Insurance Corporation (FDIC). Questionmark's ability to offer SaaS and on-premise functionality to the feds puts them in a strong position to drive further growth there.

The company has also delved deeper into proctoring, including live online proctoring via webcam and automated online proctoring that records exam delivery and flags suspicious activity. This is an add-on service that expands a strong revenue source.

Questionmark also benefits from its entrance two years ago into the assessment content arena, both through internally developed content and partnerships. Tests range from thinking skills and data literacy (by Cambridge Assessment) to cybersecurity for home-based workers, GDPR for business professionals, sales, marketing and customer care assessments (through Mentor Group and TestGenius, respectively) and more. This closes what was once a significant service

gap. It's also part of a longer-term vision of supplementing LMS content with ready-made assessments.

The company had also not paid much attention to digital badging, but addressed learners' affinity for recognition through a partnership with Credly. Questionmark is now officially integrated with Credly's Acclaim platform and has other significant partnerships with Microsoft, SAP, Workday, Association of Test Publishers, the IT Certification Council and more.

In addition to its acquisition by Learnosity, Questionmark's ability to translate assessments into 36 languages, comprehensive integration capabilities, and growing certification and credentialing business puts the company in a market-leading position and poised for ongoing growth.

- Claude Werder, Senior VP and Principal HCM Analyst, Brandon Hall Group

- Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst, Brandon Hall Group

About Brandon Hall Group

With more than 10,000 clients globally and 28 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.



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