

The reliable way to manage and verify credentials



proven expertise.

Founded in 2001, Pearson Credential Management combines the expertise of a team of leaders and visionaries from the certification and data management industries. Having helped create the modern credentialing model and the underlying computer-based testing technologies, our team possesses a uniquely intimate knowledge of the credentialing industry, with proven track records going back over 30 years.

A growing industry with growing challenges

But as the range and complexity of professional credentials has grown — along with their significance and demand in the global marketplace — so too have the challenges associated with managing and verifying these precious commodities.

Because without an efficient system for administering programs, tracking tests and reporting results, the entire industry loses out: from the sponsors and partners whose financial prosperity depends on bringing valuable

credentials swiftly to market, to the candidates whose very careers hinge on the accessibility — and validity — of those credentials.

Today's fragmented landscape of different companies using different methods not only subjects employers to a laborious and unreliable verification process, but exposes sponsors to the potential for gross inefficiencies, fraud, credential devaluation and steep financial losses—robbing you of what could otherwise be a valuable investment.

Until now.

A single, centralized solution.

The core of Pearson Credential Management is a suite of products designed to confront the unique problems facing credential sponsors, candidates and employer — all integrated into a centralized, comprehensive package accessible from a web browser anywhere. The result is an end-to-end, infinitely scalable and extraordinarily flexible solution that boosts revenue, cuts costs, drives program growth, enhances credential value, offers unprecedented insight into program trends and performance, and greatly facilitates day-to-day business.

Boost revenue.

The profit potential of credentialing programs has yet to be fully realized. With outdated application processes, ineffective communication and candidates' murky understanding of the credential process, the missed opportunities for program growth are many — and the lost revenue, great.

Pearson Credential Management solutions boost revenue by streamlining every step of the credentialing process. Clear-cut application procedures greatly increase enrollment, while automated marketing tools keep candidates informed and engaged throughout the program. And even with everything working like a well-oiled machine, in-depth reporting and analysis help identify areas for program growth and refinement.

Cut costs.

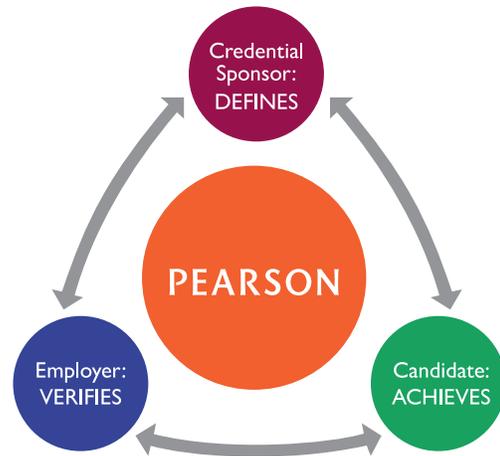
Credential sponsors face enormous and unpredictable costs at every stage, from enrollment, to testing and tracking, to hardware and software upgrades — not to mention the staff required to manage it all.

The keys to the Credential Management group's solution are automation and self-sufficiency; simplifying program interaction for sponsors, candidates, stakeholders and employers alike. Access to your data requires nothing more than a web browser — no servers, software or IT staff — saving untold costs in infrastructure and customer service hours. Because Pearson Credential Management's solution is a centralized, hosted solution, as we upgrade our service, we upgrade your service — at no cost to you.

Keep your credentials safe—and sought after.

In today's fragmented industry, with no single method for authenticating and verifying credentials, fraud is a serious concern. And it only takes one falsified credential to diminish the value of all the rest.

Our automated, centralized system not only provides a secure, 100% accurate resource for verifying credentials — safeguarding their significance — but in fact enhances the value and marketability of credentialing programs by increasing participation and brand recognition. The easier it is for employers and employees to confidently reference a credential, the greater its importance becomes in the marketplace.



Support is part of the solution.

One of the primary goals of Pearson Credential Management is to help you save time and money. That's why a critical feature of our service is customer support. When you're stumped by a menu function or analysis result and you're losing time and revenue—we will put you on track.

Each Credential Management group client is assigned an expert Technical Account Manager (TAM). Our TAMs have a profound working knowledge of our products and services and of best practices in the credentialing industry. We emphasize a consultative approach to fully understand any problem in order to find the most effective solution.

Of course, our hosted solution alleviates many of the traditional needs for customer support. We work rigorously to keep our hardware, software and IT staff at the forefront of the industry. And your data are safe and secure, with daily, system wide back-up, overlapping power sources, and 24x7 digital and physical security.

Pearson Credential Management is actively involved in associations dedicated to the continued growth and vitality of the credentialing industry. Including:

- American Society of Association Executives (ASAE)
- Association of Test Publishers (ATP)
- Certification Network Group (CNG)
- Computing Technology Industry Association (CompTIA)
- Institute for Credentialing Excellence (ICE)

Come check our credentials.

Key features and benefits of the Pearson Credential Management solution.

For credential sponsors:

- Boost revenue and drive growth with streamlined processes for application processing and program completion
- Slash costs and simplify management with 24x7 automation and self-sufficiency
- Safeguard and enhance credential value with easy, accurate verification
- Increase participation and improve service to candidates and partners
- Identify opportunities for improvement with insightful reporting tools
- Enforce compliance and accountability of channel partners
- Simplify international program management with localization, regional reporting, and local-language browser access
- Access data securely from your browser, anywhere

For credential candidates:

- Enroll online through an automated application process
- Easily and independently review program status and outstanding requirements
- Use self-service tools to communicate directly with sponsors
- Publish authenticated credentials to prospective employers
- Maximize the benefits of maintaining credential status

For employers:

- Easily and confidently verify prospective employees' credentials
- Avoid cost and wasted time by hiring the right person the first time
- Manage your compliance with channel partner programs

Whatever the task — from managing programs to tracking candidate progress to verifying credentials for employment — the Pearson Credential Management solutions deliver timely results, increased efficiency and reduced costs.

The best way to appreciate all that the Pearson Credential Management solution can do for you is to take a test drive. For more information and a live demonstration, call

(888) 754-3600 or visit www.PearsonCred.com.

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