

DIGITAL SKILLS
... AUTHORITY ...

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TRAINING, TESTING AND RESELLER OPPORTUNITIES

Certification programs from the global industry awarding body for advanced digital and digital business skills.

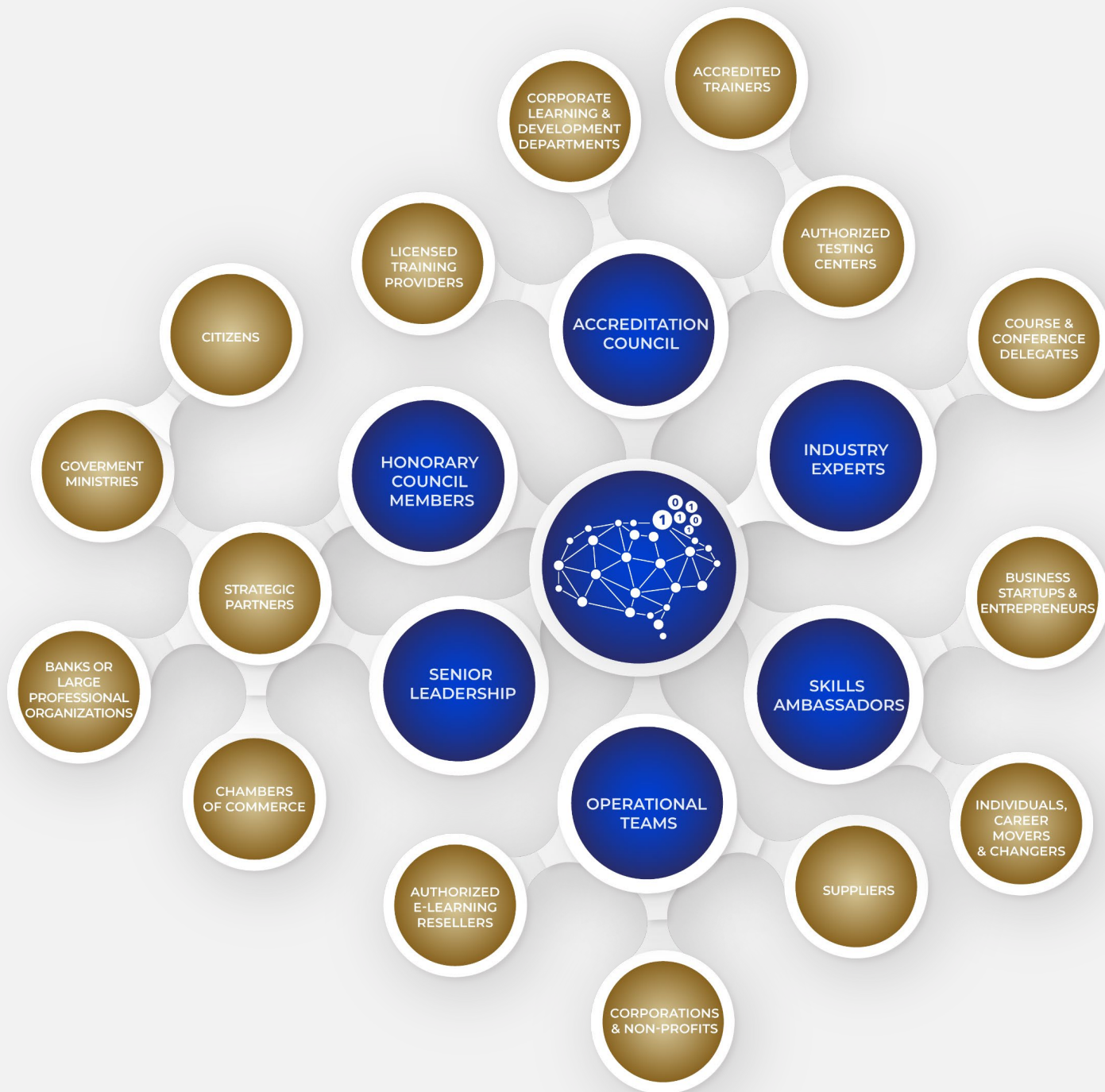


ABOUT US

DIGITAL SKILLS

AUTHORITY

- Industry's Global Digital Skills Authority
- Global industry awarding body and publisher of digital and business training products and certifications, established since 2008
- Founded in April 2016 by leading industry expert Deborah Collier
- Ongoing development and expansion of programs in the series
- First global digital governance framework and established strategic planning methodologies used by government ministries, blue-chip organizations and SMEs around the globe



