CompTIA®

2019-2020
industry training catalog

Strengthen, Grow and Diversify your Knowledge Base with CompTIA Industry Training

The technology landscape is ever-changing and CompTIA training is keeping pace. Welcome to the 2019 CompTIA Industry Training Catalog. At CompTIA, we continue to create new educational products that meet the growing needs of our membership. We're extremely proud to have created and released more than 300 new training products since 2011. As always, these pieces were developed under the direction of our valued CompTIA members. This catalog offers a full portfolio of training including: live workshops; printed and downloadable training guides; and business standards brought to life by the CompTIA faculty – an elite group of technology veterans, vetted and selected for their knowledge, experience, and superb delivery skills. If you're a CompTIA vendor or distributor member, use our educational content to provide your partner base with fundamental skills and information before layering your product or service-specific training on top. CompTIA training also gives your internal staff important insight on what your partners experience when building a new practice. If you're a solution provider, use our educational trainings to strengthen, grow and diversify your business. Our full suite of educational products can also be found online at CompTIA.org.

Sincerely,

Kelly Ricker

Kelly Ricker
Executive Vice President, Events and Education, CompTIA

About CompTIA Industry Training

CompTIA®

Industry
Training Catalog
2019-2020

Whether you're a technology rookie or a seasoned leader, rest assured we have something for you. CompTIA industry training is a convenient way for you to acquire new technology and business expertise. Face-to-face or online training is always available. We're constantly adding to and updating our vendor-neutral IT industry education to keep you one step ahead of the curve.

CompTIA training content and materials are the result of a collaborative, CompTIA community-led development effort. An advisory group of industry thought leaders and technical experts identified training goals and objectives, while education specialists carried out development work based on the insights and information provided by the advisory group and other subject matter experts. In addition, CompTIA collects, analyzes and shares insights from tens of thousands of end-users and IT firms. CompTIA adheres to this industry-leading development process to offer relevant, timely, research-based content in an interactive format that caters to the way adults learn best.

Getting the Most Out of CompTIA Education

CompTIA vendor and distributor members have the opportunity to offer our portfolio of training and market intelligence education to their partners at no additional cost. Whether you deliver a live course or push out one of over a 100 research reports, whitepapers or videos, CompTIA provides you with tools to spread your message. This is a great way to educate your existing partner base, recruit new partners and reduce your training costs.

Quick Start Sessions

CompTIA vendor and distributor members can offer these 45- to 60-minute presentations free of charge at their partner conferences and events. These sessions are based on the CompTIA Quick Start Guides and offer participants a simple, how-to approach in starting a new business model or practice.

Participating members who offer the Quick Start Sessions will receive the following at no cost*:
- Approved CompTIA Faculty (includes travel expenses).
- Quick Start Guides for each session attendee.
- PowerPoint Presentation.

Executive Certificate Programs

CompTIA vendor and distributor members can offer live training that amount to as much as eight hours of instructor-led education. Executive Certificate Programs may be used as a full-day session, or facilitated in several shorter modules depending on your event or meeting schedule requirements. Each course, available in various market verticals, is intended to help solution providers enhance their current businesses with successful niche practices. Attendees will learn best practices and learn through instructor led presentation, group exercises and discussion.

Participating members who offer Executive Certificate Programs will receive
the following at no cost:*
   • Approved CompTIA Faculty (includes travel expenses)
   • Workshop materials
   • Downloadable Executive Certificate and digital logo

Research and Market Intelligence

CompTIA Research and Market Intelligence provides timely, relevant data, with insights aimed at informing and driving the technology industry. You cannot get access to this amount of independent and vendor-neutral data for your membership dollars anywhere else. Our studies are uniquely designed to address the informational needs of the industry. CompTIA analysts are dedicated to measuring, tracking, exploring, and explaining technology adoption; business attitudes, and workforce issues in order to forecast new industry opportunities and growth.

A few examples of how CompTIA vendor and distributor members can use CompTIA Research and Market Intelligence:
   • Share a report with your channel partners to educate them on a trend and its relationship to your product line.
   • Incorporate our vendor-neutral data or charts into presentations.
   • Cite an independent data point in your press release to tee-up the trend, followed by your firm's news about a new product or service to address the problem.
   • Corroborate your own internal research with comparisons to a second data set.
   • Attend the Market Intelligence Sessions to learn about key technology adoption issues and how to address them; operational best practices, and partnering success factors.
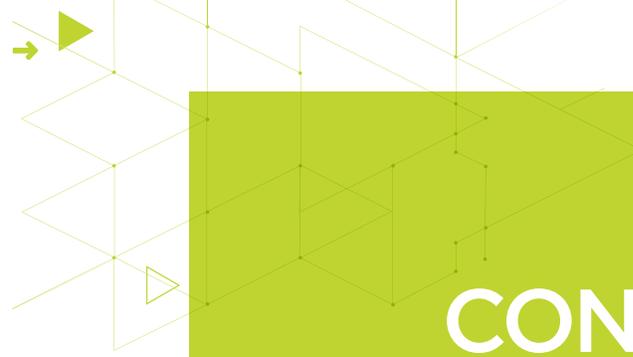
Training RSS Feed

Offer your partner community free access to valuable CompTIA members-only content all through the convenience of your own website. You control and customize your feed, or create multiple feeds to suit your needs. Content available for sharing with your partners includes: training guides, business tools, templates, market intelligence reports, and much more.

Further Information

For information on how to receive these vendor/distributor member benefits, contact
Blythe Girnus at **bgirnus@CompTIA.org**.

* Some restrictions apply. Please contact your membership representative for complete details.

