



## LEARNING CONTENT PARTNERS

### Fact Sheet

The CompTIA® Authorized Partner Program is designed to help each partner rapidly grow its business by providing an industry-leading portfolio of certifications combined with powerful sales and marketing tools, resources, and support.

The Authorized Partner Program is a global program consisting of three levels (Authorized Partner, Authorized Gold Partner, and Authorized Platinum Partner) depending on each partner’s ability to localize and distribute content, the breadth and depth of their learning tools, and the go-to-market strategy for the learning content they develop.



CompTIA Partner Eligibility Criteria Summary			
Partner Criteria			
Annual Program Fee	None	None	None
Localize content in x number of languages.	1	2+	6+
Distribute content geographically.	Local	National and Multinational	Global
Adhere to the level Authorized, Recommended, and Official content described on the Content Criteria worksheet of Recognized Products.	Authorized Content	Minimum 2 Recommended Content	Minimum 3 Official Content
Utilize a multimarket strategy.	Recommended	Recommended	✓
Offer at least one bundle with CompTIA exam vouchers.	✓	✓	✓
Bundle CompTIA exam vouchers for promotions and/or at marketing events.	✓	✓	✓
Comply with CompTIA CAQC® (CompTIA Approved Quality Content) standards.	✓	✓	✓
Provide all CompTIA-related aggregated sales data within 30 days after each calendar quarter ends.	✓	✓	✓
Purchase exam vouchers and CompTIA materials via authorized distribution channels for tracking.	✓	✓	✓
Agree to provide case studies and testimonials.	✓	✓	✓
Comply with correct usage of all CompTIA logos and other marks on all marketing materials, websites, and collateral.	✓	✓	✓

Partners can build three levels of learning content differentiated by the number of learning tools, available languages, and geographic distribution.

CompTIA Learning Content Designations			
Criteria			
Number of learning tools (assessment, eLearning, labs, etc.) offered to increase the learning experience	0	2-3	4+
Geographic distribution	N/A	Regional or Multinational	Regional or Multinational
CompTIA CAQC	✓	✓	✓
Appropriate logo usage	Authorized Content	Recommended Content	Official Content
CompTIA royalty based on category of content, sales models, and/or volume projections	✓	✓	✓

## LEARNING CONTENT PARTNERS

The CompTIA Authorized Partner Program is designed to provide substantial financial incentives and marketing/sales resources to help our partners grow their businesses. CompTIA has put together an extensive and robust program to increase marketing and selling skill levels, boost marketing impact, and generate additional revenue and profitability. See highlights of the program benefits below.

CompTIA Partner Benefit Summary				
Partner Benefit Description		Authorized Partner	Authorized Gold Partner	Authorized Platinum Partner
Revenue	<b>Opportunity to be “first to market”</b> via early access to essential product information, research, and brand building.	✓	✓	✓
	<b>Opportunity to open new channels</b> through the CompTIA extensive Delivery and Academic Partner Programs	✓	✓	✓
	<b>Opportunity to leverage the CompTIA direct sales efforts</b> with the CompTIA’s direct sales channel and online CompTIA Marketplace	✓	✓	✓
	<b>Listing on the CompTIA website</b> by content category (Official first) with information on: <ul style="list-style-type: none"> <li>• Learning tools</li> <li>• Languages</li> <li>• Country distribution</li> </ul>	✓	✓	✓
	<b>Opportunity to bundle certifications</b> with Learning Content	✓	✓	✓
	<b>Eligible to participate</b> in the CompTIA Continuing Education Program	✓	✓	✓
	<b>Value add</b> via the CompTIA IT Pro Community Program and Career Center	✓	✓	✓
Financial Performance	<b>Certification exam voucher discounts</b> for pre-purchase (except CompTIA Linux+™ Powered by LPI exams)	18-20% off non-member price	23% off non-member price	26% off non-member price
	<b>CompTIA Linux+ Powered by LPI exam voucher discounts</b> (North America only)	17.5% off non-member price	17.5% off non-member price	17.5% off non-member price
	<b>CompTIA Strata™ certification voucher discounts</b>	20% off non-member price	20% off non-member price	20% off non-member price
Industry Awareness	<b>Potential participation</b> in various learning communities and committees	✓	✓	✓
	<b>Invitations</b> to the CompTIA Colloquium and/or the EMEA Member Conference	N/A	1	3
Courseware Development	<b>“First Look”</b> Program providing information months prior to test availability	✓	✓	✓
	<b>Content Assurance Program participation</b> to increase efficiency	✓	✓	✓
	<b>Complimentary vouchers</b> for content developers and SMEs	2	4	6
	<b>Complimentary product training</b>	✓	✓	✓
Sales	<b>Complimentary sales support and training</b>	✓	✓	✓
	<b>Sales Resource Center on the CompTIA Partner Portal</b> featuring helpful sales tools and other materials	✓	✓	✓
Marketing	<b>Use of the partner logo and marketing materials</b> such as templates and co-branded collateral	✓	✓	✓
	<b>Lobby plaque</b> denoting partner level	✓	✓	✓
	<b>Annual CompTIA Learning Community Awards Program</b> participation	✓	✓	✓
	<b>Joint support</b> at industry events such as trade shows and conferences	✓	✓	✓
	<b>CompTIA branding campaigns</b> to help generate top-of-mind awareness	✓	✓	✓
	<b>Access to the CompTIA Marketing Resource Center</b> for logos, literature, etc.	✓	✓	✓
Business Improvement	<b>Access to CompTIA industry research and newsletters</b>	✓	✓	✓
	<b>Access to data reports</b> from KnowledgeAdvisors Metrics That Matter® (MTM) solution (or regional equivalent)	✓	✓	✓
Performance	<b>Quarterly business review</b> designed to help prepare and assist partners	N/A	✓	✓

### For more information

**Web:** [www.comptia.org/certifications/cappcontent.aspx](http://www.comptia.org/certifications/cappcontent.aspx)

**Email:** [cappcontent@compTIA.org](mailto:cappcontent@compTIA.org)

**Phone:** 630-678-8324

**Fax:** 630-678-3874

© 2012 CompTIA Properties, LLC, used under license by CompTIA Certifications, LLC. All rights reserved. All certification programs and education related to such programs are operated exclusively by CompTIA Certifications, LLC. CompTIA and CAQC are registered trademarks of CompTIA Properties, LLC in the U.S. and internationally. Linux+ and Strata are trademarks of CompTIA Properties, LLC in the U.S. and internationally. Other brands and company names mentioned herein may be trademarks or service marks of CompTIA Properties, LLC or of their respective owners. Reproduction or dissemination prohibited without written consent of CompTIA Properties, LLC. February 2012 922-US

**CompTIA**  
www.comptia.org