CompTIA®

Advancing the Global IT Industry

5th IT STAR WS on Electronic Business

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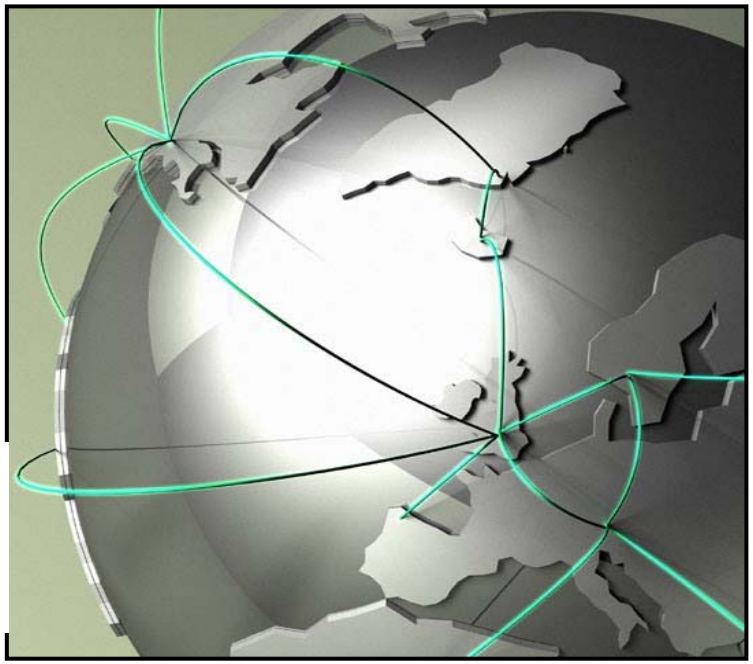
www.comptia.org

CompTIA

- **Not-for-profit trade association for the Technology Industry**
- **3,500 Members in 104 countries with over 1.8 million certified individuals globally**
- **$50million generated in membership and certification**
- **Reinvested back into the sector** *(Research, Communities, Events)*

Our members



CompTIA foundation certifications are globally accepted as *the* industry foundation to the majority of vendor service support programs in the world today, including the se partners…

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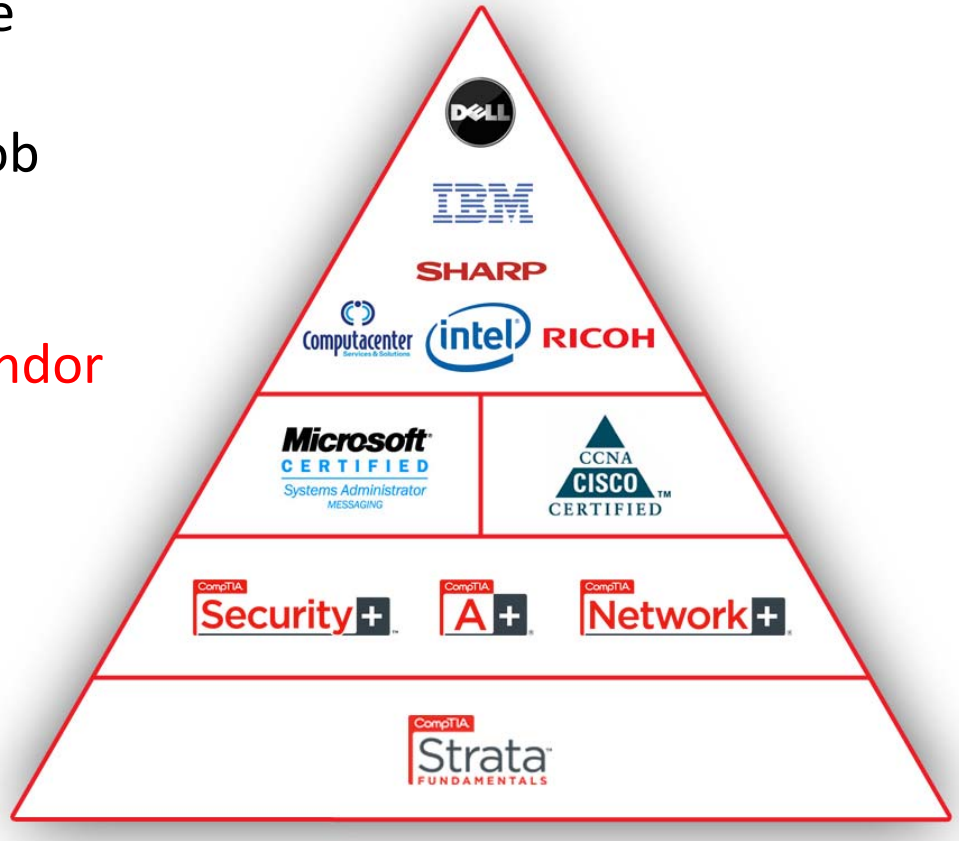
How are CompTIA Certifications created?

