



Program Overview

# Apple Authorized Training Center

August 2007

## Contents

Program Overview .....	3
Apple Certified Trainer Requirements .....	6
Completing an Application .....	8
Current Apple Courses .....	8
Frequently Asked Questions .....	9
For More Information .....	12

## 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 Applications 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 can preorder new courseware releases and updates prior to public notification.
- Participants have the option to participate in monthly training partner conference calls, co-marketing efforts, occasional partner 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.
- Apple 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](https://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.
- AATCs are provided hardware and software at a discount (for training purposes only).

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://train.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 (listed on <http://train.apple.com>).
- Maintain a classroom that meets the standard required of the program (see AATC Facility Requirements Document at <http://train.apple.com/aatc>.)
- Provide one set of appropriate Apple 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.
- Complete and forward to Apple a class roster of attendees on the first day each Apple course is delivered.
- 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://train.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 course requirements, be sure to check <http://train.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 calendar year).
- Costs associated with the ACT program, as appropriate. Each train-the-trainer course is \$1400-\$1500; 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:

- Company-owned or -leased training facility
- Instructor's system and table located at the front of the classroom
- Individual system for each student in the class in compliance with the Classroom Requirements Document
- Student and instructor seating
- Power outlets
- Projection system
- Networked computers
- Internet access for each student and instructor station

## 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/courses.html> and the courseware descriptions at [http://training.apple.com/selfpaced/self\\_paced](http://training.apple.com/selfpaced/self_paced).
- **Complete an AATC program application.** You can fill this out online at <http://protraining.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 an AATCe contract. Please return the contract by registered mail or other method that can be tracked. Your contract will not be issued until you employ or contract an Apple Certified Trainer (ACT) to deliver your Apple courses.
- **Establish the appropriate contact information.** After your contract is fully processed, you will be sent information on how to set your school up as a Peachpit reseller and how to register for Apple Sales Web access to purchase certification 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 general Mac users, technical coordinators, system administrators, programmers, and developers. Be sure to check <http://train.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 6–8 weeks 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 with the annual nonrefundable program fee. A representative will contact you to conduct a facility check, and you will receive guidelines on what is needed to conduct your first Apple training class.

### **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 apple.com and in the AATC Locator. AATCes are not eligible for this benefit.

### **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 6–8 weeks 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's Certified Trainer program can refer you to many talented 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://train.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://train.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](mailto: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 of Apple's User and Technical 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://train.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 overviews, data sheets, and other pertinent training information?**

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

**Q. How do I purchase materials for my class?**

A. Pro Apps AATCs purchase course materials directly from Peachpit. IT AATCs purchase course materials from Apple. 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 I deliver my own developed courses?**

A. Provided Apple's copyright and trademark rights are respected, you may deliver your own course materials. However, it is important when marketing your materials that no representation is made that may confuse a customer into believing that the materials have been developed or are endorsed by Apple. Prohibited representations would include a statement that your course is being led by an Apple Certified Trainer. Trainer certifications are given by Apple for specific Apple courses only and may not be used in association with other course materials.

**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. Usually the instructor distributes the student materials on the first day of class.

**Q. What cancellation policy is an AATC expected to provide under the program?**

A. The following cancellation policy applies to all of Apple's Customer Training offerings: If written notice is received at least (i) 14 days in advance of the class, the customer is entitled to a full refund; (ii) if 7 days in advance of the class, the customer is entitled to a full class credit, which must be used within 6 months of the date of the original class for another class offered by an AATC. A customer is not entitled to a refund or class credit if less than 7 days advance written notice is given. Failure to provide written notice at least 14 days in advance of the class obligates the customer to pay the full price of the class. An AATC reserves the right to amend or cancel the date, time, and location of a training class at any time, including replacing personnel who may be scheduled to deliver the training. In the event a training class is canceled, the customer is entitled to a full refund. An AATC shall not be responsible for any other loss incurred by a customer as a result of a cancellation or amendment.

## For More Information

Please visit <http://train.apple.com> or call 800-848-6398 for information about all Apple Training courses and certification programs. For additional information about Apple custom application development, integration and consulting, and enterprise support services, visit [www.apple.com/services](http://www.apple.com/services) or email [services@apple.com](mailto:services@apple.com).