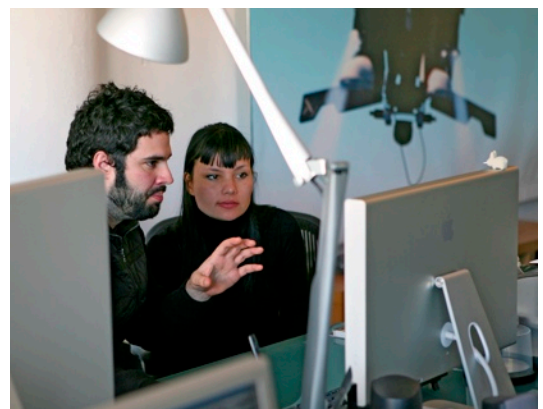


# Apple Training and Certification

## Apple Authorized Training Center Program Overview



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## Authorized Training Center

The Apple Authorized Training Center logo can be used in marketing communications and signage.

Apple will continue to create exceptional products and services for many years to come. Apple Authorized Training Centers are needed to provide an exceptional learning experience today.

## What's an Apple Authorized Training Center?

### Quality, Simplicity, and Innovation

These values have made Apple one of the most exciting and valuable brands in the world today. From San Francisco to Paris to Beijing, Apple customers expect these values to be present in all aspects of the brand, from product design to customer service to training.

Apple has an incredible history of creating innovative products, notably the Mac, iPod, and iPhone. The same innovative spirit guided the creation of Apple's chain of world-class retail and online stores, plus the revolutionary iTunes Store. In fact, *Business Week* recently concluded that Apple was the #1 innovative company in the world, citing its ability to deliver "great consumer experience with outstanding design."

### Apple Authorized Training Center Program

The Apple Authorized Training Center (AATC) program was developed along the same principles of quality, simplicity, and innovation. With a proven track record of successfully marketing customer training, AATCs are dedicated to providing quality instructor-led training—delivered exclusively by Apple Certified Trainers (ACTs)—to technical and creative professionals of all abilities. Apple Certified training is delivered exclusively at AATCs.

AATCs are independently run businesses, not franchises. They are conveniently located and beautifully designed to offer hands-on training on Apple's software and operating system, plus an extensive range of certification exams.

### Exceptional Learning Experience

The AATC program is expanding on a global scale, with new centers opening in North America, Europe, Latin America, and Asia-Pacific. Opportunities exist for motivated and experienced entrepreneurs to open and run their own AATCs, with Apple providing world-class support in the areas of training and exam development, marketing materials, event support, and online exposure.



## What Does it Take to Be an Apple Authorized Training Center?

“I have always believed certification is an important step in the development of a good tech, but certification is only part of process. Teaching gives me the opportunity to set up elaborate systems and learn from my students, not just teach them what I know.”

David Long; Apple Certified Trainer, Apple Authorized Training Center founder, author.

AATCs are run by capable, dedicated, and passionate teams. They strive for excellence in everything they do and believe that exceptional products such as Mac OS X and Apple Professional Applications (Pro Apps) deserve to be supported by exceptional training and certifications, delivered in well-run training centers by extraordinary trainers. In order to ensure all AATCs are able to deliver this type of customer experience, Apple has developed comprehensive and objective program terms that must be met at all times. Program terms can be summarized under the following headings:

- Apple Focus
- Classroom Experience
- Customer Service

### Apple Focus

A classroom focused on Apple products gives customers confidence that they're receiving the best training and advice available. It offers them a wide range of courses and exams, ensuring that any creative or technical professional can find the training and certification they need.

AATCs are expected to:

- Furnish at least one dedicated classroom with Apple equipment, and may not deliver Apple certification training on non-Apple machines
- Offer a range of Apple certification courses—IT or Pro Apps, or both.
- Offer the full range of Apple's certifications - even if the candidate has not attended a course.
- Engage an ACT to deliver all Apple Certified training courses



Apple Authorized Training Centers provide training and certification on the full range of Apple software.