- The industry identifies a skills issue
- Needs validation of skills to do a job
- To create core competencies at a foundational level skills that are vendor neutral and industry endorsed
- Stepping stone to industry programmes



CompTIA

Certification/Certificate Portfolio

What certification is right for you?

CompTIA offers a number of certifications that can put your career on a fast track including security, data networks, imaging and printing equipment, home technology, project management and more.

skills

CompTIA Strata—IT Technology

For students beginning an IT education program

CompTIA Strata—IT Technology covers knowledge of PC components, setting up a workstation, recognizing security risks and preventive maintenance; for job candidates seeking to join the IT industry and needing proof of technical skills.

CompTIA Strata—IT Technology for Sales

For candidates considering or currently in a technical sales role

Using effective communication, identifying prospects, providing appropriate solutions and ongoing customer care.

CompTIA Strata—Green IT (2010)

For candidates with decison-making authority over their organization's Green IT initiatives.

Environmentally friendly disposal, power-saving, reducing a company's carbon footprint and calculating ROI for green IT.

These core certifications gives you the credentials you need to get started on a career in IT. You can earn additional professional certifications, including:

CompTIA Exams and Certifications

CompTIA A+

For entry-level IT technicians

Covers preventive maintenance, basic networking, installation, troubleshooting, communication skills and professionalism.

CompTIA Project+

For project managers

Covers the entire process of project management, including initiation, planning, execution, acceptance, support and closure.

CompTIA Linux+

For experienced Linux professionals

Covers user administration, file permissions, software configurations and the fundamental management of Linux systems.

CompTIA Server+

For experienced IT professionals

Covers areas such as RAID, SCSI, managing multiple CPUs and disaster recovery.

CompTIA CTT+

For technical instructors

Covers classroom preparation, presentation, communication, facilitation and evaluation in both traditional and virtual classroom environments.

CompTIA Security+

For experienced security professionals

Covers system security, network infrastructure, cryptography, assessments and audits.

CompTIA CDIA+

For document imaging solutions sellers

Covers planning, designing and specifying a document imaging management system.

CompTIA PDI+

For entry-level printer and document-imaging technicians

Covers basic electromechanical components and tools, print engine and scan processes, color theory and networking.

CompTIA RFID+

For RFID professionals

Covers installation, maintenance, repair and troubleshooting of RFID products.

CompTIA Network+

For networking professionals

Covers managing, maintaining, troubleshooting, operating and configuring basic network infrastructure.

