

## **Launching a new certification and delivering global growth for training organisations**

### **The Background**

ISACA is an independent, non-profit, global association engaging in the development, adoption and adaptation of industry-leading knowledge and practices for information systems. In 2012, ISACA partnered exclusively with APMG to bring a new scheme to market – COBIT 5.

APMG and ISACA worked together to develop a brand new qualification scheme which included the authoring of the syllabus, exams, sample papers and training materials based on ISACA's COBIT 5 publications.

### **Investment is critical to create customer demand**

APMG generated demand by engaging its international Business Development Managers and network of Accredited Organisations to create new sales channels. APMG also accredited trainers within ISACA's regional chapters to ensure consistent, high quality training for all COBIT 5 candidates across the globe. To drive further interest in non-English speaking markets and to help local training organizations grow, APMG invested in the translation of course materials and exams into five languages.

### **The Results - A Global Phenomenon**

- COBIT 5 training courses and exams have been taken in over 110 countries around the world.
- Thousands of free COBIT 5 resources have been downloaded from APMG websites to help support post-certification individuals to implement COBIT 5 within their business.
- Over 30,000 candidates have searched for a COBIT 5 training provider using the APMG accredited training organization search engine.
- The number of exams taken has risen from 0 to more than 42,000.
- For the last three years, APMG has consistently delivered more than 10,000 exams annually and the numbers are increasing as demand for COBIT 5 continues to grow.
- APMG COBIT 5 accredited training organisations are of the highest standard in the world. APMG rigorously assesses and frequently monitors every COBIT 5 trainer working for an APMG Accredited Training Organisation, which guarantees that customers will receive an exceptional training experience.

**Join the COBIT 5 Training Community** - If you would like to become a COBIT 5 Accredited Training Organisation please contact us today by [web form](#) or call us on +44 (0) 1494 452 450