

Iasa Architect Readiness Training

Building Partner Capability

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Iasa Overview

- Vendor agnostic training and certification organization
- Industry recognized for architecture
- Non-profit professional association
- 10 years of history
- 50 chapters WW and 70,000 in the professional network



Program Overview

- Iasa will provide
 - 20 training sessions per partner for \$10k
 - 7 architect courses during launch
 - 12 month period for taking courses
- Value
 - Partner initiated ask
 - Allows new capability for their customers (Cloud, BI, Virtualization, etc.)
 - Helps meet MPN partner enablement in MS products and certifications
 - Reduces partner cost for new channel development
 - Industry level credibility
 - Creates opportunity for MS training partners to build additional courses
- Limitations
 - Only in select locations per region
 - Based on a set schedule
 - Course size limited to 25 – first come first serve
 - No ‘rollover’ of courses to next year



Benefits of the Iasa Model

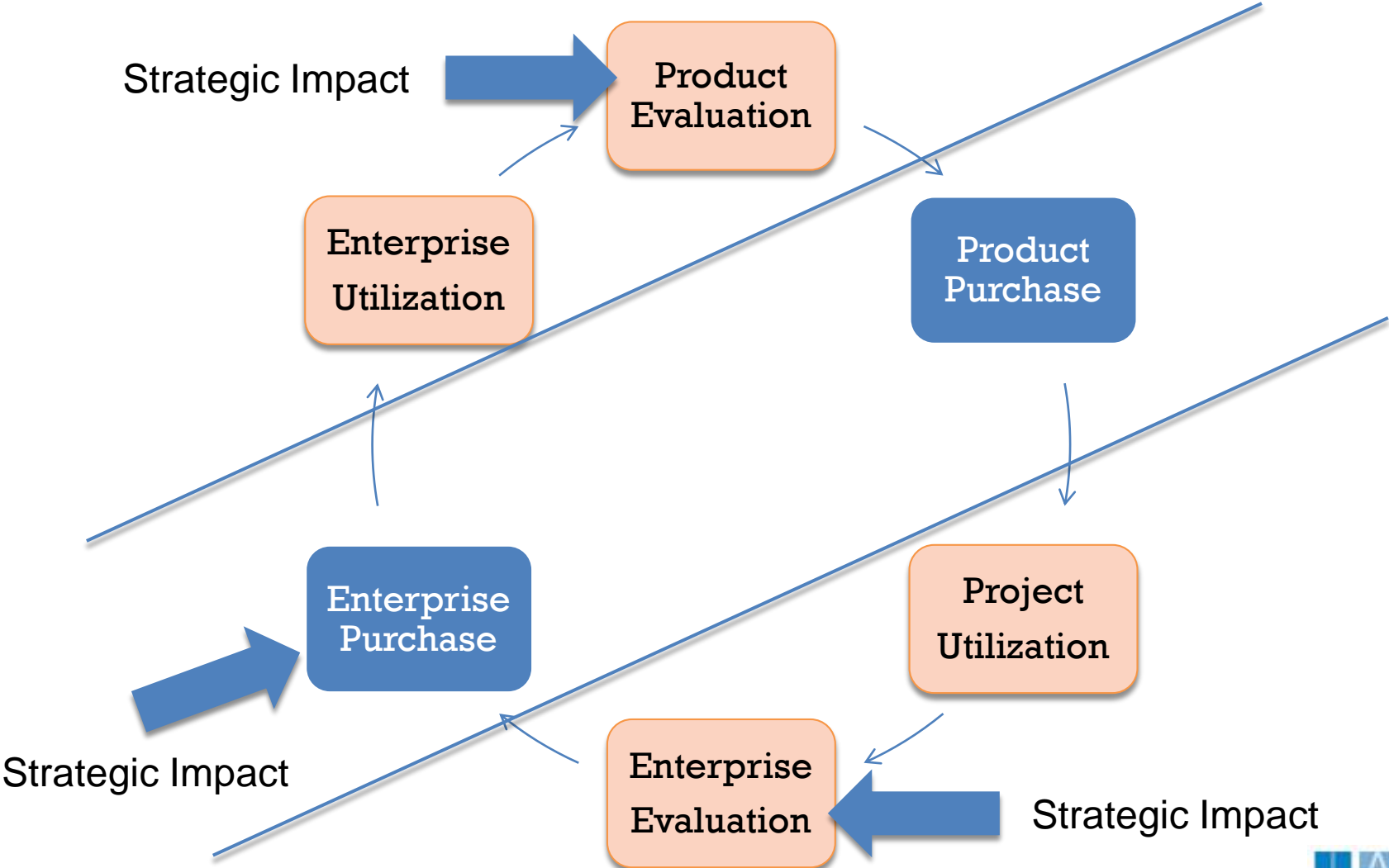
- Internal studies indicate a benefit of 1/3/6 or more to consulting and product partners
 - 1 hr of architect related consulting leads to
 - 3 hrs+ of project related work
 - 6+ product related purchases
- Customer satisfaction growth 50% or higher in existing work
- Year on year strategic growth 25% in customer demand

