



## The Value of Dynamics 365 & CRM Certification

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**(The Real Reason Dynamics 365 & CRM Customisers and Developers should become certified!)**



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## Microsoft Certification Overview

Over the last 25 years, 5.5 million IT professionals, developers and office professionals have earned a Microsoft certification, including over 29,000 Microsoft employees.

Microsoft has invested heavily in certification and training because it is known, from third party and Microsoft's own research, that the certification process drives satisfaction for individuals as well as business owners.

## How Microsoft Certification Benefits the Employer

Microsoft certification reflects and validates real-world skills and experiences while improving the performance of IT professionals, developers and information workers. It adds value across all stages of an individual's career path, so it is valuable for job seekers, new and advanced skill building and upward career growth.



Certified individuals are more valuable team members, they can troubleshoot better, are more effective and more productive. In the IDC white paper, overall, individuals with certification were more valuable to organisations.

Microsoft certification is continually updated and measured for relevance in the market place, so it remains an effective tool for job satisfaction and career growth.

*There is a myth that IT professionals who earn certification leave the organisation quickly thereafter for better jobs. In fact, certification leads to higher job satisfaction and better employee retention, especially in the current economic climate.*

Certification training provides skills that professionals can immediately apply in a work situation. It also improves staff stability, which is a good criterion for companies to evaluate the return on investment of their training spend.

## How Microsoft Certification Benefits the Employee

As individuals advance in their careers, certification develops into a tool that adds value across all stages of an individual's career path. Certification is the key driver for staying current on the latest technologies and being eligible for pay rises and promotions.

*A Microsoft study found that nothing replaces experience to prospective employers - and the best validation is Microsoft certification. Certified professionals stand to gain more pay as well as being viewed as more productive and valuable.*

One of the key benefits of Microsoft certification for individuals is access to a professional community of peers. This community enables the IT professional to take advantage of networking and professional growth opportunities enjoyed by being a member of a community spawned by Microsoft.

See also *The Value of Microsoft Certification* YouTube video here [www.youtube.com/watch?v=vRbT5rfVJ20](http://www.youtube.com/watch?v=vRbT5rfVJ20)



## The Increased Demand for IT Certification

### *The IT Industry Challenge*

Globally, IT is facing some challenges. The aging workforce is a key trend worrying employers worldwide. As experience leaves a company, retaining or replacing knowledge will be critical. The effect of the lack of skilled IT professionals is already being felt. According to a Gartner study, 40% of operational downtime is due to operator error - attributable to a significant lack of training on core systems.

A recent study commissioned by the Computing Technology Industry Association that surveyed more than 3,500 IT Managers in 14 countries, found that there are gaps in several critical technical areas. There is a wide gap between the IT security skills that organisations want and the corresponding skills that workers bring to the job.

### IT Certification Growth

Today, the demand for IT certification has increased dramatically, with Microsoft alone experiencing a 24% growth over the last year. There are several studies that suggest there will be a significant gap in the next five to ten years between the demand for and supply of IT developers and professionals with the right technical skills. According to Certification Magazine, an IDC study places that gap at 40%.

IDC forecasts increased global spending on the IT education and training market and increasing demand for IT skills that will drive the need for more certification.



There is a growing body of research that confirms the positive impact certification has on IT organisations. A study by IDC looked at 1,200 IT teams, examining the relationship of team performance to the percentage of the team certified by Microsoft on a variety of technologies. The study concluded that certification correlated positively to organisational performance improvements.

## Why use Training 4 Dynamics 365 & CRM for Certification?

### Experience, Dedication & Focus

Training 4 Microsoft Dynamics 365 & CRM, a Microsoft Partner, has over 25 years' experience of Dynamics 365 & CRM as well as other CRM systems. We use this expertise to ensure that our clients have both the theoretical knowledge supplied by Dynamics 365 & CRM courses and the practical knowledge that can only come from certified trainers with significant practical experience as CRM consultants and developers.

When purchasing Microsoft certification packages, we agree that you should 'shop around' to get the best deal. But, don't just look at the published price... you should compare the package as well. Often, it's hard enough to get a large training spend authorised in the first place, without having to go back to the beginning for additional costs such as exams.



That's why everything you need to obtain your certification is included:

- Exclusive Dynamics 365 & CRM manual supplied for each course.
- All relevant Microsoft Exams, as stated in the boot camp.
- Free resits on any part of the Bootcamp course any time in the next 12 months to help you fill in any gaps in your knowledge between when you attend your course and when you get around to using that part of the CRM stack.
- Full exam coaching both in face to face sessions and, if needed, via follow-up Skype screen sharing sessions, focusing on parts of the system you need help most with.
- Ongoing support from a Microsoft Certified Trainer.
- 12 months in which to complete your certification.
- Significant savings from published prices.

