

Certification Training

EMEA overview

More Skills. More Success.

Mission

***„ Deliver top quality Classroom Training for
Mac OS X & Pro Applications to Customers
by providing Network of
Apple Authorised Training Centers
and Apple Certified Trainers“***

More Skills. More Success.

Microsoft®



More Skills. More Success.

Apple Training Model in EMEA

Sales Training

Sales skills training offered to any Apple Employee or channel partner who sells or advocates Apple solutions

„How to sell“

Certification Training

In-depth certification programs designed to create a high level of competency among support professionals, system administrators, users of Apple pro applications and trainers

„How to use“

eLearning (ASTO), Sales Tools (ASW)

Product and sales skills readiness, reinforcement and follow-up

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Apple Authorized Training Centre for Education

The unique AATCe proposition



- Enriches the existing curriculum with an additional course offer
- Enhances reputations and enables generation of new revenue opportunities
- Provides access to the world's technology leader in media, education and creative applications
- Helps liaison with other high quality organisations through a pan European AATCe network
- Associates schools, colleges and training agencies with the Apple brand
- Creates a direct contact at Apple to facilitate special needs and requests
- Gives students competitive edge in the job market

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Certification Training

bring talented, trained & certified people to the Market

This training validates the expertise and qualify the participants for certain solutions.

End goal is to increase proficiency in Mac OS X and Apple's professional applications.

Course material is developed and distributed directly to AATC's by Pearson/Peachpit for all courses.

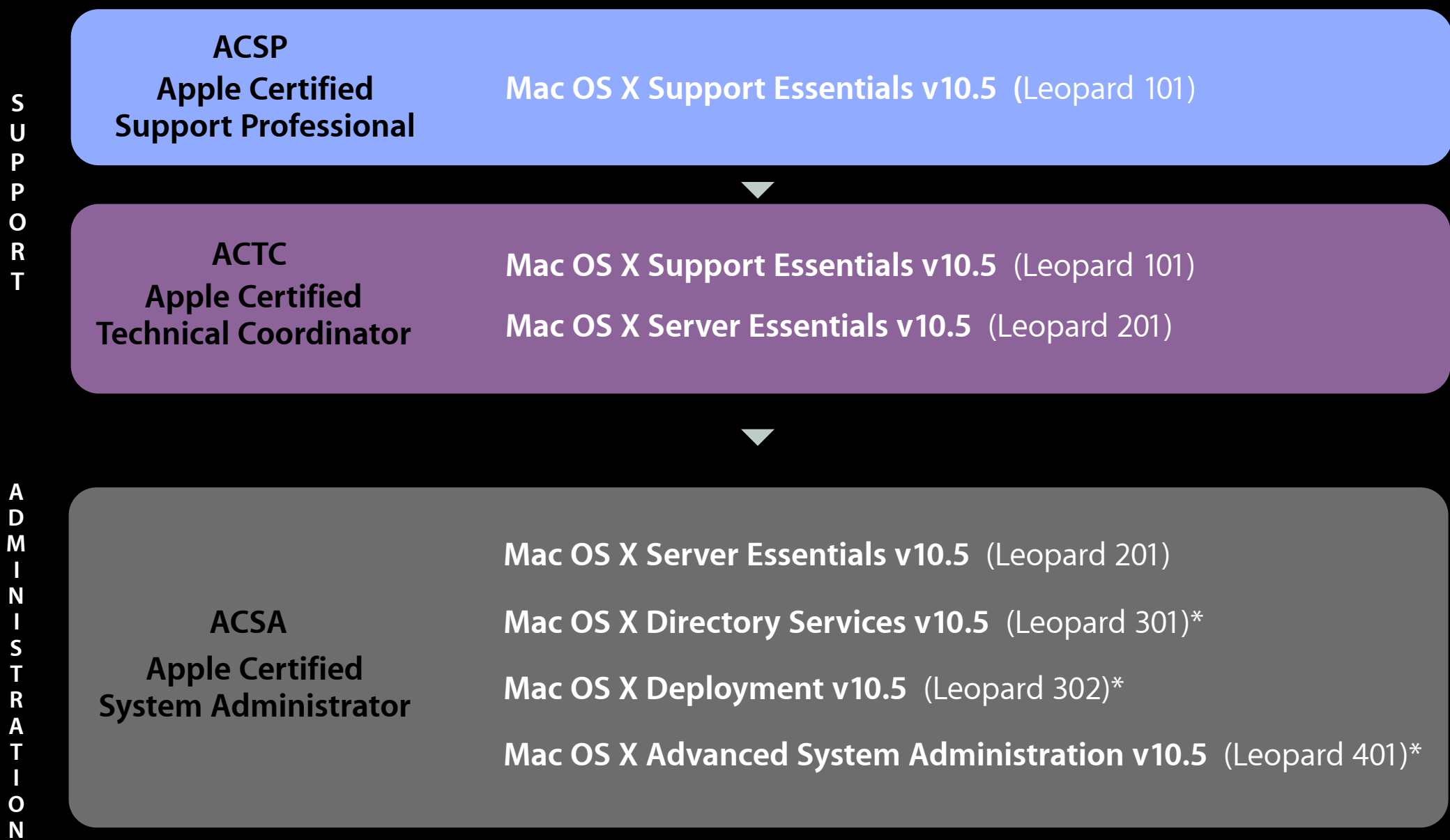
Certification tests for all courses offered by Prometrics in their test centers and at all AATC's



