



APICS Product Pricing Updates Webinar

August 5, 2010



Advancing Productivity, Innovation, and Competitive Success





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Questions

- We will circulate a Q&A document after the presentation with questions submitted online using the Questions tab in your webinar viewing window.
- You may also submit questions online at:
http://apics.org/sitefiles/forms/APICS_Pricing_Update_Webinar_Questions.html
- This presentation and the Q&A documents will be posted to C-BOX



Price Change Update

- On Monday, July 26, APICS announced price changes for many APICS products
- The increase will be effective January 1, 2011
- This change will affect APICS channel partner (chapter, international associate, and authorized education providers) pricing, as well as member and nonmember pricing on APICS products



CPIM Pricing Updates

2011 APICS Product Price Changes: Participant Guides										
	Member		Nonmember		Chapter		IA		AEP	
	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011
APICS CPIM Participant Guide	\$85	\$100	\$125	\$150	\$70	\$82	\$70	\$82	\$85	\$100
CPIM CBT Examinations in North America	\$120	\$145	\$155	\$175	n/a	n/a	n/a	n/a	n/a	n/a
CPIM P&P Examinations in North America	n/a	n/a	n/a	n/a	\$135	\$145 / \$175	n/a	n/a	n/a	n/a



Why Are Prices Changing?

- APICS has made significant product updates and improvements to our portfolio of products in the past three years
 - APICS CPIM rewritten, updated, and redesigned
 - Final APICS CPIM updates will be completed this year; already completed updates have been well received by APICS members and customers
 - Product updates are aimed at making our current and prospective members and customers more successful



Price Consistency

- APICS CPIM courseware prices haven't changed since 2003
- In recent years, prices haven't changed, not even to account for inflation



Influence Brand Perception

- Investment directly impacts perceived quality
- Product quality directly impacts the brand perception
- By updating and improving our products, APICS products reputation in the marketplace will increase



Prices that Aren't Changing in 2011

- APICS CSCP
 - Job Task Analysis completed in 2010
 - Minor update for 2011
 - Anticipate major update for 2012 release
- Fundamentals
 - Completely rewritten in 2011 for 2012 release
- As planned updates are completed, the price will be adjusted to reflect the investment



Pricing Strategy

- APICS will continue to update products on an ongoing basis
- For this reason, the pricing will be updated at regular intervals
- Pricing will be linked to strategic priorities of the organization



Lowering Shipping Costs with New Delivery Methods: Protected PDF

- More globally convenient, accessible, and environmentally conscious manner
- Eliminates shipping costs
- The *APICS CPIM Exam Content Manual* (ECM) for the APICS CPIM Recertification Exam will be offered in Protected PDF format in August
- September 1 roll out of additional APICS products in Protected PDF