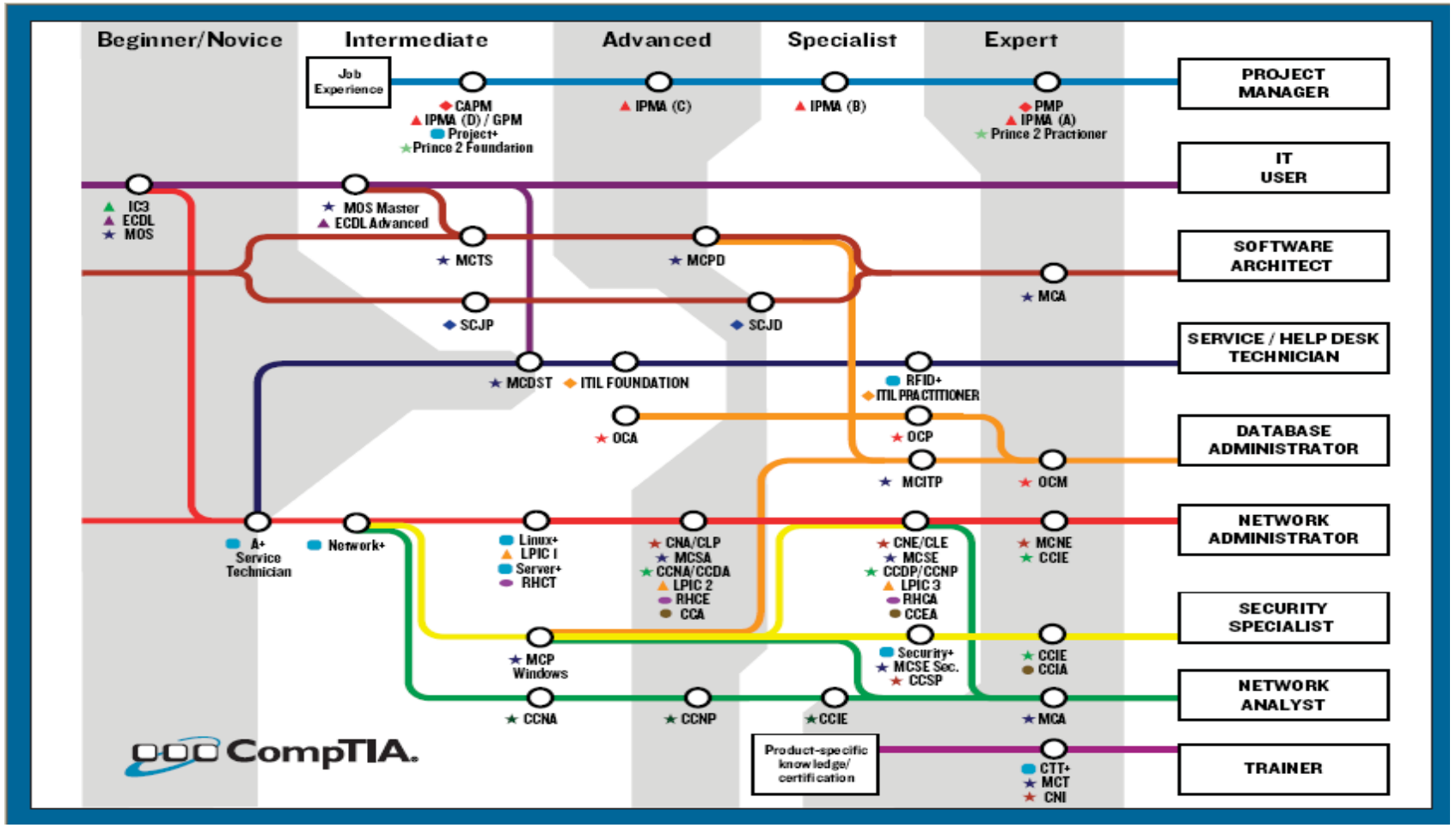
CompTIA Convergence+

For experienced convergence professionals

Covers designing, implementing and managing voice and data networks.

Visit www.comptia.org for information on fees for certification exams.

