



# Go Further with Microsoft Certification

Hire, develop, and retain the right IT workforce

HIRE + DEVELOP + RETAIN

MICROSOFT CERTIFICATION

TECH-ED 09

In today's economy, business challenges can create new opportunities to develop your IT workforce to meet specific demands. With Microsoft® Certification, you have a focused framework for identifying, qualifying, and promoting the IT talent your organization needs to get ahead and stay competitive. And now more than ever, recognizing and enabling IT professionals and developers are critical steps to getting the most out of your technology investments.

### Microsoft Certification works for your organization

Today's certifications require less time to achieve, include fewer exams, and are more focused. While a previous certification may have required up to 30 days training, current certifications entail as few as five days. Historically, certification could require five or more exams. Now, most certifications can be earned with only one or two exams. And focused certification paths ensure IT professionals are assessed for the most applicable skills.

When assessing and hiring new IT professionals, a current Microsoft Certification on an applicant resume demonstrates expertise with the latest Microsoft technologies and platforms, and technical problem-solving skills. Microsoft Certifications can provide an effective and reliable way to identify people with the skill sets your organization needs. Certifications can help streamline the hiring and promotion process, and can help your organization save time and money.

With the new Microsoft Certification framework, your organization can use certifications as fast, effective qualifiers of current employee skill sets against specific job requirements. Plus, with certification, you can be assured you are investing in skills development for your IT teams to help them be more productive and lower costs.



### THE EXAMS

**Certification exams** are continually measured and updated against real-life business challenges to ensure they reflect the skills and expertise needed using the latest Microsoft technologies. Certification is also a proven indicator of performance—not just individual, but for teams as well. Microsoft Certification can provide a common framework for problem-solving Microsoft technology skills.

### Microsoft Certification today

Based on industry feedback, Microsoft Certifications are more targeted, relevant, cost effective, and require less time to achieve than ever before.

- **Time Commitment:** Certifications can be earned with as little as five days of training.
- **Exams:** Most Microsoft Certifications are earned with one or two exams. Performance-based testing provides opportunities to solve real-world IT problems.

- **Electives:** Each certification path is clearly defined with no options or electives. Additional certifications take the place of elective tracks for specialization.
- **Product and Job Role Certifications:** Technology Specialist Certifications provide a core background for specific technologies. Professional Certifications are based on specific job roles.
- **Excess Material:** Courses are designed as a series so individuals do not have to weed through redundant information.

### Certification builds career momentum

Certification is not limited to a one-time accomplishment. Renewing or upgrading employee credentials can add value to IT teams by building both new and advanced skills and by incorporating the latest technologies and best practices. Refreshed credentials demonstrate credibility and value to management and co-workers, and can enhance

job satisfaction. Plus, the updated Microsoft Certification framework ensures your IT staff will follow the easiest, most efficient path to optimize their credentials. Look for updated certifications on resumes and refresh current employees' credentials to validate the skills they need on the job or to advance professionally.

### Certification supports IT agility

Microsoft Certifications are a valid and reliable way to assess professional and practical knowledge. An updated credential differentiates an individual with the latest skills from those with an out-of-date credential, or those who have not earned one. Most importantly, certified employees are better prepared, more knowledgeable, productive, and capable of contributing to the bottom line.



"When I hire someone, I look for experience, education and certification. Certifications are a core element of success in this industry, and prove that a new hire can do the job and do it right."

Kevin Mayo, Hiring Manager

If you're not familiar with the current Microsoft Certification program, now is the time to take a look. Microsoft Certification has evolved to meet new and expanding organizational and personal needs for skills, while at the same time making it simpler and more efficient than ever to obtain a credential.

Find out how Microsoft Certification can work for you.

Visit [www.microsoft.com/learning/mcp/newgen](http://www.microsoft.com/learning/mcp/newgen)

57%

of hiring managers consider employee certification as criterion for promotion.\*\*

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\* 2006 MCP Customer Satisfaction Study

\*\* IDC Study: Value of Certification: Team Certification and Organizational Performance, November 2006