## Classroom Experience

A training center that's easily accessible and looks attractive from the outside will generate more visitors. A classroom that's well designed and provides plenty of space to learn, study, and complete exams will ensure that learners are comfortable and confident as they learn new skills. An AATC that has compelling and clear certification and training displays will encourage learners to continue their Mac education—earning more certifications as Apple continues to innovate.

AATCs are expected to:

- Maintain brick-and-mortar facilities in high consumer-traffic locations that are not already covered by existing AATCs
- Ensure excellent visibility for signage and windows
- Ensure the classroom layout is elegant and uncluttered, with high-quality and well-maintained fixtures
- Ensure that equipment and software are up-to-date and meet all specifications for the products and courses they must support
- Actively promote the value of Apple certification

AATCs can deliver certification training on Apple's professional digital applications to creative professionals in varying capacities, including editors, filmmakers, sound designers, photographers, special effects artists, teachers, and more.



## Customer Service

The key to a successful business is satisfied customers. Well-trained staff and a range of training and certification options will encourage customers to visit again—or even give a recommendation to their friends and colleagues.

AATCs are expected to:

- Serve a variety of students, including IT support professionals, teachers, creative professionals, small-to-medium businesses, and government departments
- Ensure that all courses are offered by talented, professional ACTs
- Ensure that a minimum number of well-trained technical staff are available to support the classrooms
- Assist customers in determining the most appropriate training and certification path for their field, and encourage them to seek Apple certification

AATCs can offer Apple technical training for professionals who are responsible for planning, maintaining, and integrating Mac OS X, Mac OS X Server, Xserves, and Xsan into a network environment.



## Why Become an Apple Authorized Training Center?

### **Recognition by Apple**

AATCs benefit from being able to use the AATC signature and logo on their store signage, marketing materials, and website. The Apple logo is recognized worldwide and there are specific guidelines for its use by AATCs.

### **Promotion by Apple**

AATCs benefit from positioning in the Apple online training schedule and AATC locator. They'll also be able to promote their marketing and seminar activities on the Apple Training website and Apple.com, which receives over one million visits per day.

### **Marketing Support**

AATCs benefit from a range of marketing materials supplied by Apple for use inside and outside their facilities. They'll also receive marketing guidelines and recommendations developed specifically for AATCs.

AATCs may also participate in optional promotional programs and access product imagery, keynote presentations, demo movies, and other marketing materials.

### **Business Support**

AATCs have direct access to the AATC program team, and participate in monthly webcasts, co-marketing efforts, business meetings, and other training events.

### **Training Materials**

Apple Inc. and Peachpit Press provide all the materials instructors need to present Apple certification training course, including instructor notes and presentation material, course exercises, comprehensive student guides, access to online exams, and study resources.

AATCs provide the training and certifications customers need to get the most of their Apple solution.

## Interested in Becoming an Apple Authorized Training Center?

AATCs 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.

Prospective AATCs are strongly advised to talk with the AATC program manager before entering into any lease or purchase agreement for a training location. To be accepted into the program, training centers must meet the detailed criteria in the AATC Terms at the end of this document.

When reviewing an application, Apple considers the following factors:

- **Experience:** A minimum of one year's training center experience delivering instructor-led courses in computer or digital media technologies is preferred.
- **Location:** Apple strives to protect AATCs by not over-saturating the markets they serve, while ensuring that training customers have the opportunities they need for training and certification.
- **Commitment:** Apple looks for training centers willing to invest in the marketing and sales activities that drive Apple certification and continually draw in new customers.
- **Business Plan:** Apple carefully reviews the business plans of all prospective AATCs. A successful business begins with a solid plan.

### How to Apply

**Step 1:** Review the [certification](#) and [training course](#) descriptions on [training.apple.com](https://training.apple.com), then decide what courses you want to offer.

**Step 2:** Complete an AATC [application](#) and provide photos of your facility.

**Step 3:** If your application is accepted, Apple Training & Certification will contact you to request your business plan and schedule a telephone interview.