CONTENTS

CompTIA Education Content Roadmap
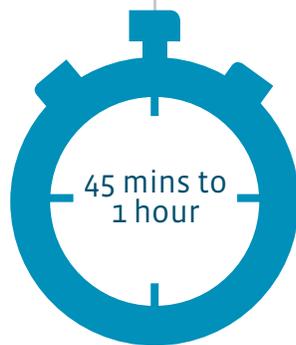
QUICK START SESSIONS	EXECUTIVE CERTIFICATES	MARKET INTELLIGENCE
45 mins to 1 hour	1 hour / Up to full day	45 mins to 1 hour
Foundational	Advanced	Industry Overview
Live Webinar	Live Webinar	Live Webinar Report
+ 15 Minute Q&A		+ 15 Minute Q&A

Quick Start Sessions

BUSINESS STRATEGIES

Quick Start to Accelerating Your Sales Strategy

Learn modern skills for sales success. Participants will learn techniques for identifying decision makers, develop effective prospecting skills and how to create a sales playbook.

Quick Start to Digital and Social Selling

This quick start delivers digital and social selling strategies that will help the sales team form relationships with the right decision makers. Participants will review line of business (LOB) and discuss why it's important to thinkoutside the C-suite.

Quick Start to Building A Channel Strategy

Charting a strategy and building the right programs will keep your business ahead of the curve. CompTIA has identified 9 stages to effectively design and implement a channel strategy. Sustainable, revenue-producing partnerships improve your offerings, services, and capabilities. Attendees will gain an understanding of the value of good partnerships as well as the 9 stages of development, and identify ways to adopt these concepts into their own business.

Quick Start to Business Agility

In the changing business technology landscape, some channel businesses thrive, while others struggle to survive. In this session, SMBs will gain a better understanding of IT market dynamics, while learning how to identify and evaluate market trends and developments that affect business strategy. Attendees will walk away with the foundational essentials for effective business transformation and receive a copy of the *CompTIA Quick Start Guide to Business Agility*.

Quick Start to Business Valuation

Both macro-economic and demographic forces strongly impact a company's valuation. In this session, SMBs will learn about various factors that can potentially affect the valuation of an IT services business, and how to avoid common mistakes that can deflate the value of an exit strategy. Upon completion of this session, attendees will receive a copy of the *CompTIA Quick Start Guide to Business Valuation*.

Quick Start to Cash Management Strategies

Strategic cash management is a discipline that requires you to be both flexible and principled, to know your limits and also know when and where you can be elastic. In this session, MSPs will learn what cash flow looks like for the average IT solution provider and how to move a company from a short term tactical cash flow process to a long-term strategic cash management model. Upon completion of this session, attendees will receive a copy of the *CompTIA Quick Start Guide to Cash Management Strategies*.

LEGEND

Training also available in the UK

Training also available in ANZ

Quick Start to Contracts and Negotiations

Deal making is not nearly as much about convincing the customer that a product meets specifications or sales objectives as it is about understanding the customer's situation, its requirements and organizational processes. This session will teach the various techniques IT solution providers use in deal making, considerations when pricing a deal, and ways to monitor deal profitability. Upon completion of this session, attendees will receive a copy of the *CompTIA Quick Start Guide to Contracts and Negotiations*.

Quick Start to Mergers and Acquisitions

Understanding the role acquisition or merger may play in the future of a small MSP is vital to successful long term planning for an owner/operator. This session provides a view from ten-thousand feet of expectations and preparation, including case studies and best practices from the IT services industry. Attendees will receive the *CompTIA Quick Start Guide to Mergers and Acquisitions*.

Quick Start to Operational Efficiency UPDATED

An efficient business does not just produce a successful product or service, it can also recover from its own success and begin to create the next one. This session will teach ways to design a successful and efficient business model, as well as ways to monitor the productivity of a business' performance. Upon completion of this session, attendees will receive a copy of the *CompTIA Quick Start Guide to Operational Efficiency*.

Quick Start to Strengthening Vendor Partnerships

A strong and trusting relationship between partners is essential to building and maintaining a valuable business. In this session, SMBs will learn strategies for gaining the greatest benefit in vendor partnerships. Upon completion of this session, attendees will receive a copy of the *CompTIA Quick Start Guide to Strengthening Vendor Partnerships*.

Quick Start to Sales for Tech Teams

Every opportunity in front of a client is a sales opportunity. Even if your team wants to be left alone with code, implementation strategies and speeds and feeds, every person inside of a company is in sales. You may not be closing deals, but once you have the client, convincing them to stay or invest more heavily in your company's solutions in an ever-growing, competitive landscape, is just as important. This session will provide sales skills for non-salespeople that are critical to a company's success.

DOWNLOAD THESE RESOURCES TODAY!

CompTIA.org

Quick Start to Sales Playbooks

Fundamental sales training and a comprehensive understanding of the customer challenge are both required for complex technology selling. This session teaches ways to be successful in landing a deal, how to further understand a company's customer base and how to consistently market the correct solutions. Upon completion of this session, attendees will receive a copy of the *CompTIA Quick Start Guide to Improving Sales Performance with Solution Playbooks*.

Quick Start to Social Media Marketing

Successfully leveraging social media to promote a channel business requires getting the right content in front of the right audience. This session teaches tactics for targeting potential customers among the sea of social media users and turning those leads into sales. Attendees will receive access to the *CompTIA Quick Start Guide to Social Media for Marketing*.

Quick Start to Understanding Your Balance Sheet

A strong and successful business requires a deep understanding of the balance sheet. This session teaches solution providers how to make the most of their balance sheet by covering topics such as cash flow and working capital trends, popular misconceptions and monthly management processes. Upon completion of this session, attendees will receive a copy of the *CompTIA Quick Start to Understanding Your Balance Sheet*.

CLOUD COMPUTING

Quick Start to Accelerating Your Cloud Business 🇬🇧

Cloud is becoming more prominent in the IT industry and there are a lot of things to keep in mind when adopting this strategy into your business. In this session, solution providers will learn the strategies necessary to transition a customer into cloud adoption and ways to keep a customer motivated when working with cloud. Upon completion of this session, attendees will receive a copy of the *CompTIA Quick Start Guide to Accelerating Your Cloud Business*.

