Accelerating your Career with Cisco Certifications

BRKCRT-2000

Danny Tomic
Marketing Manager, Learning@Cisco

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Questions

The Questions You Should Be Asking

- Why am I here?
- What trends are we seeing in the market today?
- Where is Cisco in all of this?
- What does Learning@Cisco have to offer?
- What is the special sauce to accelerating my career?
- My Manager is not on board – what do I do?
- Where do I begin?

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Why Are You Here?

Certifications Are a Strong Priority for Evaluating Candidates

86%

86% of IT hiring managers consider certifications a strong priority for evaluating candidates.

Source: CompTIA Employer Perception of IT Training and Certification, Feb. 7, 2011

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Cisco Certifications Can Boost Salaries

Cisco certified professionals can realise premiums in salary 5 to 9 percent higher than non-certified professionals[1]

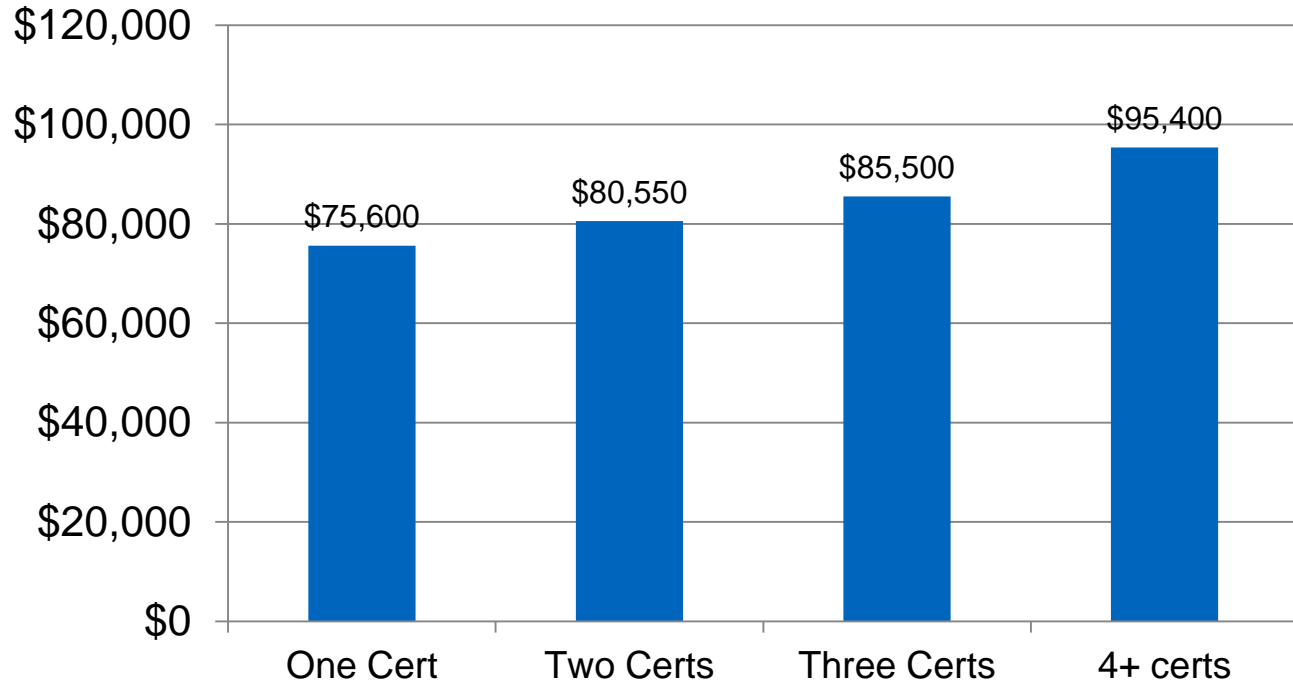Salary premium for Cisco network administrators = +9%[2]

Source:
[1] Global Knowledge/Tech Republic 2012 IT Salary and Skills Survey
[2] Robert Half Survey of 1600 CIOS, 2012

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Multiple Certifications Increases Salary Possibility

Average Salary by Number of Cisco Certifications Held

Source: 2013 Global Knowledge/Windows IT Pro IT Salary and Skills Survey

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Market Transitions

The Market is Changing

Rising Expectations

Market Velocity and Volatility

Innovation Everywhere

Financial Pressures

Requires Innovation and Doing Business Differently

The Connected World is Changing

2010 to 2015	2014	2015	2015	2020	2020
Mobile data traffic will grow at a CAGR of 92%	Video will quadruple all IP traffic	Amount of content annually traversing the Internet will be 540,000 times the amount in 2003	Video-on-demand traffic will triple	50 billion devices will be connected to the Internet	30% of all data will live in or pass through the cloud

