CompTIA

Academy Educator & Learning Partner Conference

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IDC
Analyze the Future

CompTIA Certification & Organizational Performance

The Impact of Preparation, Validation, and Need for Ongoing Skill Enhancement

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

Agenda

- IT Education Market Overview
  - Market Size – by Secondary Market
  - Delivery - Shift to eLearning continues
  - Adoption Success
- Impact of Certification
  - What is the Goal?
  - Preparation Leads to Confidence
  - Validation Demonstrates Knowledge
  - Certification Leads to Reliable Execution
  - Training Can’t Stop with Certification
- Essential Guidance

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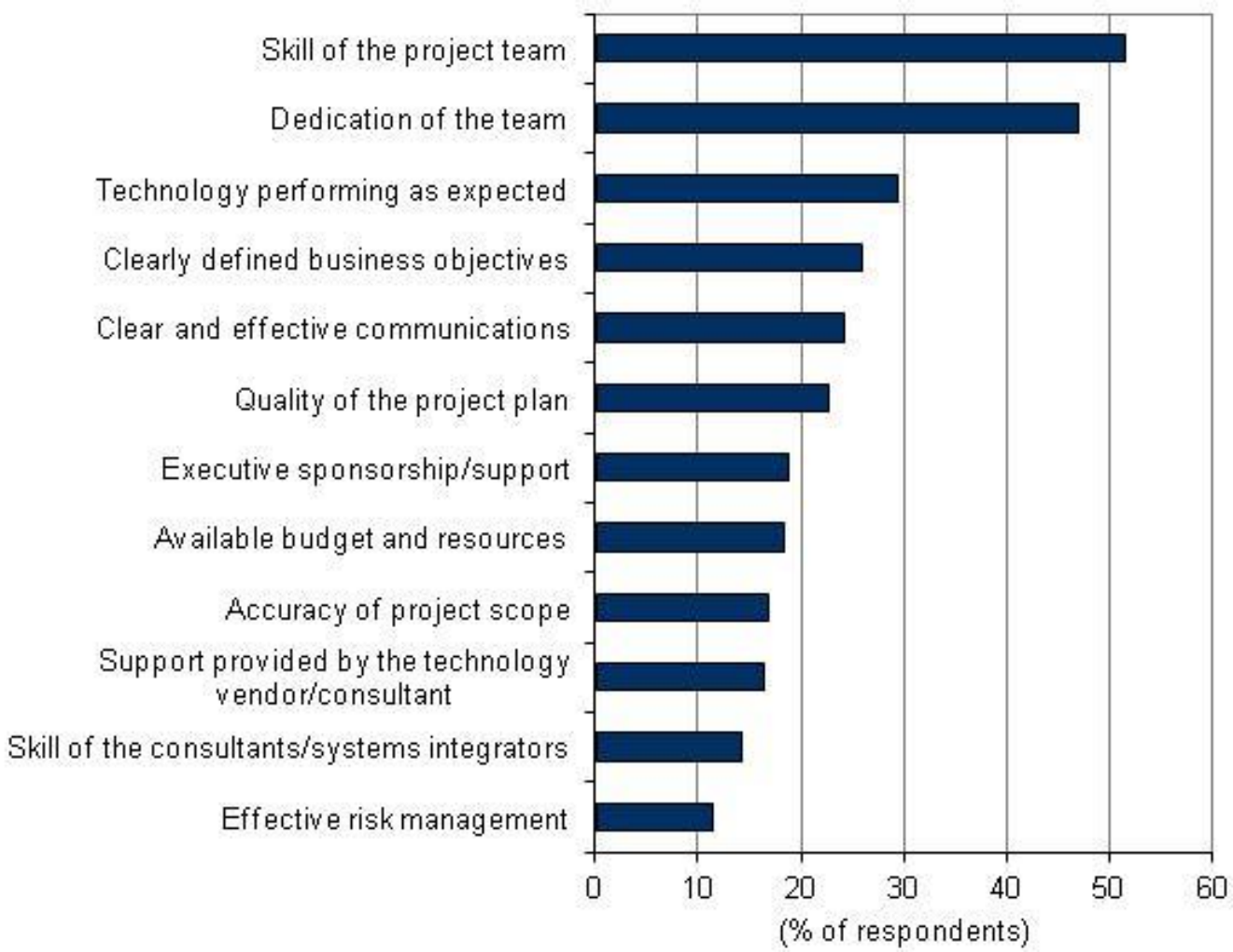
IT Education Market Overview

Talent Drives Success



Perception is
"skill drives success"

Little marketing toward this.

Source: Market Analysis Perspective: Worldwide and U.S. IT Education and Certification, 2012 (IDC# 238475)