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Leopard Certification Training

Certifications and Preparatory Courses



Apple Pro Certifications

Certifications and Required Exams

**Apple Certified Pro -
Aperture, Level One**

Aperture, Level One

**Apple Certified Pro -
Color, Level One**

Color, Level One

**Apple Certified Pro -
Color Management,
Level One**

Color Management, Level One

**Apple Certified Pro -
Final Cut Express,
Level One**

Final Cut Express, Level One



Apple Pro Certifications

Certifications and Required Exams

**Apple Certified Pro -
DVD Studio Pro,
Level One**

DVD Studio Pro, Level One

**Apple Certified Pro -
Final Cut Pro, Level One**

Final Cut Pro, Level One

Final Cut Pro, Level Two

Final Cut Pro, Level One
Final Cut Pro, Level Two

**Apple Certified Pro -
Final Cut Studio Motion
Graphics, Level One**

Final Cut Studio Motion Graphics, Level One

**Apple Certified Pro -
Motion, Level One**

Motion, Level One



Apple Pro Certifications

Certifications and Required Exams

**Apple Certified Pro -
Logic Pro, Level One**

Logic Pro, Level One

Logic Pro, Level Two

Logic Pro, Level One
Logic Pro, Level Two

**Apple Certified Pro -
Soundtrack Pro,
Level One**

Soundtrack Pro, Level One

Shake, Level Two

Shake, Level One



Master Pro Certifications

Certifications and Required Exams

Final Cut Studio Master Pro

Final Cut Pro 6, Level One
Final Cut Pro 6, Level Two or Color, Level One
Motion 3, Level One or FCS Motion Graphic, Level One
DVD Studio Pro 4, Level One
Soundtrack Pro 2, Level One



Logic Studio Master Pro

Logic Pro 8, Level One
Logic Pro 8, Level Two
Soundtrack Pro 2, Level One



Certification

- Multi-tiered certification program
 - Mac OS X
 - Pro Applications
- Real world job objectives
- Industry-wide recognition of technical expertise
- Worldwide accessibility
- Apple Certification Alliance & “Find a Certified Professional”