Quick Start to Cloud Computing 🇬🇧

There is a great opportunity for IT services firms to capitalize on under-investments and distinguish their services from competitors. In this session, attendees will learn the ins and outs of selling and marketing Cloud, the different service models and how to package them as part of their solutions portfolio. Upon completion of this session, attendees will receive a copy of the *CompTIA Quick Start Guide to Cloud Computing*.

Quick Start to Tackling Cloud Security Concerns

The role of the cloud within security can be confusing and scare many customers away. Learn 5 tips to help implement cloud-based security with clients. Discuss how to balance an approach with customers with those tips and understand the important questions to consider with customers considering cloud security as an option. Attendees will receive the *CompTIA Quick Start Guide to Tackling Cloud Security Concerns*.

GET INVOLVED!

Help identify and create cloud education for the channel.

Get your business staff CompTIA Cloud Essentials certified. Win the business and sell your services! Find out more at certification.CompTIA.org

IT SECURITY

Quick Start to Business Continuity & Disaster Recovery

There is a great business opportunity to be had with business continuity and disaster recovery. This session explores the user needs, technologies, and basic principles of a BCDR offering, including the key steps to take for a successful BCDR practice. Attendees will also discuss how to implement assessments of existing infrastructure to engage customers in BCDR conversations. Attendees will receive the *CompTIA Quick Start Guide to Business Continuity & Disaster Recovery*.

Quick Start to IT Security 🇬🇧

Data security has never been more important to businesses than it is today. By reviewing the technology landscape, this session illustrates the increasing value of a comprehensive approach to IT security. Attendees will gain an understanding of the modern tools available to help meet the demands of the ever-shifting security concerns and receive guidance for an approach to IT security that goes beyond the IT department and technology solutions. Attendees will receive the *CompTIA Quick Start Guide to IT Security*.

Quick Start to Physical Security

Learn the 6 steps to building a robust physical security practice. This session shares market data as well as discussion on the technologies, approaches, and implementation of a physical security offering as part of an overall security package. Attendees will receive the *CompTIA Quick Start Guide to Physical Security*.

Quick Start to Security Compliance

Establishing security controls is an important step of demonstrating due diligence. This session defines negligence as it applies to IT security and compliance and places the role of security controls square in its sights. A comparison of regulated and non-regulated industries and how compliance mandates play a role in both includes specific information on the health care, financial services, and government markets will help attendees gauge their readiness for customers in those markets. Attendees will receive the *CompTIA Quick Start Guide to Security Compliance*.

DOWNLOAD THESE RESOURCES TODAY!
CompTIA.org

GET INVOLVED!

MANAGED SERVICES

GET INVOLVED!

Help identify and create managed services education for the channel: Join the CompTIA Managed Services community.

Quick Start to Building a Managed Services Sales Team

Sales teams are crucial to success and having the wrong mix, incentive, or product training can destroy a business. This session addresses the unique demands inherent in managed service selling. Covering topics such as market fit, differentiation built into processes, training, and motivation, this course will help anyone looking to get the most out of their sales efforts. Attendees will receive a copy of the *CompTIA Quick Start Guide to Building a Managed Services Sales Team*.

Quick Start to Managed IT Services

There are tried and true best practices established for building profitable managed IT service businesses. This session shares those best practices and provides in-depth advice on 6 key actions to achieve that goal. From understanding the opportunity to developing a marketing plan to supporting the sales team, attendees will gain valuable insight into how their business can operate. Attendees will receive the *CompTIA Quick Start Guide to Managed IT Services*.

Mobility

Quick Start to Crafting a Mobility Offering 🇬🇧

Channel partners must deploy and help manage increasingly complex mobile work environments. In this session, attendees look at some of the steps for building a successful mobility strategy including tips on bundling and marketing solutions. Attendees also receive a copy of the *CompTIA Quick Start Guide to Crafting a Mobility Offering*.

Quick Start to Selling Security with Mobility

Mobile solutions require a delicate balance of productivity and protection. This session offers attendees an understanding of how to develop technology solutions and security policy from clients' business goals to maximize both security and convenience. Attendees will have access to the *CompTIA 10-Week Guide to IT Security Foundations* for further study.

Mobile Device Management Playbook Workshop

The growth in popularity of bring-your-own-device policies continues to grow among customer organizations and is an enormous opportunity for solution providers. This session helps attendees develop the tools to target, position, and close new opportunities in the MDM space. Attendees receive the *CompTIA Mobile Device Management Playbook* template and the *CompTIA Quick Start Guide to Improving Sales Performance with Solution Playbooks*. See description under Quick Start to Improving Sales Performance with Solution Playbooks (in Business Growth Strategies) for more.

DOWNLOAD THESE RESOURCES TODAY!
CompTIA.org

TECH CONVERGENCE

Quick Start to the Internet of Things

The Internet of Things (IoT) is a much talked-about but little understood emerging market. In this session, SMB MSPs will explore the IoT ecosystem and learn how to identify and maximize opportunities for profitability. Attendees will receive access to the how-to *CompTIA Quick Start Guide to the Internet of Things*.

Improving Sales with the CompTIA Cloud-Based Telephony Playbook Workshop

Cloud is making VoIP services both more accessible to the end-user and more viable as an offering for solution providers. In this session, participants learn to develop the tools to target, position, and close new opportunities in the Cloud-Based Telephony space. Participants receive the *CompTIA Cloud-Based Telephony Playbook* template and the *CompTIA Quick Start Guide to Sales Playbooks*. See description under Quick Start to Sales Playbooks (in Business Strategies) for more.