Source: Cisco Visual Networking Index Forecast Summary

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The Network is Changing

The "old world" view of the networks has changed dramatically

- Cloud

- Mobility

- BYOD

- Internet of Things

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The Network is Changing

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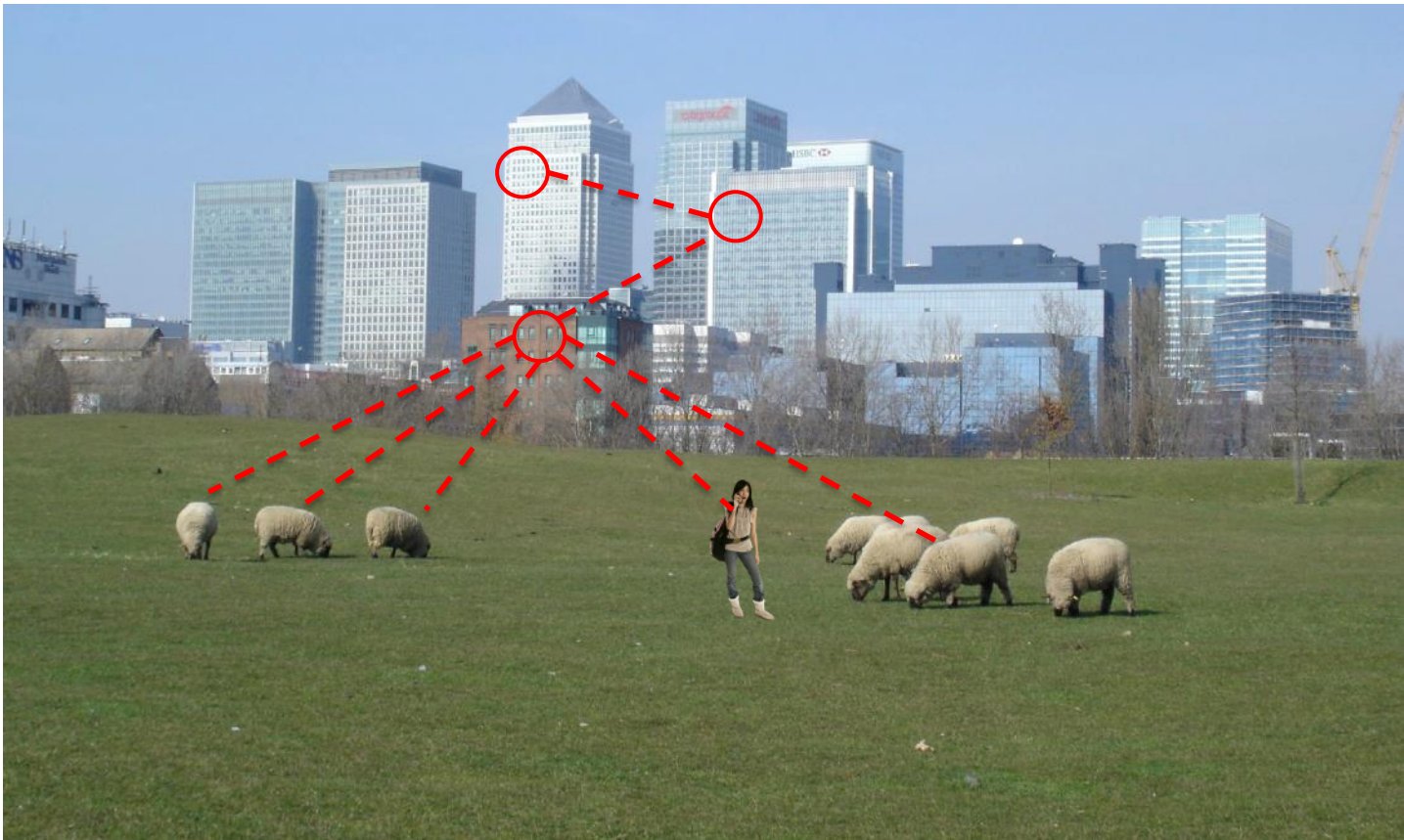
The Talent Challenge

THE WALL STREET JOURNAL.

Big Data's Big Problem: Little Talent

CIO

Here's a paradox: Your need to hire great technologists is at an all-time high, but the talent pool is shrinking

ManpowerGroup

Worldwide, 1 in 3 employers Experience difficulties filling vacancies due to lack of available talent

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CIOs Must Face the Talent Challenge

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Addressing the Talent Challenge

Implement, manage and support the evolving landscape

Cost-effectively up-level skills and knowledge

Get training and certification for specialised skills

Find flexible ways to build knowledge and skills while balancing day-to-day job roles

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Why Cisco?

