

Novell Technical Training EMEA Partner Summit

MaryJo Swenson

Emma Silver

Alistair Cloughley

Susan Goetsch

Novell®

Training and the Marketplace

MaryJo Swenson

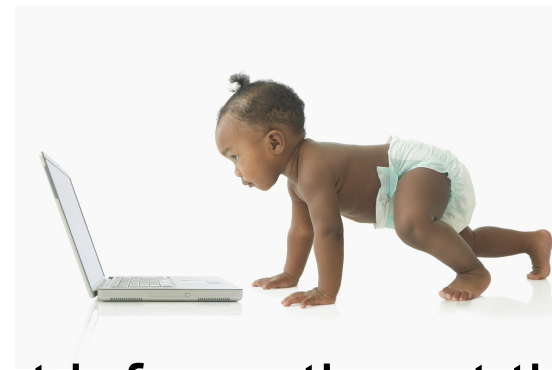
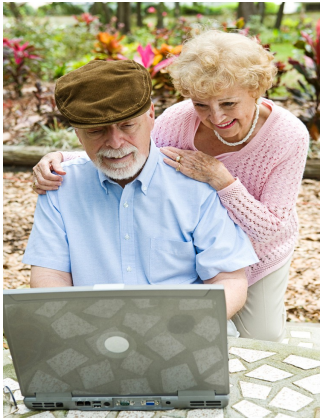
Novell[®]

The Effect of the Digital Age

- Digital Immigrants
- Digital Natives (CPA's)

**not Certified Public Accountants

Continuous Partial Attention



Immigrants and Natives want information at their fingertips when they need it, yet they still want the interaction with an instructor and the comfort of knowing instructional support is available.

The Effect of the Digital Age

- 53 Trillion Digital Pages will exist online in 2010
 - 1 million seconds ago=12 days ago
 - 1 billion seconds ago=Sept 1977(abt 32yrs)
- 1 trillion seconds ago=Stone Age started
- How are students and instructors going to work with and manage this huge amount of information?
- Who will be the “guides” to what is critical, relevant and real?



Novell Vision & Mission



- The impact of the digital world
 - We must change the way we expect people to learn
 - Information availability is affecting the way learning occurs



- The impact of the Internet
 - People want:
 - Information that is available immediately
 - Interaction with instructors
 - Access to instructional support



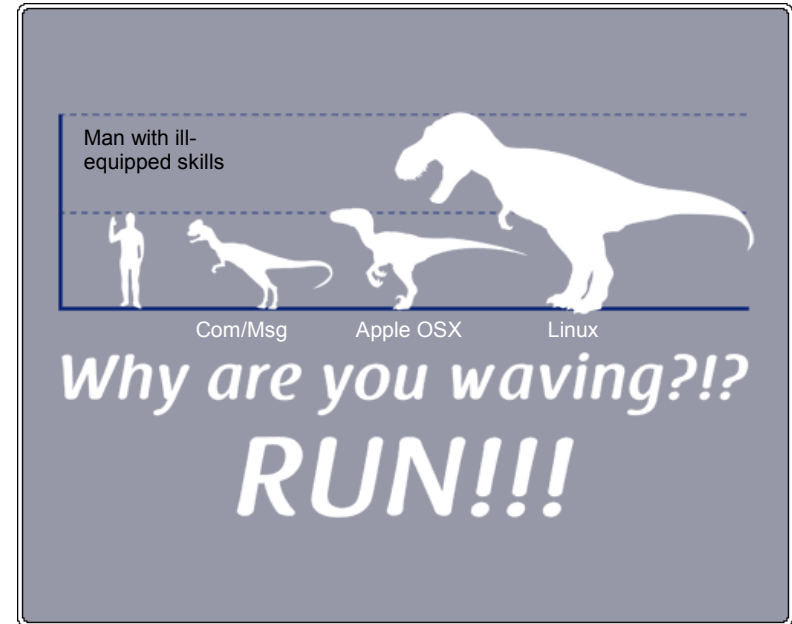
- We need to:
 - Harness these observations and incorporate them into training
 - Guide people to the relevant information online

Our Metrics



Current State of the Training Industry

- Continuous Linux market growth
 - Messaging and communications and operating systems were able to resist the overall downward trend in skills pay based on positive performance of three skills:
 - Unified communications/messaging
 - Linux
 - Apple OSX
- Growth despite difficult economic times
 - Chief learning officers (CLO's) highlight two areas of particular importance for investment:
 - Leadership Development
 - IT staff member skills development
- Continued moderate growth in Certifications
 - Drop in instructor led training delivery
 - Increase the use of e-Learning



Technical Training



Novell Training Services provides the global ecosystem to truly service the needs of all customers and customers.



