



Program Overview

Apple Authorized Training Center

September 2008

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Program Overview

The Apple Authorized Training Center (AATC) program is committed to providing superior training to Apple end users ranging from beginners to seasoned professionals. The training centers within this program deliver Apple's proprietary developed courses in Apple-approved facilities through Apple Certified Trainers who have met Apple's quality standards. Apple Authorized Training Centers are dedicated to quality leader-led training and have a proven track record of successfully marketing customer training.

A "Pro Apps AATC" has been specifically authorized by Apple to deliver specific Pro Apps courses to the general public. An "IT AATC" has been authorized by Apple to deliver Mac OS X, Mac OS X Server, and other technologies such as Xsan courses to the general public. Some AATCs may be authorized by Apple to deliver both IT and Pro Apps courses.

Program Benefits

The following are some of the Apple Authorized Training Center Program benefits:

- Program participants have direct access to Apple's AATC program team.
- Participants have the option to participate in monthly training conference calls, webcasts, co-marketing efforts, occasional training business meetings, and other training events.
- Participants may participate in optional promotional programs.
- Certification exams provide revenue-generating opportunities.
- The AATC program logo is provided to all participants to identify the training center as an official Apple training site. Participants may use the AATC program mark in advertising, on business cards, on the training center's website, and in other communication, as long as the AATC complies with Apple Corporate Identity Guidelines.
- Peachpit provides complete curriculum—instructor notes and presentation material, class exercises, and comprehensive student guides—all the materials instructors need to present Apple training courses. Pro Apps AATCs are set up as Peachpit resellers so that they can order courseware with a generous discount.
- Training centers have an exclusive home page on Apple Sales Web (ASW) sales.apple.com. This homepage includes product imagery, keynote presentations, demo movies, and other marketing materials.

- Advertising on Apple website - apple.com receives approximately 1 million visitors daily, which translates into about 3 to 4 million page views.
- Eligible AATCs can add their training schedule information to Apple's training website, where students worldwide can view course schedules.
- From time to time Apple negotiates discounts on third-party software in support of specific courses and hardware products.

Program Acceptance Criteria

Apple training centers are carefully selected to meet Apple's highest standards in all areas, including facility, instructors, course delivery, and infrastructure. The goal of the program is to offer Apple customers the highest-quality training experience; from the beginner to the most seasoned professional. When considering an application, Apple looks for all AATC program candidates to meet some portion of the following criteria:

- A minimum of one year's training center experience delivering instructor-led courses in computer or digital media technologies (for example, Adobe, Avid, Cisco, Macromedia, Microsoft, Sun, and so on).
- Willingness to invest in marketing and sales activities for new and existing customers.
- AATCs must commit to delivering a minimum of three Apple training courses per quarter, per location.

Commitment to provide facility, equipment, and instructors required by the program.

- Employ or contract with one full-time Apple Certified Technical Coordinator (ACTC) to support classroom setup and equipment requirements (IT only).
- Employ or contract with an Apple Certified Trainer (ACT) for delivery of Apple courses (see Apple Certified Trainer program guide at <http://training.apple.com/act>.)
- Maintain one copy of the relevant Apple software per student and instructor system based on the Apple courses the training center is authorized to host and deliver.

- Meet minimum hardware requirements for courses delivered, as noted in the Classroom Requirements Document for each course (on [sales.apple.com](https://www.apple.com/sales)).
- Maintain a classroom that meets the standard required of the program (see AATC Facility Requirements Document at <http://training.apple.com/aatc>.)
- Provide one set of appropriate Student Course Materials to each student taught unless otherwise directed for a given course.
- Maintain a website providing a schedule of the current Apple courses that the training center is authorized to deliver.
- Establish and publish customer satisfaction policies that document the training center's guidelines for issues such as cancellation policies and tuition refunds.
- Submit to Apple course audits to help ensure quality delivery of Apple courses.
- Provide Apple with online class evaluation forms for each Apple course delivered.
- If requested, submit an annual business plan outlining how the training center's business plan will meet program requirements.
- Submit monthly reports on the number of classes held.
- The potential AATC must not be located in a market that Apple considers to be saturated.

Apple Certified Trainer Requirements

An Apple Certified Trainer (ACT) is an Apple technology expert who communicates technical information in a clear, concise, and engaging manner. To ensure ACTs have the instructional skills and technical competency to deliver successful training, Apple requires all trainers to successfully complete the ACT program. During the train-the-trainer class, instructors must demonstrate their subject matter expertise and instructional presentation skills, as well as pass the trainer exam. This requirement guarantees that ACTs will have a sufficiently broad and current base of technical expertise and skills to present high-quality training on Apple products. For more information, see the ACT Program Guide on the Apple Customer Training website at <http://training.apple.com/act>.

