

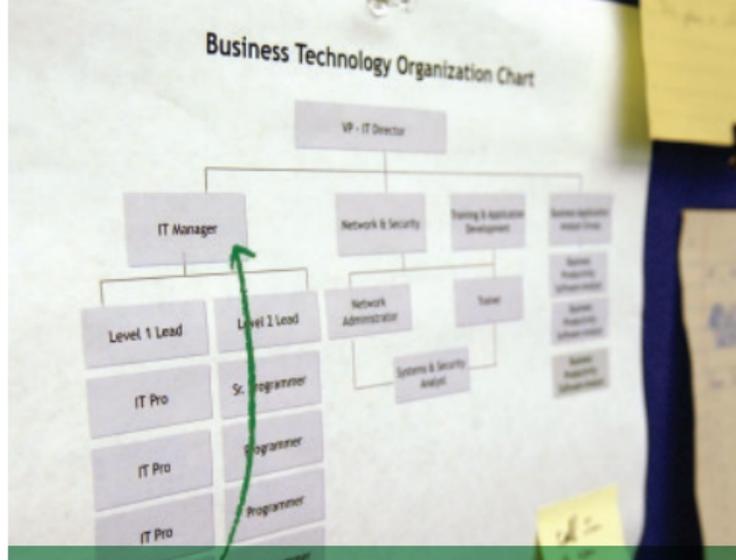
+ COMMUNITY

Microsoft Certifications Support the Certified Community

- ▶ An average of 750,000 hits per month on the Microsoft community blog.
- ▶ Since 2007 an average of 1,115 MCPs participate in monthly live meetings to discuss and share insight on certification.
- ▶ 93% of MCP Live meeting participants find value of coming together as a community.
- ▶ Early access to upcoming Microsoft Press titles through book review club.
- ▶ Rewards for community contributions (free exams, e-learning, etc.).

For more information, visit:
www.microsoft.com/learning/mcp

¹ 2006 IDC Study ² 2006 MCP Customer Satisfaction Study
³ Redmond Magazine 2006 survey of compensation for IT Professionals
⁴ 2008 Intrepid Survey



Go Further

MICROSOFT CERTIFICATION

Microsoft | Learning

WHAT IS THE VALUE OF MICROSOFT CERTIFICATION?

Simply put, it's recognition. A means to stand out in your field with a set of qualifications that demonstrate your commitment to staying current with the very latest technological advances. Now, more than ever, the IT industry is in need of highly skilled IT Professionals and Developers. It's time for you to get recognized.

THE COMMUNICATION PILLARS

+ RELEVANCE

Microsoft Certifications Validate Real World Technical Skills

- ▶ Microsoft Certifications are developed by **you**.
- ▶ Certification exams have been restructured and are now more relevant to those who want to know the technology and the job role.
- ▶ Piracy: We are aggressively pursuing/winning.
- ▶ Exams: We conduct performance-based testing.
- ▶ Dog Food: Microsoft Certifies its employees.

+ JOURNEY

Microsoft Certifications Support Job Searches and Career Growth

- ▶ **55%** of Hiring Managers consider employee certification as a criterion for hiring.¹
- ▶ **46%** of Hiring Managers consider employee certification as a criteria for promotion.¹
- ▶ **63%** of Hiring Managers felt that certified individuals are more productive than their counterparts.²
- ▶ **40%** of individuals reported that Microsoft Certification was a factor in improving their ability to find or keep a job or lead to a promotion.²
- ▶ **43%** of individuals reported salary increases as a result of Microsoft certification.³
- ▶ **53%** of Individuals believe obtaining a certification makes them more marketable.⁴
- ▶ Certifications have been restructured to recognize and value currency.