Architect's Impact on Customer Engagements

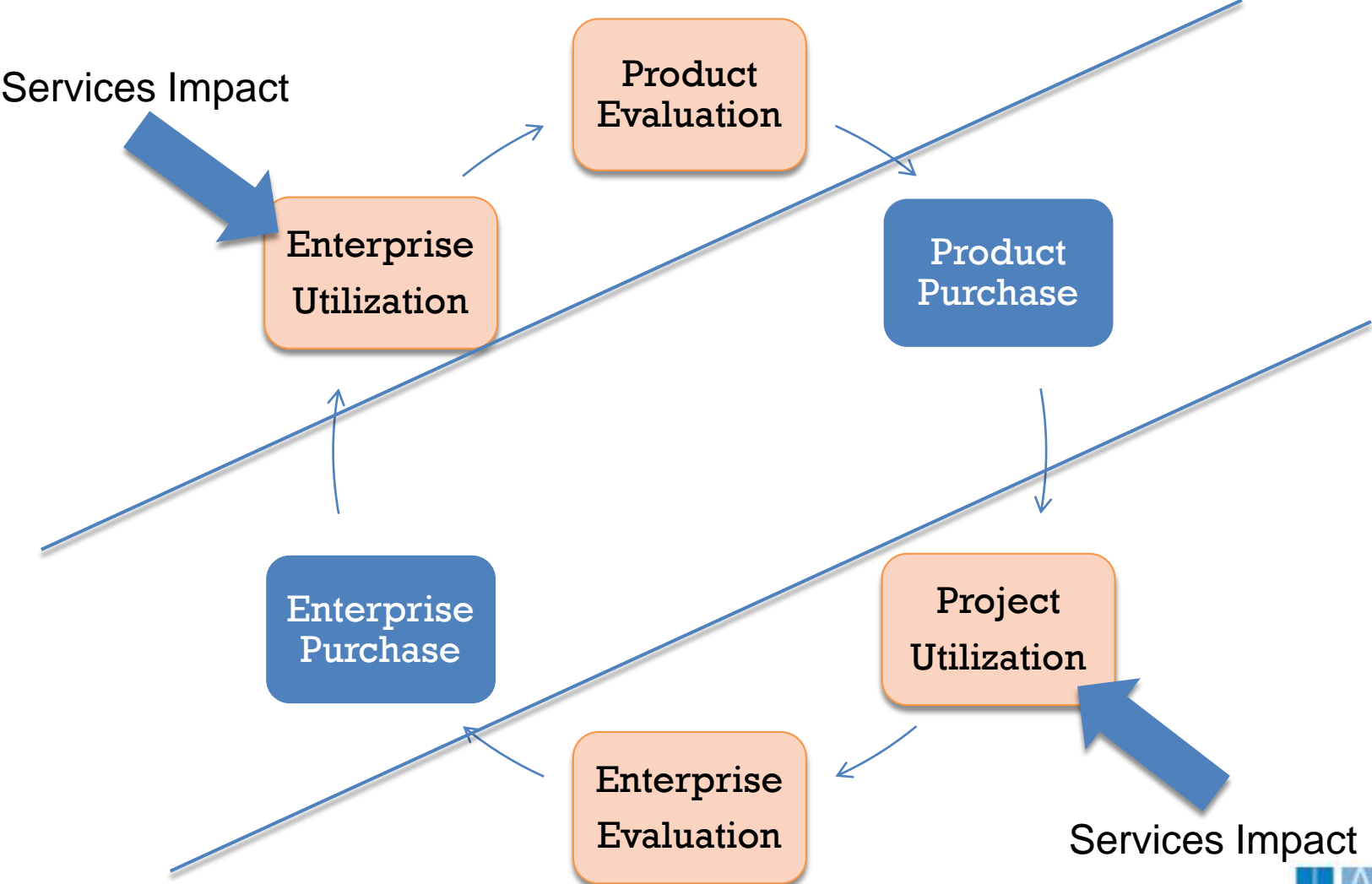
- Architects increase customer product/service demand
- Architects increase project success
- Architects increase customer satisfaction

