



Global Knowledge®



Microsoft Partner
Gold Learning

microsoft partner network

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Global Knowledge, Leading the way in IT - and Business Training

Global Knowledge is Europe's largest independent IT training company with over 15 year experience in delivering IT and Business training. Our focus is to ensure we are supplying the best customer support and advice in our industry, placing the customer at the heart of the business and we can proudly boast:

- » Global Knowledge is the world's largest provider of authorised Microsoft IT training
- » Multiple Cisco Global Learning Partner of the Year award winner.
- » VMware Global Education Partner of the Year 2009 and 2010
- » Have the very best instructors with real-world experience
- » A large portfolio of leading IT and Business courses running out of our training centre's in Europe, the Middle East and Africa
- » A number of different delivery methods that can be tailored to suit your needs either at one of our centre's or on-site at your company
- » Exceptional value for money whilst maintaining high quality
- » A first class support team on hand to ensure your experience is seamless
- » Friendly account management on hand to offer advice and support
- » Authorised by Microsoft, Cisco, VMware, Citrix, ITIL®, PRINCE2™, Avaya and many more
- » Comprehensive portfolio of e-Learning
- » Innovative approach to learning using our "Collaborative Learning"

Choose when and how, you want your learning

We offer a range of learning delivery methods to match your requirements, location and budget. We're happy to advise you on how a series of courses can be combined and delivered over a period of time to provide a learning programme that meets your business needs.

- » **Instructor-led training (classroom)** – our expert instructors and hands-on labs provide results-oriented, classroom training. We offer public dates at a wide variety of locations. If a public course is not available, we will work with you to provide an in-company (on-site) alternative.
- » **On-site Learning** – you will receive expert instruction and tailored curriculum delivered at your premises
- » **Collaborative Learning** – combining a number of learning interventions and reducing instructor-led training to provide high impact learning programmes, delivered in a practical way.
- » **Virtual Classroom e-Learning** – delivering the same content and labs as the classroom, with a live instructor in realtime on the internet
- » **Self-paced e-Learning** – designed to match the training delegates receive during classroom-based learning

Introducing the Microsoft Partner Network

In July 2009, the Microsoft Partner Network announced a more relevant competency structure that better reflects solutions that customers purchase. Microsoft now have launched about 30 new silver competencies with associated gold competencies, plus the Small Business Specialist Community.

Most solution competencies are aligned to Microsoft Infrastructure Optimisation (IO) model, which was developed to support organisations in their quest to improve operational efficiency and better support business activities. As your customers progress through the maturity levels of an IO model (three models with four levels each), they will better align Information Technology with the organisation's business agenda.

IT departments that successfully navigate the IO path will eventually transition from being viewed as a cost center to a strategic business asset.

Competencies can enable you to provide specific guidance as your customers migrate through the optimisation levels.



Benefits of earning a competency

There are three main reasons why your company could benefit from earning a Microsoft competency:

