IDC

Benefits of Certification for IT Partners and Consultants

Fully Certified Teams Deliver the Best Results

RESEARCH BY:

Cushing Anderson
Program Vice President,
IT Education and Certification, IDC

Navigating This InfoBrief

*Click on titles or page numbers below to navigate to each.*

Executive Summary

Research of more than 600 IT consultants and resellers found that fully certified teams, where 100% of team members have the certifications they need, have better project results than teams with less than 25% certified members.

Fully certified teams are 35% more likely to finish projects ahead of schedule compared with partially certified teams. Fully certified teams typically finish more than two weeks ahead of schedule.

84% of partners believe that certified IT consultants provide better service and support and are more valuable to their clients than their noncertified colleagues.

Fully certified teams met 95% of the clients' objectives and have an average net promoter score (NPS) score that is 36% higher than the partially certified teams' projects.
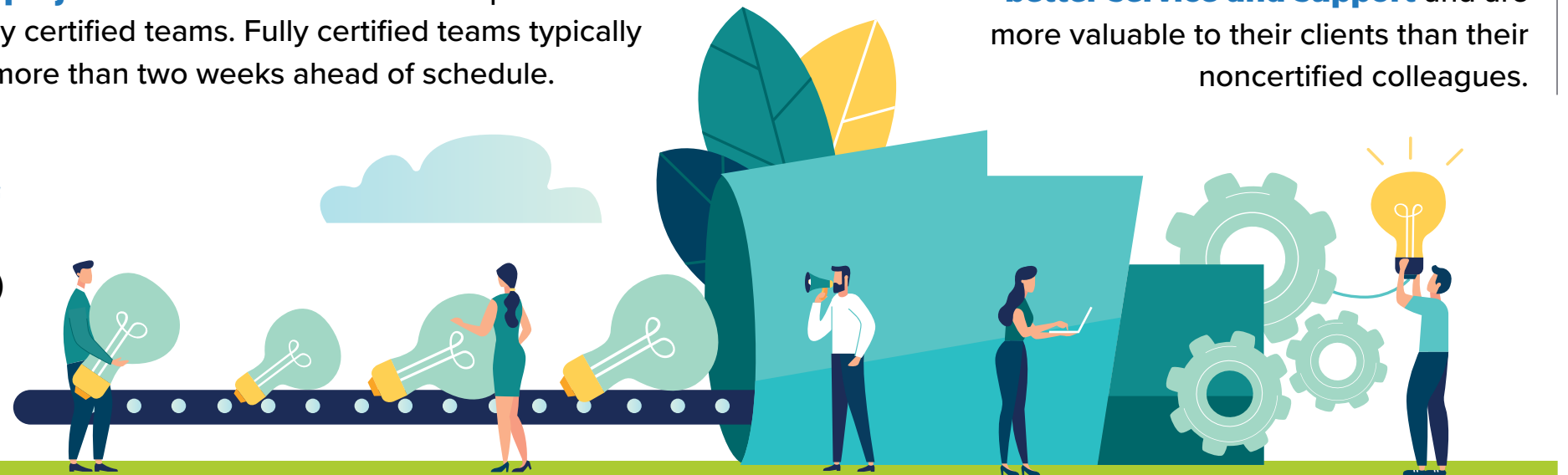
Partner program managers at technology firms should continue to **leverage certifications** and establish programs that reward partners that fully certify team members.

In This InfoBrief

According to the IDC *Software Partner Survey* (May 2021), almost 70% of partner organizations agree that certifications accelerate the implementation of technology and result in higher staff productivity.

Partner organizations agree that certifications improve levels of service to customers. This research examined how well "fully certified teams" performed compared with "partially certified teams" in terms of project success (objectives met), client satisfaction, scoping, and project execution.

Definitions

Fully certified team: Each member of the project team held all the partner certifications appropriate to their responsibilities.

Partially certified team: Less than 25% of the team is certified.

Our Approach

- Respondents were divided into cohorts based on the percentage of the team who held technical certifications appropriate to their responsibilities.

- We analyzed the performance of partially certified teams and compared it with fully certified teams.