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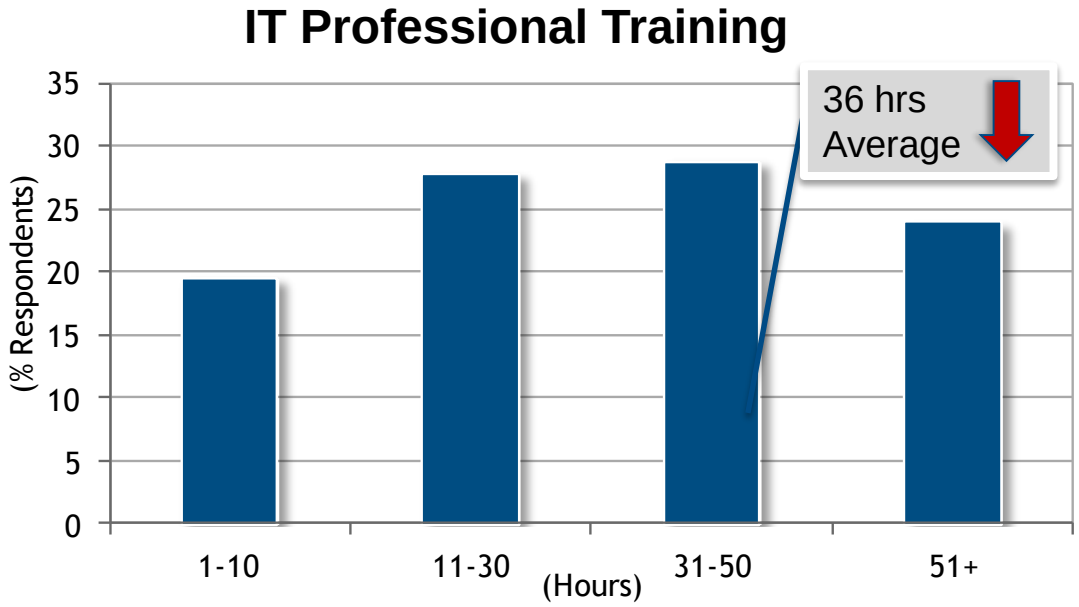
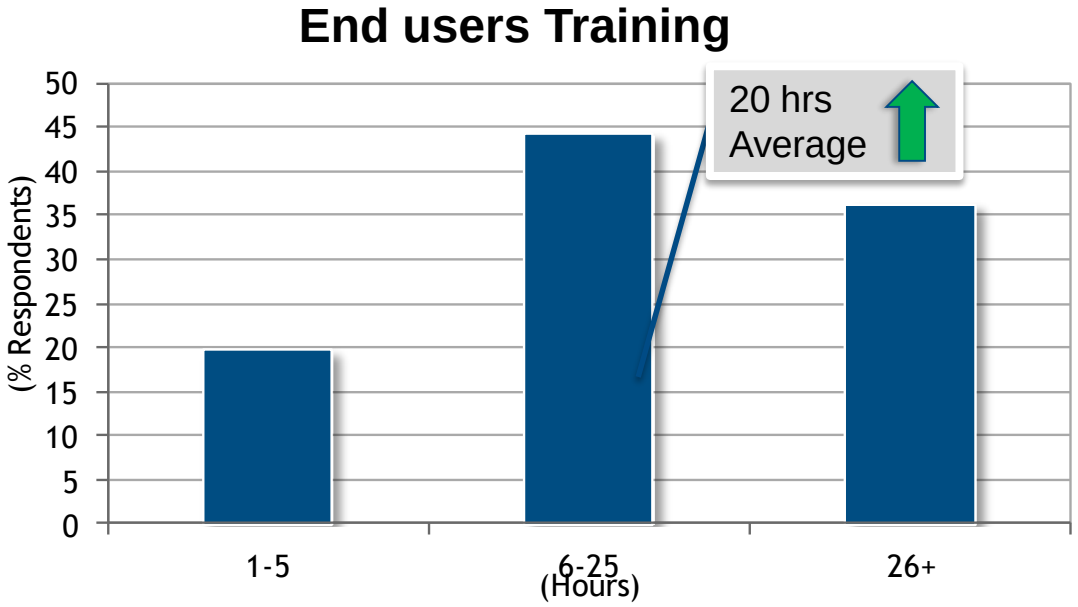
IT Education Market Overview

Project Training shifting from IT Professionals To End Users





- Preparation for implementations is shifting from IT professionals to “end-users”
- Impacted by:
  - Unclear biz value of training IT staff
  - Recognition that business value is in “adoption” of new systems
  - Cloud/SaaS
  - Shift in buying power

N=1203
Source: IDC Buyer Perception of IT Education Providers Survey, January, 2014

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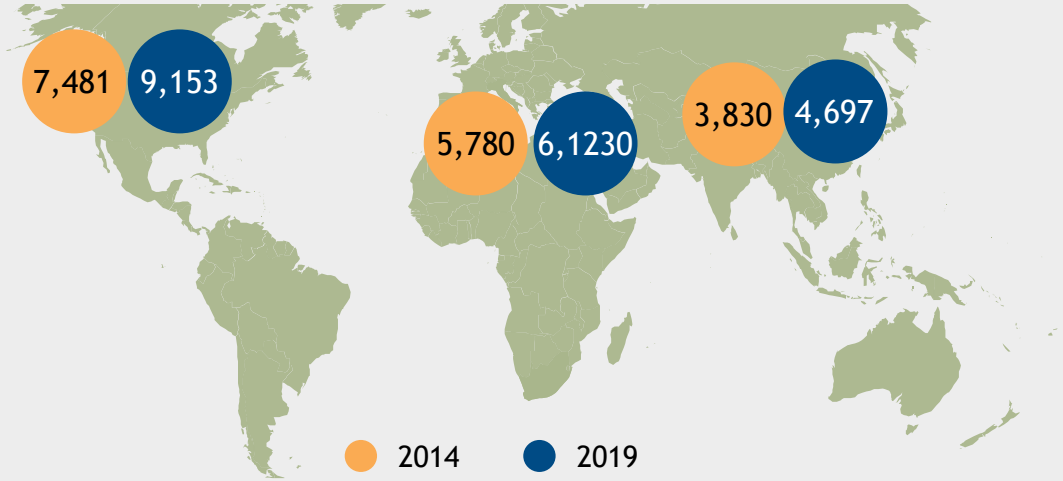
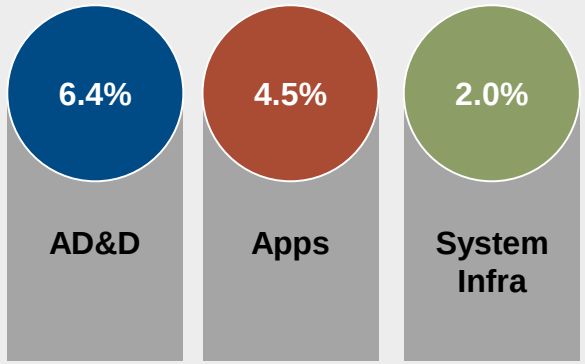
IT Education Market Overview