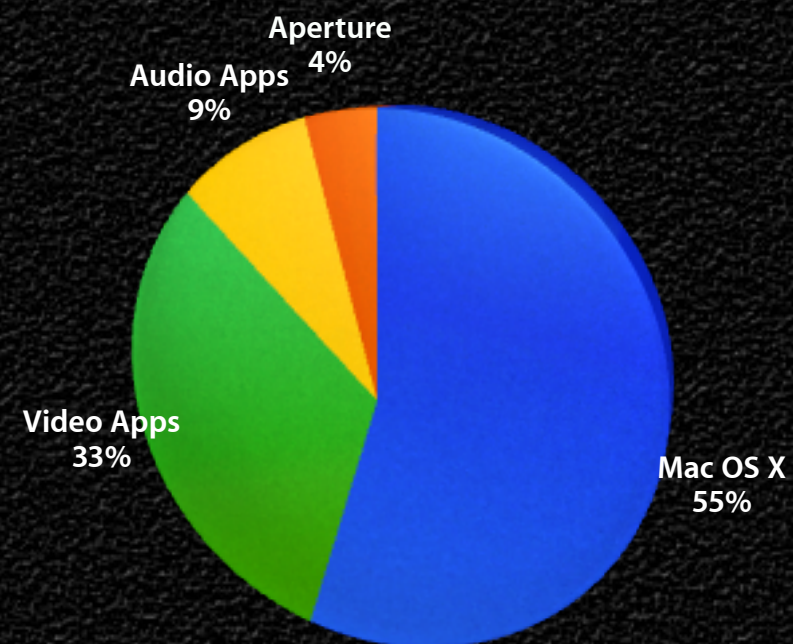
Training Our Customers

- ... to build deep momentum in the Pro Market

10 K

Customers Certified

FY08

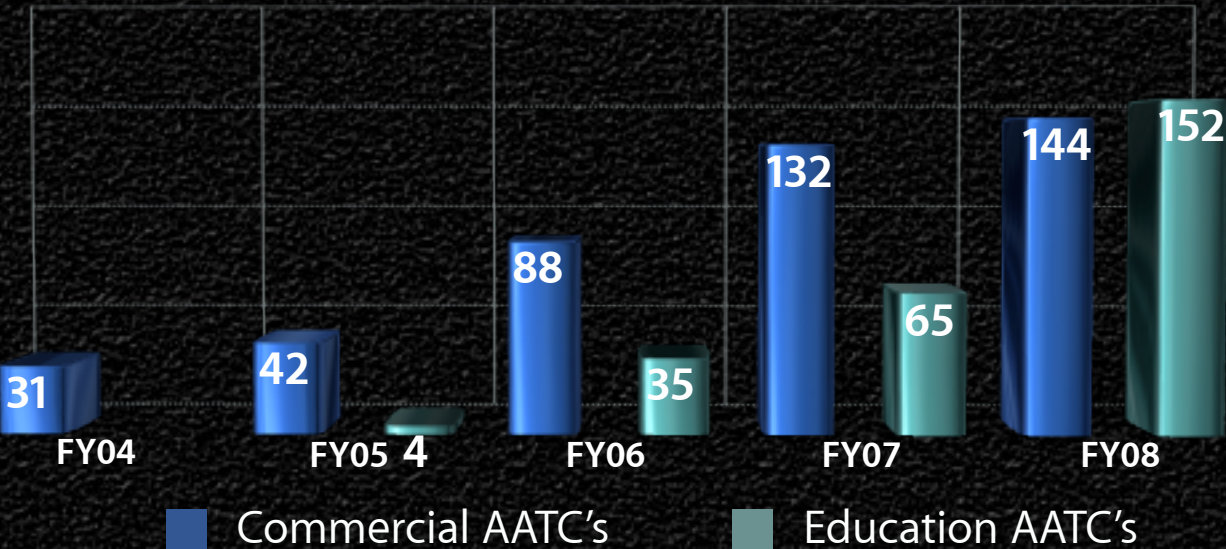


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Certification Training Dashboard