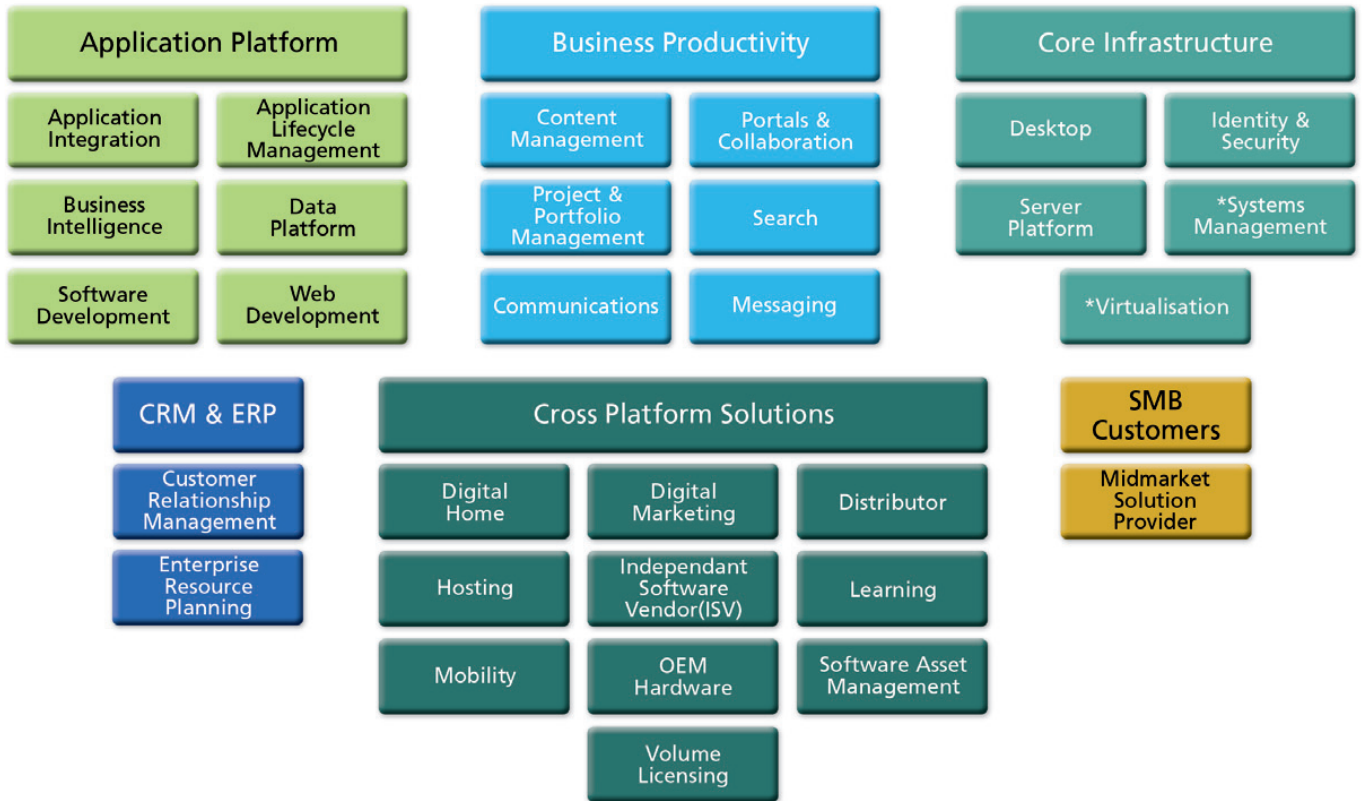
- 1. Differentiate your business in today's competitive environment.**
A Microsoft competency can help set your company apart from the competition by demonstrating your proven Microsoft experience and skills to customers.
- 2. Capitalise on benefits specific to your area of expertise that are aligned to your business life cycle.**



Achieving competencies can help you capitalize on a range of benefits for all stages of your business life cycle. And as you invest more in your Microsoft partner relationship, Microsoft recognizes your commitment with higher-value benefits.

- 3. Align your business with Microsoft**
Recent Microsoft-commissioned research conducted by IDC shows that partners with a higher level of engagement with Microsoft are more highly satisfied and demonstrate healthy business growth and profitability.

Microsoft Partner Network Competencies



*In May 2012 the Systems Management and Virtualization competencies will be combined into a single competency.

The Main Changes to the old Program

The main differences between the Microsoft Partner Program (MSPP) and the Microsoft Partner Network (MPN) are:

MSPP (Old)	MPN (New)
Registered, Certified and Gold certified partners	Community, Subscription and partners with Gold or Silver competencies
17 Competencies	30 Competencies plus a Small Business Specialist Community
Gold Partner	Gold (or Silver) Competency <ul style="list-style-type: none"> » 2 MCPs required per Silver Competency (except 3 for Enterprise Resource Planning) » 4 unique MCPs required per Gold Competency (except 6 for Enterprise Resource Planning)
2 Microsoft Certified Professionals (MCP) sufficient to obtain all Competencies	<ul style="list-style-type: none"> » MCPs can be allocated to multiple Silver Competencies » MCPs can only be allocated to a single Gold Competency

MPN Requirements

There are a few straight forward requirements to obtain your Microsoft partnership:

- » Recent Technology
- » Certified Individuals (MCP, MCTS, MCITP, etc)
- » Minimum Quality (CSAT)
- » Basic knowledge on licensing
- » For renewal of a Gold Competency after October 2012 a revenue target applies

Recent technology means that your technical staff needs to have obtained certifications on the latest technology at the time of renewal, provided the exams are available.

