



CEdMA Certification SIG

“Managing Certification Results Data”

12 August 2011

Agenda

■ Brief Introduction (Joan Lee, Genesys Products, Alcatel-Lucent)

- Providing the correct level of certification results information to appropriate stakeholders can be one of the biggest concerns we have.
- Several committee members will present experiences, guidelines and lead a discussion regarding how to manage certification results data.

■ Topics

- Information Release Issues (Liz Burns, Juniper Networks)
- Managing Results Data and Reports (Joan Lee, Alacatel-Lucent)
- Introduction to New VUE Reporting Tools (Joe Cannata, Brocade)
- Summary of Feedback: Future Meeting Topics (Joan Lee, Alcatel-Lucent)



CEdMA Anti-Trust Warning

CEdMA is a trade association which provides a unique opportunity for competitors to meet and discuss and learn from each other. Because of our status, however, we must exercise caution to assure that we protect CEdMA as an organization, as well as each of our individual members, from unintentional violations of the law. Please take a moment to review and familiarize yourselves with our **Antitrust Guidelines** on our website if you have any questions.



CEdMA CERT SIG MEETING INFORMATION RELEASE CHALLENGES

**Presented by:
Liz Burns – Juniper Networks
August 12, 2011**



Releasing Candidate Information – Who, How, What

CHALLENGE – Candidate information must be protected:

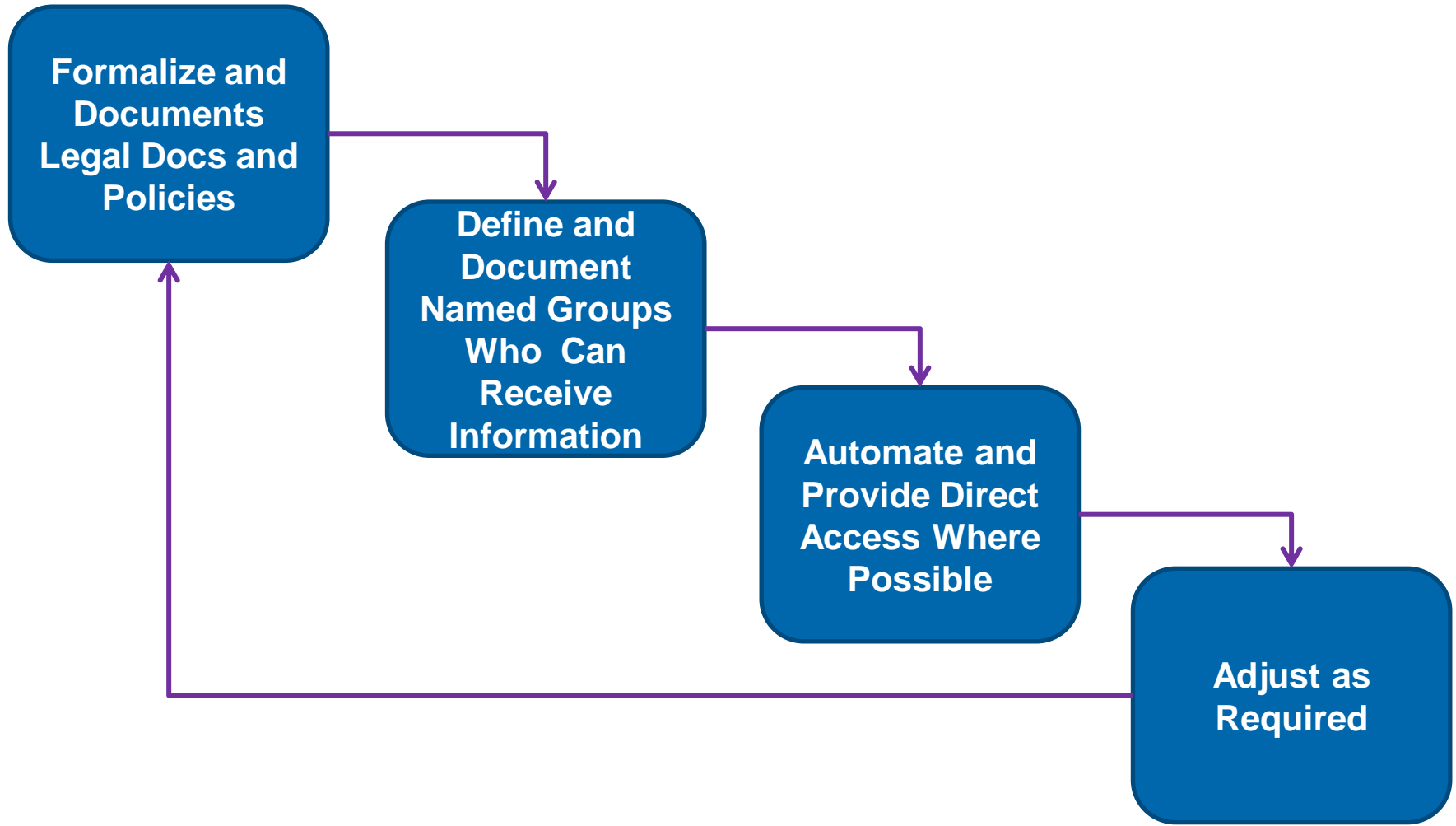
- Obligation to our candidates – this is their information, their certification
- Privacy laws across the globe
- Could be used to recruit candidates away from the employer who sponsored their certification