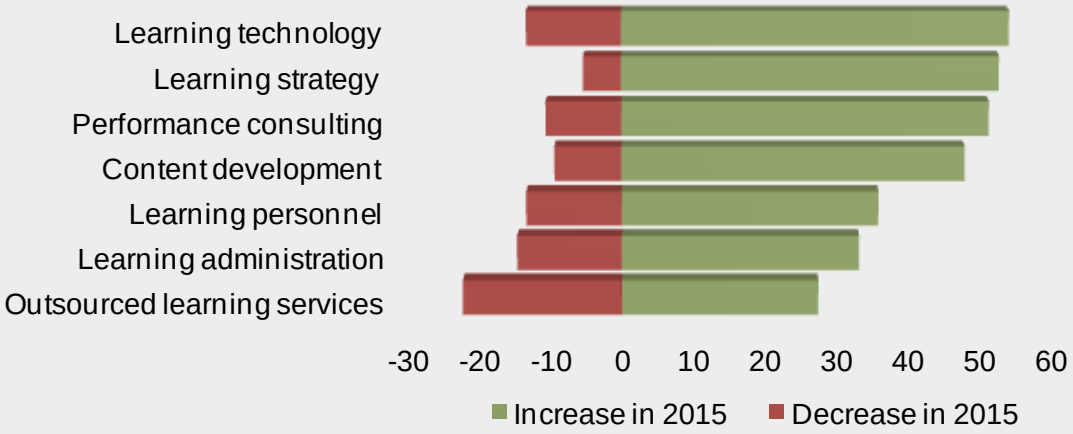
Worldwide IT Education Revenue by Region, 2014and 2019 ($M)



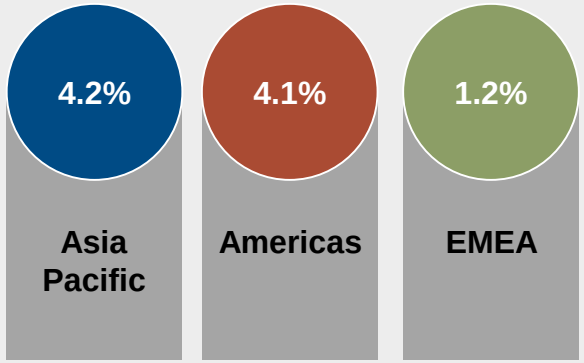
Worldwide IT Education 2014–2019 Compound Annual Growth Rate by Segment



Expected Changes in Training Investment in 2015 (% Respondents)



Worldwide IT Education Revenue 2014–2019 Compound Annual Growth Rate by Region



Source: Worldwide and U.S. IT Education and Training Services Forecast, 2015–2019 May 2015 Doc #256401