It is important to understand that instructors need a mastery of the application that they want to teach *before* attending the train-the-trainer class. The first step is for the instructor to attend the end-user class for the application that they want to teach. Attending the course that you plan to teach allows you to become more familiar with the curriculum, experience the flow of the course, observe student and instructor interactions, and listen to questions and answers.

Course Requirements

Each course has a minimum course setup requirement that must be followed. For the most complete, up-to-date listing of classroom requirements documents, be sure to check sales.apple.com.

Each AATC is permitted to deliver only the Apple Training Classes that their Certified Trainer is eligible to teach, based on their completion of the certification program associated with the Apple Certified Trainer Program. However, AATCs must get permission from Apple to add to their offerings. To avoid market saturation, Apple reserves the right to limit the number of AATCs in a given market that can offer training on a particular product.

Program Costs

Costs and fees associated with the AATC program are:

- A recommended annual marketing fee of \$2500 USD plus \$500 USD for each additional training location (based on contract terms).
- Costs associated with the ACT program, as appropriate. The cost of each train-the-trainer (T3) course varies. In addition, candidates must attend an end-user class and purchase their own courseware. Recertification costs vary, depending on the extent of the changes.
- Costs to maintain required equipment, including hardware and software.
- Costs to purchase courseware and associated certification exam vouchers.

Facility Requirements

All Apple training courses must be offered within your company-owned or -leased training facility. AATCs may also offer onsite training. The training facility must meet the following minimum requirements:

Classroom

- A workspace must be provided for the instructor and for each student in the class. The instructor's workspace should be located at the front of the classroom, and have access to the Internet. Each student workspace must be able to accommodate two computers and workstation-style seating.
- Sufficient power amperage to supply total current requirements for all computers, monitors, and peripheral devices used in the class.
- A projection screen, as specified in the "Projection System" section below, must be provided at the front of the classroom and at a reasonable distance from the students.
- A wall-mounted or freestanding whiteboard (with dry-erase markers and erasers) should be located at the front of the classroom.
- Lighting and temperature controls should be adjustable.

Projection System

The projection equipment must be on a sturdy table or stand, or ceiling-mounted. Access to a spare bulb or backup projector is recommended. Minimum requirements for the projection system are as follows:

- Resolution of 1024 x 768 pixels at 75 Hz
- Projection rating of at least 2000 lumens
- Projection screen at least 6 feet x 6 feet
- Switchbox (VGA or DVI as appropriate for your equipment):
 - Switchbox capable of allowing projection from either Instructor System 1 or Instructor System 2
 - Appropriate cables to connect the switchbox to the projection system
 - Cabling to simultaneously connect two computers to the switchbox

NOTE: Some classes such as Color have additional projection requirements. Please refer to the Classroom Requirements Document for your specific class.

Network

- One Gigabit Ethernet switch with at least two ports more than twice the maximum number of students is required.
- Each student computer should be connected to the same Ethernet classroom network.

Completing an Application

The following steps are required to begin the AATC application process:

- **Review the AATC program requirements before applying.** Where appropriate, AATC candidates should review all relevant web pages and determine which courses they plan to offer. Apple recommends reviewing the following web links before filling out an application. Review the course descriptions at <http://training.apple.com/training>.
- **Complete an AATC program application.** You can fill this out online at <http://appletraining.itechit.com/aatc>.
- **Complete a conference call.** After your application is accepted, you will be contacted and asked to complete a conference call with Apple to discuss program details.
- **Meet all facility requirements.** In some cases, Apple may schedule a visit to your facility or request photographs to confirm that you meet the requirements outlined in the Facility Requirements Document.
- **Sign and return your contract.** If approved, you will have 31 days to review, sign, and submit a contract.
- **Establish the appropriate contact information.** After your contract is fully processed, you will be sent information on how to set your organization up as a Peachpit reseller and Prometric for ordering exam codes.
- **Pay your annual marketing fee.** Once you pay this fee, the appropriate staff members will be given access to publish your course dates online.