VERTICAL MARKETS

Quick Start to Education IT

The market for technology in the education sector is large and always growing. This guide addresses public and private K-12 schools, discussing ways to manage the hierarchy of disparate stakeholders, strong institutional preferences, and sometimes rigid budgetary and procurement processes. Upon completion of this session, attendees will receive a copy of the *CompTIA Quick Start Guide to Education IT.*

Quick Start to Entering a New Vertical Market 🇬🇧

Identifying the benefits of entering a particular vertical market is fairly easy, but succeeding in that market is a different story. In this session, SPs will learn all the ways to become a dominant IT solutions provider for their chosen market including how to create client profiles, develop training programs, and identify key influencers in the market. Upon completion of this session, attendees will receive a copy of the *CompTIA Quick Start Guide to Entering a New Vertical Market.*

Quick Start to Selling IT to Retailers

Technology has displaced entire categories of the retail segment, like books and music, but soon every aspect of the shopping experience will be affected by technology in some way. In this session, solution providers will discover the challenges of offering solutions in the retail industry and learn the process of selling IT solutions to retailers. Upon completion of this session, attendees will receive a copy of the *CompTIA Quick Start Guide to Selling IT to Retailers.*

Quick Start to Winning State and Local Government Contracts

The state and local government marketing in the U.S. offers a host of lucrative opportunities for small and medium IT services businesses. During this session, attendees will learn the steps for cultivating opportunities, forming strategic partnerships, writing bids, and expanding within the space. Session attendees will receive the *CompTIA Quick Start Guide to Winning State and Local Government Contracts.*

DOWNLOAD THESE RESOURCES TODAY!
CompTIA.org

Learn about
IT Fundamentals
certification at
certification.CompTIA.org

Executive Certificates

Channel Management

Executive Certificate in Channel Management 101 UPDATED

This Executive Certificate (CAM 101) offers those in channel management roles the opportunity to further develop the skills and knowledge needed to lead initiatives and investments that drive indirect sales revenue. This workshop is designed to give participants the mindset, concepts, knowledge, and skill to grow into an "evolved Channel Manager." Available courses include the following:

- It's All About You: Understanding the Role of the Evolved Channel Manager
- Understanding Your Partners World: Why They Behave Differently and How to Size Your Market
- Partner Profiling Tools: Defining Your Ideal Partner
- Partner Engagement: The Keys to Effective Relationships
- Accelerating Partner Productivity: Building Ramp Plans
- Channel Trends: Maximizing New Opportunities
- Partner Management Tools: Keeping Ramp Plans on Track

NEW MODULES!
- Marketing Through and with Channel Partners
- Understanding and Managing Multiple Channel Partner Models

LEGEND

	Course
	Training also available in the UK
	Training also available in ANZ

Testimonials

"The team LOVED, LOVED the channel management certification course and just gushed about how terrific you were with them. I am so appreciative of this and see loads of opportunities to build from here."
– Marc, Concur

"On behalf of Verizon, I would like to thank you for your enthusiasm and support of the series over the past 2 months (Bravo!). We had 30 associates earn their executive certificates. Thanks for making it practical and tying the link for me with the Verizon flavor. It made the content relevant and fitted for purpose!"
– David, Verizon

"The materials and instructor were really well received by the team. What started off as a skeptical group ended up being extremely enthusiastic and excited about the great info CompTIA had to share."
– Sam, ESET

CAM 201 is available in Face to Face or Webinar formats

Executive Certificate in Channel Management 201 NEW

Building on the Executive Certificate in Channel Management (CAM 101), this course provides an advanced exploration of the channel for early and mid-career channel managers. The curriculum targets vendors that prioritize a strong channel team, minimize direct/indirect conflict, and have clear rules of engagement and clear policies for deal protection. The modular format allows members to select and build the curriculum they need to develop skills necessary for their team's success. There is a mandatory 4 course minimum to qualify for the Executive Certificate. Available courses include the following:

• Trends, Business Models and CAM 101 Refresher
• Communicating and Building Trust
• The Business of the Partner Business (Back Office)
• Value of Distribution
• Building Your Business Proposition
• Strategic Partner Planning, QBRS and Business Assessments
• Enabling Recurring Revenue Models

The workshop assumes attendees have completed the Executive Certificate in Channel Management (CAM 101) curriculum prior to attending the workshop.

Testimonials

"The CAM 201 course was great! Very helpful and again the value of the CompTIA membership is amazing."
– David ,TYCO

"The delivery of the CAM 101 and 201 class to my sales team at eFolder was a massive success, and transformational event for the team. CompTIA did a phenomenal job at a ssembling this content. That was the "missing link". I am grateful that CompTIA helped my sales team reach a new level thanks to this training."
– Francois, eFolder

CLOUD COMPUTING

Executive Certificate in Cloud (Foundations)

In this half-day workshop, attendees will learn how to develop a successful cloud services practice by assessing the opportunity, leveraging best practices for marketing and selling cloud solutions, and managing ongoing customer relationships. This curriculum is intended for IT service businesses new to cloud services, or traditional hardware providers interested in transitioning.

Executive Certificate in Cloud (Intermediate)

Building on the CompTIA Executive Certificate in Cloud (Foundations) program, this curriculum addresses the specific "hows" of profitably integrating cloud-based IT services into a solution provider's business. The program delves into the specifics of growing a cloud-based business, including solutions and their best practices, developing a sales playbook, and operational efficiencies.

FINANCIAL MANAGEMENT

Executive Certificate in Financial Management

The Executive Certificate in Financial Management helps solution providers strengthen their businesses by sharpening their financial acumen. Attendees learn how to mine common business reports for business intelligence, implement best practices to maximize profits, and develop strategies for healthy, sustainable growth. Attendees receive the *CompTIA Quick Start Guide to Contracts and Negotiations,* the *CompTIA Quick Start Guide to Cash Management Strategies,* the *CompTIA Quick Start Guide to Understanding Your Balance Sheet,* and the *CompTIA Quick Start Guide to Understanding Your P&L.*

IT SECURITY

Executive Certificate in Business Continuity and Data Recovery

Too often, organizations view business continuity and data recovery as discrete and infrequent activities that once completed, stay completed. This curriculum addresses the ongoing need for BC/DR planning, the opportunity for solution providers that BC/DR presents, and how to execute a successful strategy. Attendees will receive the *CompTIA Quick Start Guide to Business Continuity and Data Recovery* and the *CompTIA Ten-Week Guide to Business Continuity and Data Recovery*.

