

## A GUIDE TO OUR SERVICES FOR SCHEME OWNERS

End to end delivery of your  
scheme including:

Syllabus, courseware and exam development  
Delivery of paper and digital examinations  
Translations  
24 hour candidate helpline  
International marketing support

# The world's leading accreditation, certification and examination institute

Through our network of local offices and accredited training organizations we can help your scheme flourish across the globe.

APMG has over 25 years of experience helping businesses and public bodies develop certifications and bring them to market. Working with our global network of partners we develop and deliver certifications in a range of languages at different levels. We are currently working with more than 25 scheme owners to help them expand their

portfolios globally. APMG has offices in 13 countries and can advise at a local level how quality accreditation and examination services can help your business grow.

Our services manage the end-to-end delivery of your scheme including the accreditation of training/

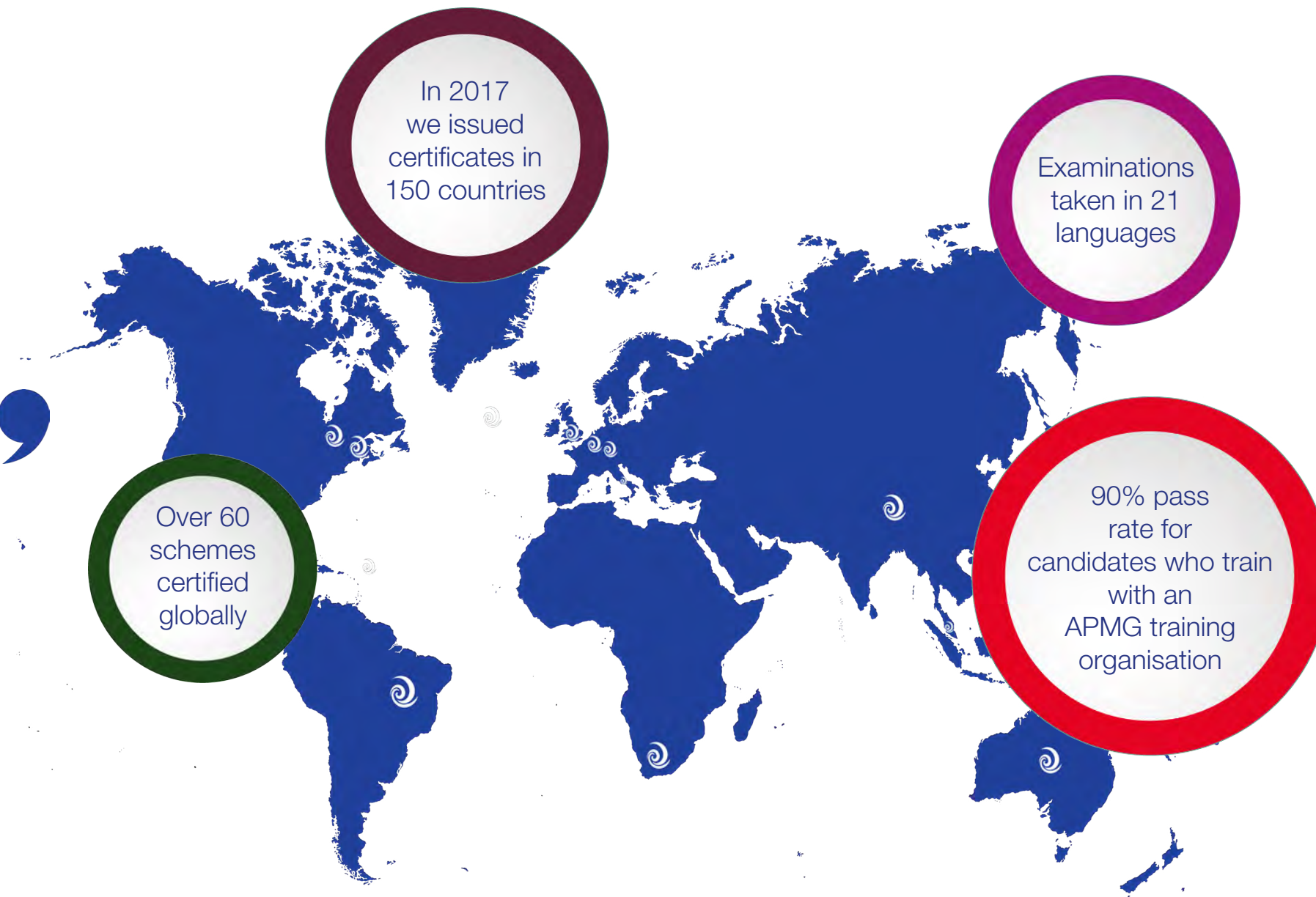
consulting organizations and associated personnel to the development and delivery of examinations, payment collection and the issue of paper or digital certificates. APMG can design a package of services to meet your specific requirements which align to your goals. We are at forefront of commercialising IP and our understanding of local markets can help