**Step 4:** Provide photos of your facility and identify your Apple Certified Trainer.

**Step 5:** If all of the above steps have been successfully completed, Apple will issue a contract, which you'll have thirty (30) days to review, sign, and return.

**Step 6:** Start delivering Apple Certified Training!

An ideal AATC environment creates an exciting and engaging experience for all students which is unmistakably Apple.

### Program Costs

There's no cost to apply and interview for the AATC program. Once accepted, the costs of starting an AATC program depend on the size of the classrooms, number of students, and a variety of other factors.

The following table is designed to help plan your budget. It doesn't include facilities costs (such as, lease, projector, or Internet connection).

Item	Cost	Quantity
Marketing fee for main location (optional)	US\$2500	Once per year
Marketing fee for additional location (optional)	US\$500	Once per year
One copy of relevant Apple software	Market price* minus the AATC discount	One per student station, plus one for instructor station
One student Mac + display	Market price* minus the AATC discount	One per student station
One copy of relevant student materials	Varies	One per student
One voucher for relevant exam	Varies	One per student
One instructor Mac + display + printer	Market price* minus the AATC discount	One per classroom

\*Market price: <http://store.apple.com/us>



## Frequently Asked Questions

### How long will it take to process my application?

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

### Can my Training Center offer other Apple or non-Apple training?

Yes, as long as you do not advertise it as “Apple Certified Training.”

### What’s an Apple Certified Trainer (ACT)? Do I have to have one?

An ACT is an independent trainer (not an Apple employee) who has completed the Apple Certified Trainer program—a rigorous training and certification program just for trainers. Only ACTs can deliver Apple Certified Training. For more information regarding the ACT program, please visit the Apple Training website at [training.apple.com/act](https://training.apple.com/act).

### I don’t have a certified trainer on my staff. What do I do?

A. You can send your staff trainer through the Apple Certified Trainer program, or you can hire (or contract) with an existing ACT. Apple can provide a directory of available IT ACTs. The Training & Certification team can also post training opportunities in the Pro Apps and IT ACT communities.

### What courses are available through AATCs?

All Apple certification courses may be delivered through AATCs (you need approval for each course, however, so be sure to include your proposed course schedule in your AATC application). Visit the [Training & Certification website](#) to see a complete listing of Apple certified courses.

### What’s the difference between an Apple Authorized Training Center (AATC) and an Apple Authorized Training Center for Education (AATCE)?

The AATCE program is designed to provide unique benefits to schools that utilize Apple professional software solutions in their own academic curriculum. An AATCE offers courses and certification exams only to students enrolled in their own programs and cannot offer courses or exams to the general public. AATCs, on the other hand, offer courses 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 doesn’t guarantee acceptance into the AATC program. K12 facilities are not eligible to become AATCs.

## AATC Terms

- Deliver a minimum of five (5) courses and three (3) exams per location, per quarter, for each track (Pro Apps and IT) being offered.
- At least one full-time employee or contractor must be [ACTC certified](#) to support classroom setup and equipment requirements (IT only).
- Employ or contract with an [Apple Certified Trainer \(ACT\)](#) for delivery of all Apple certification courses.
- Maintain one copy of Apple software per student and instructor system based on the Apple courses the training center is authorized to deliver.
- Maintain a classroom that meets the standards required of the program. See the [Facility Requirements Document](#) for details.
- Provide one set of student course materials per student.
- Maintain a website that includes:
  - Current Apple course schedule and simple registration process.
  - Customer satisfaction policies for issues such as cancellation policies and tuition refunds
  - Enrollment information
  - Hours of operation
- Participate in Apple audits to help ensure quality delivery of Apple courses and exams.
- Direct students to complete online class evaluations at the end of each Apple course delivered.
- Provide Apple with monthly reports on number of exams and classes delivered.
- Offer only Apple-approved classes for that market. Apple reserves the right to limit the number of AATCs in a given market that can offer training on a particular product.