Executive Certificate in IT Security Foundations

The goal of this curriculum is to facilitate a solution provider's transformation into a trusted IT security advisor. Attendees learn to gauge the impact of emerging trends on their customers' businesses; to explore ways to facilitate meaningful conversations around security; and to leverage those conversations in the design and implementation of appropriate IT solutions. For learners interested in a more in-depth look at accelerating their security practice, there is an online, self-paced course option. Attendees will receive the *CompTIA 10-Week Guide to Accelerating Your IT Security Business*, the *CompTIA Quick Start Guide to IT Security*, and the *CompTIA Annual Security Trends Research Study.*

MOBILITY

Executive Certificate in Mobility (Foundations)
This self-paced, online course examines opportunities in the mobile space and investigates a framework for establishing a mobile strategy. Learners will consider the concept of mobile management, examine the stages of the mobile device lifecycle, and prepare a sales and marketing playbook.

Research
& Market
Intelligence
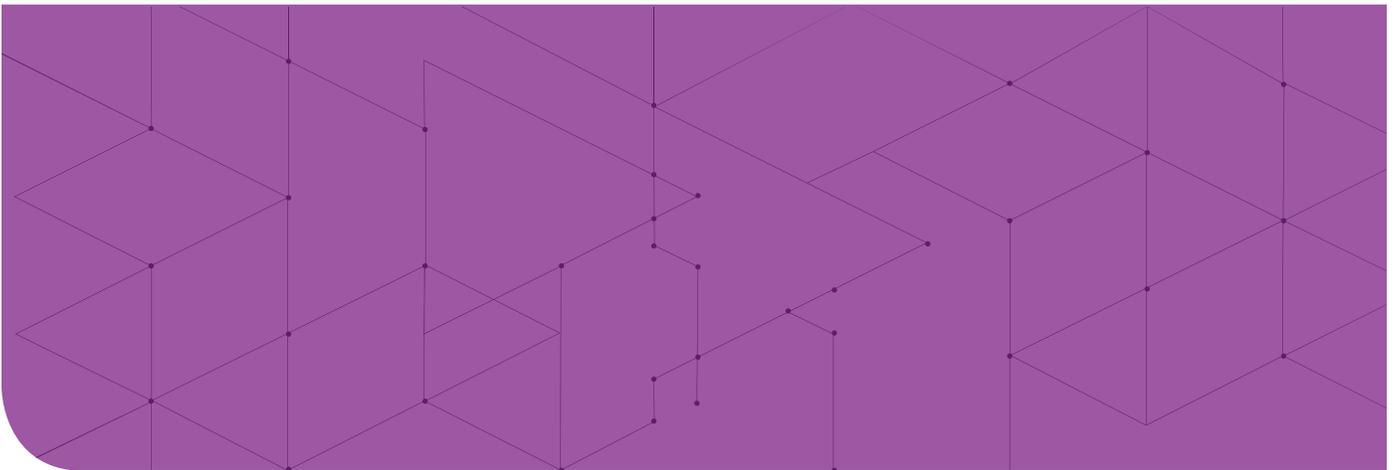
BUSINESS, INDUSTRY, AND WORKFORCE

Market Intelligence Session: IT Industry Overview and Trends

Technology has reached a tipping point, where it is now imperative for every business to become a digital organization that uses technology strategically to drive business objectives. This is transforming the IT Industry and the role that IT plays within every company. This market intelligence session, based on CompTIA's latest research, outlines the size of the IT industry and the different pieces that make up the ecosystem. It also describes the biggest trends taking place in the economy, the technology space, and the IT channel.

SMB Technology Buying Trends

Published: February 2019

This research explores the relevance of technology to SMBs and the factors affecting perceptions, decisions, and investments in established and emerging technologies.

IT Industry Outlook 2019

Published: January 2019

CompTIA's annual forecast for the global IT industry provides insight and analysis about 12 key trends shaping the tech landscape, its workforce, and its business models in the year ahead. This report also incorporates data from other topical research studies.

Diversity in the High-Tech Industry

Published: February 2018

Workplace diversity is a hot topic in today's high-tech industry. This comprehensive study of high-tech workers shines a light on attitudes and perceptions about industry efforts to be more inclusive to all genders, races, ethnicities and ages.

Additional Research

Assessing the IT Skills Gap 🇬🇧
Considering the New IT Buyer
Cyberprovinces 🇨🇦
Cyberstates
Generational Issues in the Workplace
Employer Perceptions of IT Apprenticeships
Monthly IT Employment Tracker
Quarterly UK IT Employment Snapshot 🇬🇧
Tech Trade Snapshot
Using Strategic IT for Competitive Advantage

LEGEND

Live training available

Research reports

Research summary available in the UK

Research summary available in ANZ

Research summary available in Canada

CHANNEL

Market Intelligence Session: Trends in Managed Services

Thinking about diving into managed services? No question the benefits are myriad: Recurring revenue. Ability to scale. Long-term customer contracts. These are all desirable to the channel. But the transition is not simple and requires advanced due diligence. Highlights of this market intelligence session, based on CompTIA's latest research, will include insights into two critical areas: First, understanding how the end user customer handles its IT and what does or does not drive their managed services adoption behavior. Second, knowing from a channel firm perspective what operational, sales and marketing considerations must be made to achieve maximum growth and profitability.

Market Intelligence Session: SaaS and the IT Channel

Some of the heaviest software activity happening in the industry today exists in the world of cloud-based Software-as-a-Service (SaaS). New ISVs, new types of channel firms, existing software purveyors and their longtime channel partners are all getting into the game. In this session we'll explore SaaS activity happening within the channel today, including who is offering SaaS, why and in what form. We'll also take a look at the typical SaaS customer demographic along with examining the channel and its SaaS vendor relationships.

Customer Experience Trends in the Channel

Publish Date est.: June 2019

Today's technology customers are savvier than ever in how they choose goods, services and the providers that deliver them. From initial sales contact to ongoing communications and support, customers are demanding a provider experience that fits their needs. Are channel firms and others in the business of technology up for the challenge? This research attempts to answer that question, showcasing how the business of technology ecosystem is taking steps to deliver on the new demands of customer experience.