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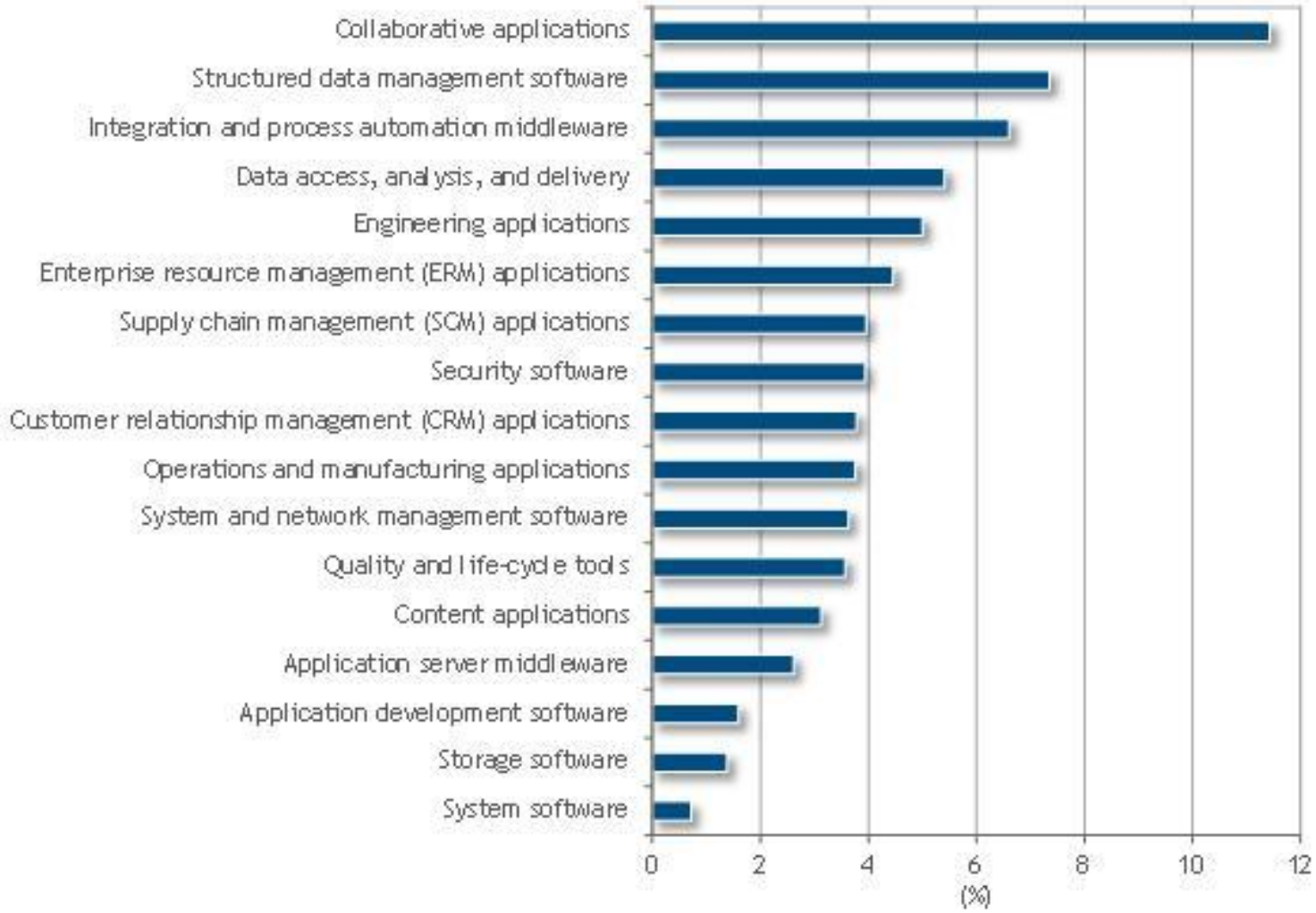
IT Education Market Overview

Projected growth by Software Category (2015-2019 CAGR)



- Training includes both deployment training and “user training” if applicable.
- Market growth is a bit over 4%

Source: Worldwide and U.S. IT Education and Training Services Forecast, 2015–2019 May 2015 Doc #256401

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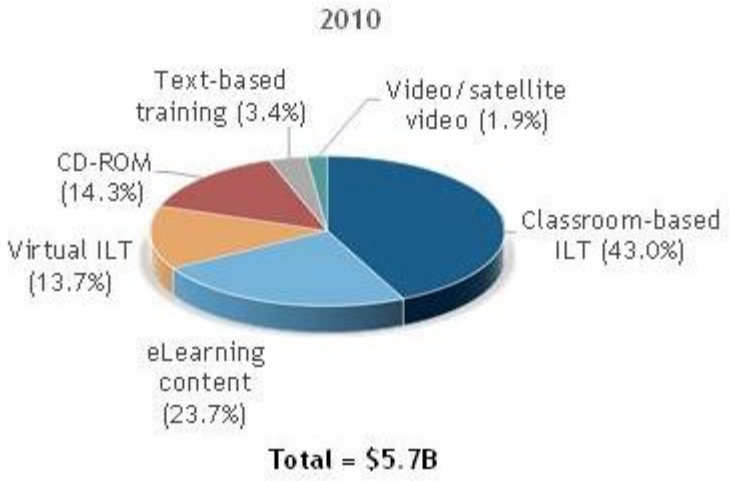
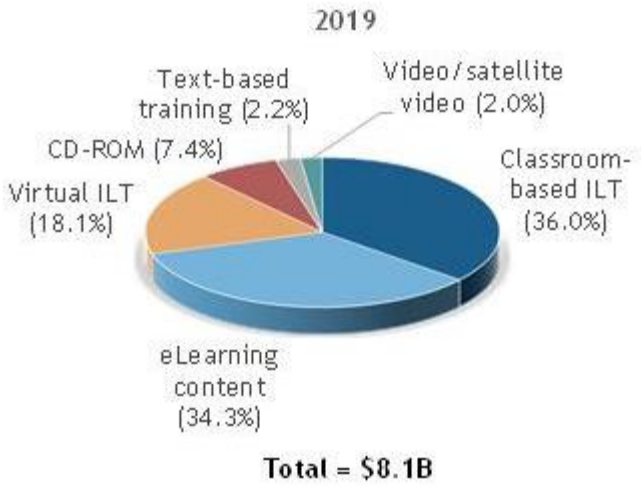
IT Education Market Overview

Change in share by delivery modality





- Delivery continues to shift toward elearning for convenience and cost.
- By 2019 self-paced elearning and virtual ILT will represent >50% of the training spending

Source: Worldwide and U.S. IT Education Services Delivery Forecast, 2015-2019, May 2015 Doc #256400

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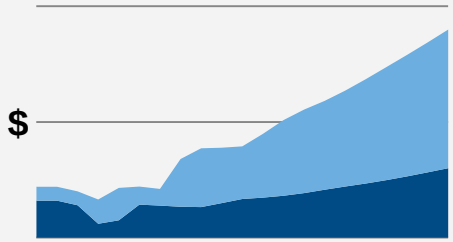
IT Education Market Overview

2015 will be the year of "Adoption Success"

- "Success" is defined by organizations maximizing the business utilization applications
- Lead by SaaS firms, application vendors will measure utilization in a variety of ways and propose interventions to tiers of users.
  - **New users:** Access and basic functions across all roles and levels.
  - **Basic users:** Overcoming role and task specific obstacles, reducing mistakes, reducing time on tasks
  - **Proficient users:** Using more advanced features.
- Goal is for more rapid business results and greater product utilization. (reduce "shelf-ware", increase renewal rate)
- Challenges will be "what constitutes success" and creating interventions that are consumable and target the necessary skills/knowledge.