COUNTER CHALLENGE – Stakeholders require this information

- Partner programs to measure compliance
- Acct managers to report to partners/customers
- Field organizations to measure readiness

How to best balance these requirements?

Meeting the Challenge without Going Crazy!



Formalize and Document

With Candidates – Include in CA what information will be released, to whom and why:

5. Certification Information and Personal Data

5.1 Other Parties. Juniper Networks is entitled, but is not obligated, to make information concerning your certification status available to Juniper Networks partners, agents (“Agents”), customers; and the public; in writing or electronically. You have the responsibility for ensuring that your information is accurate and that Juniper Networks is kept aware of your current relevant information.

5.2 Data Protection. Juniper Networks uses appropriate and reasonable administrative, technical and physical measures to protect your Personal Data (defined below). You acknowledge and agree that Juniper Networks and the Program contractors and testing vendors (i.e. Juniper Networks Agents) may (1) collect, access, retain, transfer, disclose, use, or destroy (collectively, "Process") your personally identifiable information, including without limitation your signature; name; business address, telephone number, and e-mail address (“Personal Data”), to provide you the services under this Agreement, and (2) transfer your Personal Data across borders, including, without limitation, from the European Economic Area to the United States and/or between other countries as necessary to provide the services under this Agreement. You represent and warrant that any information that you provide to Juniper Networks or Agents, including without limitation, Personal Data, will be provided in accordance with all applicable laws and regulations. Notwithstanding anything to the contrary in this Agreement, you acknowledge and agree that: (1) Juniper Networks obligations and your rights under this Agreement shall not apply to any Personal Data or any other information that is required by any applicable law, regulation, government request, or judicial process, to be retained, disposed of, or disclosed; and (2) in no event shall Juniper Networks be held liable or responsible for any inaccuracies or omissions contained in any Personal Data or any other information at the time such data is received by or on behalf of Juniper Networks.

5.3 Release of Personal Data. Juniper Networks will provide information on your certification status as outlined in the Juniper Networks Certification Program information release guidelines. Certification status is required to verify individual and organizational compliance with specific partnerships and Programs within Juniper Networks as well as to communicate to the candidate Program changes, promotions and opportunities.

For more information regarding Juniper Networks privacy policy, see <http://www.juniper.net/us/en/privacy-policy/>.

Formalize and Document

Insure that your policies clearly state what information is confidential and what is communicated to whom, when and why

<http://www.juniper.net/us/en/training/certification/policies-exam/policies/#privacy>

Defined Named Groups and Give Access

We Give Access To:

- Partner Management – direct access to I7 data for self reporting
- Customer Acct managers
 - For key customers provide monthly proactively
 - All others as requested
- Juniper Field Management for their own people
 - As requested for now
 - 2012 plan to build regular reporting by organization

We never deliver a report directly to the partner or customer

- Must go through their acct manager

Other Related Issues

Safe Harbor requirements

- Most vendors (I7) now compliant and your legal can provide language required for CA, policies and websites that cover you

