

# Microsoft® Business Certification Preview

Microsoft®  
**Business  
Certification**

The worldwide certification of office workers has just begun. With only 1% of the market reached, the upside for certification is tremendous. We look forward to working with you and to helping you be successful.

We hope you find the information in this brochure, and in the Marketing Kit that follows, effective tools that will help you grow your business with Microsoft Business Certification.



Lutz Ziob  
General Manager  
Microsoft Learning





## Introducing Microsoft Business Certification A new opportunity to drive business results

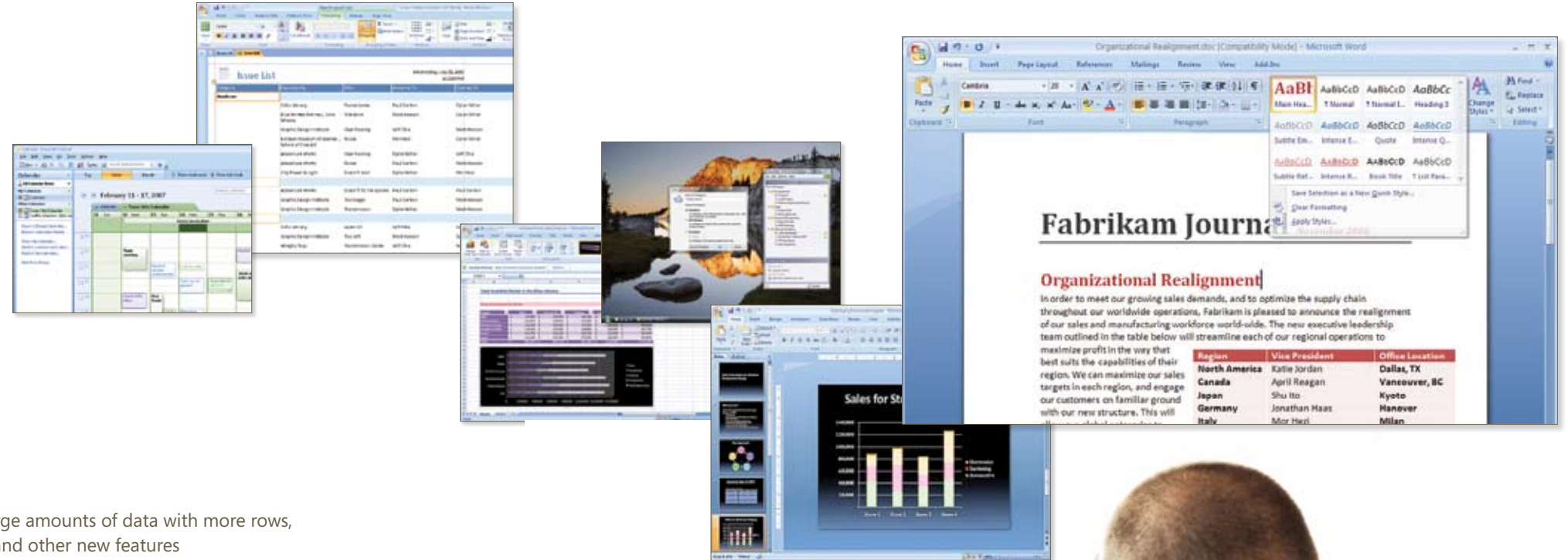
As Microsoft® continues to develop great software, we're committed to helping people be more productive on the job. The launch of the 2007 Microsoft Office system represents exciting new opportunities to work more efficiently, with greater collaboration, and across boundaries. With the new product release, we've significantly enhanced our focus on helping individuals reach their full potential, and helping organizations be people-ready.

The new Microsoft Business Certification program specifically targets worldwide workplace demand for 2007 Microsoft Office skills, which is expected to grow dramatically over the next five years. As the next evolution of the Microsoft Office Specialist Certification, the new Microsoft Business Certification credentials were developed based on feedback from businesses and information workers—people whose jobs involve the creation, distribution, and use of information. The new certification maps to the revamped Microsoft Certification framework, with distinct credentials designed to meet information worker needs and business performance requirements.

Through Microsoft Business Certification, you can play a pivotal role in the success of individuals and organizations using the 2007 Microsoft Office system. You can help meet the market needs of business, staff development, academic, and government market segments for skills verification. You can help businesses understand and capitalize on the value of skills verification as an integral component of their technology upgrade investment. Corporate hiring managers can use Microsoft Business Certification to consistently and cost-effectively qualify their candidates in order to better meet the needs of their business clients. Academic audiences will be excited to integrate certification into their business curricula as a ready-made module for their courses. And government workforce development agencies will see the value that certification brings to job training and placement.

## The upgrade advantage

### Powerful skills that impact business performance



The 2007 Microsoft Office system represents new ways for businesses to better address their needs, from personal productivity management, through complex project management, and enterprise-wide collaboration. With its unprecedented user interface format, advanced collaborative and workflow tools, enterprise content management system, and easy-to-use business intelligence tools, the 2007 Microsoft Office system goes beyond the desktop like never before to deliver broader, immensely powerful capabilities that can help individuals and organizations impact business performance.