Certification Roadmap



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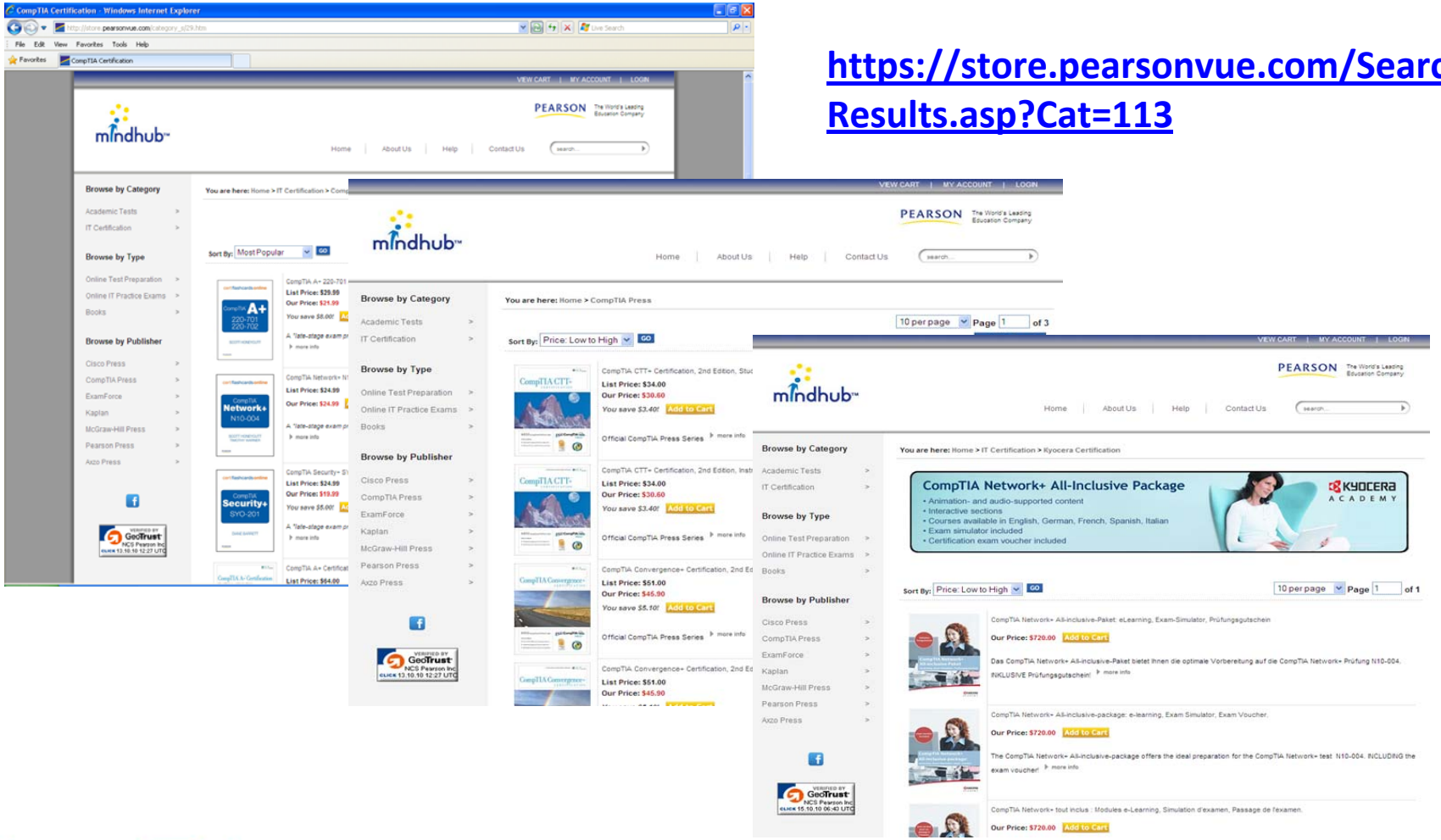
The CompTIA marketplace

Purchase online in North America via the CompTIA market place

Mind Hub



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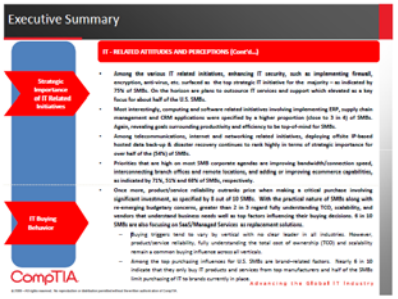
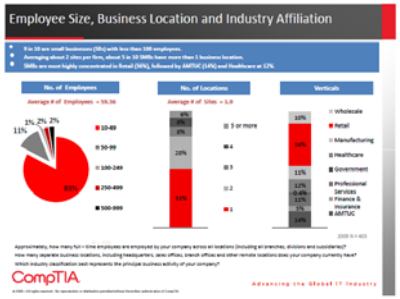
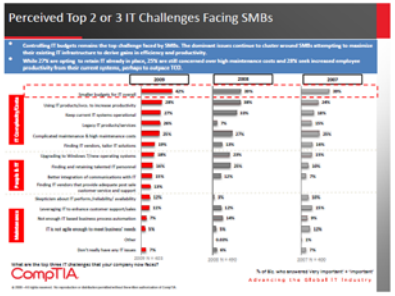
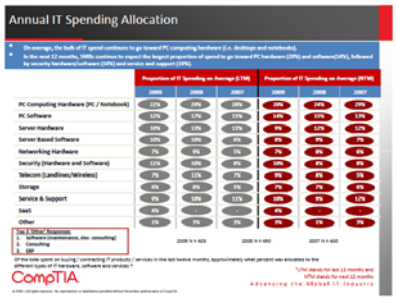
Studies around E-Business and E-Commerce

CompTIA SMB trends study









- “SMB’s looking to improve bandwidth/connection speed, interconnecting branch offices and remote locations and adding or improving ecommerce capabilities, as indicated by 71%, 51% and 68% of SMBs, respectively.“
- "Security initiatives take precedence in terms of strategic importance among SMBs. However, CRM and e-commerce solutions have increased in relevance, as SMB’s extend their networks outside of the company to include supplier customers, and partners.