Global Network of Authorized Partners



Blended Learning Offerings



Virtual Classroom



Performance Based Certification Programs



Globally Distributed Testing Centers



On-Demand/e-Learning



Custom Training/Advanced Technical Training

Focusing on Partners

Emma Silver

Novell[®]

Technical Training Programs

- ✓ Interesting facts and figures
- ✓ Training Partner Survey - highlights
- ✓ **NEW!** Training Partner program
- ✓ Up-coming Opportunities

Training Partners of the Year for 2009

Europe, Middle East and Africa:

Training Partner of the Year—QA, UK

Linux Training Partner of the Year—Torque IT, South Africa

Americas:

Training Partner of the Year—Nicomp

Linux Training Partner of the Year—Open Technology Group

Asia Pacific:

Linux Training Partner of the Year—G-jun, Taiwan

Global:

Instructor of the Year—Tony Cicirello of SwitchDesk, US

Academic Partner of the Year—NCL Solutions, Malaysia



Novell® Training Partner Awards Criteria for 2010

Linux Partner of the Year: One Partner / Region

* Linux Kit Distribution * Compliance * Business Plans Achieved *

Training Partner of the Year: One Partner / Region

* Kit Distribution * Compliance * Business Plans Achieved *

Academic Partner of the Year: One Partner Globally

* Kit Distribution * Compliance * Programs Inclusive of Novell *

Novell Instructor of the Year: One CNI Globally

* MTM Ranking * Compliance * Community Involvement *

2010 Top 10 Training Partners (Globally) year to date – by volume

↔ GJUN	Taiwan	APAC
↔ QA	U.K.	EMEA
17↑ Unizeto Technologies	Poland	EMEA
9↑ Combidata	Poland	EMEA
3↓ The Campus	Germany	EMEA
4↓ Torque IT	S. Africa	EMEA
5↓ Excom	Singapore	APAC
28↑ Westcoast Tafe	Australia	APAC
Riverhead	U.S.	NAM
8↓ Mindworks	U.K.	EMEA

2010 Top 10-20 Training Partners (Globally) year to date by volume

30↑	Computrain	Netherlands	EMEA
7↓	Certfirst	U.S.	NAM
6↓	Fountainhead	U.S.	NAM
22↑	Cornerstone	Sweden	EMEA
10↓	GFN	Germany	EMEA
15↓	Open Technology Group	U.S.	NAM
12↓	Compendium	Poland	EMEA
16↓	Horry George Tec	U.S.	NAM
	Twice IT Training	Netherlands	EMEA
27↑	QEQ	Netherlands	EMEA

Top 10 Kits (Globally) year to date

- (2) 3071 SUSE Linux Enterprise Server 10 Fundamentals
- (1) 3072 SUSE Linux Enterprise Server 10 Administration
- (4) 3098 Novell ZENworks 10 Configuration Management Administration
- 3101 SUSE Linux Enterprise 11 Fundamentals
- 3102 SUSE Linux Enterprise 11 Administration
- (9) 8004 Novell ZENworks 10 Configuration Management Advanced Administration
- 3103 SUSE Linux Enterprise Server 11 Administration
- (3) 3073 SUSE Linux Enterprise Server 10 Advanced Administration
- 8008 Platespin Workload Management Administration

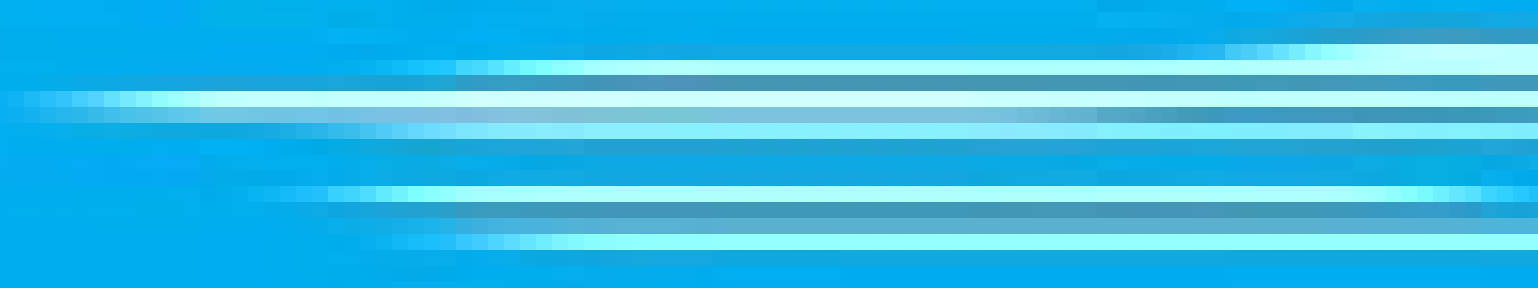
Training Partner Reach

- 70% of customers use the Course Locator when searching for Novell training – make sure you have your courses listed.

Novell Course Locator:

- ✓ 3,000 visits per month
- ✓ 85,000 courses scheduled globally (year to date for this Financial year)
- ✓ New course locator in development
- ✓ All marketing campaigns drive customers to this site

Training Partner Survey
we are listening to what you tell us...