your scheme become globally adopted.

The following pages outline the benefits and services APMG can bring to your scheme but if you prefer to discuss these directly, please contact Nicola Kelly, Head of Accreditation and Product Development: [nicola.kelly@apmgroup.co.uk](mailto:nicola.kelly@apmgroup.co.uk)

*Protect your IP by delivering a scheme with leading network of accredited training organisations*

-Richard Pharro, CEO, APM Group



- ✓ Develop your business by working with a world leading examination institute
- ✓ Commercialise and protect your IP by ensuring your product can only be delivered by an accredited training provider
- ✓ Expand your business by promoting it to 3 million annual APMG web visitors and through our global network of partners and business development managers
- ✓ Add value to your scheme with a certification programme
- ✓ Protect your IP by delivering your scheme with accredited training organisations
- ✓ Achieve global adoption of your scheme through our established network of partners

## Helping you to develop and implement your scheme

Grow your certification scheme internationally by using our knowledge to ensure key elements are quickly and easily implemented. We believe the cornerstones for any scheme to be successful are quality, consistency, fairness, reliability, validation, security and transparency. Here's how we can help you achieve your goal building on these fundamental requirements.

### Commitment to quality

At the core of APMG's services is a commitment to quality. The systems and processes are continually refined to deliver a consistent quality approach.

APMG is passionate about compliance to industry best practices as the foundation of delivering and driving successful schemes. The commitment to quality is reinforced by the UKAS accreditation it received for its products and processes.



### Consistency, fairness and reliability

**The key elements for the success and credibility of any scheme is the consistency, fairness and reliability of the certification process. APMG's robust internal processes ensure this is delivered for your scheme, regardless of location or language.**

To build a successful scheme, customers throughout the supply chain need confidence that the awards issued are delivered in a consistent and fair manner. This assures candidates that the certificates held are a reliable and assured statement of achievement. APMG is renowned for its rigorous quality standards. All the certificates we issue are trusted within the market place.

With our global network of staff and trained assessors we consistently deliver the same levels

of service regardless of language and location. This ensures a global parity for the certificates issued on your behalf, creating reliability for your scheme.

APMG has a robust governance process, allowing for transparent appeals to be processed in those rare instances where a client may feel the wrong decision was made. This is underpinned by our independent Ethics and Standards Board providing oversight on all APMG activities – ensuring that the regulator is regulated too.





## Validation

**The validity of the certification issued is paramount to maintain the integrity and growth of any scheme.**

An important factor for the success of a scheme is for the market to have confidence that certification demonstrates skills, ability and knowledge. This ensures certification is truly valued by users.

APMG will design and develop assessment criteria and methods that are most appropriate to the awards issued. Working with you, we will blend your

subject matter knowledge with our assessment expertise to tailor the most ideal solution for you and your customers.

