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

Presented By
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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
- 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

Best Employer, Best Corporate University

Best Corporate Governance & Citizenship

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

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

3 level approach

- Level 100
  - Proficiency Level
- Level 200
  - Competency level
- Level 300
  - Expert 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
Infosys Certification Plan – Retail Vertical Example

Level 1
SE (> 1 years)

Level 2
Competency
PA/ PM
/SPM/GPM/DM/DvM

Level 3
Experts
PTAs

L100
• Programming
• Standards and practices
• Platform and architecture basics
• OOPS concepts/RDBMS concepts

L200
• Advanced Programming and Development, tools
• Design, Tools, Middleware
• Component Design
• Requirements Analysis
• Performance analysis, tuning

L300
• Frameworks / Architecture overview
• Application Architecture

L400
• Enterprise Architecture/ Solution architecture
• Research papers, invitation to seminars, etc.

L500
• Thought Leadership, IT Strategy
• Acknowledged as a thought leader

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

Level 1
SE (> 1 years)

Level 2
Competency
PA/ PM
/SPM/GPM/DM/DvM

Level 3
Experts
PTAs

• Retail Supply Chain Certification (RILAS)

L100
• T101 – Basics of Retailing
• T102 – Basics of CPG
• T103 – Introduction to Retailing

L200
• 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

L300
• T205 – Advanced retailing concepts (IIM A)
• T207 – Research papers, invitation to seminars, etc.

L400
• T208 – Advanced CPG concepts (IIM A)
• T209 – APICS (basics of supply chain)
• T210 – Merchandise Management Module
• T211 – Warehouse Management Module
• T212 – Point of Sale Module
• T303 – Grocery Industry Module
• T304 – Apparel Industry Module

L500
• T215 – Advanced retailing concepts (IIM A)
• T216 – Research papers, invitation to seminars, etc.
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**

*Improve your odds with Infosys Predictability*
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**
Appendix