A series of horizontal lines in various shades of blue and cyan, located at the bottom of the slide, creating a decorative border.

Survey Overview and Methodology

Purpose: Understand what types of marketing and supporting tools and materials are most useful to training partners and; (2) understand where partners see the training growth coming and are focusing their training businesses for FY2010 to focus Novell efforts on these areas in FY2010 to help drive mutual training business

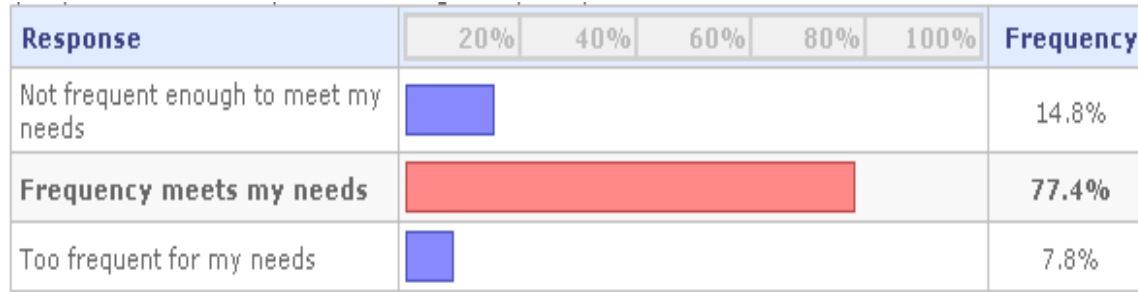
Audience: All 454 global training partners invited to participate via email invitation and online survey with prize drawing incentive

Response: 27% response rate with 121 partners responding to online survey

38% from Americas, 56% from EMEA, 6% from APAC

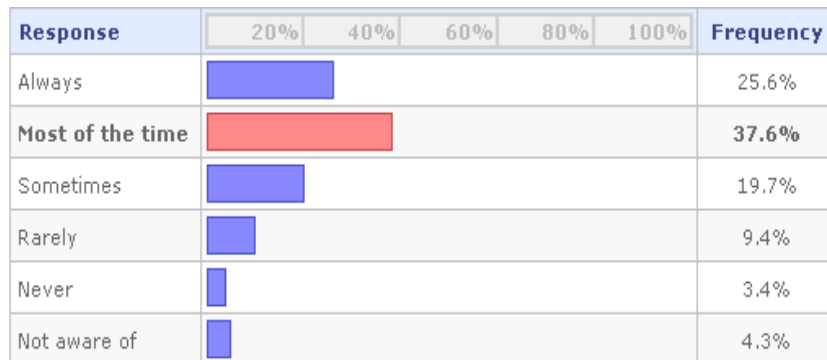
Novell Training Partner Information Frequency and Use

How well does the frequency of information you receive on Novell training opportunities, programs and tools meet your needs?



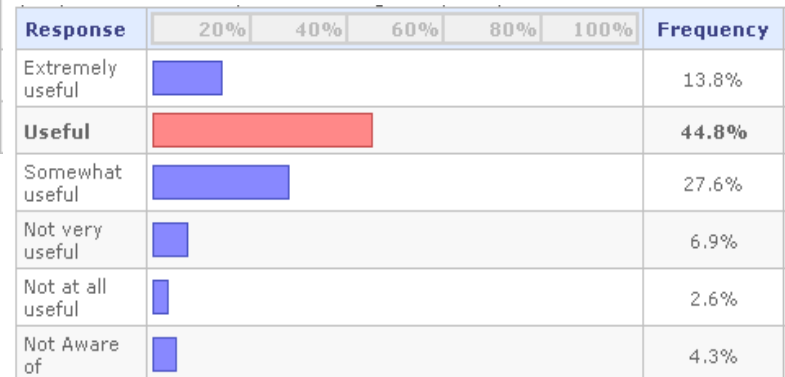
The majority of partners (¾) feel that the frequency of information from Novell on training opportunities and programs meets their needs.

How often do you read issues of the “In the Loop” partner newsletter from Novell Training Services?



2/3 of partners read “In the Loop” always or most of the time, with 59% indicating it was useful to very useful -- additional 28% indicated it was somewhat useful

How useful do you find the content of the “In the Loop” partner newsletter?



