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Avilar Launches New Website and With It a New Approach to Vendor/Client Communication

Columbia, MD – June 20, 2006 - Avilar, a leader in eLearning and competency management, launched its new website with one purpose in mind; simplification. The new website, inspired by the results of the Human Capital Management 2005 study, offers several customized paths to find information from the home page including job title, products and solutions.

“We want people to use our website not only to contact us for information on our products and solutions, but also as a way to increase their eLearning and competency management knowledge,” says Avilar CEO John Skowlund.

The website takes several approaches in order to simplify the learning process for visitors by only providing relevant information. One example is to begin by job function. As an HR Manager, the visitor will see competency management’s uses in relation to proactive people management whereas a Training Manager sees information on automation efficiency and showcasing the value of training to management. If visitors want to go straight to product information without lengthy verbiage, they simple click on the appropriate tab for competency management or eLearning.

“Many websites try to tell everything to everyone,” says Niki Herr, Marketing Manager at Avilar. “Our approach provides information on how competency management and eLearning work and what that means to you, not what it means to all people.”

Avilar’s new website was inspired by the results of its Human Capital Management study conducted in late 2005. Fifty-eight percent of the study respondents cited the need to evaluate talent as the most critical need in their organization. However when asked to define talent management, no clear definition was established. The study supports the emerging trend of vocabulary confusion that seems to be engulfing the HR industry.

“A dominant reason HR vocabulary, and solution themselves, have become so confusing is from vendors,” said Skowlund. “At Avilar we try to focus on simplification and clarity. We’re not in the business of winning customers with words; we win them with proven solutions.”

About Avilar Technologies

Avilar Technologies, The Competency Company™, provides web-based competency management and learning solutions for the corporate, government and academic sectors. With its Know, Grow, Go solution, Avilar offers a competency-based approach to workforce development. Formed in 1997, Avilar was a pioneer in the e-Learning marketplace. The flagship WebMentor® product line, originally introduced in 1998, includes a complete suite of affordable, easy-to-use, and full-featured competency development and management tools. Avilar is the recipient of the Excellence in E-Learning for Customer Satisfaction award from Brandon Hall and E-Learning Magazine, and was cited by Training Magazine as a top “Price-to-Value” provider.