Success only occurs when the effected employees are successfully trained: Skills equals performance.

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The Goal is Performance

"Performance: The accomplishment of a task measured against known standards of accuracy, completeness, cost, and speed. Performance is also the fulfillment of an obligation." – BusinessDictionary.com

"Excellence is an art won by training and habituation. We are what we repeatedly do. Excellence, then, is not an act but a habit." – Aristotle

Performance is accomplished with a combination of confidence, preparation, and sustained execution – IDC, 2014

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Interesting Chart of the Use of "Performance" in Books

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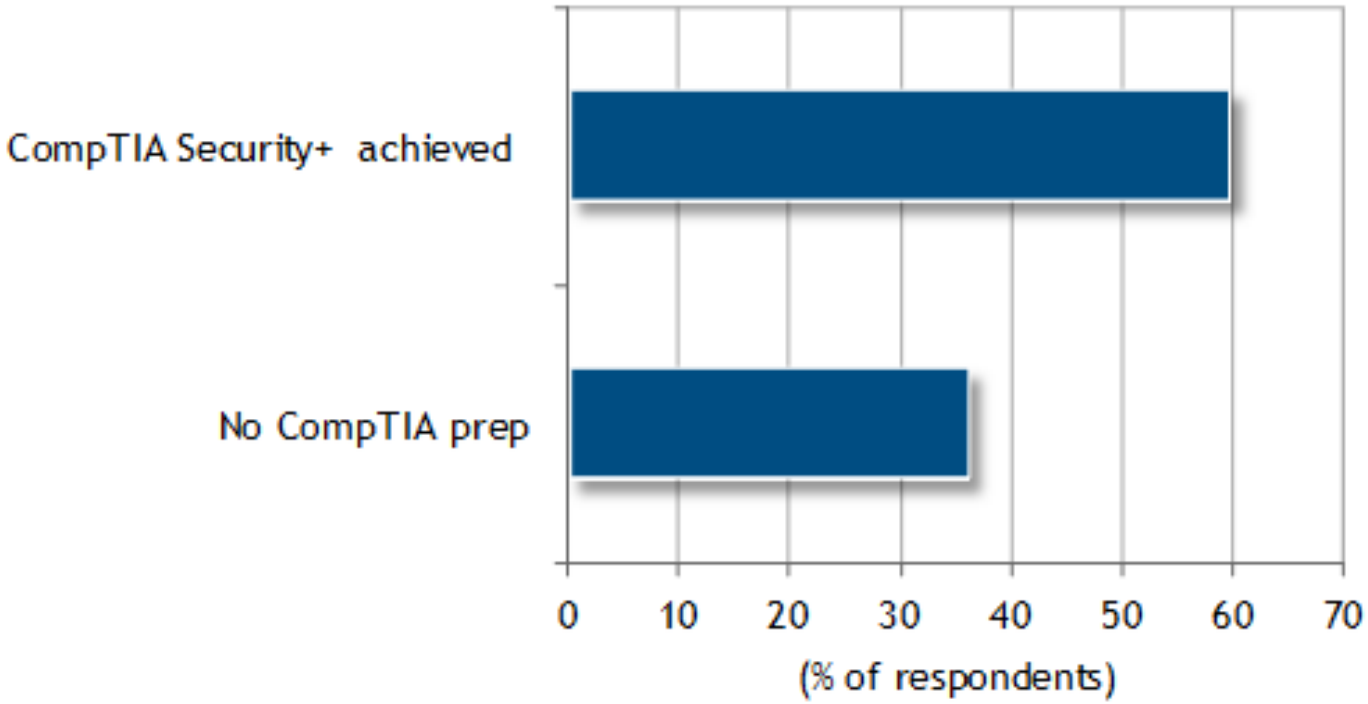
Preparation Leads To Confidence IT Security Tasks

IT Security Domain Confidence

Q. Overall, how do you rate your own ability related to IT security compared with your responsibilities?



Note: Data represents the percentage of respondents who described their ability as "exactly or very close to where I need to be."
Source: IDC/CompTIA's *Support and Security Performance Survey*, 2014