Usefulness of “Novell Course and Test Highlights” Document

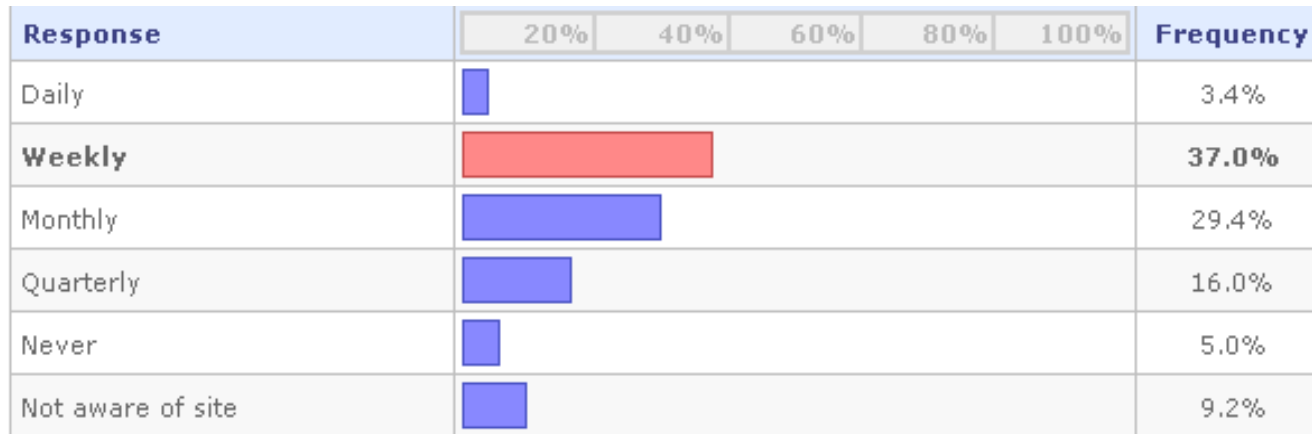
How useful do you find the “Novell course and test highlights” document?

Response	20%	40%	60%	80%	100%	Frequency
Extremely useful						18.2%
Useful						49.5%
Somewhat useful						26.3%
Not very useful						2.0%
Not at all useful						4.0%

68% of training partners find the Novell course and test highlights documents useful to extremely useful.

Novell Channel Link Web Site Frequency of Use

Which of the following best describes how often you visit the the Novell Channel Link website for Training partners?



Weekly and Monthly were the two most regular intervals of use for the Channel Link Web Site pointing to the optimal refresh of training partner content on the site to serve training partners.

Improved Partner Enablement and communications

- **Quarterly Spotlight:** To better enable all facets of your business with the tools they need to succeed. Who has participated in our Spotlights?
- **Coming soon ! Sales Reference Cards:** Updated with the latest certifications and courses.
- **Quarterly Platinum Partner calls**
- **NCTS:** Specific Sales training for your sales staff
- **e-Communications:** e-mails are sent outlining important information regarding course outlines and release dates as well as 'In the Loop'
- **New Advisory Board:** To advise us on strategic topics and better enable us to meet your needs and allow you to shape and influence what we do.
- **Success Stories:** Submit stories online
- **New standardized Business Plan Template :** to allow us to measure and assess all partners equally

Sales Reference Cards

How does this improve MY sales ability?

Sales Reference Cards

- At the end of 2009, in the Training Partner survey that we conducted the Sales Reference Cards were shown to be one of the most useful tools with a third of respondents finding them 'most useful'.
- We are currently updating them with all the latest course and test information.
- This enables you to keep track of the most current Novell® courses, eliminating confusion about what's most relevant for your customers.

Novell® Certified Training Salesperson

Optimizing Your Sales Team

Make sure your sales staff are trained....

In the Training Partner survey 54% of you told us that you found this very useful. Find the NCTS materials on channel Link and make sure your sales people are up to date and test their knowledge with the on-line exam.

- Why does this matter to you?
 - better informed sales people = MORE revenue

New Partner Program

A series of horizontal lines in various shades of blue and cyan, located at the bottom of the slide.

Our Commitment

Novell® *remains* focused on:



Enabling partner growth



Investing in partner profit potential



Accelerating partner success

New Partner Program

Partner-Centric Strategy and Momentum

Value-Based Approach

Simplified Specialization Model

Performance Values

Entry Values

Eliminating Program Fees

Benefits Structure

Performance Values



Recognize unique value of each partner
Reward for value delivered to customers
Align resources and investment to drive maximum performance

Assess and evaluate performance of **existing partners** to manage levels and specialization based on three criteria:

Revenue—annual revenue by specialization, including a minimum percentage of new revenue

Certification—achievement of required sales and technical certifications

Customer Satisfaction—customer assessment of partner services and quality

* Measures vary by specialization. Values reflected pertain to Solution Providers and Regional System Integrators.

Performance Values

Training Partners

TRAINING PARTNERS	GOLD	PLATINUM
Appropriate Classroom setup	Yes	Yes
Use of authorized Novell courseware	Yes	Yes
Use of authorized Certified Novell Instructors (CNI)	Yes	Yes
Use Novell Course Locator to promote courses		Yes
Meet market demand with range and frequency of course offerings		Yes
Revenue*		≥\$25
Maintain good financial standing with Novell	Yes	Yes
Metrics that Matter	≥7.75	≥7.9

* Annual kit revenue in thousands of US dollars; service revenue excluded

Training Partner Specialist Benefits

TRAINING PARTNER BENEFIT	GOLD	PLATINUM
MEMBERSHIP BENEFITS		
Program Certificate	Yes	Yes
Specialist Branding	Yes	Yes
Account Management	No	Yes
Access to Channel Link	Yes	Yes
“In the Loop” Newsletter	Yes	Yes
Regional/Virtual Meetings	Yes	Yes
SALES AND MARKETING BENEFITS		
Course Locator	Yes	Yes
Sales Leads	No	Yes
Success Story Submission	Yes	Yes
Advanced Technical Training Delivery <i>(additional requirements apply)</i>	No	Yes
TRAINING AND ENABLEMENT BENEFITS		
Train-the-trainer Participation	Yes	Yes

Looking Forward

A series of horizontal lines in various shades of blue and cyan, located at the bottom of the slide, creating a decorative border.