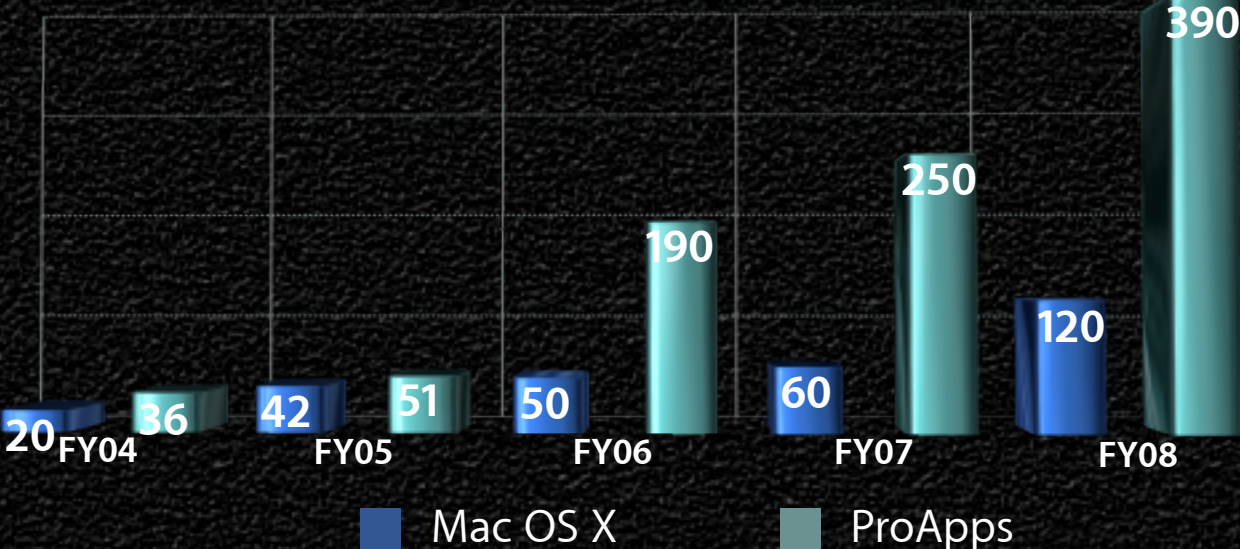
296 AATC/e Outlets

+50%



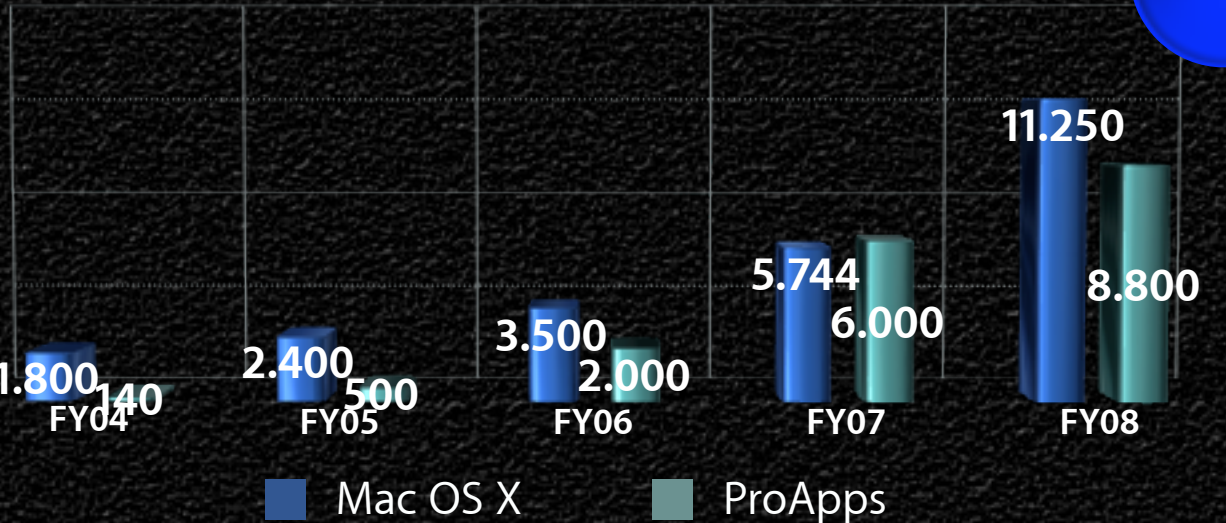
510 Apple Certified Trainer

+65%



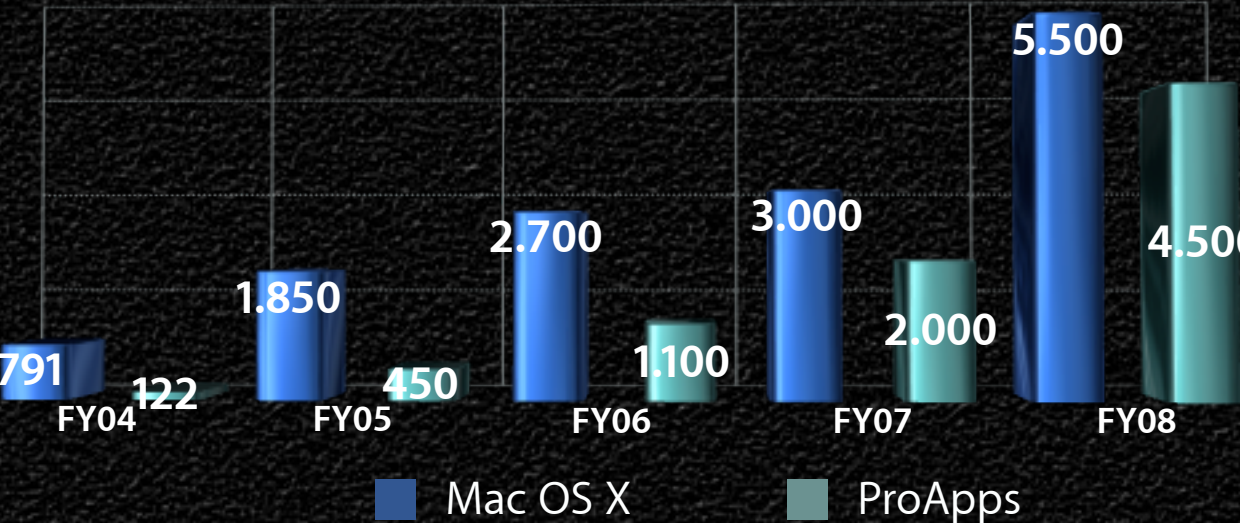
20,050 People Trained

+71%



