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Pearson VUE  
The Global Leader  
Willem Matthysen  
Business Development  
South Africa & Africa

## Agenda

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- Introductions
- Pearson VUE overview
- Number one threat to training
- Becoming a Pearson VUE Authorised Test Centre (PVTC)
- Marketing

## Pearson Overview

### Pearson Plc

- \$8.9 billion annual sales
- World's # 1 education business
- From kindergarten to CEO
- Operations in 55 countries
- Publishing in 17 languages
- Over 32,000 employees



### Pearson VUE - The Market Leader in e-Assessment

- Flexible and robust content development and delivery solutions
- Test centres in 162 countries and easy to deploy customer site testing
- A commitment to quality and outstanding service



## Pearson VUE Test Centre Network

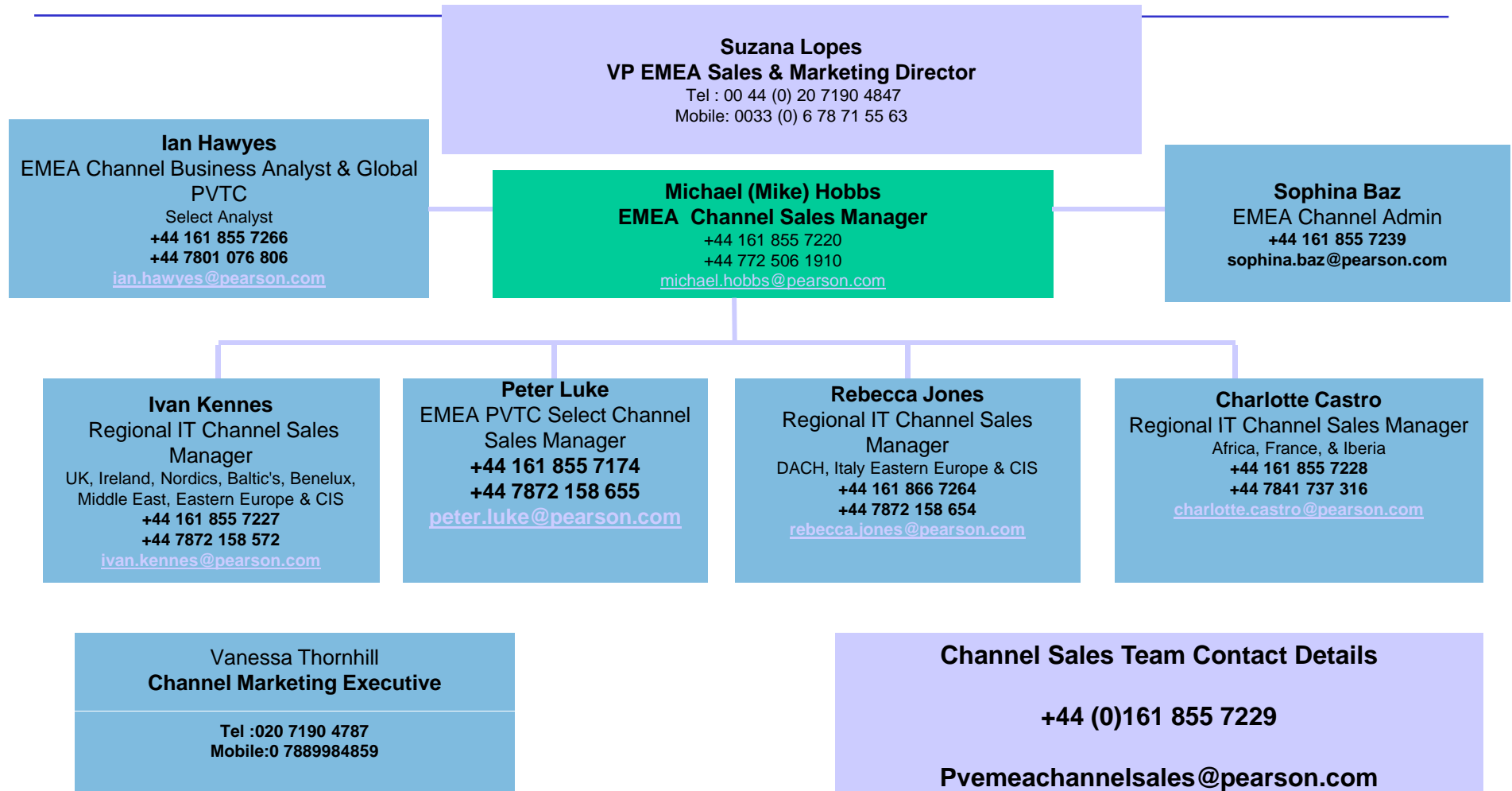
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### Pearson VUE Test Delivery Options:

1. Pearson Professional Centres (PPCs)
2. Pearson VUE Authorised Test Centre Select (PVTTC Selects)
3. Pearson VUE Authorised Test Centres (PVTTCs)



## Organisation Chart – Channel Sales



## Channel Management

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- ✓ World's largest Test Centre network
- ✓ Nearly 5,000 centres in over 162 countries
- ✓ Over 37,000 seats available globally
- ✓ Security is managed with tight controls
  - Secret shopping
  - Data forensics
- ✓ Technical support for our centres is 24/7
- ✓ Reliable systems – over 99.7% uptime p.a.