Highlights & Opportunities looking forward...

- Attending CompTIA EMEA Conference
 - 20/21 October, UK
- Novell Open Enterprise Server 2: Managing and Troubleshooting Advanced Services (ATT) 8016
- Novell Identity Manager 4
 - 2 courses coming out
 - > Novell Identity Manager 4: Administration (3109)
 - > Novell Identity manager 4:Entitlements,workflows and Roles Provisioning
 - New Certification:Certified Novell Identity Manager Administrator (CNIMA)

Questions

What would you like to ask?



Instructor Programs and Course Roadmap

Alistair Cloughley

Novell[®]

Instructor Programs - Review of 2009

Program year 2009 – Growth

- In year 2009
 - 71 CNIs joined the program
 - > Includes those reinstated to the program
 - Main area of expertise
 - > Linux
 - PlateSpin Instructors joined the CNI Program
 - > PlateSpin authorization is now completely integrated to the CNI program
 - Over all program growth approx 12%
 - > Does not include Academic Instructors



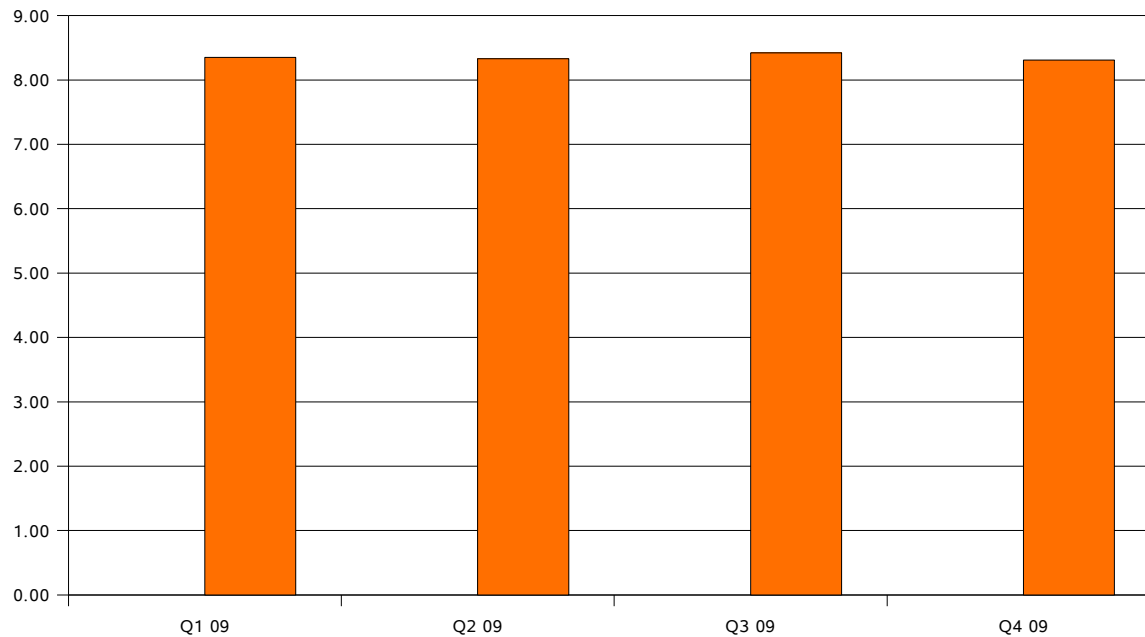
Novell.

Metrics that Matter

- Metrics that Matter is a central part of Novell Instructor Programs and Training Partner Programs
- Used to monitor
 - Instructor performance
 - Customer satisfaction
 - Courseware issues
 - Partner performance
- Key factor in the ACNI program