CompTIA - certification statistics

- **Customer:** **93%** of customers say they are in good hands when working with them, due in part to these certifications

- **Employer:** **84%** of IT hiring managers say that IT certifications are used as a measure of a person's ability to work hard and achieve goals.

  89% of IT hiring managers say that IT certifications help confirm subject matter knowledge and expertise. Businesses that employ a high number of certified help desk staff can handle 11 percent more phone calls and 28 percent more field service calls than businesses with a low number of certified helpdesk Staff

- **Individual:** **71%** of CompTIA certified individuals say their employer is able to gain business by promoting to customers/prospects that IT staff are certified.

IT Vendors who use CompTIA certifications

- Kyocera
- Intel
- HP
- Lenovo
- IBM
- Hitachi
- Sharp
- Xerox
- Ricoh

"A CompTIA certification means our customers can lead in an informed manner, with the confidence to deliver local solutions with trusted technology."
Cliff Jacka, EMEA Channel Reseller Operations – Intel

"Sharp recommends CompTIA PDI+ as a base level qualification for the MFP Technician, and have included it as part of the Sharp Technical Accreditation Scheme".
Clive Allen, Technical Support Manager - Sharp

"Ricoh have chosen to partner with CompTIA to underpin our technical training. Ricoh are committed to ensuring all service engineers (at all levels) achieve this qualification. This starts from our service academy, where it is now a mandatory qualification, through to our most experienced engineers and support colleagues. Ricoh are delighted to partner CompTIA in the development of this new industry standard accreditation. The validation of this qualification will allow Ricoh a competitive advantage in the marketplace".
Roger Gretton, Customer Services Director - Ricoh UK

A case study around Dell Montpellier and ASC Gold

1. Improve Customer Experience
2. Increase Technical capability of staff
3. Boast morale with independent site recognition

"the support from CompTIA has had a direct impact on our ability to increase customer satisfaction. We worked closely together as a team and achieved exceptional results for our customers and our staff".

Diego Ripamonti – Program Manager, Dell Montpellier

"to increase customer satisfaction by another 10% on top on top of this is truly extraordinary. It puts Dell well ahead of the industry average"

Jean-Pierre Berone – Customer Service Director, Dell Montpellier

Trends developing and CompTIA's role

- ICT Industry forecasted to grow in next 5 years
- 5.8 million new jobs in the next 4 years in ICT
- 75,000 new businesses created globally in the next 4 years
- Aging populations mean a reduction in skilled workers
- Fewer skilled workers entering the workforce
- Skills in demand will be higher-level with lower-level skills off-shored
- Competition for fewer skilled workers by different industry sectors
- Declining number of professionals choosing IT careers

A look at global government funded projects and CompTIA's role

Turkey

Cizgi TAGEM is the non-profit arm of Cizgi Electronics, a Turkish electronics company. It recognised the benefits that training and certification offer to its charitable and business goals. It decided to make a substantial investment in improving the IT skills of the local youth population.

Cizgi TAGEM created an e-education portal to help upskill Turkey's youth population. Its aim is to give people within the technology sector a chance to develop their skills and progress, whilst making others aware of the potential future of a career in IT. As well as fulfilling its charitable intention, this ensures there will be a dynamic pool of young IT professionals in the coming years to meet its own IT needs.

To educate to a suitable level, Cizgi Tagem chose CompTIA's A+ certification because it is developed and adopted by the global IT industry. It is also specifically structured as a globally recognised platform for career changers, for development in the workplace, and for further study.

Hundreds of students are now taking an interest in the fastest moving sector in the country. Turkey wants to lead, not follow. Upskilling the large youth population to take advantage of a fast-moving and growing sector is Turkey's chosen route to growth.

USA

Few organisations take security more seriously that the US Department of Defense (DoD).

To ensure staff meet this high expectation, in 2004 the DoD established the 8570 Work Force Improvement Program. This requires all information assurance managers, technicians and contractors, and privileged access users, to be fully qualified, trained and certified to effectively defend DoD information, information systems and information infrastructures.

