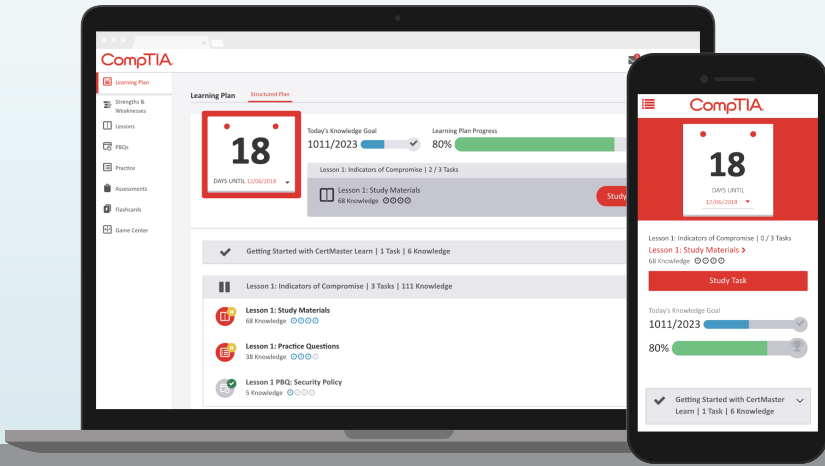


CERTIFICATION RENEWAL, REBOOTED

CompTIA addresses the tech workforce's learning needs and increases revenue with a revamped, on-demand continuing education program



CompTIA®

WHO THEY ARE: The Computing Technology Industry Association (CompTIA) is a leading voice and advocate for the \$4.8 trillion global information technology ecosystem; and the more than 35 million industry and tech professionals who design, implement, manage, and safeguard the technology that powers the world's economy.

INDUSTRY: Nonprofit

WEBSITE: www.comptia.org

THE CHALLENGE

Adapting to changing learner needs

In the constantly evolving technology industry, today's blockchain can quickly become tomorrow's fax machine. Tasked with mission-critical functions like managing cybersecurity and business communication, IT workers must stay on top of changing best practices – and that's where the Computing Technology Industry Association (CompTIA) comes in.

CompTIA has helped more than 2.4 million IT professionals advance their careers and companies through its industry-recognized certifications. Since many of these certifications expire every three years, CompTIA also provides continuing education (CE) to help workers maintain their credentials and keep their skills fresh.

Traditional CE programs involve a number of steps, such as attending a scheduled webinar or course and manually logging credits, making it challenging for IT professionals to fit learning into their busy schedules. Recognizing that IT professionals are increasingly expecting a learning experience as easy to use as a consumer app, CompTIA saw an opportunity to make the process easier and more efficient so they could engage more people to renew their certifications and continue to grow in their careers. They were also missing opportunities to drive additional revenue as IT professionals were obtaining these continuing education units outside of the CompTIA ecosystem. CompTIA knew that addressing these challenges would result in a win-win situation for both their organization and its members, and it partnered with BenchPrep to make that transformation a reality.

THE SOLUTION

Modern methods for modern professionals

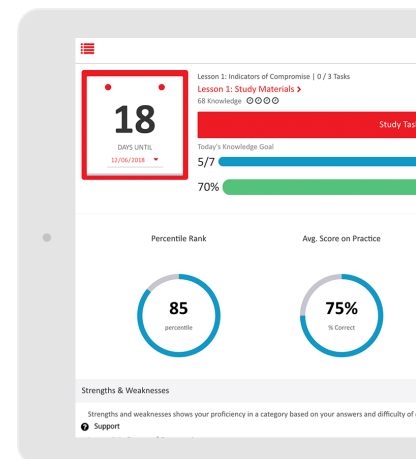
As the industry's first learner success platform, BenchPrep combines a personalized, microlearning methodology with on-the-go access to improve learner engagement and outcomes. Tom Reilly, VP of Learning at CompTIA, notes that CompTIA liked how BenchPrep's platform was flexible enough to support a simplified recertification program while still capturing the content's nuances. BenchPrep's product team also worked closely with CompTIA to map out a streamlined user experience, including an integration to automatically renew the learner's certification upon course mastery.



In the age of Google and real-time technology, we challenged ourselves to find a new way for certification holders to quickly and efficiently renew their certifications," says Tom Reilly, VP of Learning at CompTIA. "Through our due diligence, we found that a lot of the legacy learning management systems on the market were not able to provide us the flexibility from a product, business, or licensing standpoint, and that we needed to create a fully scalable and dynamic process. BenchPrep helped change the game for us by bringing a completely new approach to learning program delivery."