*Truly global delivery for the  
Specialist exams*

## Why should IT training centers care about exam security?

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The answer is simple:

*“it’s critical for protecting their future training business”*

Here’s why:

- The number 1 threat to training is proxy testing
- It facilitates content theft
- Tolerate proxy testing and there will eventually be no reason for candidates to take additional training
- After all, why should a candidate invest money and time in training, if the next guy is just going to hire someone to take the exam for him or if the content of the exam is readily available on the Internet?

## Why should IT training centers care about exam security? (Cont.)

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- The increased Pearson VUE security measures will combat proxy testing and content theft
- A fair level playing field for candidates across the globe
- *These measures protect the integrity of testing, maintaining the value of training*
- Generate demand for further training and testing at Authorised centers
- Training is the most viable way to master the material and pass the exam

## Why Certify?

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Why do organisations look for certified technicians?

- For the delivery of higher value and higher margin solutions
- For sustainable competitive advantages
- For developing skills that work effectively with cutting-edge technology
- For using “real-world” knowledge in today's open, multi-vendor environments
- For adding value to their company and reward to their employees

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## Becoming a Pearson VUE Authorised Test Centre

What's stopping you?

## What Will It Cost Me?

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- No installation fee
- No software license fee
- No cost for 24/7 support

## The Benefits

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- ❖ On-site testing facility
- ❖ Competitive market rate of compensation
- ❖ No minimum testing volumes
- ❖ You decide your hours of business
- ❖ Elevated corporate profile

**End-to-end service training to certification**

## What Do You Need to Become A Test Centre?

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- ✓ Meet the minimum hardware requirements
- ✓ A distraction-free area with at least two computers
- ✓ Internet access
- ✓ Use an existing classroom or training room!
- ✓ No dedicated server necessary
- ✓ Provide a certified administrator to proctor the exams

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# Marketing

## Marketing Support

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- Marketing Starter Kit includes:
  - ✓ PVTC certificate
  - ✓ Signage for your centre
  - ✓ A guide on how to access VSS
- VSS Marketing Tools section (see next slide)
- Joint promotion/Conference opportunities
- You will also receive a letter with our Marketing contact details on

## Marketing Tools

Download logos, posters, templates for fliers, press releases, etc.

PEARSON VUE Support Services

Marketing Tools

Americas Region Tools | Asia-Pacific Region Tools | **EMEA Region Tools** | Logos | Templates | eREG! |  
 Tools for Commercial Market Segments | Academic Market Tools | Pearson VUE Programs

### EMEA Region Tools

**Pearson VUE® Authorised Test Centre Tools**  
 Welcome to the EMEA Marketing Tools page. Thank you for taking the time to browse through these items. We hope these tools will help you and your business.

These tools have been created to support you and the growth of your business. There are many items including items explaining the value of certification.

Each tool meets the needs of specific market segments and is listed accordingly. How do you want to use these tools? Contact us at [PVEMEMarketing@pearson.com](mailto:PVEMEMarketing@pearson.com).

- **Tools for Commercial Market Segments**
  - Marketing to [IT Professionals](#)
  - Marketing to [Corporate/Enterprise Clients](#)
  - [Internal Tools](#) for Test Centres
- **Tools for the [Academic Market Segment](#)**
- [Pearson VUE Programs](#)
- [Pearson VUE Authorised Test Centre Logos](#)
- [Special Marketing Requests](#)

Americas Region Tools | Asia-Pacific Region Tools | **EMEA Region Tools** | [Press Release](#) | [Candidate Flyer](#) | [Appointment Cards](#) | [Desktop Wallpaper](#) | [Banner Ads](#) | [Posters](#)

### Pearson VUE Authorized Center Templates

Pearson VUE offers various templates and tools to help customize your center. Contact us for more information.

- [Press Release](#)
- [Candidate Flyer](#)
- [Appointment Cards](#)
- [Desktop Wallpaper](#)
- [Banner Ads](#)
- [Posters](#)

For more information, please contact us at [VUE Support](mailto:VUE_Support@pearson.com)



Thank You!

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Please stay until the end of the  
Breakaway, you might be the lucky  
winner of a Laptop worth about  
R5,000.00