OUR GLOBAL ECOSYSTEM

When you work with Digital Skills Authority, you are joining a powerful global ecosystem across businesses, governments, and academic organizations.

DSA

CERTIFICATE
IN ONLINE BUSINESS

WHAT IS COB? THE CERTIFICATE IN ONLINE BUSINESS

Digital Skills Authority's core suite of business program and credentials taught since 2008.

Provides industry-recognized business qualifications:-

- Digital Business
- E-Commerce
- Digital Marketing
- Entrepreneurship
- E-Government
- Digital Leadership

OUR CERTIFICATIONS HAVE HELPED BOOST LEADING ORGANIZATIONS AROUND THE GLOBE



TESTIMONIALS

WHAT OUR CLIENTS SAY ABOUT US



"The experience I had of the COB Certified E-Business Manager Program was remarkable, and very fulfilling.

Being introduced to the world of E-Business was worth the investment. The E-Business strategy and planning elements were particularly interesting, as it required a shift in mind-set from the traditional strategy management planning. I recommend this course, as it not only taps into the commerce element, but also on how efficiency can be achieved through automation".

PORTIA MATSENA

Acting General Manager Commercial, South African Post Office (Now Chief Information Officer at South Africa's Stock Exchange)



"I will strongly recommend anyone who would like to improve his/her skills in planning for digital marketing to attend the COB Certified Digital Marketing Manager course because they will get step by step learning of the process and strategies. It will add new skills to them".

NAEMA ALIBIMANI

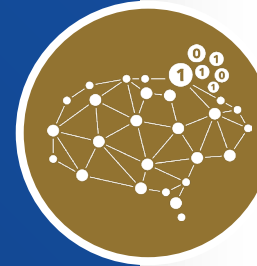
Portal Marketing Team Oman Ministry of Education



"Overall, I found the COB Certified E-Commerce Manager Program to be very useful to me and the two other members of my team who attended with me..."

JACQUELINE HARPER

then Director Online at Three (Hutchison 3G), now Digital and IT Director at Nuffield Health



WHY WORK WITH US?

Digital Skills Authority's mission is to help grow the digital economy, boost individual careers, drive entrepreneurship, and enable growth through ethical digital and business know-how.

Global success can be collaboratively achieved through powerful strategic partnerships. So, if you are a medium to large sized national or global organization, read on to find out how we can help each other.



YOU'LL BENEFIT FROM

- Additional revenue
- Credibility and enhanced reputation
- Digital Skills Authority global ecosystem across businesses, governments, and academic organizations
- International standard, network and initiative
- Helping businesses and individuals further their careers and advance in digital, business, innovation and transformation



WHAT DO WE OFFER?

- Credible Licensed Training Providers - Organizations obtain a license to deliver our high-quality consultative classroom courses
- Trainer Academy - Accredited COB Certified Trainer Programs
- E-Learning Courses - Bulk and Reseller Licenses
- Authorized Testing Centre Opportunities



PARTNERSHIP AND OPPORTUNITIES

- Become a COB Certified Licensed Training Provider (LTP)
- Become a COB Certified Authorized Testing Centre (ATC)
- Become an E-Learning Licensed Reseller
- Become a Strategic Partner



BECOME A LICENSED TRAINING PROVIDER

Join our COB Certified Licensed Training Provider (LTP) Network

**LICENSED
TRAINING
PROVIDER**

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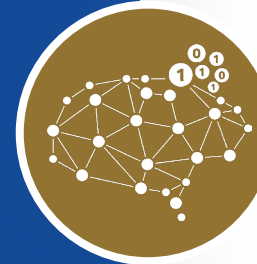


WHY BECOME A LICENSED TRAINING PROVIDER?