- Additional Benefits
 - Increased profitability from technology
 - Increased business agility
 - Increased IT/business visibility

Product Demand Cycle Impact



Services Demand Cycle Impact



How Architects Impact Project Success

- Architects redefine project success in customer business terms (not always time to market, cost or requirements based)
- Architects help projects run faster and smoother
- Architects only build what is strategically valuable

How Architects Impact Customer Satisfaction

- Architects speak the language of both IT and business
 - Better communication = better customer satisfaction
 - Better communication = better opportunity recognition
- Architects often detect hidden success criteria
- Architects will find and work with the REAL customer not just the “users” and “stakeholders”

Initial Course Offering

Course	Length
Architect Core	5 days
Software Architecture	5 days
Infrastructure Architecture	5 days
Information Architecture	5 days
Business Architecture	5 days
Human Dynamics	5 days
Business Technology Strategy	5 days

Potential Rollout by Region (needs discussion)

1. NA
2. Europe
3. APAC
4. LATAM / MEA



Rollout Schedule

- Rollout WW in 2 phases
 - US for 3-5 mo to gauge interest, uptake and delivery
 - World Wide based on a regional schedule (TBD)
- Each region rolls out in 3 phases
 1. Smaller course schedule using shared MTC facilities and Iasa instructors
 2. Scale schedule and locations based on demand
 3. Dedicated Iasa facilities for mature demand

Future Direction

- Iasa Course Growth
 - Skill depth in strategic consulting – governance, valuation, domain specific
 - Depth technology focus through skills and partner enablement
- Partner capability network
- Architecture delivery maturity model

Step 1 – Getting Registered

- Launch IASA Global Portal @ http://www.iasaglobal.org/iasa/ART_Program.asp

ART Program

Preparing for the Future



Global customers demand an international standard of excellence in technology architecture. From significant cost savings to brand new lines of business, architecture is a major contributor to the bottom line. The Microsoft Partner Network has identified IASA as this industry standard for architect training and certification.

As a Microsoft Partner, we are offering you the opportunity to train your team to build dramatic new lines of business through advanced technology offerings and capabilities. With these strategic technical resources, in pre-sales and architecture, you will be able to attract new customers and deepen your relationships with existing customers.

Premier Architect Training For Microsoft Partners

Partner Offer

20 architect level training courses for only \$10k.

Only 50 partner spots available before Jan. 2012.

"Finding services companies that can provide strategic consulting at the architecture level is one of my top priorities this year".
Senior Director,
\$76 billion US company

- Download Offer 
- Download Courses 
- Download the PPT 
- Join the Program
- Contact Us 

Step 2 – Press the Join Now Button

- Launch IASA Global Portal @ http://www.iasaglobal.org/iasa/ART_Program.asp

The offering contains *20 of our 5-day training courses* for developing critical architect skills:

- Train 2 people through 10 courses or 20 people in one 5-day course or any combination in between
- Receive a total of \$50,000 of training for \$10,000 (an 80% discount)
- 7 courses available at launch
- 3 training locations available throughout the US with more to come
- Courses develop student skills through online and in-person instructor led material
- Real-life workshops taken from industry ensure immediate application to your business

Join the Program Now

View the Calendar

Step 3 – Select the Membership

Company Membership Enrollment Form

You will be able to review your information and make changes at the end of this process. Do not press the "Back" button or you will lose the information you've entered.