Transforming Business with Unique Talent Ecosystem

North America 565K

Europe 381K

CISCO 1.95M
Routing & Switching

CISCO 99K
Design

CISCO 73K
Security

CISCO 32K
Wireless

CISCO 72K
Collaboration

Global Talent Ecosystem of 2.2M+ Individuals

CISCO 21K
Service Provider

CISCO 24K
Data Centre

Latin America 183K

Middle East and Africa
234K

Asia Pacific 910K

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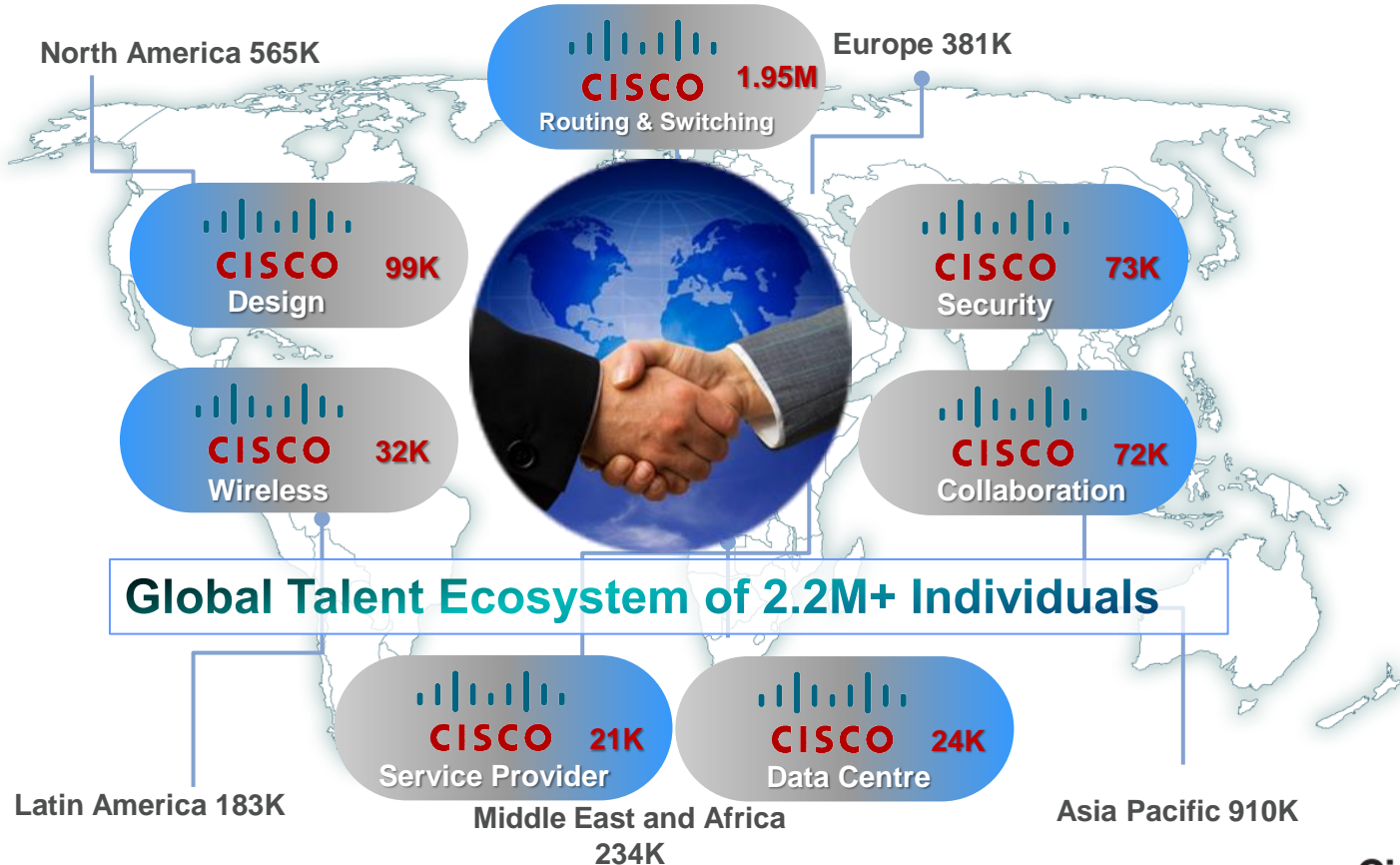
Industry-Leading Best Practices

Manage Education Investments as a Business

Set goals that map to the business and measure results

Use Job Task Analysis and Design Workshops

Outside-in blueprint development based on real customer roles in industry

Offer Collaborative and Mobile Learning Programs

Create programs that scale, drive engagement and accelerate learning

Set Design and Development Processes

Scalable Quality Assurance Service – ANSI, ISO, 9001, certified practices

Create Sustainable and Visible Results

Systemic approach to communicate successes and drive business investment

Recruit and Reward Participation

Drive participation to company goals top down, reward student accomplishments

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Cisco is the Leader in IT Training and Certifications

- Cisco is the IDC MarketScape leader for IT education.

- Great balance of speed, innovation and quality

- Scalability, depth and breadth are built into the program.

- Consistently growing double digits in revenue while "others" lag

Source: IDC MarketScape 2012 IT Ed.Training Vendor Assessment

Award Winning Certification Program - Part I

Golden Bridges Award:
Cisco Learning Network is
2013 Gold Winner in
Training and Education

Brandon Hall Excellence Award:
Learning@Cisco
Best Use of Social Collaborative
Learning, 2013

Brandon Hall Excellence Award:
Learning@Cisco
Best Certification Program, 2013

Videographer Awards:
3 Awards of Excellence
2013

Learning! 100 Award: Elearning!
Rank # 5
Top 100 Learning
Organisations, 2013

Networks Product Guide: Bronze
Award for Best Deployment - USA,
2013

Brandon Hall Excellence Award:
Learning@Cisco
Best Certification Program, 2012

Tech Republic: 10 Best IT
Certifications (CCNA), 2012

Learning! 100 Award: Elearning!
Top 100 Learning
Organisations, 2011

IPv6 Certified for
Routing & Switching, Security, Service
Provider and Design Certifications,
2011

Top 10 IT Networking Certifications
(CCNA, CCNP, CCIE, CCIE Voice) 2010

Dice Learning: CCNA:
Top 10 Pay Boosting Certifications,
2010

Network World: 5 Hot IT Certification
Picks: Cisco Certified Architect, 2010

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Award Winning Certification Program – Part II

BtoB Magazine
Social Media Marketing Awards
Best Closed Community, 2013

Stevie American Business Award
Smart+Connected Communities Institute for Best
Video in the Training Category, 2013

Brandon Hall Excellence Award
Best Advance in Performance Support Technology
for E-Service Training 3.0 Portal on
EaaS Collaborative Architecture, 2012

Learning 100! Award,
Elearning! Rank #3
Cisco Learning Network
Collaboration Excellence, 2012

Brandon Hall Excellence Award
Best Advance in Mobile
Learning Technology, 2011

Golden Bridges Award
Smart+Connected Communities Institute in Green,
Eco-Friendly & Cleantech – Innovations, 2011

Stevie American Business Award
Smart+Connected Communities Institute in
New Product or Service of the Year in
Favorite New Service, 2011

Brandon Hall Excellence Award
Best Advance in 3-D or Immersive Technology,
2010

Brandon Hall Research
Cisco Learning Network, 2010

ASTD Excellence in Practice
Cisco Learning Network, 2010

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Learning@Cisco: Vision and Strategy

The right expertise, in the right place, at the right time

Vision

Create the next generation of loyal customers that will transform the world through the Internet of Things

Strategy

Remove barriers to education by creating new business models, new platforms and accelerating talent development

Execution

Grow through green, mobile, global solutions
Personalised and relevant education
Collaborative education to augment the classroom

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New Challenges for Talent: Building New Skills

Journey of Talent Development

Industry Transforming

Personalised Just-in-Time Learning

Virtual Classroom Communities

Physical Classroom Online training

- **New Platforms, Dynamic Content**
- **Market-Ready Solutions**
- **Customised Educational Services**