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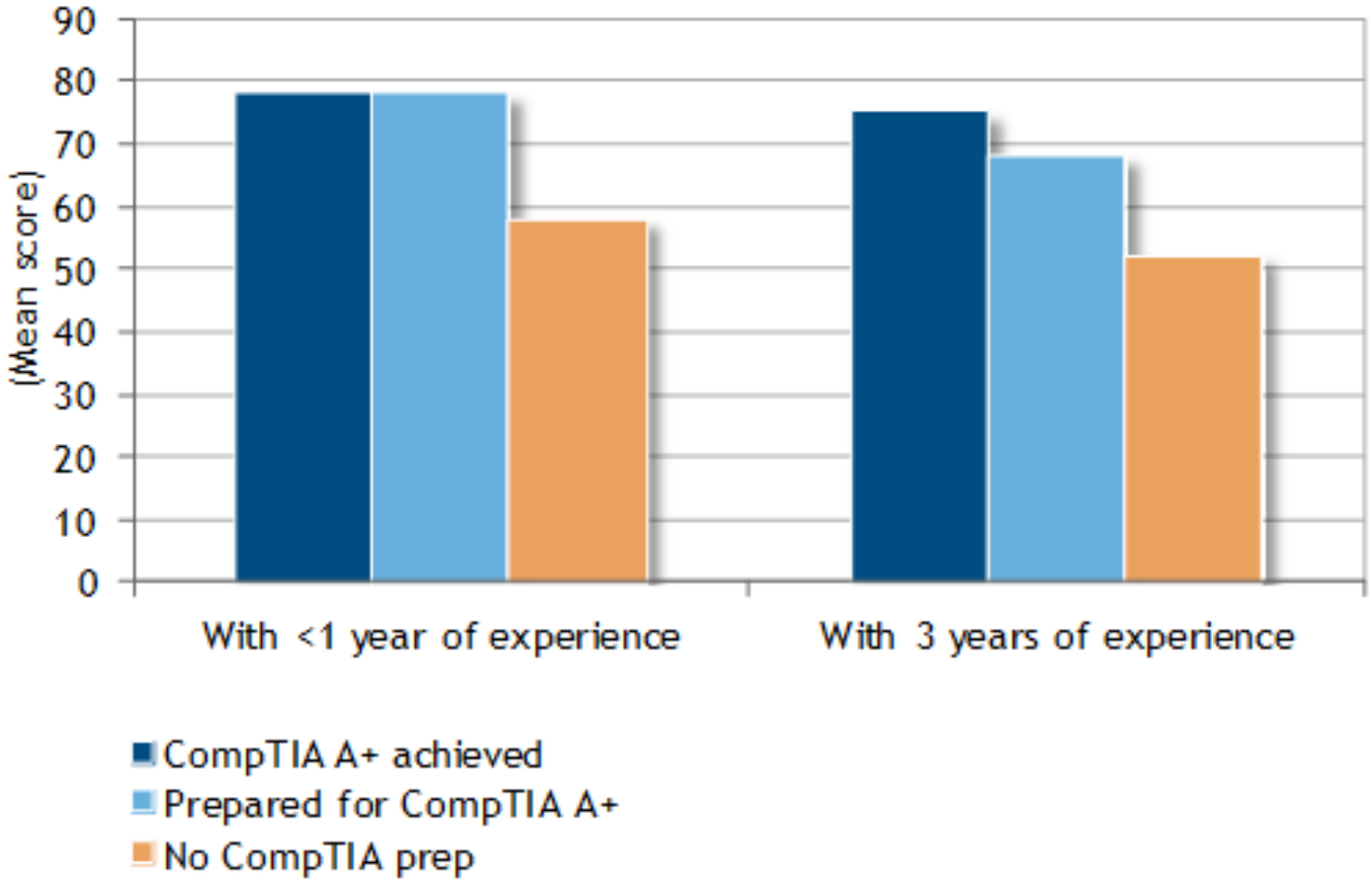
Validation Demonstrates Knowledge Domain Knowledge in IT Support

IT Support Domain Knowledge



A+ certified support staff with less than one year of experience have 52% more core domain knowledge than uncertified staff with three years of experience.