7th State of the Channel: Trends in the Technology Ecosystem

Published: September 2018

Rapid change is happening across the IT channel today, including the addition of new types of players, new business models, and new emerging technologies.

Operational Efficiency in the Channel

Published: May 2018

Even the best sales results will have diminished impact if a company's profit margins are leaking due to inefficient internal processes, poorly gauged ROI, or exorbitant customer acquisition costs. This study does a deep dive on the operational efficiency of today's channel, zeroing in on what's working and what's not.

Additional Research

Why Software as a Service? Beneifts & Advantages of SaaS

DOWNLOAD THESE RESOURCES TODAY!

CompTIA.org

CLOUD COMPUTING

See the Emerging Technology and Channel sections for additional research with a cloud component.

Market Intelligence Session: Trends in Cloud Computing

Cloud computing has ushered in a new era of enterprise technology. Rather than just providing a new model for companies to build infrastructure, cloud systems are changing behaviors within business. From investment decisions to implementation strategies to ongoing operation, business units and IT departments or solution providers are working more closely together to build new business systems. In this market intelligence session, based on CompTIA's latest research, learn about the benefits and challenges in adopting cloud computing.

Cloud Computing and IT Operations

Published: May 2018

Cloud computing has become a critical part of IT architecture. CompTIA's *2018 Trends in Cloud Computing* report examines the changes taking place in the IT function that help drive strategic value.

Additional Research

Building Smarter Cities and Communities
Buying Guide for Infrastructure as a Service
Cloud Industry Roadmap
Planning a Modern IT Architecture

Emerging Technology

Market Intelligence Session: Getting Started with the Internet of Things

Dramatic changes in technology have accelerated previous notions of connected devices. Current estimates project that by 2020, 50.1 billion "things" will be connected and/or have some level of intelligence. This modern Internet of Things (IoT) is expected to have massive economic impact, with the McKinsey Global Institute anticipating $11 trillion in global economic value-add by 2025. Based on CompTIA research, this presentation provides an overview of this booming trend and gives insight into how channel firms can create value for their clients.

Join the Emerging Technology Community

Exploring Artificial Intelligence

Publish Date est.: May 2019

Artificial intelligence seems to be everywhere these days, but what is causing the boom in AI after many years of imagining the possibilities? This research study looks how AI fits into software development practices and also how it is appearing in everyday products. With qualitative interviews to highlight early adoption use cases, this report is a first look at an emerging technology that has the potential to transform enterprise IT.

The Drone Market: Insights from Customers and Providers

Publish Date est.: May 2019

As the drone market continues its transition into the commercial space, new opportunities – and challenges, will emerge. This research explores the many facets of the drone market from the perspective of customers and drone service providers (DSPs). Beyond the use cases and alignment to business objectives, this study seeks to provide insight into the many moving parts of how drone technology is deployed, integrated, and supported over time.

2019 Trends in Internet of Things

Published: February 2019

The Internet of Things will dramatically expand technology footprints. This report explores how businesses are adopting IoT and the skills needed for success.

Additional Research

A Functional IT Framework

Big Data Insights and Opportunities

Building Digital Organizations

Building Smarter Cities and Communities

Internet of Things Ecosystem

Master the Internet of Things: Case Studies

Planning a Modern IT Architecture

Tech on the Horizon: From VR to Bots

Understanding Emerging Technology Research Briefs: Automation, VR/AR, Blockchain, AI

IT SECURITY

Note that several other research resources address security.

Market Intelligence Session: Trends in IT Security

As technology becomes a critical component for digital organizations, security becomes an even higher priority. Most companies know that security is important, but they aren't sure which steps to take as they change their IT approach. This market intelligence session, based on CompTIA's latest research, describes the three areas that every business should focus on: the new technology that is needed, the new processes that must be adopted, and the education that must be given to end users.

2018 Trends in Cybersecurity: Building Effective Security Teams
Published: September 2018

Cybersecurity has changed drastically in the new era of IT. This report explores how greater complexity and higher importance are leading to focused security teams.

Additional Research

Buying Guide for IT Security
The Evolution of Security Skills
International Trends in Cybersecurity
Practices of Security Professionals
Security in the IT Channel
The UK Cybersecurity Landscape White Paper

Vendor and Distributor Education

Channel Training

Quick Start to Building a Channel Strategy

This session will provide participants with the compelling reasons for building a channel, help determine their readiness to do so and how to validate the opportunities for their partners. Attendees will also learn different ways to measure success as they build their place in the channel.

Executive Certificate in Channel Management 101 UPDATED

This Executive Certificate (CAM 101) offers those in channel management roles the opportunity to further develop the skills and knowledge needed to lead initiatives and investments that drive indirect sales revenue. This face-to-face workshop is designed to give participants the mindset, concepts, knowledge, and skill to grow into an "evolved Channel Manager."

• It's All About You: Understanding the Role of the Evolved Channel Manager
• Understanding Your Partners World: Why They Behave Differently and How to Size Your Market
• Partner Profiling Tools: Defining Your Ideal Partner
• Partner Engagement: The Keys to Effective Relationships
• Accelerating Partner Productivity: Building Ramp Plans
• Channel Trends: Maximizing New Opportunities
• Partner Management Tools: Keeping Ramp Plans on Track
NEW! OUR LATEST MODULES INCLUDE:
• Marketing Through and with Channel Partners
• Understanding and Managing Multiple Channel Partner Models

Modules can be delivered on their own or as part of the full 101 and 201 workshops.

Executive Certificate in Channel Management 201 NEW

Building on the Executive Certificate in Channel Management (CAM 101), this course provides an advanced exploration of the channel for early and mid-career channel managers. The curriculum targets vendors that prioritize a strong channel team, minimize direct/indirect conflict, and have clear rules of engagement and clear policies for deal protection. The modular of this program allows members to select and build the curriculum they need to develop skills necessary for their team's success. There is a mandatory 4 course minimum to qualify for the Executive Certificate. Available courses include the following:

 • Trends, Business Models and CAM 101 Refresher
 • Building Multi-generational relationships
 • The Business of the Partner Business (Back Office)
 • Value of Distribution
 • Building Your Business Proposition
 • Strategic Partner Planning, QBRS and Business Assessments
 • Enabling Recurring Revenue Models

The workshop assumes attendees have completed the Executive Certificate in Channel Management curriculum prior to attending the workshop.