10,000 People Certified

+100%

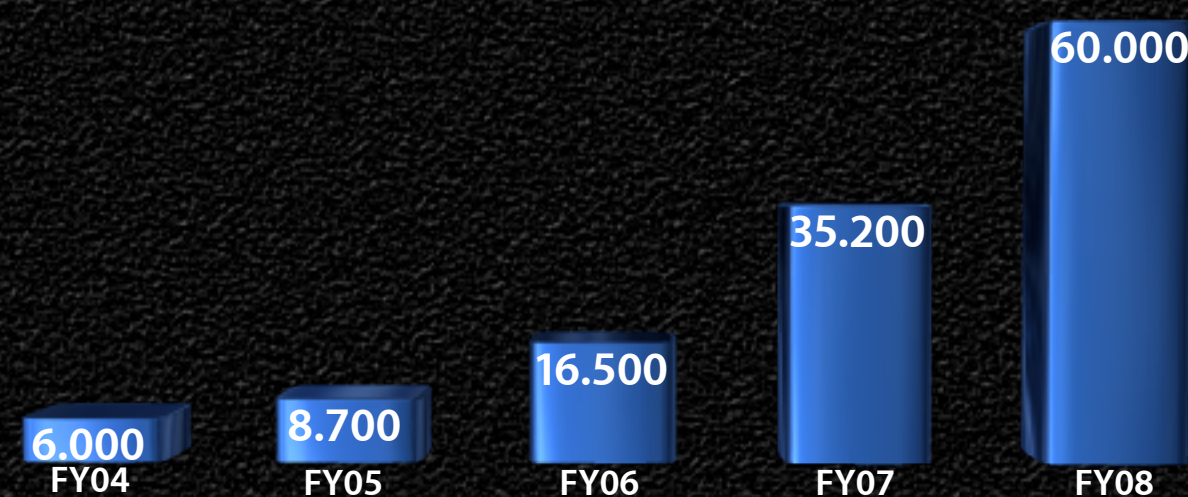


More Skills. More Success.

AATC Training Business

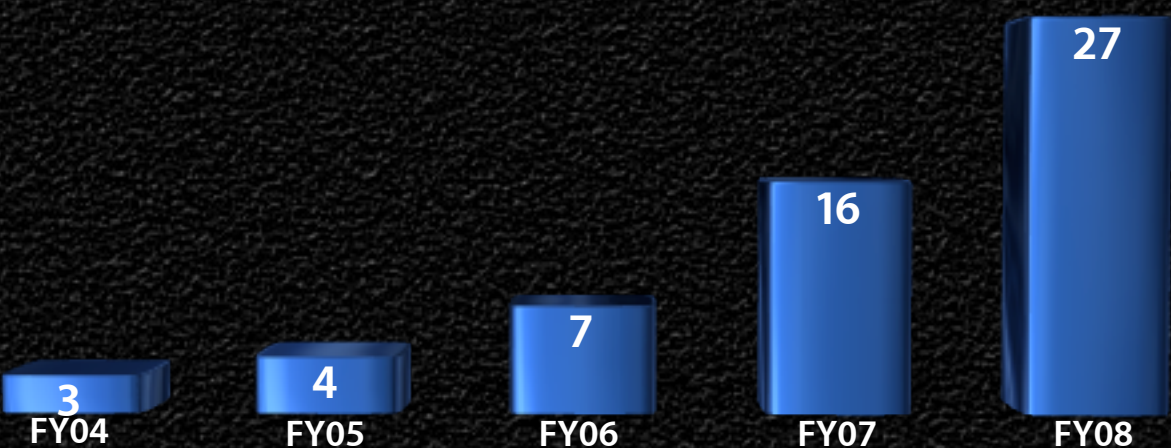
Apple Training has become relevant and reflects solid growth

