



**SAP®**  
**Global Certification**  
**Program**

The market for SAP® consulting services is challenging and competitive. Differentiation is the key. To win critical contracts, consulting companies must find ways to stand out from the crowd. Success depends on the quality of your front-line employees: consultants who have the right knowledge and skills – and can prove it. With SAP certification, your consultants are empowered to demonstrate superior expertise, giving your firm a powerful competitive advantage.

## **OUTCLASS THE COMPETITION WITH SAP® CERTIFICATION**

### **Certified Consultants Give Your Firm the Edge**

Competing for business is not easy for consulting firms today. Clients are demanding only the best. Your firm needs to stand out from the crowd to get the business – and then follow up by delivering the excellence promised. You must prove that you can reduce the customer's total cost of ownership and mitigate risks during implementation and operation of the SAP® solution.

In fact, according to a 2003 research study by IDC, "Worldwide and U.S. IT Certification Forecast and Analysis, 2003–2007," professionally recognized certification can improve customer loyalty and is one of the best differentiators in the IT consulting market.

### **SAP Certification – The Ultimate Stamp of Quality**

SAP certification is the ideal way to assess and verify your consultants' expertise. An extremely valuable tool in a fiercely competitive market, SAP certification enables your organization to prove that your staff members are qualified and proficient in specific skills in implementing and operating SAP solutions.

SAP has a 12-year history of certifying consultants; there are now more than 140,000 SAP-certified specialists worldwide. In 2005 SAP decided to evaluate the certification program and conducted a survey of this community to identify ways to improve. Based on the survey results, SAP has revised our global strategy to further enhance the value of certification for the SAP-certified specialist, the partner company with SAP-certified consultants, and SAP customers.

SAP certification is truly an exclusive qualification. In fact, it is the only authorized accreditation of SAP-related expertise in the industry. With this accreditation, your firm gains recognition as a certified partner, along with industry-wide credibility.

SAP certification targets application, technology, and development consultants and solution architects. In addition to evaluation and certification, the program offers preparatory training, materials, and computer-based self-assessment tests. Furthermore, each certified individual will have access to additional information and services via the SAP portal and membership in exclusive collaboration rooms.

### **Focusing on Skills That Are in High Demand**

Today, SAP customers expect consultants and implementation partners to understand their business as well as the software being deployed. In response to this trend, SAP has revised its certification tests – moving from a focus on software functionality and implementation knowledge to an understanding of SAP solutions and the business processes they support. In other words, SAP-certified consultants must demonstrate that they possess the skills that are in high demand among your clients – and essential for winning contracts. SAP offers multitiered certification in a broad number of solution areas, as follows.

**“Associate” certification** – This certification covers the fundamental knowledge requirements for an SAP consultant, ensuring the successful acquisition of broad SAP solution knowledge and skills.

**“Professional” certification** – This advanced certification requires proven project experience in addition to more detailed SAP solution knowledge and skills.

**“Master-level” certification** – This certification involves demonstrating an expert grasp of a certain aspect of SAP software and the ability to drive innovation and solution optimization through in-depth knowledge and vision. Certification at this level requires broad project experience, deep or comprehensive SAP product knowledge, and the ability to create the future IT vision within complex project environments.

### **Earning a Seal of Quality**

At each of these three levels, SAP certification ensures that a consultant has demonstrated the following capabilities:

- A sound understanding of SAP solutions, such as the SAP ERP application, SAP Customer Relationship Management application, SAP NetWeaver® platform, and so forth
- Ability to deliver projects that reflect industry and SAP best practices
- An independent validation of knowledge and skills earned through a rigorous certification process

### **Optimizing International Collaboration**

The benefits of certification are particularly important when working on large-scale international implementation projects that involve SAP-certified consultants from different countries. With certification, the consultants will have the same understanding of the client’s business needs and share a common language for discussing the issues.

Furthermore, having been trained and certified by SAP, consultants have a close relationship with the world's largest enterprise software vendor. These advantages combine to ensure that global projects are conducted efficiently and deliver the best possible results for your client.

#### **Recognizing Measurable Benefits in Employee Development**

Consider too that certification can serve as a useful tool in human resources management. Combining certification with staff development programs can enhance employee performance and loyalty.

#### **Raise Your Company's Profile with SAP-Certified Consultants and Solution Architects**

Be recognized as a leading firm with expert knowledge in SAP solutions by certifying your staff and demonstrating your commitment to finding the best possible solution for your clients. SAP has enhanced the certified professional program to enable customers to better use this certification as a reliable criterion when recruiting employees and engaging partners.

#### **Find Out More**

SAP certification is available at numerous test centers worldwide. For details about the location closest to you, please contact your local SAP training department or visit the SAP Service Marketplace extranet at [www.service.sap.com/certification](http://www.service.sap.com/certification) for additional information about SAP certification.

[www.sap.com/contactsap](http://www.sap.com/contactsap)



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