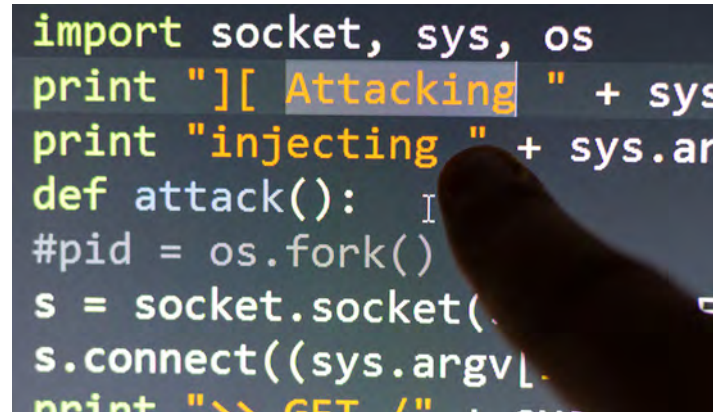
Once implemented, surveillance techniques and checks will be employed to ensure the ongoing suitability of the assessment, so the scheme stays relevant in an ever changing world.

## Security

**We work closely with government and industry bodies and our cyber security consultants can advise on best practice.**

Information security is of increasing importance to all organizations and we are market leaders in developing products and certifications which protect and defend information from cyber attacks.

We pro-actively monitor and protect our own systems and we hold a Cyber Essentials Plus Certification. APMG is not permitted to be certified to the information security standard ISO/IEC 27001 but we have invested heavily in compliance to this standard and external validation.



## Transparency

**Working in partnership with you, APMG provides a transparent service with real time reporting for updates and provisions.**

APMG will appoint a project manager to capture your requirements and work with you to deliver your scheme. Once operational, you will be assigned a Product Owner who will be your main point of contact. By working with you and other members of the APMG team, including our global network of Business Development Managers and Marketing teams, you will be assured of the successful delivery and ongoing growth of your product.

Through regular meetings we will review the progress of your scheme and plan for future success. You will also be given access to an online

portal allowing you to view the latest information on your scheme including international examination sales and webpage visits. These reports can be customised and downloaded to share with stakeholders.



## Accreditation services

Quality accreditation protects your scheme's reputation and ensures that the organizations responsible for delivering the product have a deep level of knowledge.

## Accredited Organizations

Accreditation ensures that the organizations providing training or consultancy for your scheme deliver the best experience possible for the end user.

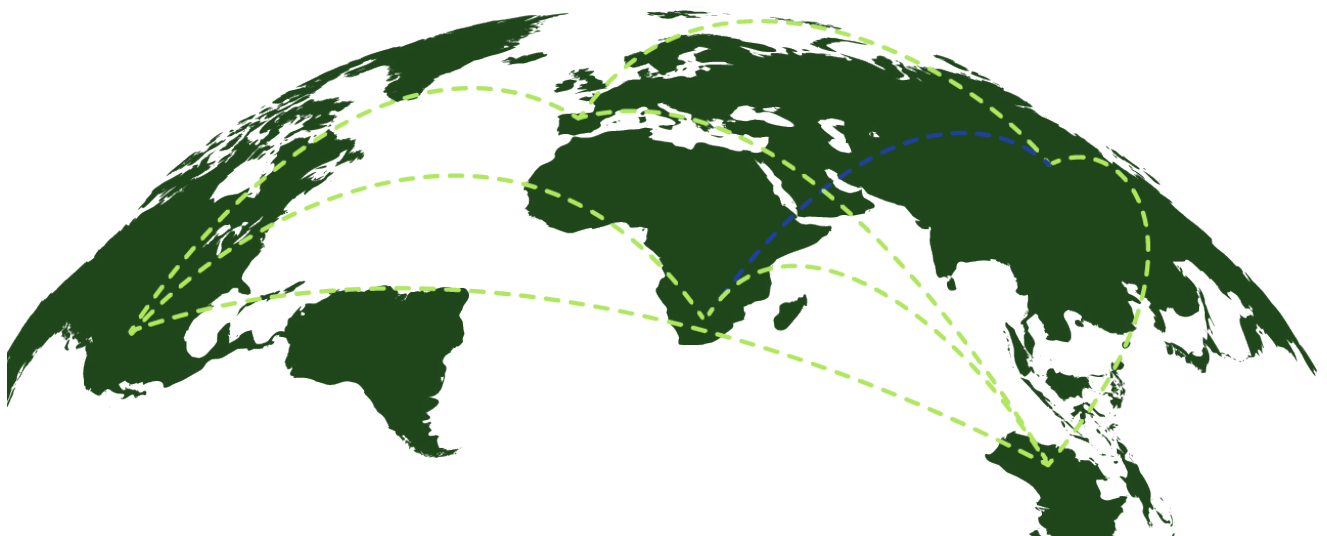
Our thorough assessment processes ensures that the companies entrusted with your brand will deliver a quality service to clients, protecting and enhancing your reputation.

