Global Knowledge Partner Program

Enabling Adoption, Consumption and Better Returns on Technology Investments

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Customer needs and their definition of value are constantly changing.

Modern technology architectures are an increasingly complex arrangement of products and services from many different vendors. The effort to design, provision and operationally execute organizational IT strategy requires careful, collaborative and on-going attention to detail.

Major and multi-layered changes in the IT landscape are having profound impacts; the convergence of technologies such as hybrid cloud models, security frameworks and software-defined data centers are challenging the capabilities and the bandwidths of the strongest IT staffs. As a trusted advisor, facilitator and broker of IT goods and services, it's imperative that you're addressing customer skills gaps. Training must be proactively positioned to ensure the effective adoption and consumption of technologies' latest tools.

Left unaddressed, projects falter, and return on investments, solution adoption and consumption models erode. The channel is also besieged by increased post-sales support costs as customers struggle to effectively employ new tools and resources. Historically, IT training has been left to the customer. That is no longer practical or productive. The channel has an opportunity and a responsibility to advocate for, and orchestrate professional development in support of the customers' ability to embrace new IT environments.

With Global Knowledge, you're able to quickly and easily add training solutions and services to your customer offerings, giving you the ability to help your clients build the skills required to adopt and benefit from mainstream solution investments.

Global Knowledge is the ideal resource for helping you grow your business, become a more strategic partner for your clients and offer more value to your current solutions.

Global Knowledge Partner Program

Partner Program with Low Barriers of Entry and High Returns

The Value of a Flexible, Channel Partnership

We offer you the ability to leverage our training in a variety of ways. Bundle our training with your hardware, software, and/or service offerings. Leverage it to train your staff for improved customer support and product deployments. Or simply expand your current training portfolio and offer your clients more opportunities to keep skills and knowledge current.

Reasons to Partner

- Address your and your clients' skills shortages, outdated skills and changing job roles
- Provide holistic, turn-key customer solution for a competitive advantage
- Increase sales, sales margins and profitability
- Enjoy a quick route to market for adding education services with minimal investment
- Expand product and services portfolio
- Accommodate customer needs with flexible delivery models
- Save time, resources and money by leveraging our expertise as the global leader in the training industry
- Simplify, streamline and reduce the number of training relationships you manage
- Minimize post-sales support costs while adding a new revenue and margin stream
- Leverage our partner enablement programs to empower your team(s) to sell and design more effective client solutions

How We Partner - Reseller Partnership

Our Reseller Partner program is for companies who already provide clients with IT and/or education products and services. With support from Global Knowledge, you can leverage our offerings and sales ability to extend your product portfolio and generate additional revenue. We offer different levels of margin opportunity, depending on your plan to actively market and sell the Global Knowledge product portfolio. Your role is focused on reselling and coordinating with us. From there, the scheduling and delivery of training rests with us. We make it easy for you to accelerate your success.

Partner Benefits, Friendly Pricing, Programs & Processes

We're confident in our ability to augment your line card AND customer relationships. The IT landscape has shifted quickly and dramatically. Your staff and clients need training to effectively develop, implement, administer and manage solutions. We're an ideal partner to make it happen. In addition, we're laser focused on providing an outstanding experience for our resellers. We offer:

- Aggressive reseller discounts
- Attractive margins
- The flexibility to add back-end rebates
- Partner promotions and incentives
- A dedicated account management team
- Sample marketing materials for repurposing
- Course uploads or access to co-branded white label site

Partner Requirements

- Quarterly business review
- Regular cadence of marketing campaigns/communications

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Ensure a Quick Route to Market and Exceptional Customer Experience

Strong and Diverse Technology Partnerships

As the largest global provider of IT training, we have deep and well-established relationships with the IT OEM community. You can rely on us to offer the widest array of up-to-date technology courses covering cloud, security, software, hardware and more.

Award-Winning Solutions

Global Knowledge annually receives vendor and industry awards. In just the past few years, we have received awards from Cisco, IBM, Microsoft, Red Hat, VMware, Training Industry and more.

The Broadest Portfolio of IT and Business Courses

With over 2,200 unique courses, we're ideally positioned to provide the training your customers need. We offer scalable, beginner-intermediate-advanced levels of training. In addition, we have the largest selection of Guaranteed to Run courses in the industry.