Fundamentals of Channel Management

This 40-minute, self-paced online course offers an overview of the IT channel for employees in vendor and distributor organizations just entering the IT channel market. This course can be a first step for new channel managers toward the face-to-face workshop *Executive Certificate in Channel Management*, or a stand-alone exploration on the channel ecosystem and the role of channel account managers for support staff within the channel function.

Quick Start to Planning an Event

Events enhance a company's image as a thought leader and engage existing and potential customers. Successfully pulling off an event requires more than just a good story, product, or service to share. It requires advanced planning, creativity, and multitasking skills. The steps in this self-serve how-to guide break the planning process down into simple, manageable pieces and help guarantee your event achieves the results you want.

Channel Primer

The contributions of an indirect sales channel are rarely well understood outside of a vendor/distributor's channel function. This self-serve collection of training materials, including a presenter's guide and customizable Power-Point template, prepares channel leaders to provide fundamental knowledge or training about the indirect IT sales channel to staff in departments within their companies.

Vendor & Distributor Info

VENDOR AND DISTRIBUTOR INFORMATION

Getting the Most Out of CompTIA Education

CompTIA vendor and distributor members have the opportunity to offer our portfolio of channel training and market intelligence education to their partners at no additional cost. Whether you deliver a live course or push out one of over a 100 research reports, whitepapers, or videos; CompTIA provides you with tools to spread your message. This is a great way to educate your existing partner base, recruit new partners, and reduce your training costs. CompTIA's full day training is valued up to $6500 and CompTA members receive the training for no cost.

Executive Certificate Programs

CompTIA vendor and distributor members can offer live channel training courses and modules free of charge, at their partner conferences and events. These face-to-face classes amount to as much as eight hours of instructor-led education and may be used as a full-day session, or facilitated in several shorter modules depending on your event or meeting schedule requirements.

- Approved CompTIA Faculty (includes travel expenses)
- Workshop materials
- Downloadable Executive Certificate and digital logo

Quick Start Sessions

CompTIA vendor and distributor members can offer these 45-60 minute presentations free of charge at their partner conferences and events.

Participating members who offer the Quick Start Sessions will receive the following at no cost:*

- Approved CompTIA Faculty (includes travel expenses.)
- Quick Start Guides for each session attendee
- PowerPoint Presentation

Channel Training RSS Feed

Offer your partner community free access to valuable CompTIA members-only content all through the convenience of your own website. You control and customize your feed, or create multiple feeds to suit your needs. Content available for sharing with your partners includes: training guides, business tools, templates, market intelligence reports, and much more.

Research and Market Intelligence

CompTIA Research and Market Intelligence provides timely, relevant data, with insights aimed at informing and driving the IT industry. You cannot get access to this amount of independent and vendor-neutral data for your membership dollars anywhere else. Our studies are uniquely designed to address the informational needs of the IT industry. CompTIA analysts are dedicated to measuring, tracking, exploring, and explaining technology adoption; business attitudes, and workforce issues in order to forecast new industry opportunities and growth.

A few examples of how CompTIA vendor and distributor members can use CompTIA Research and Market Intelligence:

- Share a report with your channel partners to educate them on a trend and its relationship to your product line.
- Incorporate our vendor-neutral data or charts into presentations.
- Cite an independent data point in your press release to tee-up the trend, followed by your firm's news about a new product or service to address the problem.
- For Premier Members: add your firm's logo to a selection of CompTIA research report PDFs.
- Corroborate your own internal research with comparisons to a second data set.
- Attend the Market Intelligence Sessions to learn about key technology adoption issues and how to address them; operational best practices, and partnering success factors.

For information on how to receive these member benefits, contact Blythe Girnus at (630) 678- 8356 or bgirnus@CompTIA.org.

* Some restrictions apply. Please contact your membership representative for complete details.

Training
At-a-Glance

Quick Start Guides

The guides listed below are accessible to all CompTIA members, including registered users at
CompTIA.org. These guides can also be offered as short sessions for live or webcast events.

Quick Start Guide to Accelerating Your Cloud Business
Quick Start Guide to Accelerating Your Selling Strategy
Quick Start Guide to Digital and Social Selling
Quick Start Guide to Building a Channel Strategy
Quick Start Guide to Building a Managed Services Sales Team
Quick Start Guide to Business Agility
Quick Start Guide to Business Continuity and Data Recovery
Quick Start Guide to Business Valuation
Quick Start Guide to Cash Management Strategies
Quick Start Guide to Cloud Computing
Quick Start Guide to Contracts and Negotiations
Quick Start Guide to Crafting a Mobility Offering
Quick Start Guide to Digital Signage
Quick Start Guide to Easing into Big Data
Quick Start Guide to Education IT
Quick Start Guide to Entering a New Vertical
Quick Start Guide to Field Services Automation
Quick Start Guide to IT Security
Quick Start Guide to Managed IT Services
Quick Start Guide to Managed Print Services
Quick Start Guide to Managing a Multi-generational Workforce
Quick Start Guide to Mergers and Acquisitions
Quick Start Guide to Operational Efficiency
Quick Start Guide to Strengthening Vendor Partnerships
Quick Start Guide to Sales for Tech Teams
Quick Start Guide to Sales Playbooks
Quick Start Guide to Security and Surveillance
Quick Start Guide to Security Compliance
Quick Start Guide to Selling IT to Retailers
Quick Start Guide to Social Media Marketing
Quick Start Guide to Tackling Cloud Security Concerns
Quick Start Guide to the Internet of Things
Quick Start Guide to Understanding Your Balance Sheet
Quick Start Guide to Understanding Your P&L
Quick Start Guide to Unified Communications
Quick Start Guide to Virtualization
Quick Start Guide to Winning State and Local Government Contracts

