



Product Certification Program

PROGRAM OVERVIEW

We see training as an integral part of any product being sold and supported. It is especially important in the launch of any new products or significant changes to existing products. A successful product will satisfy or exceed a customer's requirements in its function, its flawless deployment, and its subsequent support.

Product certification programs are designed to increase the knowledge of the targeted participants concerning a specific set of products and services, and as appropriate, the underlying technologies.

Hill Associates offers a variety of product certification programs, each designed and tailored to the specific partner based on the goals of the project. There are a number of possibilities for these types of programs. Typical programs consider a generic overview of technology concepts and constructs. As each product is considered, we investigate the technology that underlies all competitive offerings. Following this, we explore the specific nuances of a partner's products and services, and look at the sales and technical aspects of each product or service. Trends and competitive analysis are often a part of this discussion. Depending on the desires of the partner, we incorporate sales skills techniques and projects into the programs.

The product certification programs have four primary objectives.

- Identify specific products and services and describe the primary characteristics and features of each
- Cite example applications to which (or environments in which) each product or service could be applied
- Identify the technology behind and functionality, disadvantages, and advantages of these products and competitive products
- Provide a high-level summary of core technologies that enable the commercial products and services offerings

About Hill Associates, Inc.

At Hill Associates, we excel at creating custom talent development programs. Our experts help identify and assess your needs, and create training and educational programs that exactly meet those needs. Though we specialize in information technology, we've strengthened companies and organizations in a wide range of industries for over 25 years. Let us help you create a world-class talent development program that moves your business forward.

SAMPLE PROGRAM OUTLINE

Lesson 1: Data Communications Concepts

- The OSI Reference Model
- The Internet and TCP/IP
- Exercises and scenarios

Lesson 2: Access solutions

- Copper-based solutions
- Fiber-optic based solutions
- Competitive marketplace
- Exercises and scenarios

Lesson 3: Transport solutions

- Traditional options (frame relay, ATM, the Internet, and VPNs)
- Ethernet alternatives (MEF-based solutions)
- Cable industry alternatives
- Exercises and scenarios

Lesson 4: Converged solutions

- VoIP/IPT solutions
- Unified communications
- Exercises and scenarios

Lesson 4: Application Solutions

- IT solutions (email, Web hosting, application acceleration)
- Security options (firewalls, IDS/IPS, encryption, AAA alternatives)
- BC/DRP solutions (managed storage alternatives, tape vs. online backup)
- Exercises and scenarios