2008   2009   2010   2011   2012   2013   2014

TRAINING → EDUCATION SERVICES → KNOWLEDGE SERVICES

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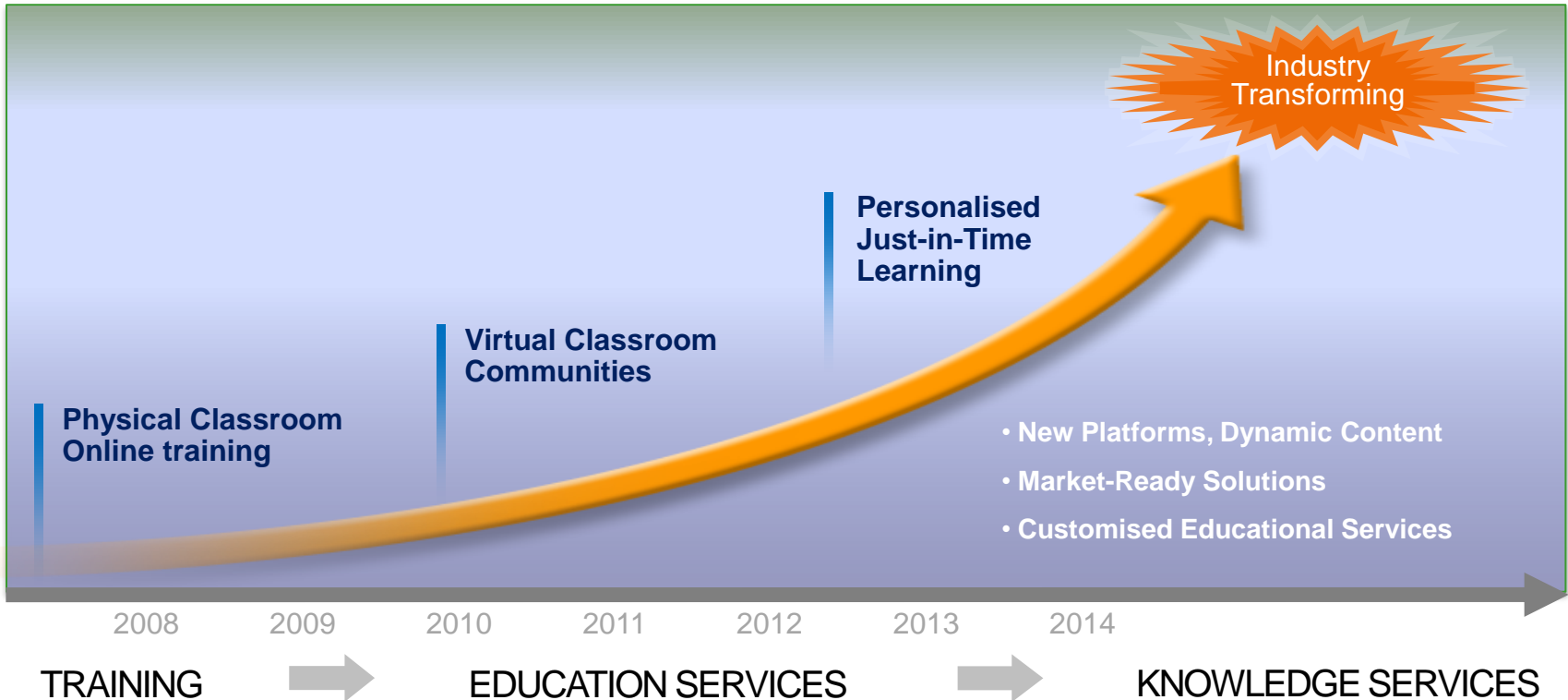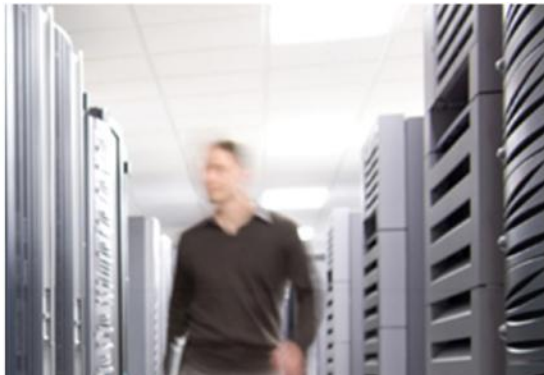
What does Learning@Cisco have to offer?

Training and Certification Portfolios

Specialist Certifications

Architect:

Cisco Certified Architect

Expert:

CCIE® Routing and Switching, Storage, SP, SP Ops, Security, Voice, Collaboration, Wireless, and CCDE ®

Professional:

CCNP® , CCNP Security, CCSP ®, CCNP Voice, CCNP Wireless, CCNP SP Ops, and CCDP™

Entry/Associate:

CCENT®, CCT™, CCNA® Routing and Switching, CCNA Security, CCNA Voice, CCNA Wireless, and CCDA®

- **Advanced Routing and Switching**
- **Data Centre**
- **Optical**
- **Security**
- **Service Provider**
- **Storage Networking**
- **Unified Communications**
- **Video**
- **Wireless**

Soft Skills/Business

Product and Solution Training

LVCI, Business Transformation (Selling, Positioning, Services)

NPI, Solutions, Multi-vendor (Design, Implement, Support)

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Cisco Career Certifications

Architect Certification				
Design	Cisco Certified Architect			
General Certifications				
PATH	**ENTRY**	**ASSOCIATE**	**PROFESSIONAL**	**EXPERT**
Data Centre	---	CCNA Data Centre	CCNP Data Centre	CCIE Data Centre
Design	CCENT	CCNA/CCDA	CCDP	CCDE
Routing and Switching	CCENT	CCNA Routing and Switching	CCNP	CCIE R&S
Security	CCENT	CCNA Security	CCNP Security	CCIE Security
Collaboration	---	---	---	CCIE Collaboration
Service Provider	---	CCNA SP	CCNP SP	CCIE SP
SP Operations	CCENT	CCNA SP Ops	CCNP SP Ops	CCIE SP Ops
Video	---	CCNA Video	---	---
Voice	CCENT	CCNA Voice	CCNP Voice	CCIE Voice
Wireless	CCENT	CCNA Wireless	CCNP Wireless	CCIE Wireless

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So How Do I Accelerate My Career With Cisco Certifications?