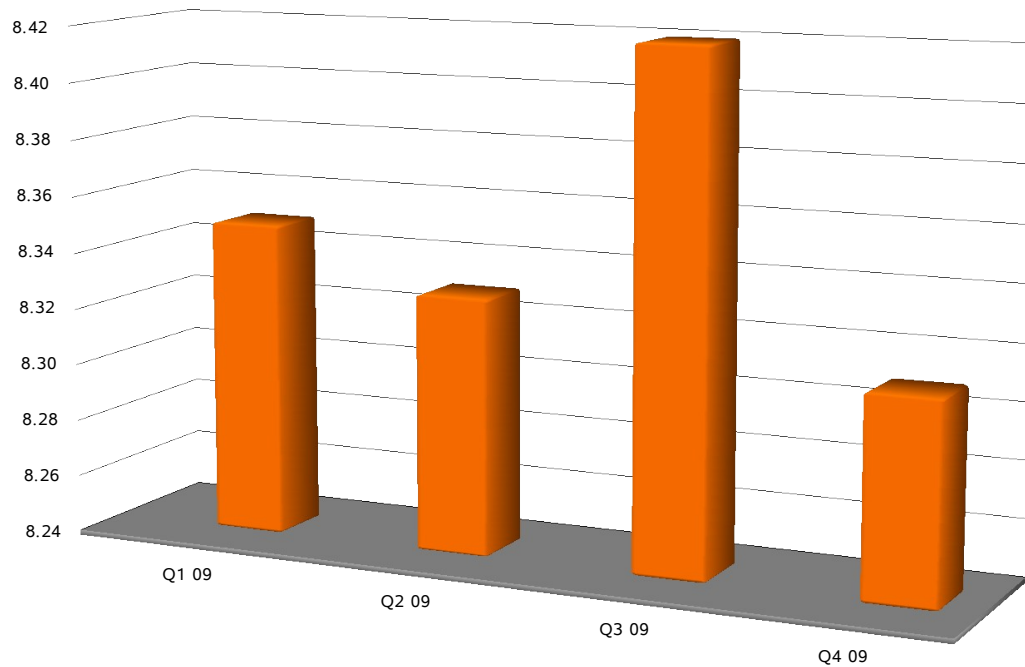
Program Year 2009 - MTM

- CNI – Customer Satisfaction



Program Year 2009 – MTM

- CNI – Customer Satisfaction, in close up



Instructor Events & Communication

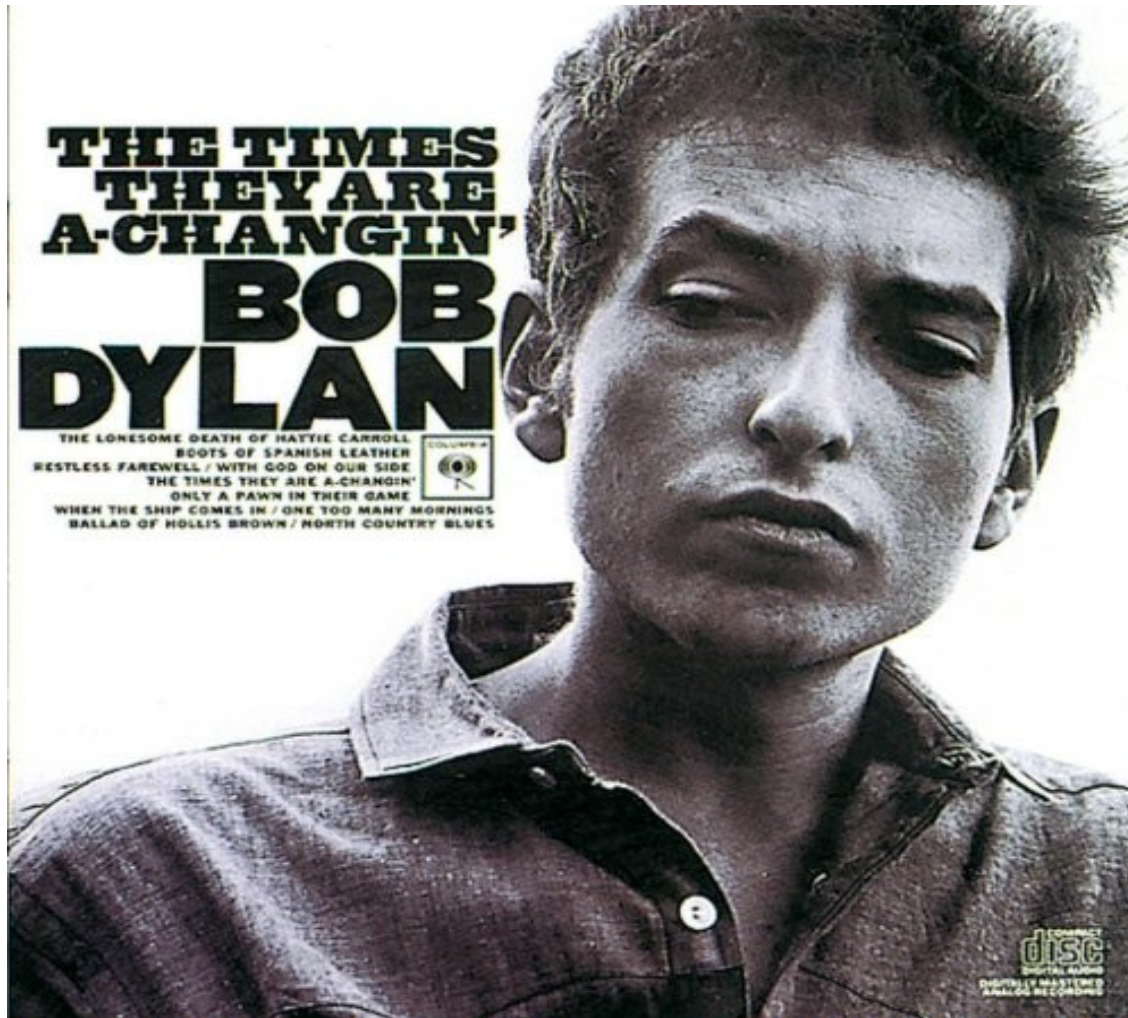
- Introduced Instructor VSummits
 - Quarterly online Instructor Summits
 - > Worldwide reach
- Twitter
 - www.twitter.com/novell_cni
- In the Loop Newsletter
 - Delivered to all partners and instructors monthly
- Instructor Newsletter