Revenue target for Gold Competencies

Beginning in October 2011, Microsoft will start to measure actual gold competency revenue attainment for each gold competency the partner will obtain. Partners will need to meet the revenue amount by their next membership renewal date that occurs after October 2012, for which there has been a year to measure revenue achievement.

An example: if a partner's renewal date would be March 2013, they would need to have achieved the revenue target between March 2012 and March 2013.

Revenue targets are depending on theater and which competency the partner will obtain. For detailed information please contact your Global Knowledge Partner Advisor.

Benefits and requirements for Silver and Gold Competencies

When you earn your first competency or advanced competency, you are entitled to a set of core (one time) benefits as well as competency-specific benefits. As you attain additional competencies, you will be eligible for competency-specific benefits aligned to your newly earned competency. Advanced competencies provide you with a richer and more robust set of benefits.

The requirements for holding a Gold Competency are now much higher than in the old program. Therefore it could be difficult to choose whether you want to obtain a competency on Silver or Gold level. This could help you decide:

Silver Competency	Gold Competency
20 Microsoft Advisory hours	50 Microsoft Advisory hours
25 additional licenses	100 additional licenses
3 customer references required	5 customer references required
At least 2 MCPs employed: eligible for multiple Silver Competencies	At least 4 unique MCPs per Competency

Another difference is made in the software licenses for internal use. Additional licenses depend on the chosen competencies. To see which licenses you will receive for being obtaining any Silver or Gold competency, and additional licenses per obtained competency, Microsoft has provided a license calculator. The calculator is available at:

<http://www.microsoft.com/partner/licensingcalculator/default.aspx>

Exam Requirements & Learning Paths

With the rapid rate of technology change in the marketplace, new product versions open new and exciting solution possibilities. Training and certifying your staff on these latest products and technologies both from a technical and sales and marketing perspective provides a competitive advantage and helps you offer your customers the most relevant solutions in market.

Each competency has its specific learning path. To make it easy for you to take the training you need to pass associated exams, Microsoft created learning paths by competency (and by product or solution).

See <https://partner.microsoft.com/40092539>.

Building your Organization's Competency Plan

To help your organization build its competency plan, use the Partner Transition Tool. Here you will find the people in your company that have achieved MCP status and are available to be associated to silver or gold competencies. You can also see what other requirements you need to meet.

Requirement	Silver Competency	Gold Competency
Credentials	Two Microsoft Certified Professionals OR Qualifying silver competency application test	Four unique, credentialed Microsoft Certified Professionals, not holding any other gold competency OR Qualifying silver competency and gold competency application tests
Joint Microsoft and Partner Plan	Not applicable	Revenue commitment Since October 2010, partners will need to commit to delivering a minimum Microsoft revenue amount based on their respective geography and competency. Revenue may be directly transacted or influenced. In some competencies revenue is identified as solution or design wins. Beginning October 2011, Microsoft will begin to measure actual attainment and partners will need to meet the revenue commitment
Business Training and Assessments	One individual who passes a Microsoft Licensing overview assessment AND One individual who passes an online sales and marketing competency assessment	One individual who passes a Microsoft Licensing overview assessment AND Two individuals who pass an online sales and marketing competency assessment
Customer Evidence	Three unique customer references per competency.	Five unique customer references per competency. AND Participate in Customer Satisfaction (CSAT) Index
Commitment	Full profile and silver competency membership fee	Full profile and gold competency membership fee

One thing the Partner Transition Tool does not help you with, is which exams your staff holds and which exams an individual still has to take to fulfill a role in a specific competency. Global Knowledge created a managed service that does that for you: Fit4Business®.