Illustrative implementation team may include:

- ❑ Architects
- ❑ Professional administrators
- ❑ Product manager
- ❑ Professional developer
- ❑ Data analysts
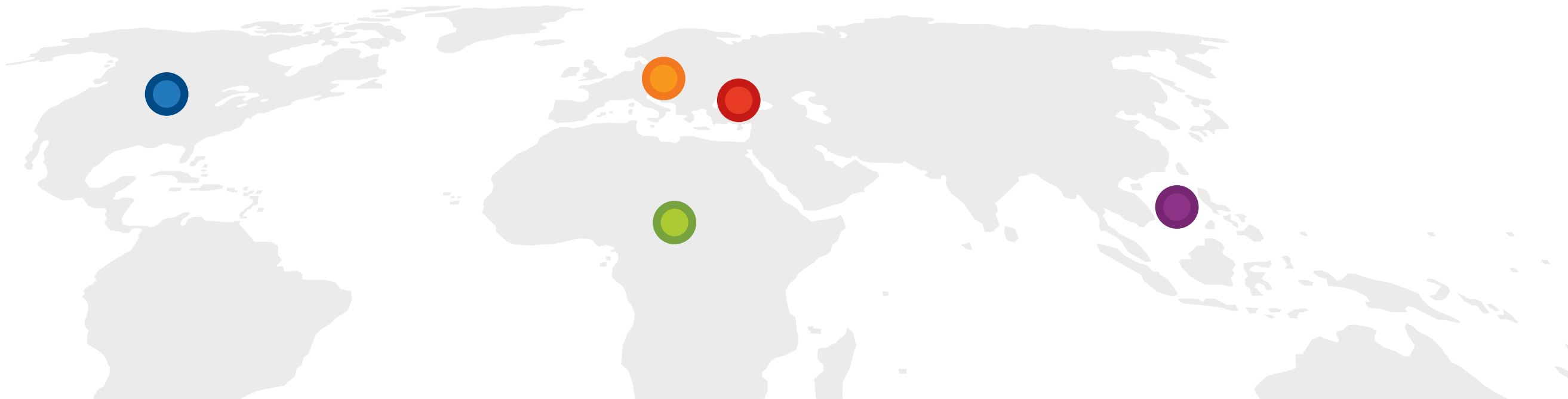- ❑ Associate-level technicians

Research Scope

Description of Population

IDC surveyed 602 IT consultants and resellers; approximately 200 each in North America; Europe, Middle East, and Africa; and Asia/Pacific.

- The respondents worked for IT, computer, software, internet services, or telecommunications firms and provided sales or technical services.

- Respondents had completed a significant project involving technologies from specific firms with whom their employer had a partner or channel relationship.

Analysis included certified consultants and resellers from these firms:

Adobe · DELL Technologies · intuit · SAP
AVAYA · Google · JUNIPER NETWORKS · sas
aws · HashiCorp · Lenovo · SCALED AGILE
CISCO · Hewlett Packard Enterprise · Microsoft · teradata.
Citrix · IBM · ni · veeAM · vmware

Certification Leads to Greater Alignment

Fully certified teams have a greater awareness of project intentions, including key project milestones, scope, and the client's success measures.

This leads to greater alignment between the partner team and the client and improves the focus on outcomes such as business and technology value expectations, key performance indicators, and customer satisfaction indicators. This alignment leads to better project outcomes.