A Microsoft Business Certified workforce will have the validated skills to take full advantage of the new user interface and productivity enhancements to the programs they use the most:

#### Word 2007

- Spend more time writing, less time formatting with the new Ribbon in Office Word 2007
- Reduce file sizes and improve corruption recovery
- Connect documents to business information

#### Excel® 2007

- Explore large amounts of data with more rows, columns, and other new features
- Create, format, and expand tables with new Excel table enhancements
- Use shared charting between Excel, Word, and PowerPoint

#### PowerPoint® 2007

- Add designer-quality SmartArt graphics
- Use new themes, layouts, and Quick Styles
- Work with enhanced tables and charts
- Share information and collaborate with users of different operating systems

#### Access™ 2007

- Get started quickly using pre-built tracking applications
- Work faster with the new user interface
- Effectively share tracked information with others

#### Windows Vista™

- Improve security and compliance
- Optimize your desktop infrastructure
- Find and use information more easily





Your business opportunity  
Validate a more productive workforce

The results of an independent research study\* show that businesses with certified employees are more productive and that certified employees bring immediate value to their jobs. Organizations upgrading to the 2007 Microsoft Office system may seek ways to maximize their technology investment by taking advantage of the more comprehensive and integrated system. By certifying employees, businesses protect their technology investment knowing that powerful Office software programs like Word, Excel, and PowerPoint will be used effectively to help increase productivity and reach business objectives.

With the majority of the workforce classified as information workers, the Microsoft Business Certification on the 2007 Microsoft Office system is a critical tool in terms of validating the desktop computing knowledge and skills needed to be more productive in the workplace. Based on global standards, individuals will seek the new Microsoft Business Certification to increase their own personal sense of accomplishment, and to create career opportunities by establishing their leadership position in their department, or by differentiating their skill sets in a competitive job market.

Microsoft Business Certification is the primary tool worldwide that companies will use to validate proficiency of desktop computing skills among employees, and demonstrate employees' abilities to use the full features in the 2007 Office system. It gives organizations the ability to help assess employees' actual computer skills and select job candidates based on verifiable skills applying the latest productivity tools and technology.

**\*82%** of employers believe Microsoft Business Certification directly benefits their organization.

**\*87%** of employers observe increased competency in their Microsoft Business Certified employees.

## The Microsoft Business Certification product strategy

### New additions to the Microsoft Certification family

The Microsoft Business Certification program reflects the new and enhanced Microsoft Certification system. It is easily attainable through a series of verifications that provide a simple and convenient framework for skills assessment and validation. For organizations, the new certification program provides better skills verification tools that help with assess-

ing not only in-demand skills on specific Microsoft business software programs, but also the ability to quickly complete on-the-job tasks. Individuals will find it easier to identify and work towards the certification credential that meets their personal and professional goals.

#### Microsoft Official Pre-Test

**Microsoft**  
CERTIFIED  
*Application  
Specialist*

**Microsoft**  
CERTIFIED  
*Application  
Professional*

#### Official Pre-Test Series

Pre-Tests provide a simple, low-cost way for individuals to identify their skill level. Pre-Tests are taken online, making the first step towards certification easy and convenient. Through the Pre-Test, individuals can receive a custom learning path with recommended training, Microsoft E-Learning, and step-by-step books to help prepare for the certification exams.

#### Application Specialist Series

The core Microsoft Office Specialist credential has been upgraded to validate skills with the 2007 Microsoft Office system as well as the new Windows Vista™ operating system. The Application Specialist certifications target information workers and cover the most popular business applications such as Word 2007, PowerPoint 2007, Excel 2007, and Outlook® 2007.

#### Application Professional Series

The new Application Professional certifications are designed to meet the needs of workers utilizing the 2007 Microsoft Office suite to deliver on specific projects and tasks. This credential demonstrates advanced, industry agnostic skills and collaboration capabilities. Focus areas include Managing Budgets, Managing Presentations, and Managing Team Collaboration.