Agnostic, Vendor/Product Specific and Mixed Content

Global Knowledge has distinguished its training approach with the incorporation of broad "category training" for topics such as cloud, security and application development. These courses are tailored for customers who want to understand the use cases, pros and cons, or cause-and-effect relationships that may govern their approach to a particular strategy. These courses do not promote a particular product or vendor — they instead provide a more holistic thought process and are designed to give customers greater insight into the alternative solutions they are evaluating.

Once a particular vendor or product is selected, the majority of our course offerings are designed to provide a high level of competency, confidence and comfort in developing, implementing and managing a particular technology. These enterprise quality courses include labs, hands-on experience, challenge-based training and world class instructors. In partnership with Global Knowledge, you are empowering professional development and solution optimization.

The majority of today's technology solutions have evolved into complex, integrated environments comprised of many discrete parts. Each of these components has the potential to impact the entire ecosystem. Due to the breadth of our offerings, we are the leading provider of training for "mixed" environments. For example, we can combine training elements for a particular application and the cloud delivery engine it will be running on. We refer to this as "X on Y" and it completely differentiates us in the IT training industry. It clearly increases a reseller's ability to be the trusted advisor and broker of technology empowerment.

Customer Training Lifecycles Create a Value Opportunity and Annuity Revenue Streams

New product introductions, releases, patches and staff turnover are daily developments for your customers. Each carries the potential for disruption and risk to organizational stability, software license agreements and relationships. They also offer you the opportunity to deliver value and secure a stronger customer relationship through Global Knowledge IT and business training solutions. Whether you're implementing a project with a new account, enhancing an existing client environment, or simply maintaining the operational capabilities of the IT staff, Global Knowledge empowers your customer.

Gain Global Influence

Whether your clients are Fortune 100 or SMB, they're likely to have distributed IT facilities and staff. Global Knowledge has execution capabilities across the globe. We deliver training in more than 100 countries giving you the ability to serve your clients around the world. A partnership with us removes the complexity of skills enablement and puts you in position to support your customers across the full expanse of their enterprise.

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Flexible Delivery Model

Customer training requirements and time constraints are often at odds. Global Knowledge training delivery is designed to meet a wide variety of needs. We offer the following delivery formats: Classroom Live (classrooms conveniently located near you and your clients), Private Group Training (on-site, instructor-led training), Virtual Classroom Live (instructor-led, real- time) and GK Digital (on-demand). Our unparalleled delivery options give your customers greater flexibility in maximizing training while preserving operational bandwidth and efficiency.

Enterprise Approach

There are many choices for IT training — colleges, vendors, the internet and many others. Our enterprise approach separates us from the rest. We emphasize the importance of lasting and applicable skills for a specific application and focus on the goal of customer empowerment. Our instructors, labs, materials and support model are designed to enable projects, processes, careers and organizations. Each student is given the instruction and support needed to establish a high degree of competency and execution capability. As a result, your customers avoid the limitations associated with canned, one-size-fits-all, or context-free training. Our enterprise approach consistently establishes the depth of operational execution capabilities required to achieve organizational empowerment.

Global Training Credit (GTC) Program

Global Training Credits (GTCs) were developed uniquely for our channel partners and represent a simple, flexible and innovative approach to quoting, selling, consuming and delivering training. Given the large course catalogue, the unique needs of each customer and student, the flexibility of delivery options, geographic considerations, and the evolving nature of technologies, the prospect of reselling Global Knowledge can appear difficult. A GTC is a universal, standard credit that can be applied around the world for any of our instructor or virtual instructor-led classes. It provides a simple, easily managed format for your salesforce and customers, and makes interaction with Global Knowledge as simple as possible.

Partner Enablement Programs

Our partner enablement programs empower your sales/presales account managers, business development managers, sales engineers, technical account managers and technical solution architects to sell and design more effective products and solutions. Your client will benefit as a result of a shortened sales cycle, better support and increased customer satisfaction. The idea is to transform technology-led sales into business-led engagements with a collaborative effort across the organization. Reinforcing that today channel partners as being viewed by their clients as a strategic partner in helping them reshape their businesses, better align technical solutions to their targeted capabilities, and remain competitive and relevant in the digital arena.

Contact Us to Learn More

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