

# IC Report 2005



[www.danishprobe.com](http://www.danishprobe.com)  
The best way to e-learning



- Human Capital
- Structural Capital
- Relationship Capital

Danish Probe



Danish Probe is a leading software corporation that has received the international Comdex Award by Microsoft and Fujitsu-Siemens for the ABC Academy software product. ABC Academy are used by more than 1 million users worldwide in corporate universities, mobile learning solutions and commercial learning markets.

## Human Capital

### Competences

Danish Probe was founded by Jesper Lohse and Peter Jensen in 1996 for the creation of the ABC Academy software. The corporation has since year 2000 been owned by the founders and the Nordic Capital Fund Slottsbackan.

Danish Probe has leading-edge competencies within the learning industry, learning management software, mobile learning and strategic concepts.

The learning market is expected to have one of the highest growth rates on the Internet in the period 2006-2010.

	2005	2004
Innovation	3,9	3,4
Product Superiority	4,0	3,7
Customer Support	3,0	3,0
Competitiveness	3,6	3,4
Leadership	3,7	3,6

### Human Ressources

The human ressources within Danish Probe benefits from working in a small - but world class environment - on an Internet market that are new and exiting - with high growth rates in the periode 2006-2010.

	2005	2004
Average Age	37	36
University degree	80%	80%
5 year employment	80%	80%
Empowerment	60%	80%
Satisfaction	70%	80%

The values, identity and team spirit indicators are all high within Danish Probe. All human ressources has been employed in the company for more than 5 years.

## Structural Capital

### Strategy

The mission behind Danish Probe is to become the leading supplier of Learning Management Software, Mobile Learning Solutions and commercial learning markets in Scandinavia.

ABC Academy has been presented on major international events and the software is used by small, medium and large organizations in Scandinavia.

### Organization

The organizational structure within Danish Probe is decentralized with clear responsibilities for each department manager and individuals in a environment that has a high level of empowerment.

Annual surveys is used to monitor the organizational satisfaction by the most important stakeholders.

	2005	2004
Marketing & Sales	3,2	3,3
Customer	2,7	2,7
Product	2,8	2,8
Management	3,0	3,0
Administration	3,4	3,2

### Management

Danish Probe is managed by the a young team of managers - making all decisions fast and efficient.

IT-systems support all group and individual decisions.

Intranet	Yes
Document mngt	Yes
Human Ressource	Yes
Customer Mgmt	Yes
Knowledge Mgmt	Yes

## Relationship Capital

### Customers

The number of new customers has increased with the launch by Danish Probe of <http://www.videnzonen.dk> - the largest commercial learning market in Denmark.

No. of users	1 mio.
No. of visitors	50.000/month
New users	500%
Market reputation	4,0
Customer Satisfaction	3,9

### Markets

The customer has changed from the core business market to the private and business market.

	2005	2004
Corporate	45%	40%
Public	5%	15%
Academic	5%	15%
Private	30%	15%
Partners	15%	15%

### Awards, trademarks and patents

ABC Academy is patented in most parts of the world and has received an International Comdex Award.

ABC Academy and Videnzonen is fully owned products and trademarks by Danish Probe.

### Mere Information

For more information about Danish Probe and the IC Report please contact.

Danish Probe A/S  
 Raadhuspladsen 16  
 1550 Copenhagen V  
 Denmark  
 Phone: +45 3369 1530  
[direct@danishprobe.com](mailto:direct@danishprobe.com)  
[www.danishprobe.com](http://www.danishprobe.com)