## Microsoft Business Certification Credentials

Level 1: *Evaluation*

### Microsoft Official Pre-Test

Level 2: *Application Specialist*

**Microsoft**  
CERTIFIED  
*Application  
Specialist*

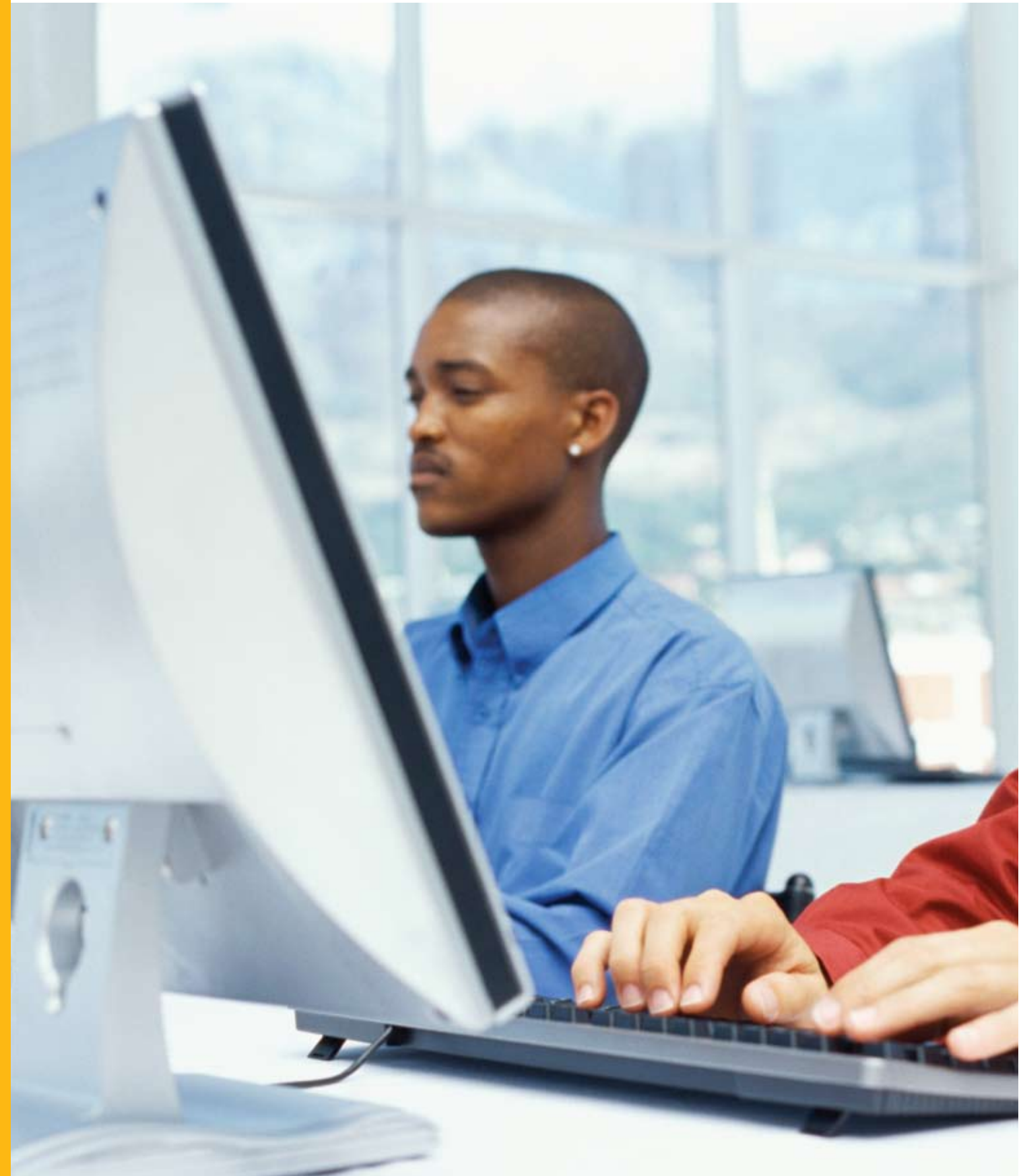
Office Word 2007  
Office Excel® 2007  
Office Outlook® 2007  
Office PowerPoint® 2007  
Office Access™ 2007  
Windows Vista™

Level 3: *Application Professional*

**Microsoft**  
CERTIFIED  
*Application  
Professional*

Managing Budgets  
Managing Presentations  
Managing Team Collaboration  
Supporting Organizations

## Microsoft Business Certification Timeline



## Supporting your success

### The Microsoft Business Certification Marketing Kit

*Coming soon*

#### Create awareness, build momentum, and accelerate demand for certification

Microsoft is committed to your success as a Microsoft Business Certification program partner. To coincide with the early 2007 Microsoft Office product release date, you will receive a comprehensive channel marketing kit containing information, tools, and resources to help you generate awareness and anticipation for the certification opportunity across market segments.

Incorporating customizable print and electronic templates, kit resources will focus on the business benefits of hiring, promoting, and training a credentialed workforce in order to build momentum for skills validation around the 2007 Microsoft Office system release.

To drive global awareness of the Microsoft Business Certification credential in spring 2007, Microsoft will launch broad awareness campaigns designed to increase demand around the new certifications. Updated content on Microsoft.com, in addition to select online and print advertising, will promote the availability of the new Microsoft Business credential.

Microsoft Learning will also launch a series of special promotional offers incorporating discounted Microsoft E-Learning and books. Additional resources will include downloadable datasheets, and special events to generate awareness and drive certifications.

#### Customizable tools included in the upcoming Microsoft Business Certification Marketing Kit:

- Photography
  - Posters
  - Flyers
  - Direct mailers
  - Datasheets
  - HTML E-mailers
  - PowerPoint decks
  - Sales briefs
  - Sales cards
  - Web banners
  - Web graphics
  - Messaging documents
- Plus:** Printed samples of each marketing tool

# Get ready

Prepare to help businesses use their technology to achieve positive results.  
Visit the 2007 Microsoft Office Learning system portal at <http://office.microsoft.com/products>.  
Keep up to date with the latest information on Microsoft Office by subscribing to one or more  
newsletters at [www.microsoft.com/office/newsletter](http://www.microsoft.com/office/newsletter).