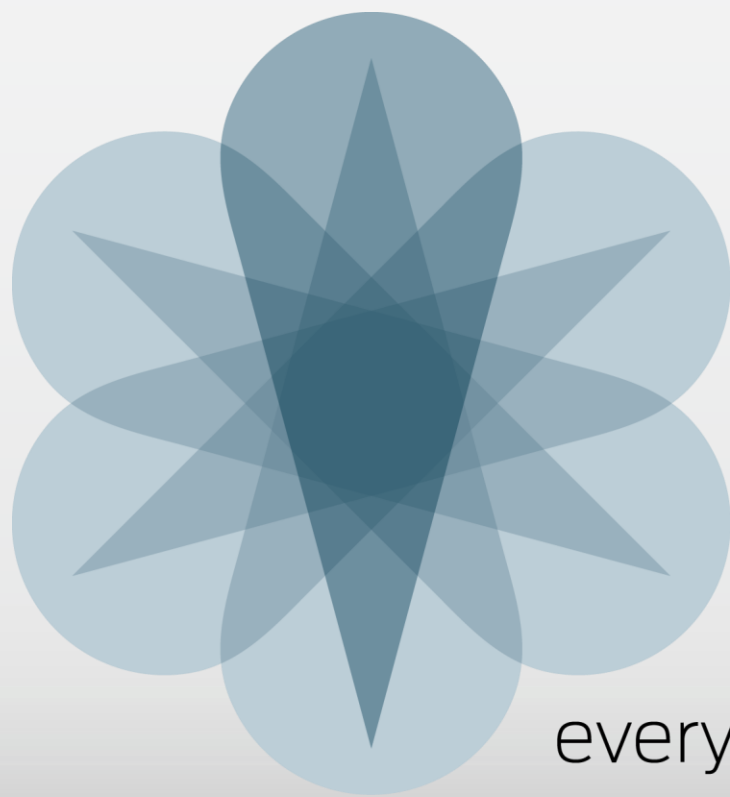
Candidates can always publish their credentials to anyone they want – and self report any info they like

- Our Instructor candidates must report their score as this is a requirement to be certified as an instructor

Partners, particularly in APAC, always asking for the certification status to stay with the company rather than the candidate

- Juniper does not do this. Candidate has proven skill and knowledge. Cannot take that away from them

Your Issues?



everywhere



“Managing Certification Results Data and Reports”

Joan Tice Lee (Alcatel-Lucent)

12 August 2011

Collecting Certification Data

- Certification Data contains demographic and exam results data
 - How/when is data collected (LMS, Prometric or VUE web registration)
 - Do candidates opt in regarding their demographic information
 - Who has access to this data
- Different Test Delivery Tools/Vendors Provide Different Access
 - Internal Delivery (ie QuestionMark and Prometric IBT)
 - External Delivery (ie VUE and Prometric CBT)
- Where is this data kept? Who can retrieve it?

Prometric CBT Exam Data and Results

- Collected by Prometric Web Registration
- Candidate creates/maintains a Candidate Profile
 - Demographic data (reported as cdr file in download)
 - Each candidate assigned a unique ID (reported in cdr and cnm file)
 - Each test registration assigned a unique test registration ID
- Prometric download every 24 hours
 - Download contains cdr and cnm files
 - Numerous data fields
 - Some data fields are more important to different stakeholders
 - Unique ID, Candidate Updated, Item Responses etc.
- Data must be pulled into internal database and reporting tool



Prometric IBT Exam Results and

- Collected by Prometric Web-Hosted Tool
- Candidate creates/maintains a Candidate Profile
 - Similar to Prometric CBT but customizable
- Results can be included in CBT results download or not
- Results Reports On-Demand
 - Download also contains cdr cnm files
- Data must be pulled into internal database and reporting tool
- Multiple Canned Reports Available



Reports Provided

- We provide bi-weekly and quarterly reports to:
 - Partner Organization (biggest stakeholder)
 - Used for Partner Portal
 - Education Operations
 - Customer Care
 - Used during escalation calls

- We provide reports to:
 - Partner Organizations who request Pass/Fail info (no demographic)
 - Individuals who request their results and information
 - Written request only
 - Rare occasions, we provide detailed analysis of results (topic level only)

- We provide on-demand reports of P/F to internal managers
 - Look up tool or report

Issues Surrounding Data and Reporting

- Maintaining Current Demographic information
 - Partners changing jobs
 - Individuals moving
- Maintaining Privacy
- Maintaining Security of Exam Results
 - Bigger problem than privacy