To guarantee employee's knowledge and skills are at a suitable level for work that is critical to national security, the DoD mandates certifications, including CompTIA's A+, Security+ and Network+.

UK

Major UK examination boards such as Oxford, Cambridge and RSA (OCR) recognised that including vendor certifications in IT practitioner suites would make qualifications more attractive and relevant. CompTIA certifications are created in consultation with industry to satisfy specific business-skill needs and are vendor-neutral, making certified students more attractive to employers. Exam boards have included CompTIA certifications in the National Credit Framework of qualifications that are approved for funding, helping encourage and support people into a career in IT. Employers are also working with exam boards to build tailored qualifications for workforce and apprenticeship programmes that incorporate CompTIA certifications. This is particularly valuable to small businesses as apprentices are cost effective and provide vital skills, whilst the student gets valuable training experience.

New Zealand

The New Zealand Qualifications Authority (NZQA) enables private training establishments to integrate industry certifications, such as CompTIA's, into National Diplomas and higher qualifications. These certifications give students an industry recognised accreditation, proving to employers that they have the skills needed for particular roles and are a valuable business asset.

IT is on the Long Term Skills Shortage list for New Zealand. To help redress this, the NZ Government offers 0% interest loans or means-tested allowances for those studying under private training establishments. This access to funding helps bring young people into key industries like IT that are critical to the future of the country's economy. It also offers an attractive proposition to foreign nationals. Qualifying in areas with skills shortages offers a pathway to permanent residency, helping draw in top talent from abroad.

Ireland

FAS, the national training and employment authority in Ireland, aims to enhance the competencies of individuals and enterprises in order for Ireland to further develop as a competitive, inclusive, knowledge-based economy. It does this through providing tailored training and employment programmes to suit the differing needs of the country.

FAS recognises IT as a key employment sector of the future and important to the country's global competitiveness. Relevant industry qualifications, including several CompTIA certifications are therefore approved as 'career development' certifications and therefore eligible for funding within particular FAS programmes. They are used to retrain and upskill unemployed individuals to give them the current and relevant skills demanded by the ICT sector.

Singapore

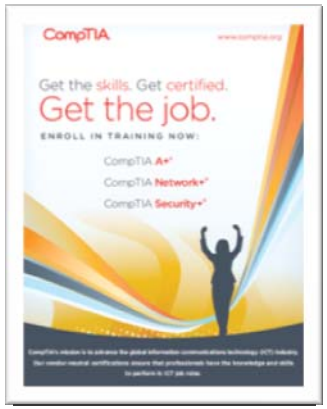
ICT, known locally as Infocomm, has greatly enhanced Singapore's competitiveness by raising productivity and transforming business processes and is a key contributor to its economy. The Infocomm Development Authority of Singapore (IDA) was set up with the strategic goal of cultivating a vibrant and competitive ICT industry in Singapore.

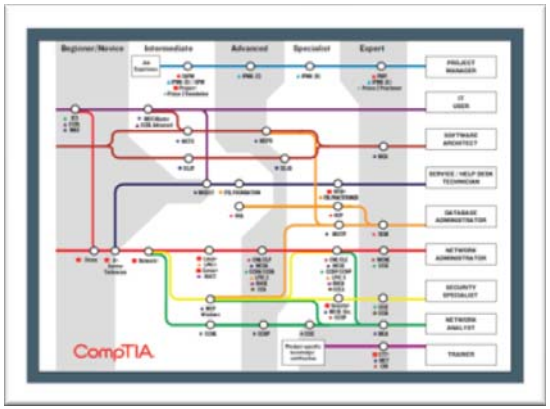
The IDA recognised that to achieve this goal it required a globally competitive ICT workforce to drive national economic competitiveness. It set a target to increase of the number of ICT jobs by 55,000 by 2015. One of its main initiatives in achieving this has been funding training programmes, specifically industry certifications, through a program called Critical Infocomm Technology Resource Programme (CITREP).

CITREP recognises how certain training programmes, such as those leading to CompTIA certifications, equip Singapore's ICT professionals with critical and emerging skills, enhancing their employability and improving their organisations' competitive advantage. By providing funded places with strong career opportunities, it offers an attractive option to young people encouraging them into the growing profession as well as attracting talent from abroad.

CompTIA

Support provided by CompTIA to ensure success





Thank you, Any Questions??

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