Training Day's



Assumptions: average 3 Day's of Training per Course

Turnover in Mio US \$



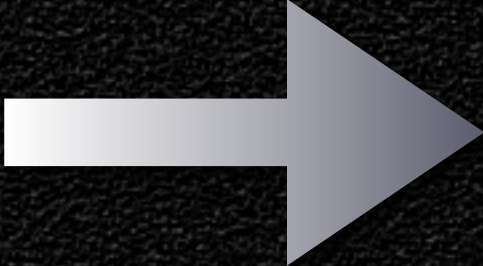
Assumptions: average 450 US \$ Course fee per Day

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Role of Central AATC Management

“Inside Sales for AATC & AATCe”

Team in Cork

- Manage Country coverage planning
 - Manage new Applications
 - Manage Contract process
 - Maintain relationship
 - Ensure escalation of issues
 - Ensure Reporting through Tools
- 
- Manage new Trainer applications
 - Acquire trainers for TTT classes
 - Supply Courseware for TTT's
 - Manage Mentors
- Pass training sales leads
 - Link to WW T&C Resources

Apple Authorised
Training Centre
commercial

144 2008

Apple Authorised
Training Centre,
Education

152 2008

from 221 partners 2007



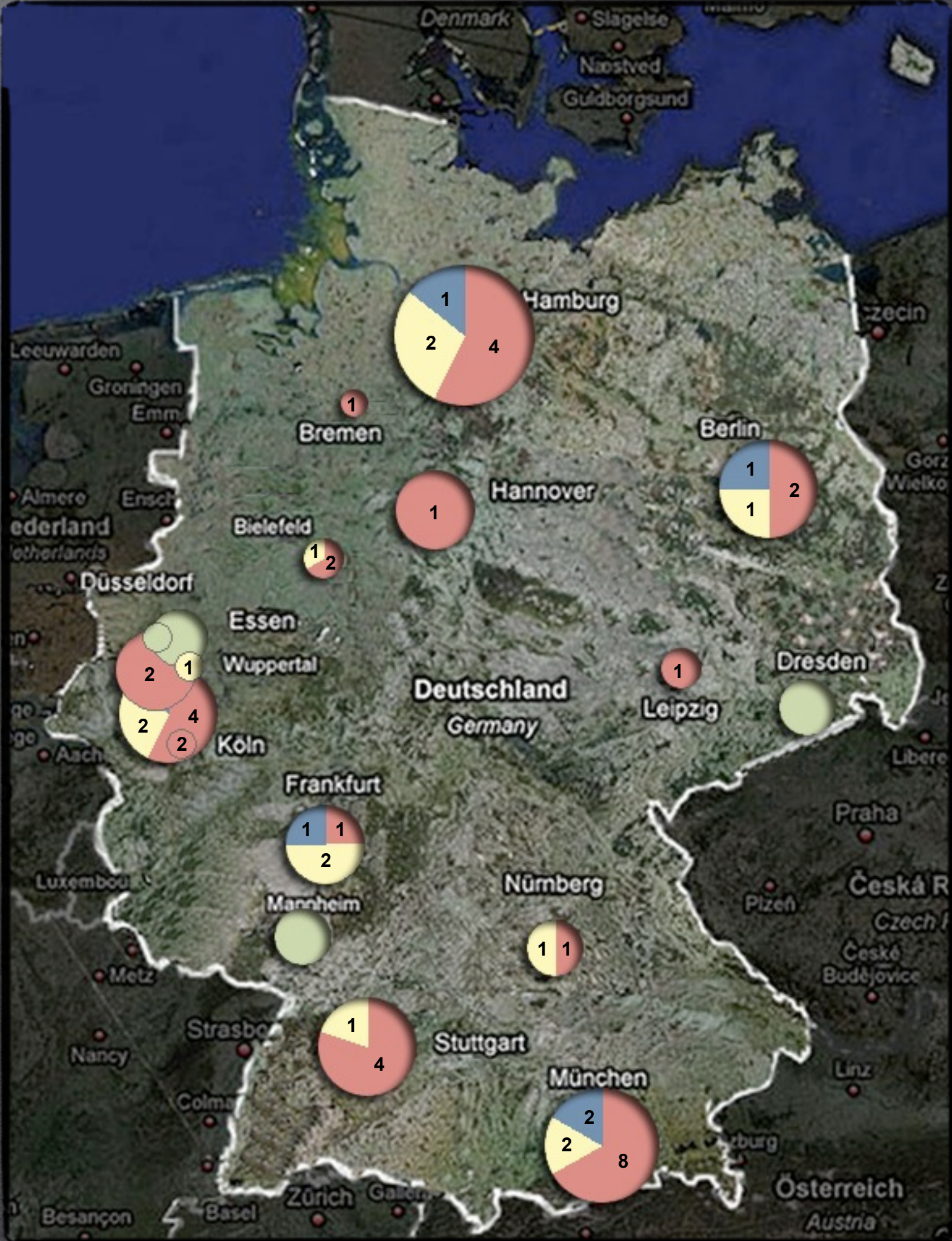
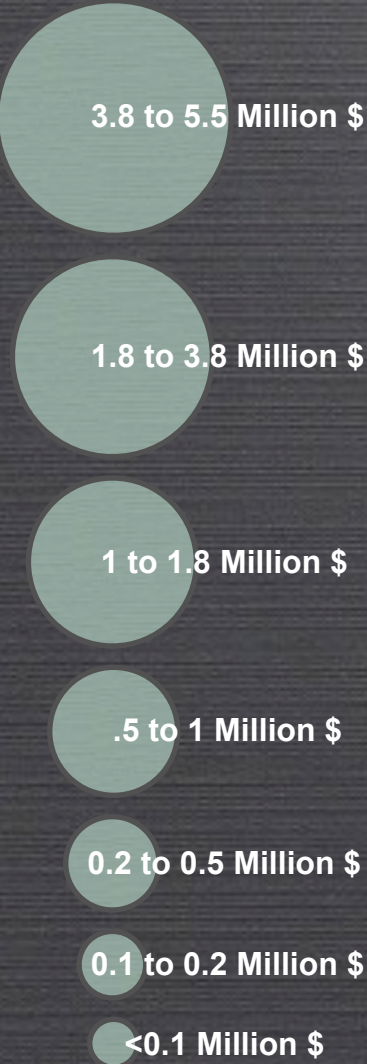
to 296 partners 2008