Program Updates

A series of horizontal lines in various shades of blue and cyan, located at the bottom of the slide.

As Bob said...



2010 Program Updates

- Key factors leading to program changes
 - Changes in the training marketplace
 - Quality vs Quantity
 - Novell Product Portfolio

- Intent is to
 - Support experienced instructors/consultants
 - Keep technical knowledge current
 - Help partners identify appropriate instructors
 - Foster new interest in CNI program

Key program changes

- Continuing Certification Requirement
 - CNE 6, CNE OES and CLP 9 no longer accepted as technical requirements for CNI program
 - April 30th 2010 was the end of the transition period
- Introduced new technical requirements
 - Allows for instructors with varied specializations in a move away from core OS-Only approach
 - > SLES
 - > ZCM
 - > IDM
 - > PlateSpin
 - > OES2

Key Program Changes

- MTM changes
 - No requirement to teach once per year
 - > For instructors with 3 years continual program membership
 - MTM Performance is more important
 - > Overall program target is 7.75
 - > MTM scores below 6.0 will result in potential expiry from the program

New Specializations

- Online Teaching Specialization
 - More partners are moving to online
 - Flexibility and economic reasons
 - Available now

- Blended Learning Specialization
 - Designing custom learning paths
 - Focused on learner requirements
 - Will be introduced in H2 2010

Advanced Certified Novell Instructor

- New program
 - Channel delivery of ATT level courses
 - Instructor is key to successful delivery
- Experienced Instructors
 - Based on teaching and product experience
 - Interview based selection
 - MTM is key to instructor selection



Train the Trainer

- Extended to include technical training
 - Important to provide technical updates as well as just course setup/design updates
- New formats tried
 - On line workshops
 - Video recordings of beta classes

Beta Participation

- Where possible posting beta content early
 - Causes some problems
- Introduced 'focus groups'
 - CNIs with experience of teaching related courses
 - Review course material and contents before/during development
 - First course was 3107 (CLE 11)
 - > Also with 3108 – experience from 3107 helped improve the process with 3108

Course and Exam Roadmap

The slide features a solid blue background. At the bottom, there are several horizontal lines of varying shades of blue and white, creating a decorative border.

Roadmap and looking ahead...



Course and Test Roadmap

Recently Released Channel Certification Courses

- 3101 SLE 11 : Fundamentals
 - Updated to include LPI addendum
- 3102 SLE 11 : Administration
 - Updated to include LPI addendum
- 3107 SLE 11 : Certified Linux Engineer 11
 - New 5 day course to prepare candidates for CLE 11 exam



Course and Test Roadmap

Recently Released ATT courses for channel delivery

- 8013 Novell GroupWise 8 Advanced Administration
 - First of the new channel delivered ATT classes
- 8014 SLE 11 : Managing Virtualization with XEN
 - 3 day advanced XEN virtualization class

These classes require an ACNI and Platinum partner status

Courses in Development and Planning

The slide features a solid blue background. In the center, the text "Courses in Development and Planning" is written in a white, sans-serif font. At the bottom of the slide, there are several horizontal lines of varying shades of blue and white, creating a decorative border.

Courses in Development

- 8015 Managing Assets with Novell ZENworks Asset Management
 - ATT level class
 - Focused on using the Asset Management functionality of ZCM 10.3
 - 3 days
 - Scheduled for release 28th May 2010

Courses in Development

- 3108 – Novell ZENworks 10.3 Configuration Management Administration
 - 5 day channel course
 - Replaces courses 3098 and 8004
 - Updates content to cover SP3
 - > Many new features since SP1 release
 - Combines the content of 3098 and 8004
 - > Feedback is that often the content is taught in a combined manner
 - Scheduled for release 30th June 2010