Awareness of Project Success Measures

70%

60% are more likely to be aware of success measures

44%

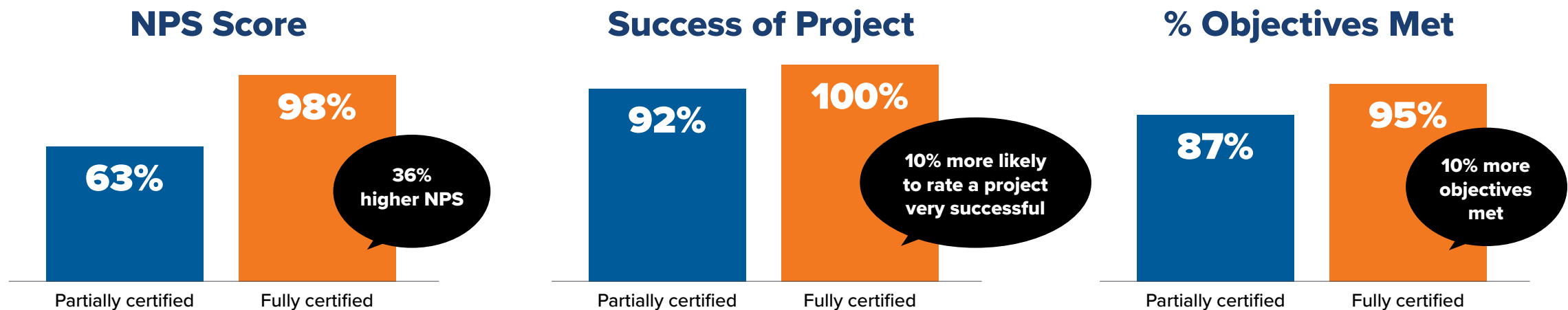Partially certified   Fully certified
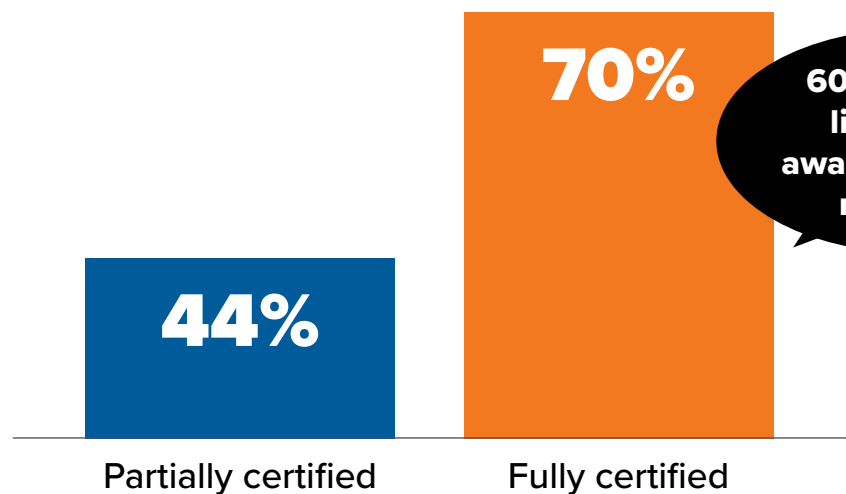
Certification Improves Project Success and Client Satisfaction

Across the various indicators we measured, fully certified teams consistently had greater project success and higher client satisfaction.

100% of fully certified teams reported that their project was successful. Fully certified teams are 10% more likely to rate a project successful than partially certified teams.

Fully certified teams also report that the project on average met 95% of the clients' objectives.

Ultimately, fully certified teams reported the project's NPS score averaged over 90, which is 36% higher than the partially certified team's project.

NPS Score

63% Partially certified
98% Fully certified

36% higher NPS

Success of Project

92% Partially certified
100% Fully certified

10% more likely to rate a project very successful

% Objectives Met

87% Partially certified
95% Fully certified

10% more objectives met

Certified Teams Properly Scope and Execute Engagements

For consultants, implementers, and their clients, completing projects successfully and on time is critical to maximizing project value.

Fully certified teams are 20% more likely to properly scope projects and execute projects to the plan.

Ultimately, fully certified teams are 35% more likely to finish projects ahead of schedule compared with partially certified teams, finishing on average more than two weeks ahead of schedule.

Helping clients remain on schedule helps clients reach time to value sooner and allows the consultant to move to the next engagement on time.