Source: IDC/CompTIA's *Support and Security Performance Survey*, 2014

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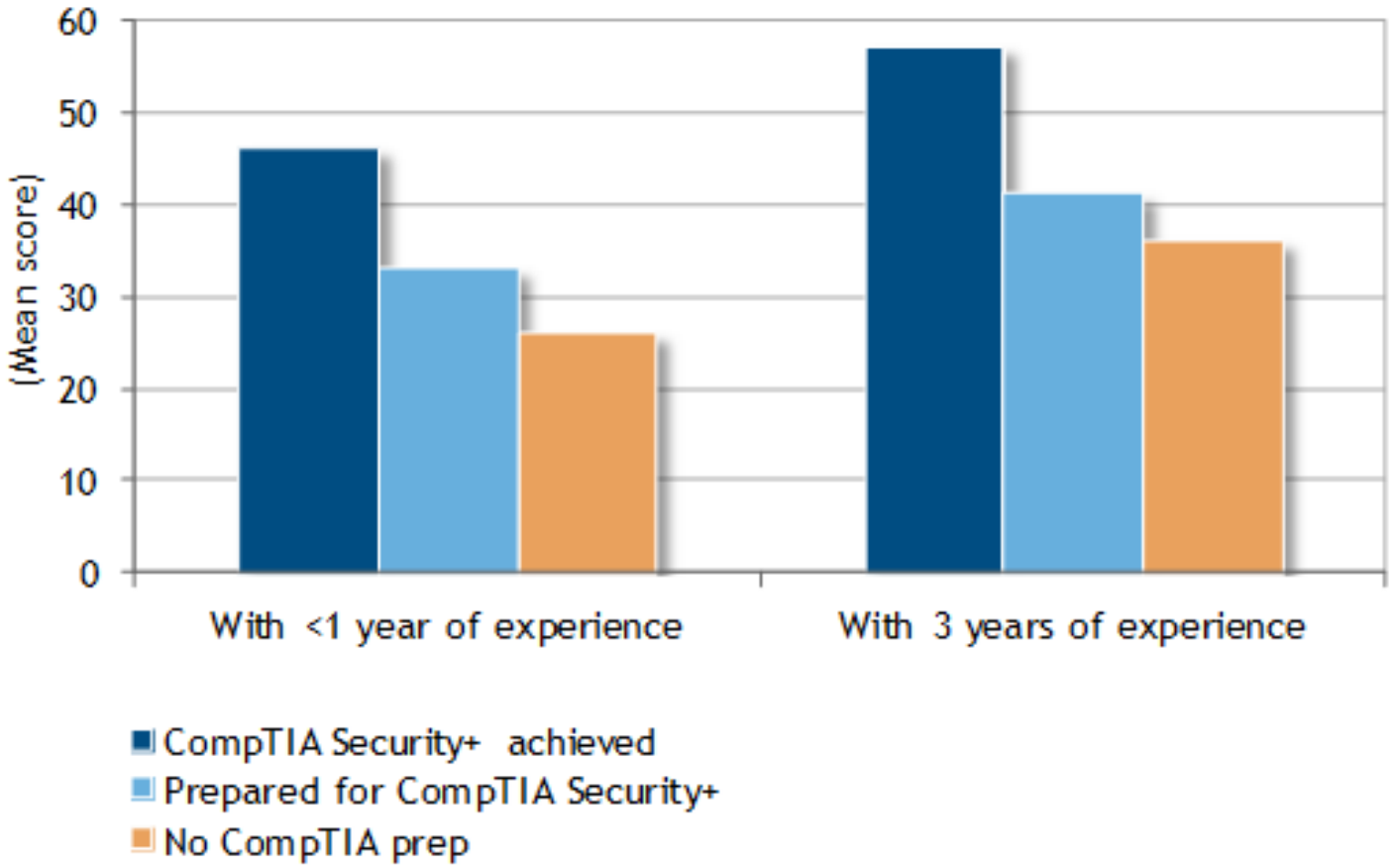
Validation Demonstrates Knowledge Domain Knowledge in IT Security

IT Security Domain Knowledge



Source: IDC/CompTIA's *Support and Security Performance Survey*, 2014

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Certification Leads to Reliable Execution: A+ Certification

Support Activity Performance Comparison: A+ Certified Versus Untrained IT Employees

Metric	CompTIA Certified	Untrained	% Difference
Percentage of enterprise PCs/notebooks configured for automatic patch/update management	74	57	30
Percentage of enterprise PCs/notebooks PCs/notebooks configured with continuous backup	47	38	24
Percentage of network device or resource malfunctions isolated or repaired within four hours	69	57	21
Percentage of operating system administration activities using a device manager, etc.	55	47	17
Percentage of new networking devices deployed in less than two hours	36	33	9
n =	893	168	

Notes:

Respondents self-identified as being directly responsible for each activity. The number of respondents varies per activity.

"Untrained" employees did not prepare for or achieve a CompTIA certification but were otherwise trained for their roles.

Source: IDC/CompTIA's *Support and Security Performance Survey*, 2014

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Certification Leads to Reliable Execution: Security+ Certification

Security Activity Performance Comparison: Security+ Certified Versus Untrained IT Employees

Metric	CompTIA Certified	Untrained	% Difference
Percentage of malware, phishing, or other security attacks evaluated and responded to by your enterprise within 24 hours of awareness	66	43	53
Percentage of enterprise users who have "single sign-on" access to authorized network resources	62	43	44
Percentage of detected penetration attempts that exploit wireless networks or mobile devices	43	30	43
Percentage of PCs, notebooks, and mobile devices that access enterprise networks or resources that are in compliance with industry security policy for access control	86	74	16
Percentage of discovered security incidents investigated/evaluated using basic forensic procedures	59	51	16
Percentage of PCs, notebooks, and mobile devices that access enterprise network resources that are secured by a device-level password or similar access control	81	74	9
n =	893	168	

Notes:

Respondents self-identified as being directly responsible for each activity. The number of respondents varies per activity.

"Untrained" employees did not prepare for or achieve a CompTIA certification but were otherwise trained for their roles.

