



DELIVERY PARTNERS

Fact Sheet

CompTIA has developed an extensive Authorized Partner Program designed to accelerate revenue growth for both our valued delivery partners and CompTIA. The program provides significant financial incentives coupled with substantial sales and marketing resources to increase partner velocity, volume, and financial performance.



Program Goals:

- Increase CompTIA® partner revenue by offering extensive financial incentives and program resources and tools.
- Provide an expanded CompTIA product portfolio to be sold by delivery partners to increase revenue, sales margins, and customer satisfaction.
- Supply robust sales and marketing resources to increase effectiveness, impact, and results.

Authorized Partner Levels

CompTIA offers three levels of Delivery Partners to recognize the contributions of organizations that conduct exams for CompTIA certifications.



For Partners who purchase fewer than 450 exams and offer training on 1-3 certifications.



For Partners who purchase 450-999 exams and offer training on 4-5 certifications.



For Partners who purchase more than 1,000 exams and offer training on at least 6 certifications.

Summary of Program Criteria			
Criteria	CompTIA AUTHORIZED PARTNER	CompTIA AUTHORIZED PARTNER GOLD	CompTIA AUTHORIZED PARTNER PLATINUM
Annual program fee	\$1,000	\$3,000	\$7,500
Yearly CompTIA exam voucher volume requirements	Fewer than 450	450-999	1,000
Number of CompTIA certifications in partner portfolio	1-3	4-5	6 or more
Use CompTIA CAQC® (CompTIA Approved Quality Content) provided by a CompTIA Authorized Learning Content Partner.	✓	✓	✓
Offer value adds to the training (assessments, eLearning, etc.).	✓	✓	✓
Bundle CompTIA vouchers for promotions at marketing events.	✓	✓	✓
Ensure that all instructors teaching CompTIA courses have CompTIA CTT+™ certification or other industry-approved trainer certification or credential.	✓	✓	✓
Ensure that all CompTIA instructors are certified in the product(s) they are teaching.	✓	✓	✓
Provide all CompTIA-related sales data within 15 days after each calendar quarter ends.	N/A	✓	✓
Purchase exam vouchers and CompTIA materials via authorized distribution channels for tracking.	✓	✓	✓
Agree to provide case studies/testimonials.	✓	✓	✓
Offer an in-house or mobile testing center with one or more test service providers.	✓	✓	✓
Comply with correct usage of all CompTIA logos and other marks on all marketing materials, websites, and collateral.	✓	✓	✓
Participate in KnowledgeAdvisors Metrics That Matter® solution (or regional equivalent quality measurement tool).	✓	✓	✓

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The CompTIA Authorized Partner Program is designed to provide substantial financial incentives and marketing and sales resources to help delivery 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
Profitability	Certification exam voucher discounts (Discounts range from 17-26%)	✓	✓	✓
	Participation in the CompTIA Marketing Development Fund program	N/A	3%	5%
	Bundled product solutions	✓	✓	✓
Sales	Complimentary sales support and product training	✓	✓	✓
	Participation in the CompTIA Community Program	✓	✓	✓
	Sales Resource Center on the Partner Portal	✓	✓	✓
	Complimentary fact-to-face product training	N/A	N/A	✓
Marketing	Use of CompTIA logo, marketing materials, templates, and co-branded collateral, based on program level	✓	✓	✓
	Partner logo on CompTIA websites and provider directories	✓	✓	✓
	Lobby plaque denoting partner level	✓	✓	✓
	Listing in CompTIA Learning Content Partner online directory	✓	✓	✓
	Participation in the annual CompTIA Learning Community Awards Program	✓	✓	✓
	CompTIA branding campaign	✓	✓	✓
	Joint support of industry events	✓	✓	✓
	Participation in CompTIA lead-generation program	✓	✓	✓
	Marketing Resource Center on the Partner Portal	✓	✓	✓
	Business Improvement	Access to industry research and newsletters	✓	✓
Access to KnowledgeAdvisors Metrics That Matter® (MTM) solution (or regional equivalent quality measurement tool)		✓	✓	✓
Industry Awareness	Invitation to participate in the Learning Advisory Council and CompTIA learning communities and committees	✓	✓	✓
	Invitations to the CompTIA Colloquium	N/A	1	3
Instructor	Complimentary vouchers each year for instructors and developers	2	4	6
	Participation in the Instructor Incentive and Rewards Program	✓	✓	✓
	Complimentary product training	✓	✓	✓
	Classroom Resource Center on the Partner Portal	✓	✓	✓
Performance	Quarterly business review	N/A	✓	✓
	Access to the CompTIA Authorized Partner Portal	✓	✓	✓

For more information

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