Fully certified teams are 20% more likely to be "on plan" for effort

Fully certified teams are 35% more likely to be ahead of schedule
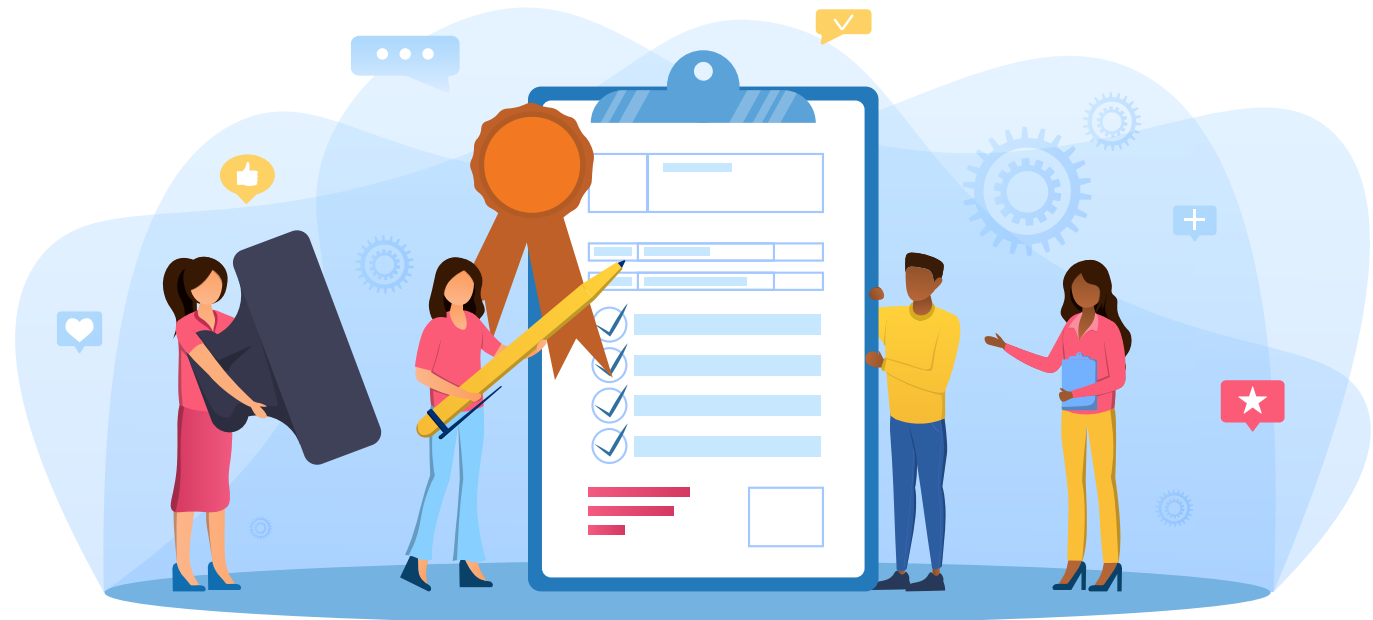
Partners Recognize the Value of Certifications

Partner companies agree that certifications accelerate implementations and improve productivity.

- 82% of IT consultants recognize the value certifications offer clients.

- 85% agree that certification represents validation of extensive product and process knowledge.

- 84% of partners believe that certified IT consultants provide better service and support and are more valuable to their clients than their noncertified colleagues.

82%

Certifications make the consultants **more valuable to their clients.**

85%

Certifications represent **extensive product knowledge.**

84%

Certifications **improve the level of service** and support offered by consultants.

Essential Guidance

As digital transformation becomes increasingly important, technology firms will increasingly rely on the partner network, including consultants, implementation teams, and resellers to help design and deploy solutions.

To ensure your clients complete their projects as rapidly as possible, meet their business objectives, and get the maximum value from their investment, your partner's project teams must be fully capable. Fully certified partner teams are better able to:

- Resell solutions, products, and services
- Design and architect solutions
- Deploy or implement products and solutions
- Manage customer IT environments

Many technology firms have developed and deployed robust certification programs specifically designed to help their partner network effectively select, configure, and deploy their technologies to meet clients' requirements. The value of those programs and the impact to clients depends on how well the full consulting team understands their roles to help leverage the technology to meet the client's requirements.

Essential Guidance (continued)

Partner program managers at technology firms should continue to leverage certifications to drive their partners' success. Certified team members are better able to maximize the value of the partner network and, ultimately, the value of your products and solutions to your clients. Companies should consider these steps:

Promote the value of certified individuals: Certified consultants improve time to value for your solutions and increase client satisfaction.

Define skill requirements: Develop and maintain certification programs to validate skills for critical roles.

