



# Impact of the Globalization of Personnel Certification: Credentialing Needs in Industry

Presented By Kishor Gummaraju Senior Principal, Retail & CPG Infosys Technologies Ltd.



### Infosys is a global leader in business and IT services

- \$1.6B in revenue; \$20B market cap (NASDAQ:INFY); debt free company
- 40,000+ employees; rated "Best Employer" to work for in 2000, 2001, 2002, 2004 by Hewitt Associates/Mercer; "Best Places to work in IT in US" 2004 by ComputerWorld
- 36 offices in 18 countries
- SEI CMM Level 5, CMMI Level 5, PCMM Level 5 and ISO 9001 certified
- Over 400 Fortune 1000 clients with 90%+ repeat business
- Only India based co. to figure in Gartner's BPR Magic Quadrant





**Best Managed, Most Respected Company** 

asiamoney
BUSINESSWORLD

Best Employer, Best Corporate University



Best Corporate Governance & Citizenship

THE ECONOMIC TIMES

Top 20/50/100 Company Lists



Winner of prestigious Global Most Admired Knowledge Enterprise (MAKE) Award, 2003, 2004

### Why do we need global standards in certification?

- Conformance helps improve productivity
  - Quality assurance
  - Continuous review and improvement
  - Demonstrates accountability
- Confidence helps develop trust
  - Credibility of certifying organization
  - Applicability across services and domains
- Recognition helps improve positioning
  - Global recognition of certification standards
  - Evidence of competencies
  - Standard terminologies and processes

### Why do multi-national IT service firms need standardized certification?

- Trade in Services: Service based business model needs standardized certification for resources
- Global Client Base: Global clients who believe in standardization and seek the same from their vendors
- Across Industry Verticals: Provide service to industries as wide as banking to retail and utilities hence a need for a common horizontal level of certification cutting across these verticals
- Process Standardization: Processes and competencies are inputs to our business. While certification options are aplenty for processes none exist for competencies.
- Competitive Advantage: Certification builds a strong positioning and can act as a key differentiator

### **Infosys Certification Approach & Objectives**

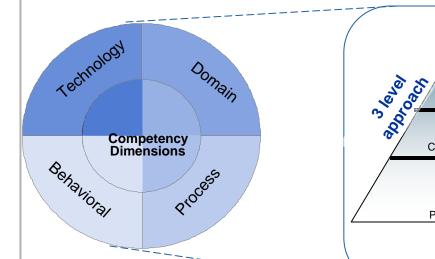
Level 300 Expert Leve

Level 200

Competency level

Level 100

Proficiency Level



•Expert level drill-down in niche segments that recognizes expertise at the highest level and is on par with industry practitioners

- •Drill-down on industry sub-segments
- •Value chain analysis & Business process mapping
- System interactions and data flow
- Discussion of standard IT products
- •Industry trends, regulations and solutions

#### Entry level focusing on

- Overview of the industry
- •Terminologies used & Competitive structure
- •Players and their interaction
- •Mapping of projects done by Infosys

### **Objectives**

Have a clear set of criteria for measurement and closure

Have an external stamp that provides credibility and ensures

continuous global benchmarking

Be Multilevel

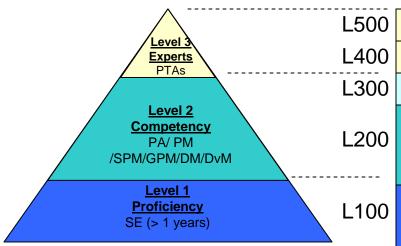
- For different role needs
- With different levels of depth

Be scalable and promote asynchronous learning

Enhance client comfort as demonstrated through customer satisfaction scores, revenue productivity and quality



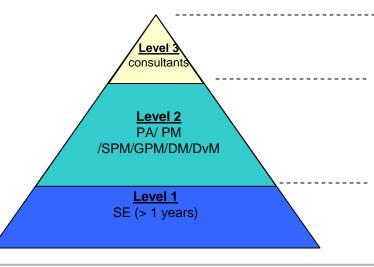
### **Infosys Certification Plan – Retail Vertical Example**



- Thought Leadership, IT Strategy
- Acknowledged as a thought leader
- •Enterprise Architecture/ Solution architecture
- •Research papers, invitation to seminars, etc.
- Frameworks / Architecture overview
- Application Architecture
- Advanced Programming and Development, tools
- Design, Tools, Middleware
- Component Design
- •Requirements Analysis
- •Performance analysis, tuning
- Programming
- Standards and practices
- Platform and architecture basics
- •OOPS concepts/RDBMS concepts

### Illustrative

The exact basket of certifications to be taken by an individual in a role would depend on the business and tech sub-segment the person is working and the unit needs



- Retail Supply Chain Certification (RILA)
- T201 Advanced retailing concepts (IIM A)
- T202 Advanced CPG concepts (IIM A)
- T203 APICS (basics of supply chain)
- T204 Merchandise Management Module
- T205 Warehouse Management Module
- T206 Point of Sale Module
- T301 Grocery Industry Module
- T302 Apparel Industry Module
- T101 Basics of Retailing
- •T102 Basics of CPG
- •T103 Introduction to Retailing

(NRF)



# Competency development model with external collaboration : Retail Vertical Example

# Developing Training content

- Use the existing content developed by Infosys for training eligible candidates
- IIMA to review / approve the content, if required

# Imparting Training

 Use the existing Computer Based Training (CBT) mode developed by Infosys for imparting training to eligible candidates

### **Assessment**

- Current online quiz developed by Infosys to be checked and reviewed by IIMA
- Develop an additional question bank of 300 400 questions to be used for assessments

#### Certification

- Certification branded with 'IIMA – centre of retailing' and 'Infosys' to be awarded to successful candidates who clear the assessment



IIM Ahmedabad is India's leading management school

## Infosys - Key Learning

### > Standardization

- Industry standards not available across verticals
- Build standards and evaluate internally
- Review and feedback by external bodies

### > Scalability

- Mix of synchronous and a-synchronous training
- E-learning systems and online certification model

### Cross pollination

- Share best practices across industry verticals
- Transfer learning internally to verticals with nascent industry standards
- Collaborate with industry bodies, customers and academic bodies to develop standards

# Improve your odds with Infosys Predictability

Right Questions Business Insights Integrated Solutions Value Multipliers

# Appendix