New Enrollment

*Select Membership Type

	Fee		Name
<input checked="" type="radio"/>	\$10,000.00	This fee is associated with organizations signing up for a corporate training subscription.	Architecture Readiness and Training This is a special annual offer for organization partners. You will receive 20 training sessions for the price of \$10,000.

Submit

Step 4 – Fill in Company Details

- Fill out all of the information required for your company

Company Membership Enrollment Form

You will be able to review your information and make changes at the end of this process. Do not press the "Back" button or you will lose the information you've entered.

New Enrollment

*Company

Select Membership Type Architecture Readiness and Training

Address

Address 2

Address 3

*City

State

*Country

Zip

Step 5 – Enter Corporate Contacts

- Add contacts for managing your accounts

Collected Information Summary Edit General Information

Company Tinkleman2
Amount \$10,000.00
Membership Type Architecture Readiness and Training

Company Contacts - Tinkleman2

No company contacts have been added so far.

Type	Last Name	First Name	Phone	Email	Action
Architect Contact					Add New
Billing Contact *					Add New
Education Contact					Add New
Main Contact *					Add New

See [here](#) for more details on membership types



Step 6 – Complete the Payment

- Note if you select bill me your company won't be approved until payment is received

Payment

You are almost done with the enrollment process. Please select how you want to pay for the membership and fill out the necessary data for the option you select. Once your membership is approved, all new contacts listed on the enrollment form will be emailed their username and password.

Payment Information [Back to Summary](#)

Company Name lasa
Amount \$10,000.00

Credit Card

Credit Card

* **Name** *Name as it appears on the credit card*

Type

* **Number** *Credit Card Number*

* **Exp. Date** *mm/yyyy*

Other

Bill Me
 Check

Step 7 – Check out the Calendar

- <http://www.iasaglobal.org/iasa/calmonth.asp?mode=NEW&CID=99>

Use the controls below to filter the events that appear on your calendar.

February ▼ 2012 ▼

Categories Corporate/ART Training

Country All ▼ State/Province All ▼

To view event details, click on the title of the event or click "Table View"

<< February 2012 >> Table View

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
			Associate Infrastructure Architecture - ...	Associate Infrastructure Architecture - ...	Associate Infrastructure Architecture - ...	

Step 8 – Select a Course

Associate Infrastructure Architecture - Corporate/ART Class

[Add to Cart](#)
[Export To Outlook](#)

Description

Syllabus

Downloads

Why Take This Course

As the capstone for the associate infrastructure architect curriculum this course provides the final elements necessary to the knowledge and practice of the profession. During the course you will explore the infrastructure engineering and delivery practices that distinguish you as a infrastructure architect. The program builds on the IT environment skills and design skills learned in the foundation associate courses.


Event Date

1/30/2012 - 2/3/2012

Location

Austin

Address

11044 Research Blvd
Suite B400
Austin, Texas 78759
[Yahoo Map](#) 

Step 9 – Register

My Cart - Registrants My Cart | Search Courses | Search Events | Add Registrant

Name	Event(s) - Please select your registration profile	Action
1. Test Billing, Test Billing	Corporate Subscription - ART (1001) Start Date: 11/12/2012 End Date: 11/16/2012 Location: Austin	Member Registration (\$0.00) <input type="button" value="v"/> Remove
2. Test Registrant, Test Registrant	Corporate Subscription - ART (1001) Start Date: 11/12/2012 End Date: 11/16/2012 Location: Austin	Member Registration (\$0.00) <input type="button" value="v"/> Edit Remove

Step 10 – Acknowledgement

- You will receive two emails confirming your registrations.
- And that's it! You have joined the Iasa ART program and may register up to 20 classes over the 12 mo.

End