Market the value of skills and certifications: Publicize the importance for both partners and certification sponsors (and their clients).
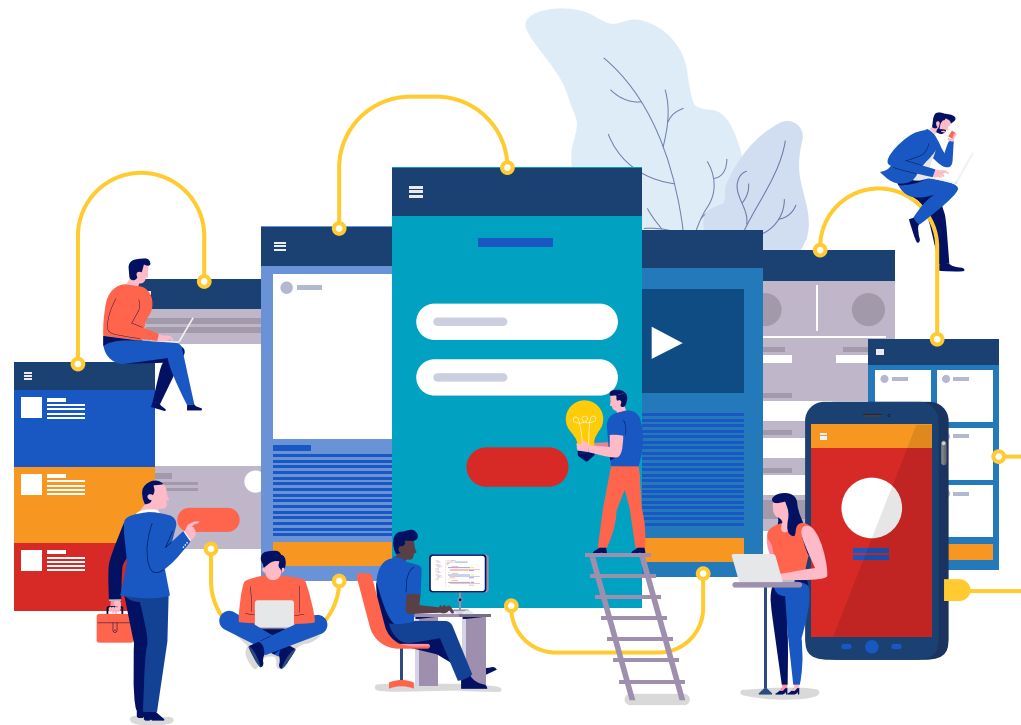
Reward partners who fully certify teams: Establish program status levels that recognize the value of fully certifying every team member.

Promote upskilling: Develop programs to support rapid reskilling and upskilling of consultants as technologies and solutions evolve.

Analyze impact: Investigate the impact your specific certifications have on partner performance and client success in order to continually improve certification value.

About the Analyst

Cushing Anderson
Program Vice President,
IT Education and Certification, IDC

Cushing Anderson is responsible for managing the research agenda, field research, and custom research projects for IDC's IT Education and Certification research program. Cushing's research ranges from the value certification provides to IT professionals to the selection criteria used when selecting transformation training for the IT organization. He conducts regular research on the views and experiences of IT professionals and IT education buyers. He frequently evaluates the impact of various types of training and certification on IT organizational performance.

More about Cushing Anderson

Message from the Sponsor

The IT Certification Council (ITCC) is a nonprofit organization committed to growing and promoting professional IT certifications. Our core purpose is to support the industry and our member companies by marketing the value of certification, promoting exam security, furthering innovation, and establishing and sharing industry best practices.

Founded in 2007, ITCC is a community of 45+ of the most respected companies in the IT certification industry.

This primary research was commissioned on behalf of the ITCC membership. True to the organization's mission, ITCC has partnered with IDC to research the value certifications bring to partners and consultants and to make this available to our member companies. Additional white papers on the value elements of certifications to the certified individual and to IT companies can be found for download on the ITCC website.

For more information, please visit our website at itcertcouncil.org

Current ITCC member companies:

- Adobe
- Alpine Testing Solutions
- Amazon
- Authentic Testing Corp
- Avaya
- Caveon
- CertiProf
- Certiverse
- Cisco
- Citrix
- Credly
- CyberVista
- Dell
- Examity
- Google
- Hashicorp
- HPE
- IBM
- Internet Testing Systems
- Intuit
- ISACA
- Juniper Education Services
- Lenovo
- Lineup
- Linux Foundation
- Linux Professional Institute
- Microsoft
- MuleSoft
- NI (formerly National Instruments)
- Netlogon
- Pearson VUE
- PMI
- Meazure Learning (ProctorU)
- Prometric
- PSI Services
- Questionmark/Learnosity
- SAP
- SAS
- Scaled Agile
- SeaCrest
- CA Community Colleges
- Teradata
- TrueAbility
- Veeam
- VMware
- Xvoucher

IDC Custom Solutions

This publication was produced by IDC Custom Solutions. As a premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets, IDC's Custom Solutions group helps clients plan, market, sell and succeed in the global marketplace. We create actionable market intelligence and influential content marketing programs that yield measurable results.

IDC

@idc   @idc   idc.com

Privacy Policy | CCPA