Courses in Development

- 8016 – Novell Open Enterprise Server 2 : Managing and Troubleshooting Advanced Services
 - ATT Level class
 - Content based on OES2 SP2
 - > Includes
 - » Installation servers
 - » Migrate / Upgrade using the latest utilities
 - » Advanced NSS, iPrint and eDirectory management
 - » Domain Services for Windows
 - » OES2 Troubleshooting
 - 5 days
 - Scheduled for release 2nd July 2010

Courses in Development

- 3109 – Novell Identity Manager 4 : Administration
 - 5 day channel course
 - Based on the new IDM 4 product
 - More advanced content than previous IDM 3.x administration courses
 - Includes content which was previously included in ATTs
 - Forms part of new certification track
 - Scheduled for release 10th September 2010

Courses in Development

- 3110 – Novell Identity Manager 4 : Entitlements, Workflows and Roles Provisioning
 - 5 day channel course
 - Based on ATT Roles Based Provisioning course
 - Forms part of new certification track
 - Scheduled for release 24th September 2010

Certifications and Exams in Development

A series of horizontal lines in various shades of blue and cyan, located at the bottom of the slide.

Certified Linux Engineer 11 (CLE 11)

- Updated CLE certification
- Based on contents of course 3107
- Revised content based on extensive Job Task Analysis
- Practicum format exam
- Beta cycle due in May
- Scheduled for release 21st June 2010

Certified Novell Identity Manager Administrator (CNIMA)

- New IDM 4 certification
- In early development
- No firm release schedule available yet

Any Questions ?

A series of horizontal lines in various shades of blue and cyan, located at the bottom of the slide.

EMEA Specific Updates

Susan Goetsch

Novell[®]

EMEA Top 10 Student Kits FY2009

Course Title		
#1	3072	SLES 10 Administration
#2	3071	SLES 10 Fundamentals
#3	3073	SLES 10 Adv. Administration
#4	3098	ZCM Administration
#5	3090	Deploying OES2 for Linux
#6	3088	Administering OES2 for Linux
#7	3091	Identity Manager Fundamentals
#8	3089	Implementing OES2 for Linux
#9	8008	PlateSpin Workload Management Admin.
#10	7010	CLP 10 Bundle (3 kits)



EMEA Top 10 Student Kits (since Nov)

Course Title		
#1 (1)	3072	SLES 10 Administration
#2 (4)	3098	ZCM Administration
#3 (13)	3101	SLE 11 Fundamentals
#4 (2)	3071	SLES 10 Fundamentals
#5 (9)	8008	PlateSpin Workload Management Admin.
#6 (15)	3102	SLE 11 Administration
#7 (16)	3103	SLES 11 Administration
#8 (3)	3073	SLES 10 Adv. Administration
#9 (7)	3091	Identity Manager 3.5 Administration
#10 (11)	8004	ZCM Adv. Administration



EMEA Top 10 Training Partners by Revenue

Ranking FY09	Ranking FY10 (Nov 09- Apr 10)
#1 QA-IQ (now QA)	QA-IQ (now QA)
#2 the campus GmbH	the campus GmbH
#3 GFN AG	Compu'Train
#4 Torque-IT	Cornerstone
#5 Mindworks	GFN
#6 Altéa Services	Unizeto Technologies
#7 Cornerstone Sweden AB	Combidata
#8 QeQ	Mindworks
#9 Combidata	Twice
#10 TraiCen GmbH	QeQ

EMEA Top 10 Training Partners by Kit Volume

	Ranking FY09	Ranking FY10 (Nov 09- Apr 10)
#1	QA-IQ (now QA)	QA
#2	the campus GmbH	Unizeto Technologies
#3	Torque-IT	Combidata
#4	Mindworks	the campus GmbH
#5	Combidata	Torque-IT
#6	GFN	Mindworks
#7	Compendium	Compu'Train
#8	Altéa Services	Cornerstone
#9	NetCB	GFN AG
#10	Unizeto Technologies	Compendium

Novell.[®]

Unpublished Work of Novell, Inc. All Rights Reserved.

This work is an unpublished work and contains confidential, proprietary, and trade secret information of Novell, Inc. Access to this work is restricted to Novell employees who have a need to know to perform tasks within the scope of their assignments. No part of this work may be practiced, performed, copied, distributed, revised, modified, translated, abridged, condensed, expanded, collected, or adapted without the prior written consent of Novell, Inc. Any use or exploitation of this work without authorization could subject the perpetrator to criminal and civil liability.

General Disclaimer

This document is not to be construed as a promise by any participating company to develop, deliver, or market a product. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. Novell, Inc. makes no representations or warranties with respect to the contents of this document, and specifically disclaims any express or implied warranties of merchantability or fitness for any particular purpose. The development, release, and timing of features or functionality described for Novell products remains at the sole discretion of Novell. Further, Novell, Inc. reserves the right to revise this document and to make changes to its content, at any time, without obligation to notify any person or entity of such revisions or changes. All Novell marks referenced in this presentation are trademarks or registered trademarks of Novell, Inc. in the United States and other countries. All third-party trademarks are the property of their respective owners.