My Top 5 tips for Accelerating Your Career with Cisco Certifications

1. Do what this guy is doing

2. Understand "Certification vs. Experience"

3. Employ the "Tip of the Spear" approach

4. Fill the gaps

5. Get your manager on board or get a new one

1. Do What This Guy is Going

Practice, study then practice and more study

…then practice some more

Use exam topics as your guide…

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2. Understand "Certification vs Experience"

A long, long time ago....

We ran an assessment program

We knew about statistics

We uncovered some interesting facts

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The Y-axis is the Score (from 1 – 5)

The thin blue bar indicates the range from the highest recorded score to the lowest recorded score

The red dot is the median (the middle score of the ordered scores)

The thick blue bar indicates the range of the middle 50% of recorded scores

The violin describes proportionally, the amount of people that attained a score – in this example many more people scored 3.4 than did 4.2

The label is the data series being compared against the score (e.g. technology, certification or experience)

2. Understand "Certification vs Experience"
The Results

- Sample of 78 Engineers spread evenly over four experience categories
  - 21 (<1 year)
  - 19 (1-2 years)
  - 21 (2-3 years)
  - 17 (>3 years)
- Strong correlation is evident
- All 'low-scorers' fall into the less than 2 years experience category

Engineers with CCIE Voice or Voice Specialist Certifications

1 = Less than 1 year
2 = 1 to 2 years
3 = 2 to 3 years
4 = More than 3 years

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- Sample of 78 Engineers spread evenly over four experience categories
    - 21 (<1 year)
    - 19 (1-2 years)
    - 21 (2-3 years)
    - 17 (>3 years)

- Strong correlation is evident

- All 'low-scorers' fall into the less than 2 years experience category

- All CCIE Voice engineers scored over 3.4

▲ Denotes CCIE Voice

Engineers with CCIE Voice or Voice Specialist Certifications

Technology Skills Score vs Years of Experience

1 = Less than 1 year
2 = 1 to 2 years
3 = 2 to 3 years
4 = More than 3 years
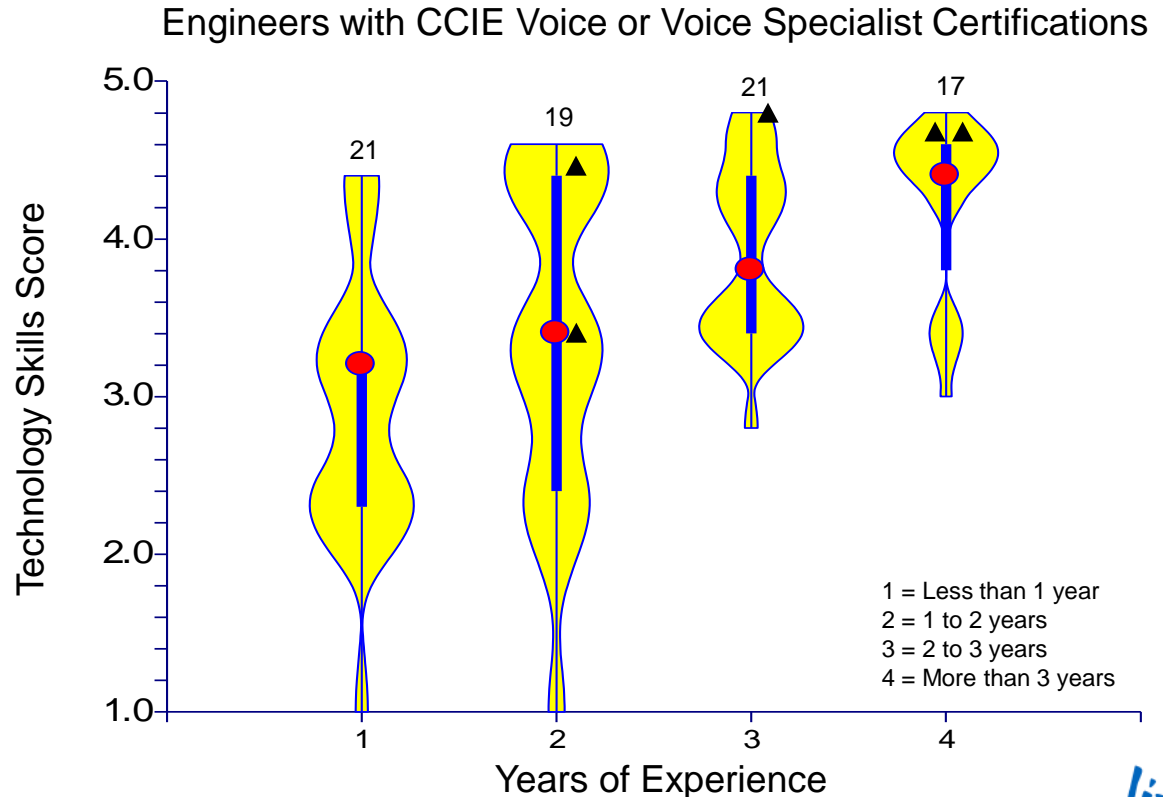
3. Employ the "Tip of the Spear" Approach

複数の専門分野を押さえてキャリアに差をつけよう

ネットワークにとって、音声とビデオは今や欠かせない要素になりました。また、アクセス手段としてワイヤレスは今後ますます普及していくことでしょう。ネットワークは成長とともに、様々な分野の技術を吸収し拡大していきます。多分野の技術が融合する環境では、ひとつの専門スキルに秀でているだけでなく、横断的なスキルを持つ人材が求められます。