- High revenue growth potential
- Cross-sell and upsell your own non-competing services or products
- Reach a wider audience and build existing relationships
- Enhanced credibility and reputation
- Established highest quality official training materials, tools and quality standards
- Additional promotion from Digital Skills Authority
- Licensed Training Provider accreditation with Accredited Trainers

WHO CAN APPLY FOR PARTNERSHIP?

- Banks (Bulk E-Learning Subscriptions for Customers)
- Universities or professional institutes (LTP or ATC)
- Chambers of Commerce (LTP or ATC)
- Government ministries or organizations (LTP, ATC or Bulk E-Learning Buyer - Boost your citizens and economy!)
- Large and very established training organizations (LTP only)
- Large well-known international advertising, consulting or professional service firms (LTP only)



HOW DO WE SUPPORT YOU?

- One-to-one strategic counsel from our regional leaders
- Course marketing, selling and operational advice and tools
- Trainer accreditation and training program
- Enhanced training program for your territory or region
- Ongoing support from our team
- Annual partner conferences



MARKETING TOOLS FOR SUCCESS

- High quality brand kit and marketing materials
- Press announcement in Territory, State or Region
- Listing on our global web site and relevant multi-lingual site
- Announcement of your COB Certified public courses on social media
- 'Licensed Training Partner', course and trainer spotlight listing
- Accreditation badge and certificate for Licensed Training Providers, on our secure digital credentialling platform



HOW MUCH CAN AN LTP MAKE?

- A COB Licensed Training Provider could generate \$430,000 revenue from eight public courses with 8 delegates and from \$26,000 on an on-site course*
- Additional sales revenue from cross-sell and up-sell of own services / products
- Additional long-term customers

*Figures example based on North America, Europe and Australia.





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ACCREDITED COB CERTIFIED TRAINERS





COB

LICENSED TRAINING PROVIDER COSTS

- COB license fees
- Trainer accreditation fees (one off fee per trainer)
- Hire already accredited
- Official training materials and exam packs
- Delegate exam administration / accreditation
- Own trainer and venue fees
- Digital Skills Authority's 'Elite Academy' training team may be available for some LTPs
- Own marketing fees



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E-COMMERCE - PLANNING, IMPLEMENTING AND MANAGING A PROFITABLE STORE

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EMAIL MARKETING BEST-PRACTICE GUIDE

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SEARCH ENGINE OPTIMIZATION FOR CONTENT WRITERS, PUBLISHERS AND WEB MERCHANTISERS

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E-BUSINESS STRATEGY, PLANNING AND MANAGEMENT SUPPLEMENTARY GUIDE AND WORKBOOK

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WEB MERCHANTISING FOR MAXIMUM SALES WORKBOOK

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CONTENT STRATEGY AND CUSTOMER EXPERIENCE WORKBOOK

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INTRODUCTION TO DIGITAL MARKETING AND ADVERTISING SUPPORTING REFERENCE AND WORKBOOK

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SOCIAL MEDIA GAME PLAN™

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DIGITAL MARKETING AND ADVERTISING PLAN

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PAY-PER-CLICK ADVERTISING WORKBOOK

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ARTIFICIAL INTELLIGENCE GUIDE PROFESSIONALS EDITION

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ARTIFICIAL INTELLIGENCE GUIDE MANAGEMENT & STRATEGY EDITION

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DIGITAL MARKETING



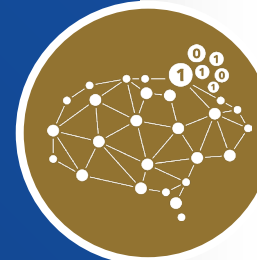
OFFICIAL TRAINING MATERIALS & EXAM PACKS



UNIVERSITY of CALIFORNIA
IRVINE



UNIVERSITY OF
TORONTO



EXAMINATIONS

- Developed by leading experts and practitioners
- Digital Skills Authority's Examination Council
- Classroom course examination day only (Administered by Licensed Training Providers)
- Retakes
 - Authorized Testing Centres such as Universities, Institutes and government organizations such as British Council
 - Digital Skills Authority's Secure Live Online Exams with Webcam and short program automated exams

