

Understanding Microsoft Certification

Questions and answers about the new Value of Certification Campaign



Q. Why does the Value of Certification Campaign exist?

A. The Value of Certification Campaign is the newest phase of an ongoing initiative to respond to customer needs and feedback and accurately communicate the value of Microsoft Certification—both for individual technology professionals and at the enterprise level.

Q. Why launch the new campaign now?

A. The new generation Microsoft Certifications rolled out in 2006 were important for meeting objectives expressed by Microsoft customers, such as clearer training and certification paths for all professional levels and the newest technologies. The new Value Campaign goes one step further to define on-the-job, career, and organization value of the various certifications. It diminishes any misunderstandings about certification and sets up a framework for its evolving improvements in the future.

Q. What kinds of misunderstandings have there been about Microsoft Certification?

A. Research shows a concern that certifications do not reflect real world experience and capabilities, that certification exams are too textbook oriented, and that people are using “brain dumps” rather than practical knowledge to memorize and pass exams. There are questions such as: Does certification matter beyond a certain job and career level? Some feel that certification is so separate from day-to-day job tasks, they find it difficult to take time away from the job to prepare for and pass exams. The new value campaign helps diminish these concerns and demonstrate the contrary.

Q. How can I begin to get the word out to partners and customers?

A. Three communication pillars have been developed to bring a fresh voice and simplification to the powerful messages about the value of certification. Certification means:

Relevance:

Certification reflects and validates real-world skills and job-related experiences used every day, aiding in practical technology problem-solving and improving the professional performance of IT professionals, developers and information workers. Certification programs are continually updated and measured for relevance in the marketplace, so they remain effective tools for job satisfaction and career growth.

Journey:

Microsoft Certification adds value across all stages of an individual's career path, so it is valuable for job seekers, new and advanced skill building, and upward career growth.

Community:

Being Microsoft certified means access to valuable, exclusive Microsoft resources and benefits, and opportunities to connect with a wide network of certified professionals.

Q. Has Microsoft Certification really changed that much?

A. Microsoft Certification has always been valuable, and it's always evolving—like technology does—to provide new opportunities to any type and level of technology professional to build skills and enhance their career. Plus a certified staff can lead to better quality deployments, reduction in costs and improved customer satisfaction for organizations. What has changed is how Microsoft is talking about Microsoft Certification.

★ MICROSOFT CERTIFICATION VALUE PROPOSITION:

Microsoft Certification recognizes and validates real-world IT skills, supports the certified community by providing access to unique resources, and offers a life-long career path of IT skills development.

Q. What is the goal of the campaign?

A. To improve understanding and awareness of the value of Microsoft Certification on many individual and business levels. Microsoft and Microsoft partners are now able to communicate the comprehensive value of certification, and build excitement and loyalty in the customer organizations and the technology professionals it serves.

Q. What tools and information are available to promote the value of Microsoft Certification?

A. Reference materials and web pages have been created to answer questions and house key messages about certification value for all individual and business audiences—each supported by recent research findings. Ongoing, the Microsoft Learning web site will be kept up to date on value messages, new benchmarks and proof points about certification value, and customer testimonials about the value of Microsoft Certification



↑ Microsoft Learning Partners: For the latest additions to the Value of Certification campaign please visit: www.mslearningpartners.com

Microsoft employees: Get more information at <http://infoweb2007/valueofcertification>

Don't wait to help your customers realize the true value of Microsoft Certification.

www.microsoft.com/learning/mcp