



Need better productivity? Get Microsoft Certified.

Get more bang for your IT buck with Microsoft certified staff

Each new certification increases performance

Microsoft® recently sponsored an IDC study of professional certification in large organizations¹ which found that the best way to improve performance is to increase the skill levels of key teams through Microsoft certification:

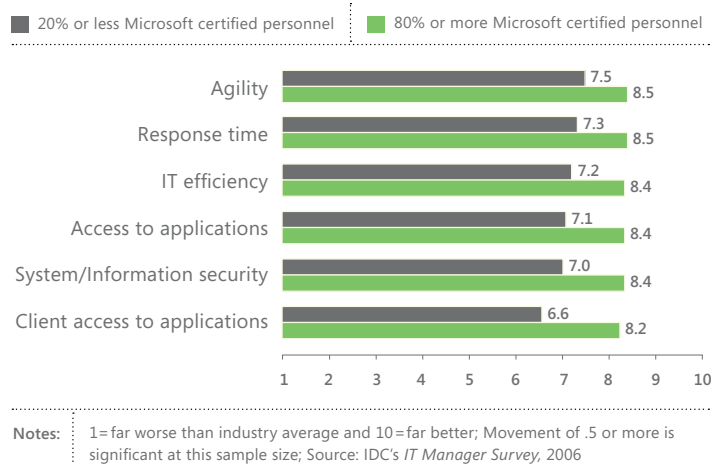
- **Add Organizational Value.** Client satisfaction is higher for those teams with high concentrations of Microsoft-certified team members.
- **Increase Network Security.** PC and server compliance with security standards is higher in organizations where team members are Microsoft certified.
- **Reduce downtime.** Server and client applications are more frequently deployed on time and on budget with less unscheduled downtime when teams are Microsoft certified.

Key findings of the IDC study

This research found that for each new team member certified, team performance increases. **Every time.**

"...for each additional member of a team certified, team performance increases. Whether the increase is from 37 percent to 38 percent of the team being certified or from 60 percent to 61 percent of the team, the team performance increases overall."

The following chart shows how a higher density of Microsoft Certified professionals impacts specific performance categories.



It's time to get your team certified!

Microsoft new generation certifications now provide shorter, more cost-effective certification paths, targeted to specific job roles or technologies, so your team can acquire the credentials they need more quickly. And with time-effective training methods like **Microsoft E-Learning** and **Microsoft Official Distance Learning (MODL)**, your organization won't have to wait long to start seeing results.

Check out the [Microsoft Learning Special Offers](#) page to learn about the latest opportunities for certification savings. Visit www.microsoft.com/learning/mcp/offers/insurance for more information.

Improve your productivity now. Download the complete IDC study to find out more about the productivity benefits of Microsoft certification. Go to www.microsoft.com/learning/mcp/benefits/whyhire.msp.

¹ The Value of Certification: Team Certification and Organizational Performance, IDC Document #204360, November, 2006