A full organization assessment takes into account the internal management processes, course or consulting materials and personnel as outlined below – though each element can operate independently if needed.



*APMG are always actively helping to promote our training courses- whether it's sharing a stand at an expo, hosting a webinar for us, or providing speakers at our seminars- we always reach a far larger audience with their help. As a result we have won some of our biggest clients to date through such events- and it's all at no additional cost*

-James Kinch,  
Client Partnership Director,  
Training ByteSize



APMG has an established global network of over 40 assessors who can apply consistent and rigorous assessment standards in a professional and customer friendly manner. We have assessed over 500 organizations worldwide in over 20 languages.

## Quality Management System

The Quality Management System (QMS) assessment ensures that the training or consulting organization effectively manages the service offered. Our assessment covers everything necessary for a good customer experience. This includes internal governance and the management process needed to check the organization consistently delivers, evaluates and improves their service provision.



The initial assessment will include a review of the processes by an experienced APMG QMS assessor. They will check all elements exist and are mature for the organization. Within the first year of accreditation, APMG will also complete an in-depth audit with the company to ensure they can demonstrate the successful and regular implementation of their QMS.

Regular surveillance activities are undertaken by APMG to ensure on-going compliance to the QMS requirements. At the end of the certification process, a further in-depth audit is completed to confirm full compliance is maintained.

## Courseware and Consulting materials

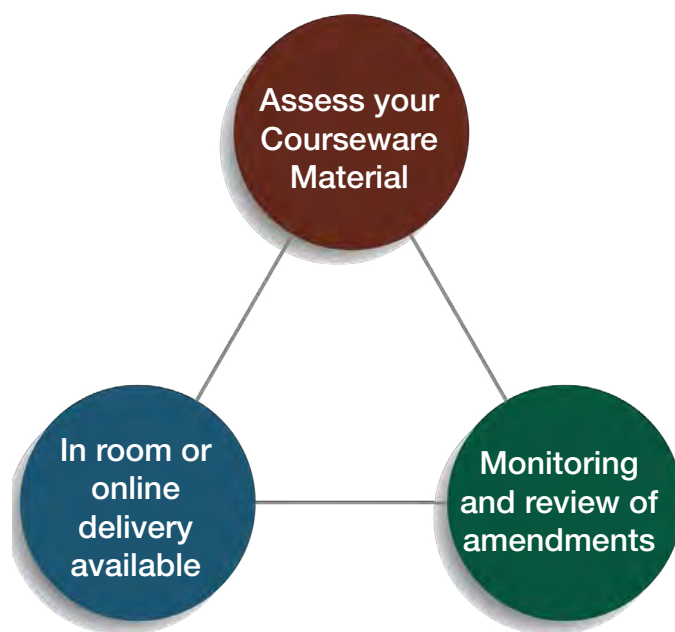
Courseware and consulting materials to support the scheme will be reviewed by APMG. It is essential that the customer will be provided with sufficient materials to attain success in their assessment.

APMG will carry out a full assessment on the materials the Accredited Organization plans to use and determine if minimum levels have been met.

APMG can assess materials in a variety of formats including in-room and online delivery. We also monitor new technology and delivery methods used within the industry to ensure our assessment criteria evolve.

After courseware and consulting materials have been approved, APMG will work with the Accredited Organization to monitor and review amendments to content including changes to the delivery method

or translations. This ensures quality is maintained throughout all delivery channels.



## Personnel Assessment – Trainers and Consultants

The final element of assessment for Accredited Organizations is their trainers or consultants. These individuals are crucial to ensure successful delivery to the customer.