Tom Reilly

VP of Learning, CompTIA



In April 2017, CompTIA unveiled CertMaster CE, an on-demand, digital certification renewal program that enables members to learn at their own pace. Delivered on BenchPrep's platform, the program features:

Omnichannel access. Instead of carving out time for webinars or in-person courses, learners can log into CertMaster CE on any device to study. Bite-sized lessons help learners make progress anytime they have a few minutes to learn.

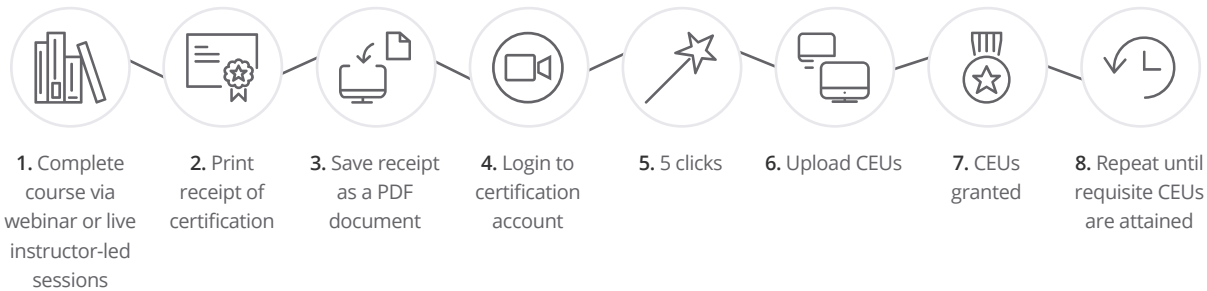
Personalized learning. Learners can choose a standard learning plan or build their own around individual strengths and weaknesses, helping them make the most of study time. Customized dashboards provide real-time feedback on progress and performance.

Fun and games. Daily knowledge goals, incentives, and flashcards keep learners coming back to the program.

A 1-2-3 APPROACH.

Traditional recertification processes often require professionals to complete a lengthy, manual, burdensome series of steps:

Before:



As a result of leveraging BenchPrep's platform, the new CertMaster CE program includes just three simple steps:

After:



Tom Reilly, VP of Learning, CompTIA:

// A productive learning journey:

"CertMaster CE takes a learner through a productive learning journey, providing tools that encourage and engage learners to successfully prepare for an exam," says Reilly. "We've received great traction in the market and have seen significant improvement in engagement and value for members. With BenchPrep as our partner and seeing their solution work so well with CertMaster CE, deciding to build CertMaster Learn became an easy decision for us."

A streamlined digital solution:

"Before you can automate, you have to simplify. Rather than making incremental changes, we worked with BenchPrep to create a revamped, streamlined digital solution that put the power in the learner's hands while improving efficiency," says Reilly. "BenchPrep's team truly understood our need to deliver a solution that would have the ability to grow and expand with CompTIA and our learners' needs. BenchPrep's platform and partnership has been an instrumental and critical part of our learning program's success."

A strong framework for our program

"BenchPrep has enabled us to deliver a new learning experience that aligns with the modern candidate," says Reilly. "Their technology provided a strong framework for our program and their team shares our commitment to facilitating lifelong learning within our member community."



THE RESULTS

Post-launch, CertMaster CE has quickly proven its value to CompTIA, its learners, and the IT community. By offering learners new options for pursuing and achieving recertification, CompTIA is:

✓ Driving additional long-term revenue.

In its first year alone, CompTIA has seen a 20 percent increase in revenue from CertMaster CE, which amounted to twice the revenue they forecasted.

✓ Positioned for new recurring revenue streams.

The program is also helping CompTIA regularly engage members after they complete CertMaster CE. With a “stickier” solution, members are more likely to purchase other CompTIA products and services, helping them build long-term relationships and move away from one-and-done transactions.

✓ Helping more professionals succeed.

More learners are now choosing CompTIA for their professional development needs. CertMaster CE has helped 15,000 IT professionals renew, many who likely wouldn't have done so otherwise.

The success continues

As a result of the seamless implementation process, positive results, and strong feedback from CertMaster CE, CompTIA has expanded its partnership with BenchPrep to build CertMaster Learn, a comprehensive, self-paced eLearning solution that uses videos, assessments, and performance-based questions to help learners prepare for a CompTIA certification exam. By delivering CompTIA content through BenchPrep's platform, a learner can learn, practice, and achieve mastery of a new skill through an immersive, self-paced process.

20
percent

increase in
new revenue

2
times

2x more learners and 2x the
expected revenue since the
product's launch

15,000
renewals

renewals in the first year

4.75
rating

4.75 out of 5 user rating

Ready to improve outcomes for your own organization and learners?

Learn more at
[benchprep.com](https://www.benchprep.com)