ACCREDITED COB CERTIFIED TRAINERS

- Employ existing or freelance trainers
- Get your own trainers accredited* (Fee charged)
- Trainer training and certification - one-off fee
- COB Certified Accredited
- Trainer Training and ongoing support
- Trainers and provider/centre certified by The Certificate in Online Business





DIGITAL CREDENTIALS

- Digital Credentials - Badging and Certificates
- Unique verifiable credentials (Secured through Blockchain)



**BECOME A COB
CERTIFIED AUTHORIZED
TESTING CENTRE (ATC)**

**AUTHORIZED
TESTING
CENTER**

DSA
CERTIFICATE
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BENEFITS OF BECOMING AN ATC

- Additional revenue
- Payment received direct from student
- Standard invigilation fees paid
- Association with Digital Skills Authority
- Advertisement ATC's
- Listed on Digital Skills Authority's website



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**BECOME A LICENSED RESELLER
OF E-LEARNING SUBSCRIPTIONS**



WHO CAN SELL OR GIVE E-LEARNING SUBSCRIPTIONS

Carefully selected strategic partners:

- Banks – boost income, grow existing business and drive new business
- Government Departments - trade, business, education or large educational institutions
- Professional organizations like the Chamber of Commerce

Depending on the type of organization you are, you can...

- Buy discounted high-volume user subscriptions (E-Learning)
- Sell individual licenses
- Offer E-Learning licenses free to new or existing customers

Significant savings on large volume subscriptions licenses of 1000-60,000 plus.



MULTI-LINGUAL E-LEARNING

PROGRAMMES

- COB Certified E-Commerce Manager
- COB Certified E-Business Manager
- COB Certified E-Commerce + E-Business Manager
- COB Certified Digital Marketing Manager
(Live Online + E-Learning)
- Other programs for Professionals

LANGUAGES

- English
- Multi-lingual



BENEFITS OF OUR COURSES

- Increase multi-channel sales using the Internet
- Increase efficiency, reduce costs and enhance reputation
- Maximise ROI (Return-on Investment)
- Digital and business ethics, good governance and leadership
- Boost careers, businesses and economies



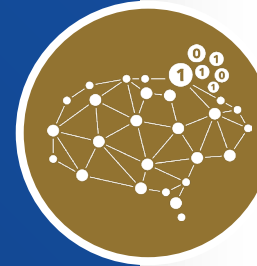
ENABLING EFFECTIVE TEAMS

- Installs collaborative working and greater communication among teams
- Encourages and enable teams by delivering a broader vision of their business, and other organizations
- Bridges the gap between IT and business
- Engages and maximises supplier relationships



MODES OF LEARNING

- Consultative Classroom
- Interactive E-Learning
- Live Online Blended E-Learning + Live Online
- Blended Classroom + E-Learning and / or Live Online



CLASSROOM CERTIFICATION COURSES

- Developed by our leading experts and practitioners in partnership with Digital Skills Authority
- Taught by top practitioners and leaders with decades of experience in industry organizations such as Mattel, Procter & Gamble, PriceWaterhouseCoopers and more
- Delivered by 'Licensed Training Providers' (LTPs) using Digital Skills Authority standards and training materials
- High-Value Consultative classroom courses
- Exam during final course day



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BECOME A STRATEGIC PARTNER



WHY BECOME A STRATEGIC PARTNER?

Are you a bank, government body or a large professional organization?

Help drive prosperity and growth in your region or nation. Give or earn additional revenue by offering our E-Learning subscriptions to your citizens, customers or partners.

Purchase and issue high-volume E-Learning subscriptions from the industry's global awarding body for digital and digital business skills.

We offer significant savings on large volume subscriptions licenses of 1000-60,000 plus.

Start a conversation with us today!

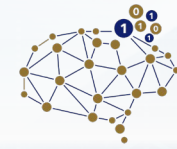
CONTACT US

LET'S GET IN TOUCH

We are an international organization with companies, offices and hubs internationally.

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THANK YOU