Executive Certificates

Executive Certificate in Business Continuity and Data Recovery (Foundations)
Executive Certificate in Channel Account Management
Executive Certificate in Channel Account Management 201
Executive Certificate in Cloud (Foundations)
Executive Certificate in Cloud (Intermediate)
Executive Certificate in Financial Management
Executive Certificate in IT Security (Foundations)
Executive Certificate in Mobility (Foundations)

Materials Localized for the UK Market

Executive Certificate in IT Security
Quick Start Guide to Managed Print Services
Quick Start Guide to Virtualization
Quick Start Guide/Session to Accelerating Your Cloud Business
Quick Start Guide/Session to Cloud Computing
Quick Start Guide /Session to Crafting a Mobility Offering
Quick Start Guide/Session to Entering a New Vertical Market
Quick Start Guide/Session to IT Security
Quick Start Guide/Session to Managed IT Services
Quick Start Guide/Session to Physical Security
Quick Start Guide/Session to Social Media Marketing
Quick Start Guide/Session to Unified Communications
10-Week Guide to Accelerating Your IT Security Business
10-Week Guide to Mobility

Materials Localized for the ANZ Market

Quick Start Guide to Building a Managed Services Sales Team ANZ
Quick Start Guide to Managed IT Services ANZ

Benefits
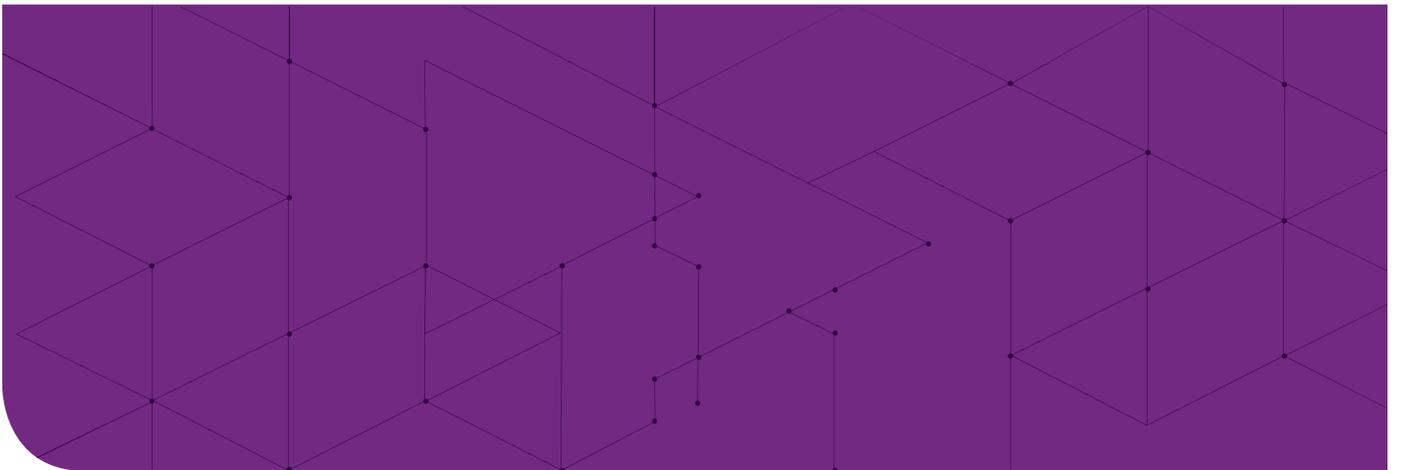
What can you gain by investing in Premier Membership?

Benefit	Registered User	Premier Member
Access to Communities, Meetings, Training, Webinars	✔	✔
IT industry research reports (Premier Members get early access)	✔	✔
Educational Quick Start Guides	✔	✔
Videos on-demand/White papers/Case studies	✔	✔
Access to Standards - guides on best practices for IT business	✔	✔
Corporate wide membership		✔
Use of CompTIA logo for promotional purposes		✔
Executive certificate courses, extensive 10-week guides		✔
Business tools, including HR templates, sales and marketing toolkits		✔
Unlimited registration for all employees for events - ChannelCon, CompTIA CCF, EMEA Conference*		✔
Member to member directory		✔
Association voting rights		✔
Ability to serve in a community leadership position		✔
Employee Certification Validation		✔
15% discount on CompTIA certifications and Certmaster platform		✔
Retail Discounts on Hertz, Geico, FedEx (U.S. only)		✔

* Ask your member rep if you qualify for a complimentary booth at selected events

Sign up at Comptia.org

Get Involved!

Join a CompTIA Community today! Visit CompTIA.org/communities for more information.

ANZ Channel
COMMUNITY

Advancing Diversity in Technology
COMMUNITY

Advancing Women in Technology
COMMUNITY

Canadian Business Technology
COMMUNITY

Emerging Technology
COMMUNITY

Future Leaders
COMMUNITY

IT Security
COMMUNITY

Technology Lifecycle Services
COMMUNITY

Managed Services
COMMUNITY

UK Channel
COMMUNITY

Benelux Regional Community Coming Soon!

CompTIA

advancing
the business
of technology

EXPANSION | DIRECTION | CONNECTIONS | COLLABORATION | INNOVATION

In an era of perpetual disruption – much of it propelled by breakthroughs in business technology – access to industry insights and expertise is more essential than ever. So is CompTIA.

CompTIA is your non-profit, global tech trade association connecting innovators with experienced technology solution providers, who together, are actively redefining the state of business technology.

If your business builds, sells, influences or drives the adoption of technology, CompTIA is the place for you!

BECOME
A MEMBER
TODAY

CompTIA.org/register

notes

notes

notes

CompTIA

CompTIA Worldwide Headquarters
CompTIA Member Services, LLC
3500 Lacey Road, Suite 100,
Downers Grove, IL 60515

800.678.8300
CompTIA.org