Every APMG approved trainer and consultant has been witnessed by an APMG assessor who assesses technical knowledge plus training or consulting skills. This focus on their competence is

unique to the markets in which we operate. After initial approval, the personnel certification is maintained through regular surveillance assessments with an in depth assessment conducted at the end of the five year accreditation cycle. This is a vital element to ensure those delivering front line services for your scheme maintain their knowledge and skills to give the end user the best possible experience and maintain the value of your brand.

# Intellectual Property Management

Intellectual property (IP) is now recognised as one of the most valuable assets an organization owns – let APMG help protect yours.

## Registrations

APMG can register and obtain trademarks for your IP, such as logos and straplines. Understanding the nuances of class registration and pre-existing registrations can be a minefield to those new to the system, especially if working outside your own country. APMG can help with these registrations, allowing you to utilise our internal expertise to ensure the swiftest and successful registration of your IP.

## License Issue

Even though organizations and personnel may have been successful in the accreditation process, it is paramount to the protection of your brand that they understand the limitation of the rights inferred for your IP as part of their accreditation. APMG will work with you to create and issue the relevant IP licence to those parties within the accredited system to ensure your IP is always protected.

Helping you understand global IP registration processes

Enabling the successful registration of your intellectual property

Working with you to ensure the protection of your IP

## Monitoring

Whilst most AOs will abide by the criteria of their specific licencing agreement, APMG will pro-actively monitor AO's to ensure your IP is reproduced in accordance to your terms and within IP regulations. In the case of transgressions we will follow up to ensure issues are corrected and compliance reinforced to protect and maintain your brand value.

If APMG is unable to achieve a compliant solution with a company misusing IP, it can progress these discussions to an agreed stage and then pass all information to you for further action as desired.





## Service Offerings - Examinations

**Examinations are critical to the success of a scheme. They demonstrate knowledge and understanding to colleagues and prospective employers. To ensure desirability of your examination and its value within the market place, robust examination design and delivery service is essential.**

### Development

**An effectively designed examination scheme can enhance any profession. APMG can help you design the syllabus, coverage and testing method to ensure the examination is a true asset for those who hold it.**

We can work with your subject matter experts to write a syllabus and fair, valid and reliable examinations appropriate for the candidates' expected level of knowledge. We can determine the spread of discrimination indexed questions which are appropriate for your product.

APMG has been designing, developing and administering qualification schemes since our formation in 1993. Over the past 25 years testing techniques have evolved and we have continued to improve and refine our development process to ensure our tests are the best standard in the market. Our bespoke design system is based on the

internationally recognised Blooms Taxonomy model. Our team of experienced, proven question developers will work with you to design and develop a quality testing system for any examination using a variety of testing styles, from simple multiple choice questions to panel assessments.

Our systems report on the effectiveness of questions and provide statistical information to ensure the ongoing performance of testing items ensuring a fair assessment of your candidate.

### Administration Services

APMG's bespoke and fully integrated systems allow a seamless transition delivery of examinations and the issue of results and certificates.

APMG can help you develop your examination scheme or administer an existing scheme by rolling it out through a proven, global system which adheres to international best practice standards.





## Delivery Options

APMG systems have the functionality to deliver a range of examination models – all of which can be made available or hidden to your customers.

To help accelerate the growth of your scheme, it is vital that the examination services provided dovetail with your scheme delivery methods. By partnering with APMG you can design the service most suitable to meet your needs and support the community promoting your scheme.



The list below shows the examination options available but please contact us to discuss your specific requirements:

- Online, paper based or blended examinations
- Physical and remote proctoring services
- Payment up front or invoices issued after the exam
- Examination vouchers can be issued directly by the scheme owner, Accredited Organization or APMG and redeemed by the candidate at the time of their booking
- Group or individual examination sessions
- Secure electronic or physical certificates



## Candidate Support

Effective support for candidates is integral to the growth and reputation of your brand. APMG continually invests in the improvement and enhancement of customer experience and we offer a 24 hour helpdesk to support candidates.