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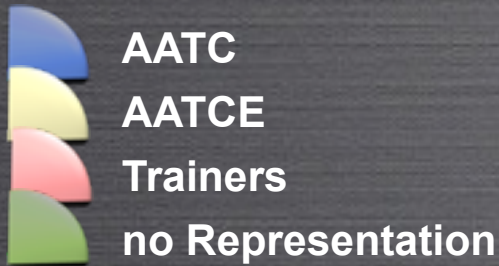
Germany



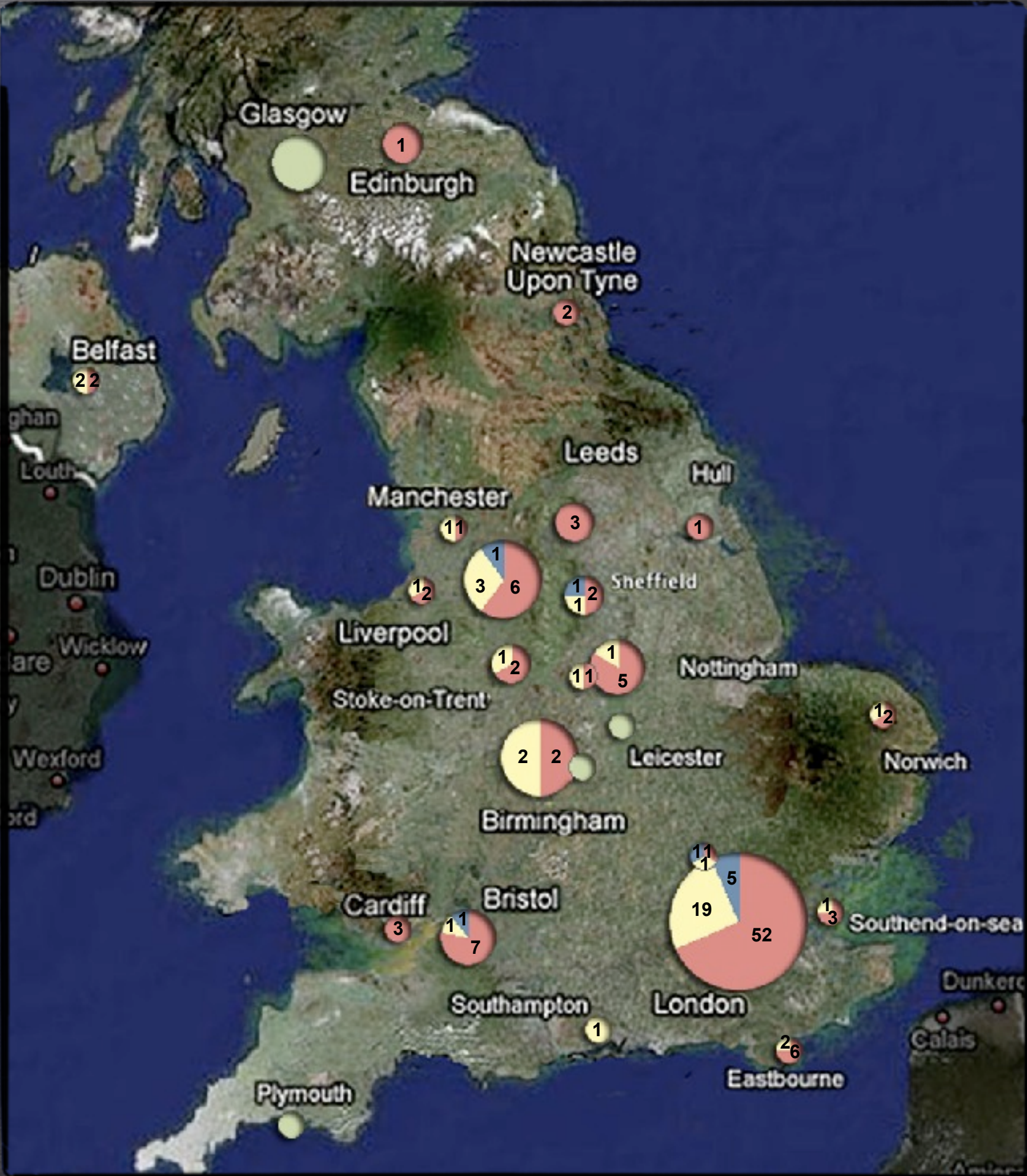
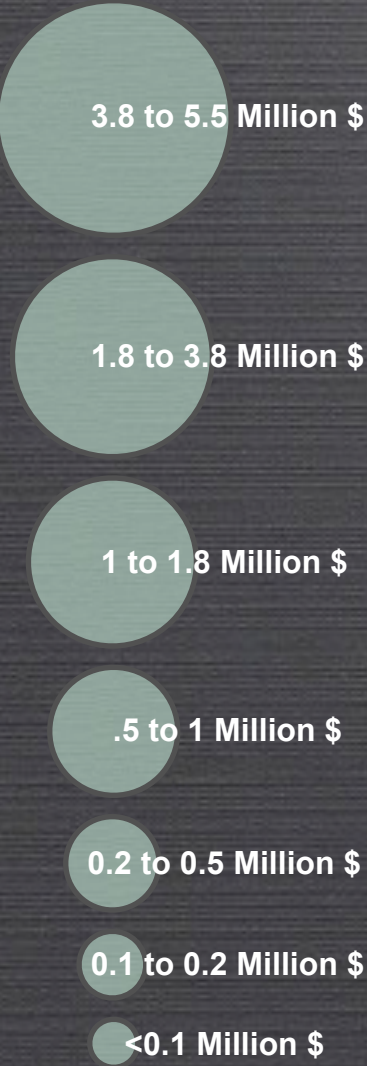
Size of the Pro business (per Q)



U.K.



Size of the Pro business (per Q)



EMEA Training Center Outlets

144 commercial + 152 education AATC's in 24 Countries

	Commercial AATC	Education AATCe	Total
 Austria	3	3	6
 Belgium	5	6	11
 Denmark	3		3
 Egypt	2		2
 Finland		2	2
 France	16	26	42
 Germany	23	12	35
 Ireland	3	9	12
 Italy	6	3	9
 Jordania	1		1
 Lithuania	1		1
 Netherlands	3	5	8

	Commercial AATC	Education AATCe	Total
 Norway	1	1	2
 Poland	4	2	6
 Portugal	2	1	3
 Russia	4	3	7
 Slovenia		1	1
 South Africa	6	3	9
 Spain	14	13	27
 Sweden	8	5	13
 Switzerland	2	3	5
 Turkey	2		2
 United Arab Emirates	1	2	3
 United Kingdom	34	52	86

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Business Opportunities

- Consumer Training
 - iLife, iWork
 - iPhone
- IT and Pro Training
 - Companies who investing in Peoples education addressing need for improved efficiency
- Apple Channel qualification requirements
 - Apple Channel needs to get certified
 - Apple Channel needs to offer training



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iTunes U

a new way of learning

More Skills. More Success.



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