資格を取得する際には、テクノロジーのつながりに目を向けて、計画的に取得しましょう。互いに関連した複数の分野の資格を持つとジャンルを超えた問題解決ができ、重要なタスクを任されたり、より大きなプロジェクトに参加できるようになります。

テクノロジーのつながりからアプローチ

たとえば、「ルーティング＆スイッチング」の認定を取得している場合、「ボイス」で必要なスイッチングの要点についてすでに学習していることでしょう。あるいは「ボイス」について勉強しているのなら、ワイヤレス ネットワークにおいて重要な QoS の概念をすでに理解しているでしょう。また、「ワイヤレス」が専門ならば、ネットワーク セキュリティの重要性を理解しているはずです。 つまり、これらのテクノロジーには重なり合う部分が数多くあり、その両分野を押さえれば あなたのスキルは盤石になります。

セキュリティ エンジニアの一例

（右のロードマップ参照）

まず ❶CCENT からスタートし、次に ❷CCNA Security へ進みます。次に、CCNP Security を勉強しながら、セキュリティとも密接な ❸CCNA Voice を先に取得するとよいでしょう。そしていよいよ ❹CCNP Security を取得したら、❺CCIE Security を最終目標におきます。

CCIE Security を達成したならば、さらに上のスペシャリストを目指すか、あるいは CCNA Wireless を狙うのもいいでしょう。

つながりのある分野でワンクッションいれて、自分の専門分野の厚みを増しながら、着実にキャリア目標を達成できます。

キャリア目標の参考としてお役立てください。

シスコ技術者認定ロードマップ

認定分野	レベル	エントリー	アソシエイト	プロフェッショナル	エキスパート
デザイン		❶CCENT	CCDA	CCDP	CCDE
ルーティング＆スイッチング		❶CCENT	CCNA R&S	CCNP	CCIE R&S
セキュリティ		❶CCENT	❷CCNA Security	❹CCNP Security	❺CCIE Security
ワイヤレス		❶CCENT	CCNA Wireless	CCNP Wireless	CCIE Wireless
データセンター			CCNA Data Center	CCNP Data Center	CCIE Data Center
コラボレーション					CCIE Collaboration
ビデオ			CCNA Video		
ボイス		❶CCENT	❸CCNA Voice	CCNP Voice	CCIE Voice
サービス プロバイダー			CCNA Service Provider	CCNP Service Provider	CCIE Service Provider
サービス プロバイダー オペレーション		❶CCENT	CCNA Service Provider Operations	CCNP Service Provider Operations	CCIE Service Provider Operations

- Use the tracks to your advantage
- Mix it up
- Keeps it interesting
- Multiplies your value

https://learningnetwork.cisco.com/blogs/certifications/2013/09/24/spread-across-tracks-to-get-to-career-goals-sooner

4. Fill the Gaps – How we see a Skills Gap

Area 7	👤
Area 6	
Area 5	👤
Area 4	👤
Area 3	
Area 2	
Area 1	👤
	Technology 1

This is how we view our skills gaps

"I need to sharpen my

skills here,

here and

here

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How our manager sees a skills gap

	Technology 1	Technology 2	Technology 3	Technology 4	Technology 5
Area 7	👤👤	👤	👤👤		
Area 6	👤	👤	👤		👤👤
Area 5	👤	👤	👤		👤
Area 4	👤	👤👤			👤
Area 3	👤	👤👤			👤👤
Area 2	👤	👤👤			👤👤
Area 1	👤👤	👤			👤
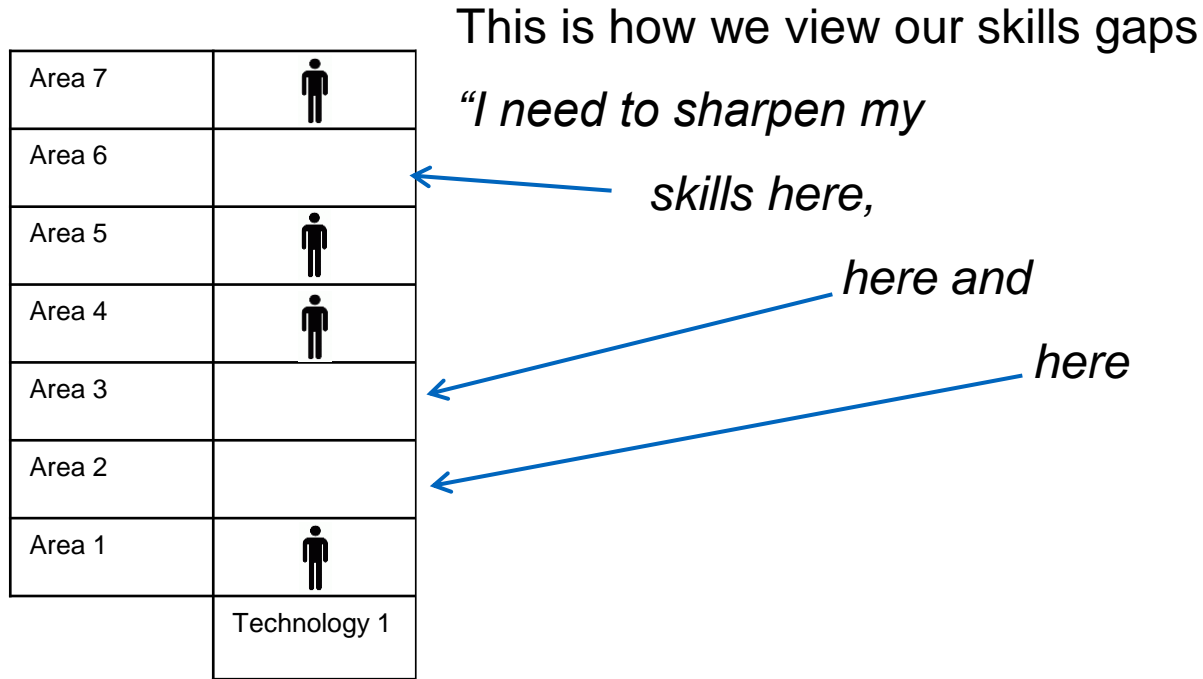
4. Fill the Gaps – How our Manager sees a Skills Gap

How our manager sees a skills gap – exposed and concerned

5. Get your Manager on Board – or Get a New One

"What if I SPEND all this time and money to train them and then they LEAVE?"