Current Apple Courses

Apple Training offers a variety of training courses for Mac OS X, Mac OS X Server, Xsan, iLife and iWork product suites, and Apple's professional applications (Aperture, Color, DVD Studio Pro, Final Cut Pro, Final Cut Server, Logic Pro, Motion, Shake, and Soundtrack Pro). Be sure to check <http://training.apple.com> for the most complete, up-to-date listing of our courses and schedules.

Frequently Asked Questions

Q. How can my company become an Apple Authorized Training Center?

A. First, familiarize yourself with the program requirements. Next, complete an application. Please allow 30–60 days for processing. Apple will notify all applicants of their standing. Should your training center be accepted, you will receive a contract that you will sign and return to Apple.

Q. What is the difference between an Apple Authorized Training Center (AATC) and an Apple Authorized Training Center for Education (AATCe)?

A. The Apple Authorized Training Center for Education Program is designed to provide unique benefits to schools that utilize Apple professional software solutions in their own academic curriculum. AATCes offer courses and certification exams only to students enrolled in their own programs. They cannot offer classes or exams to the general public. AATCs, on the other hand, offer classes to the general public. Some educational facilities may be eligible to offer both academic delivery as an AATCe and commercial delivery as an AATC. However, acceptance into the AATCe program does not guarantee acceptance into the AATC program. For example, High Schools are not eligible to join the AATC program. AATCs are eligible for a listing on the AATC Locator. AATCes are listed on Apple's Education website.

Q. What is the geographic coverage for the AATC program?

A. The AATC program is available worldwide.

Q. How long will it take to process my application?

A. Once your application is submitted, please allow 30–60 days for processing. Apple will contact you regarding the next steps.

Q. Is there a cost associated with becoming an Apple Authorized Training Center?

A. Apple recommends the benefits of paying an annual marketing fee of \$2500 USD. However, this fee is not required.

Q. I have multiple locations. Are all my locations covered by this marketing fee?

A. The marketing fee covers one training site. Each additional site will require an additional fee of \$500 USD. Each location must be approved by Apple.

Q. I don't have a certified trainer on my staff. Does Apple have trainers I can contract with?

A. Yes. Apple Sales Web has a list of certified trainers.

Q. What is an Apple Certified Trainer (ACT)?

A. An ACT is an individual with a strong understanding of and experience using Apple technologies and applications. ACTs have at least one year of hands-on, leader-led training experience and exemplary presentation skills, and they have met Apple's trainer quality standards. For more information regarding the ACT program, please visit the Apple Training website at <http://training.apple.com/act>.

Q. I have a trainer on my staff. How do I get my trainer certified as an ACT?

A. Your trainer would be required to apply and meet all ACT requirements to deliver Apple training at your facility. For full details regarding the ACT program, please visit the Apple Training website at <http://training.apple.com/act>.

Q. What do I need to do to prepare my classroom?

A. For specific details, please review the AATC Facility Requirements Document or contact the AATC Program Manager at trainingcenter@apple.com.

Q. How long does it take before I can hold my first class?

A. The AATC application process has many dependencies, but provided all requirements are met, expect to be able to hold your first class within approximately 60 days.

Q. What classes are available through Apple Authorized Training Centers?

A. All courses are available, with the caveat that each training center has a trainer or a contract trainer who is certified to deliver the corresponding course. You must obtain approval for each course that you hope to teach.

Q. What courses will I be authorized to hold through my training center?

A. Your training center will be authorized to hold any course that your trainer or contract trainer is certified to deliver, provided that you have received approval from Apple.

Q. Where will students find my course schedule?

A. Students can visit <http://training.apple.com> and access the Schedule tab.

Q. How do students enroll in my training class?

A. Students will be directed to register either through your AATC website or by contacting your AATC via telephone.

Q. Where can students find course descriptions and other pertinent training information?

A. Students can find training information on Apple's Training website at <http://training.apple.com>, or you may post this information on your AATC's website.

Q. How do I purchase materials for my class?

A. Course materials directly from Peachpit. Please refer to the AATC Policies and Practices document for full details.

Q. What do I need to do once I've delivered a class?

A. Training centers are required to send to Apple a class roster after the first day of class has occurred. On the last day of class, training centers are required to forward all evaluation forms to Apple. They are also required to provide each student with a certificate of course completion.

Q. Can students reserve a seat in a class and send payment later?

A. Not through the Apple website. Individual AATCs may offer this option.

Q. Can students receive the training manuals prior to the start of the class?

A. The instructor distributes the student materials on the first day of class.

For More Information

Please visit <http://training.apple.com> for information about all Apple Training courses and certification programs.