Source: IDC/CompTIA's *Support and Security Performance Survey*, 2014

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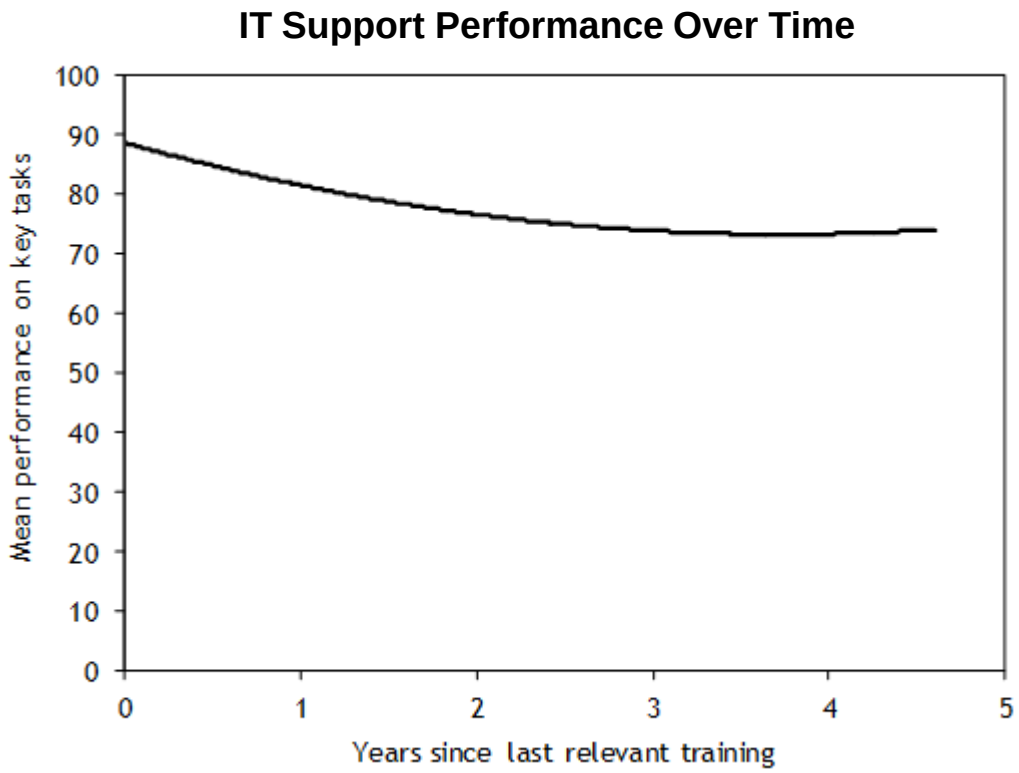
Training Can't Stop with Certification: IT Support

After four years without training…

- PCs/ PCs/notebooks configured with continuous backup declined 10%
- PC/notebook hardware repairs within four hours declined almost 20%
- Time to set up a PC/notebook using an automated tool/process increased 10%
- Networking devices deployed in less than two hours declined almost 20%



Performance degraded by up to 25% over four years without ongoing training.

Source: IDC/CompTIA's *Support and Security Performance Survey*, 2014

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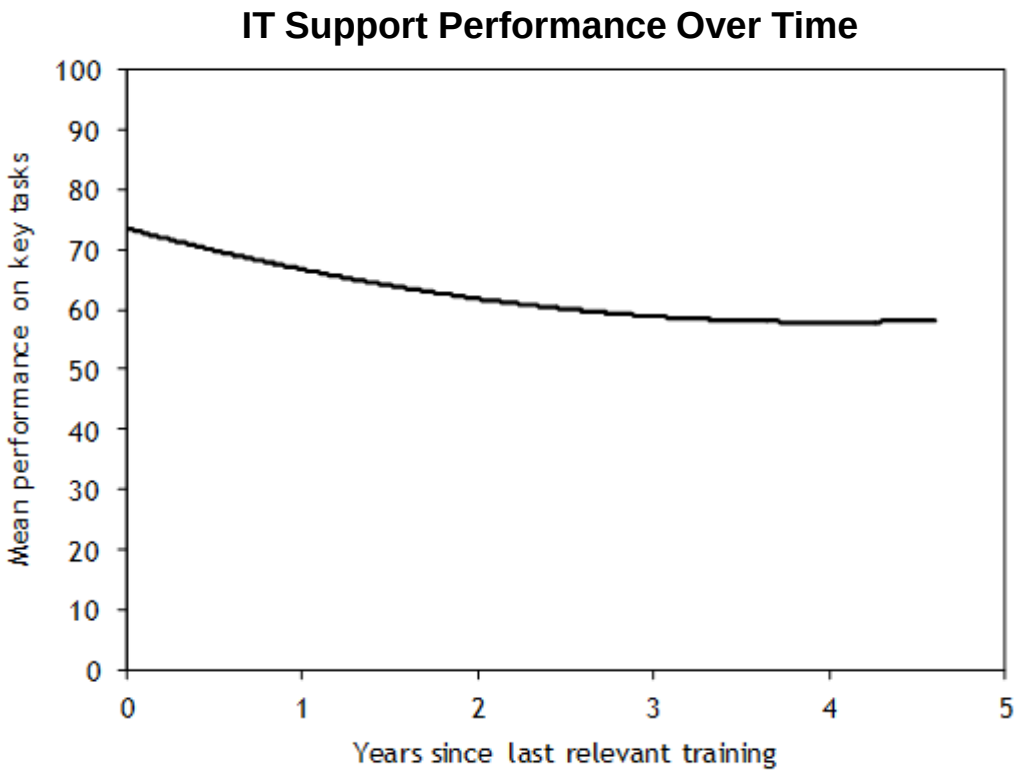
Training Can't Stop with Certification: IT Security

After four years without training…

- PCs, notebooks, and mobile devices in compliance with industry security policy for access control declined 10%
- Security incidents investigated or evaluated using basic forensic procedures declined almost 20%.
- Enterprise users with network/system passwords in compliance with company policy declined almost 10%



Performance on IT security-related tasks declined an average of 15% after four years without training.

Source: IDC/CompTIA's *Support and Security Performance Survey*, 2014

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Essential Guidance

CompTIA certification leads IT staff to perform at a higher level in important IT support and IT security activities.

IT leaders should:

- Hire staff with validated, certified skills for key roles.
- Provide relevant, ongoing training for all staff.
- Monitor performance levels of key metrics and address declining performance quickly.

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Thank you.