"What if we don't train them and they stay?"

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Benefits of Training and Certifications to Employers

Productivity, Performance, Increased Customer Satisfaction:

- The right skills to ease deployment, use products to their fullest, and get the most out of the IT investment.

Increased Customer Satisfaction:

- IT training increases customer satisfaction. Trained workers know how to solve problems more quickly and with a greater success rate.

Lower Costs

- Skills to efficiently handle issues that arise. Less downtime equals lower costs.

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Benefits of Training and Certifications to Employers

Better Return on Investments

- 92 percent of employers find their employees more effective after certification.[1]
- 90 percent of employees reported that they gained new knowledge from training that could be used in their current position.[2]

Talent Attraction and Retention

- 98 percent of IT workers surveyed by Robert Half Technology (RHT) said the ability to acquire new skills is very important when evaluating a job opportunity.

Source:
[1] Global Knowledge/Tech Republic IT Skills and Salary Report, 2012
[2] 2013 IT Skills and Salary Report by Global Knowledge and Windows IT Pro

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Where do I begin?

Learning@Cisco Products
Cisco Learning Partners and High-Touch Services Together

Transforming Talent Through...

Instructor-Led Training	Virtual Classroom	Gaming, Lab Simulations
Customised Consulting Services	Collaborative Learning	Virtual Mentoring
Accelerated Learning Programs	Certifications, Formative Assessment Products	Cisco Press, Digital Libraries

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Cisco Press Resources

Enhance Classroom or Web-based Training

Cisco Press Learning Path
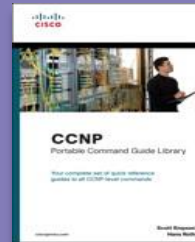
Learn **Experience** **Prepare** **Practice** **Expert Level**

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Connecting with Communities and Social Media

Cisco Learning Network
Over 129M page views, 728K+ members (July 31, 2013)

24,000+ Members

310,000+ Friends

19,000+ Followers

新浪微博 weibo.com

12,000+ Users

CISCO
Support Community

500,000+ Members

www.ciscolearningnetwork.com

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Developing a World of Talent Through Collaboration

Over 2 Million Community Members Strong

3M

1M

Scale Reach

Social Learning

Skilled People Needed

Today

2018

Online Mentoring

Online Assessments

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Cisco Learning Network Premium

- Premium paid subscription service for customers wanting to further supplement their Cisco CCNA®, CCNA Routing and Switching, and CCNP® self-study.

- Private, members-only area gives customers access to a searchable library of more than 150 additional self-study tools, virtual lab exercises, mobile learning modules, and video lessons hosted by Cisco experts.

- Available in monthly
  ($10 USD per month)
  or annual subscriptions
  ($99 USD per year).

- www.cisco.com/premium

Cisco Industry-Leading Knowledge Assets

Cisco Learning Network
Over 48 million Visits

Networking Academy
Over 1M Students Worldwide

Cisco Press
300k Books Sold Annually,
3 Million Total

Cisco Developer Network

Cisco Support Community
1.2M Visits Monthly

Cisco Learning Partners
Learning Partners: 500

Cisco Designated VIP Program

Recognises a select group of top external contributors in the Cisco Support Community and the Cisco Learning Network

Drives continued success by empowering and rewarding contributors to ensure ongoing participation and engagement at all levels of expertise

Rewards VIPs in the form of privileged and differentiated access to Cisco resources, attracting additional top contributors

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The Cisco Networking Academy

- Excellent foundation for high schools and higher education.

- Now expanded to include curriculum in a variety of Cisco areas and with other top IT leaders.

- Offers interactive learning experiences, online assessments, hands-on labs, additional opportunities to practice with Packet Tracer, instructor training, and preparation for industry certifications.

- Seven courses in four curricula cover various IT concepts and skills.

- Student benefits include:
  - Certificate of course completion
  - Congratulatory letter
  - Alumni program and career connection
  - Discount certification vouchers
  - Skill-set inventory

www.cisco.com/go/netacad

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Authorised Learning Partners

Cisco Learning Partners

The Only Authorised Outside Sources
for Cisco Training

Virtual Labs

Online Assessments

Mentors and
Experts

Career Certifications
and Specialisation

Customised Training

E-Learning

CISCO

Learning
Business
Partner

Learning@Cisco

www.cisco.com/go/learningpartners

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Cisco 360 Learning Program

The Only Cisco Authorised Expert Training Program for
CCIE Routing and Switching plus Voice