### Online platform

Our bespoke online portal allows candidates to indicate contact preferences, control publicly available information and access results and certificates.

Candidates can also use their portal to book and rebook examinations and contact APMG for help and assistance.



### Contact Services



We provide candidates with the opportunity to opt-in to receive marketing information from APMG and Scheme Owners which will allow you to keep in touch with them. This strengthens engagement with your scheme – as candidates are regularly updated with any changes or promotional activities.

### Our candidates experience

***I have had the opportunity to experience APMG's excellent service levels from both the delegate and the trainer perspective and am highly impressed on both fronts***

-Tsenolo Mofokeng,  
Project management consultant

***I have completed several certifications via APMG and each and every one of them has been fantastic... highly recommended***

-Judd Norton,  
Senior Project Manager

# Support to Scheme Owners

APMG works in partnership with all our scheme owners – building and maintaining collaborative and open relationships to understand your goals and aspirations. To help you meet your goals and make your product a success we will assign you named contacts who will work closely with you.

## Initial Set up

After the scope of services is agreed an APMG Project Manager will work with you to develop your product. Your Project Manager will refine requirements, agree a delivery plan and bring the scheme to launch quickly and efficiently. When your product has been developed your Project Manager will provide a detailed handover to your account manager.



## Account Management

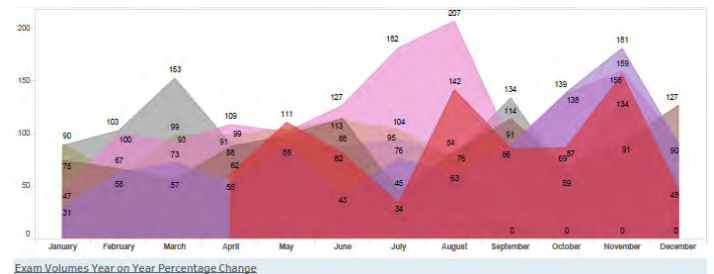
Once your scheme is live an account manager from our Product Owner team will take over. They will manage the delivery of your product, keeping you up to date through regular meetings and reports, as well as working with you to help understand

any developments and improvements that can be introduced. Your Product Owner will coordinate the operational, finance, business development and marketing teams to deliver initiatives and growth plans.

## Reporting Portals

Our online reporting tool enables you to access real time information about your scheme. Reports can be downloaded at the touch of a button.

In addition to standardized reporting templates, we can tailor the reports to your specific requirements.





## Project Management Services

All schemes will occasionally need refreshing to ensure they remain relevant.

With the international growth of a scheme, translations may be required which will need management, quality and validation checks to ensure they are of a sufficient standard to satisfy the target market.

Project management can be a time consuming, resource intensive exercise. APMG provides an in-house service which allows you to outsource the project management to a trusted and established partner.

## Commercial

With our global network we can advise on appropriate pricing to ensure your scheme is affordable for the target audience. We also trade with multiple currencies allowing end users to pay in their preferred remuneration.



## Get in touch

APMG help scheme owners develop, grow and expand their certification – enhancing and developing best practice to enable organizations and individuals to achieve their full potential. Working in true partnership, we look forward to understanding how we can help you to achieve your goals.

Email

[nicola.kelly@apmgroup.co.uk](mailto:nicola.kelly@apmgroup.co.uk)

## Don't take our word for it

*The worldwide network of APMG's ATOs has made it possible to disseminate our scheme to a wider range of audience across the world. This network and the possibility of exam proctoring have made it possible for individuals around the world to register for an exam.*

**LSSA**<sup>®</sup>  
lean six sigma academy

-Dick Theisens,  
Managing Director,  
Lean Six Sigma  
Association



# APMG International

A complex network of interconnected nodes and lines in shades of blue and white, representing a global network. The nodes vary in size and are connected by thin lines, creating a dense web of connections.

Discover our complete portfolio online:

[www.apmg-international.com](http://www.apmg-international.com)

A global network of accredited training and  
consulting providers at:

[www.apmg-international.com/all-atos](http://www.apmg-international.com/all-atos)

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