## The Real Reason CRM Customisers and Developers Should Get Certified – To Learn your Dynamics 365 & CRM Framework!

While the testimony below refers to CRM for .Net Developers, the same can and has been said for customisers and developers from the entire Dynamics 365 stack.

### **Why?**

Because Dynamics 365 & CRM is first and foremost a Business Development Framework (sometimes called a Business Application Platform).

### **What does this mean?**

See a few of the many real-life examples of Dynamics 365 & CRM with Microsoft's 90 second video *Introduction to xRM. One Platform. Many Applications* here:

<https://www.youtube.com/watch?v=Yru5CkANOKA>

For a more detailed look at xRM, please see the definitive white paper called *Microsoft Dynamics CRM as a Business Application Platform*, available for download from our web site here:

<http://www.training4microsoftcrm.co.uk/downloads/Ascentium-Microsoft-Dynamics-CRM-as-a-Business-Application-Platform.pdf>



## Why Certify? – Perspective of a very experienced IT Guru and MCT

When it comes down to it, staying current with your certification means that you are familiar with all of the new features and tools of the current release of the Framework.

*"In my role as a MCT Regional Lead, I get asked a lot of questions. One of the rapidly recurring questions is "I'm a developer. Why should I get certified?" Most people expect me to respond with something about job security or income increases. However, this is not the typical answer I offer. **The real reason you should get certified is to learn your CRM framework.***

*The CRM framework has been in a state of rapid (r)evolution in recent years. More companies, including Microsoft, are moving to a rapid release schedule.*

***As developers, we have a tendency to start a project with a given framework and a given set of tools. We use these frameworks and tools for months, even years, as the technological world marches forward.***

*I started a project in the later parts of .NET 2.0. By the time the project ended, .NET 4.0 had been released. After 2 years on a project, I might as well have changed my name to Rip Van Winkle.*

*When a developer stays on top of his or her certifications, he or she keeps a mental inventory of tools that have become available. As developers, we are often not able to keep on top of every advancement in our field.*

*However, the **certification tests do two things. First, it proves to your employer or contracting official at you have knowledge of the current trends.** I may not have written a Windows Store App that needed Semantic Zoom, but I now have proof that I am familiar with it.*

***Second, and more importantly, it gives you the tools to quickly merge into new areas.*** I have often joked that 2% of my brain lives in my head. That 2% is the index terms into the other 98% of my brain, which lives on the web.

*For example, I was recently working on a side project that required me to access a third-party RESTful service. All of my professional work has used WCF. Since I have stayed current on my certifications, I had an academic knowledge of what I needed to do. Using this knowledge, I was able to effectively find the information I needed to consume this service in a matter of minutes.*

*There are very few ways to quickly prove to yourself that you really have touched the breadth of knowledge in a specific area.*

***Certification are a way to not only guide you through the roots of emerging technologies, they offer you a way to measure your understanding of these new technologies.***

***As a professional that lives or dies by my ability to stay current, I find great value in spending a little time, money and effort keeping my certifications current. While it does benefit my professional endeavours, the satisfaction I get knowing I'm prepared for any challenge that may come with my next project is priceless."***

Chris Gardner (Regional Lead)

From <http://born-to-learn.mslearn.net/btl/b/weblog/archive/2013/06/18/the-real-reason-developers-should-get-certified.aspx>



## CRM Certifications - Questions and Answers

**Q1 - I am unsure of Dynamics 365 & CRM certification requirements for partners, because the Microsoft web site is confusing to say the least.**

**A1** - We sympathise as Microsoft's own certification site leaves a lot to be desired.

However, help is at hand. Visit our simplified guide to Dynamics 365 & CRM certification requirements on our Training 4 Dynamics 365 & CRM sites here

<http://training4dynamics365.co.uk/courses/microsoft-crm-certification.html>

<http://training4microsoftcrm.co.uk/courses/microsoft-crm-certification.html>

**Q2 - What is the Dynamics 365 & CRM re-certification requirement?**

**A2** - To ensure that our certifications are meaningful and valuable indicators of candidates' skills, Microsoft has implemented a recertification requirement for the Dynamics 365 & CRM certifications. Dynamics 365 & CRM candidates will be required to recertify every two years.

**Q3 - Do Training 4 Dynamics & CRM include ALL that is required in their certification route price?**

**A3** - Yes. We can even tailor the route to suit your experience and knowledge, giving you a price for your specific requirements.

**Q4 - I have heard that some of the Dynamics 365 & CRM exams are quite difficult.**

**A4** - That is correct. However, Training 4 Dynamics 365 & CRM is uniquely positioned as the only dedicated CRM training partner in the UK to help you and your team pass your CRM exams. Our trainers are some of the most experienced CRM trainers in the UK. They know many of the trick questions that included to catch out weary students.

*Please feel free to call us on 01225 311056 or email [enquires@Training4MicrosoftCRM.co.uk](mailto:enquires@Training4MicrosoftCRM.co.uk) if you have any other questions and we will be happy to help you.*