- Preassessment ➔ Diagnostic

- Workshops ➔ Classroom

- Library ➔ Reference

- Lessons ➔ E-Learning

- Practice Labs ➔ Exposure

- Assessments ➔ Learning Checks

- Mentoring ➔ SME Coaching

www.cisco.com/go/360
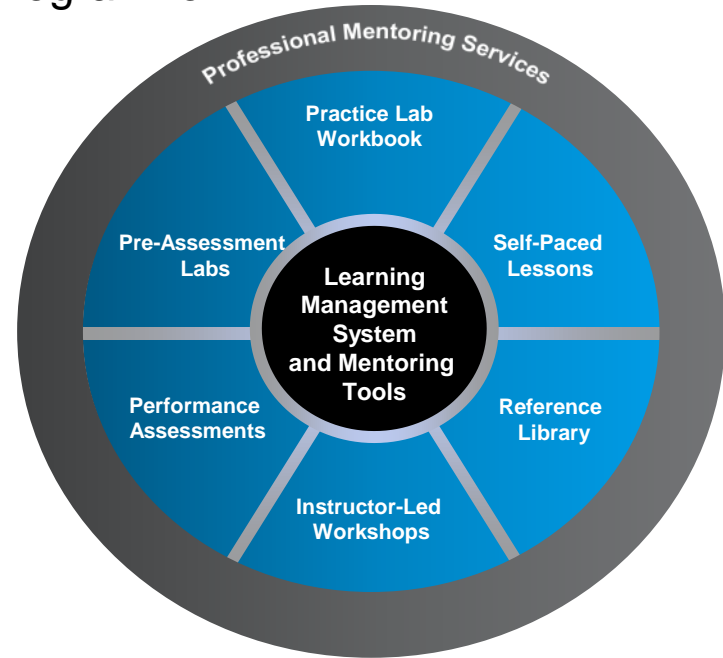
Cisco 360 Learning Program
Flexible Training Bundle Options

À la Carte	Essentials	Preferred	Premium
Pre-assessment Labs	Pre-assessment Labs	Pre-assessment Labs	Pre-assessment Labs
Practice Lab Workbook	Practice Lab Workbook	Practice Lab Workbook	Practice Lab Workbook
Self-paced Lessons	Self-paced Lessons	Self-paced Lessons	Self-paced Lessons
Performance Assessments	**Performance Assessments**	**Performance Assessments**	**Performance Assessments**
Reference Library	Reference Library	Reference Library	Reference Library
			Instructor-led Workshop 1
			Instructor-led Workshop 2

Note: Mentoring services are available exclusively through participating Cisco Learning Partners.

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Learning@Cisco Enterprise Solutions

Cisco Technical Education - CTE

Cisco Technical Education

Welcome to Cisco Technical Education

Cisco Technical Education, organized around key networking technologies, gives your company subscribers access to the entire range of intermediate and advanced-level internal Technical Assistance Center (TAC) training resources used to educate Cisco's world-renowned TAC Engineers.

Cisco Technical Education is a premier "break-fix" training resource to teach just-in-time troubleshooting to network support professionals and build their problem-solving skills.

CLICK HERE to log in to your company's Cisco Technical Education subscription:

LOGIN

Online Product Training Portal

12-month subscription service
Contains 10,000 e-learning modules
Covers most Cisco products

Key Technology Topics

Provides access to intermediate and advanced-level training topics

Benefits

Just-in-time training, 5 to 20 minutes
Aligned to current architectures

New Cloud-Based Services Offering
www.cisco.com/go/cte

Custom Content and Training Delivery

Instructor-led Training Service

- Includes hands-on lab exercises
- Various technologies and solutions

Delivered

- Privately at customer site
- Publically as open enrollment
  - Go to www.cisco.com/go/ase for schedule

Selected Courses Delivered Virtually by WebEx

Course Customisation Service

- Standard courses can be modified to support customer request/ need(s).

Accelerate your self sufficiency with ASE

Strengthen your company's competitive edge using Cisco Advanced Services Education's (ASE) comprehensive approach to staff development and training.

Now Available: Virtual Training Service Offerings

In response to customer feedback to reduce time in the classroom, as well as costs associated with training, we have created Virtual Training Service (VTS) offerings. VTS refers to training sessions that are focused on single topics, thus shorter in length and delivered virtually thru Cisco's WebEx application. These sessions cost less than a five day course, reduce your time away from the office and do not require travel. Go to Virtual Training Services for more information on what is currently available.

| Education Offerings | Curriculum Planning Review | Technical Knowledge Library | Virtual Training Services | Cisco Technical Education |

ASE training courses focus on the deployment and integration of Cisco advanced technologies. Classroom sessions, led by Cisco ASE team members, include intensive, hands-on lab work on network connectivity, device configuration, and troubleshooting.

Request Course Admission

Get Pricing and Contact Information

ASE Lab Access End User License Agreement

Offerings by Technology

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Curriculum Planning Services

Training Roadmaps	Course Outlines	Additional Recommendations For Example:	Other Educational Resources
Single Job Role	**Standard Course Outlines**	**Lab Gear Build Out**	**Cisco Technical Education Recommendation (If customer has product)**
Multiple Job Roles	**Custom Course Outlines**	**Need for Evaluation of Internal Processes**	**Knowledge-Transfer Sessions (If customer has Network Optimisation Service)**

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Cisco "Connected" Classroom – The Learning Experience of the Future

The Wharton School and Cisco Initiative

One classroom, two coasts – Anywhere access

Life-sized, high-definition visual communications via Cisco TelePresence

Connect classrooms physically separated by miles

Immersive, single-classroom experience

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Let's Stay Connected

CISCO

Visit us
https://learningnetwork.cisco.com

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http://www.facebook.com/Cisco.Learning

Follow us
http://twitter.com/LearningatCisco

Check out the Cisco Education Blog
http://blogs.cisco.com/category/education/

Subscribe to watch Cisco education videos
http://www.youtubecisco.com/education

新浪微博 weibo.com

Post a comment http://us.weibo.com/gb

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Q & A

Complete Your Online Session Evaluation

Give us your feedback and receive a Cisco Live 2014 Polo Shirt!

Complete your Overall Event Survey and 5 Session Evaluations.

- Directly from your mobile device on the Cisco Live Mobile App
- By visiting the Cisco Live Mobile Site www.ciscoliveaustralia.com/mobile
- Visit any Cisco Live Internet Station located throughout the venue

Polo Shirts can be collected in the World of Solutions on Friday 21 March 12:00pm - 2:00pm

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Visit us online after the conference for full access to session videos and presentations.
www.CiscoLiveAPAC.com