Fit4Business®

Global Knowledge is the only global learning provider to develop and deliver managed solutions covering Microsoft, Cisco and VMware certification. We collaborate with the world's technology leaders to ensure we are the first to market with new courses and certifications.

Through these partnerships, we are able to offer a comprehensive Partner Enablement Programme called Fit4Business®. This unique managed programme helps drive your return-on-investment throughout the certification process. It is an end-to-end solution resulting in an easy-to-use, reliable and cost effective environment. It demystifies the perceived complexities associated with vendor certification requirements for channel partners.

Fit4Business® – Microsoft

Our Fit4Business® programme helps partners develop skills competencies and job roles. It is based on a tried and tested methodology that is easy to implement, monitor, evaluate, and follow up. Fit4Business® enables efficient consultancy, accurate requirements calculations and on-going partner status management.

Partner Transition Tool

The Fit4Business® programme complements the new Microsoft Partner Transition tool by adding depth and intelligence to the competency requirements. Now partners can have a complete view of all Certification and Exams that their MCPs hold in order to build a pipeline of individuals that are best suited to role requirements. This can be based on current and historic experience.

Reliability

Thanks to the strong worldwide relationship Global Knowledge has with Microsoft, Fit4Business® remains up to date with the latest competency requirements which allow partners to regularly analyse their status against certification compliance.

Time

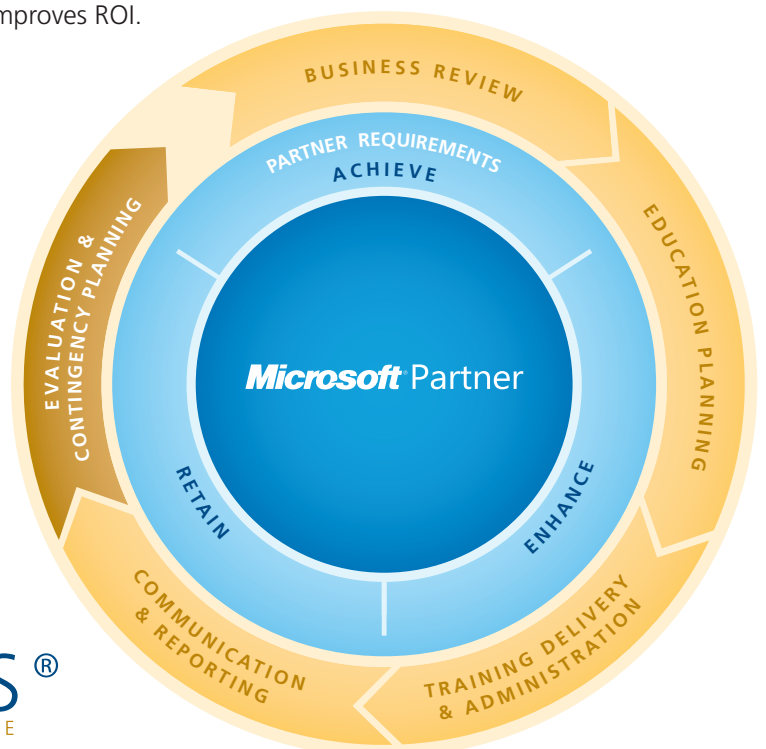
Fit4Business® manages the process for maintaining the accreditation whilst reducing the time burden for ensuring the collation and organising of its required skills data.

Cost

The Fit4Business® programme chooses MCPs that meet all or as many of the requirements for each role within a competency. We then offer a selection of training methods that the MCP can utilise. This maximises their learning experience, reduces the total cost of ownership and improves ROI.

Need to know more?

To learn more about the benefits of the Microsoft Partner Network and how Fit4Business helps in your journey to achieving and maintaining your competencies, please contact your account manager at Global Knowledge.



FIT4BUSINESS®
THE CHANNEL PARTNER PROGRAMME



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