

ACADEMIA VALUE OF CERTIFICATION

White Paper



EXECUTIVE SUMMARY

DASSAULT SYSTÈMES has been a longtime advocate of Certification as a reliable method to identify skilled and talented people. Mid-2014, a survey was conducted to evaluate the impact of certification on people's career covering a ten year period of effective deployment of the DASSAULT SYSTEMES Certification Program.

In this white paper, DASSAULT SYSTÈMES, Global Learning and Academia Organization, presents the key findings on Certification benefits and value for Certified Professionals on DASSAULT SYSTÈMES solutions.

The survey targeted all the Certified People who had passed at least one DASSAULT SYSTÈMES certification exam. It consisted of a set of 10 questions mainly around awareness, motivation and benefits of getting certified. The findings, detailed in the following pages, clearly showed that Certification resulted in significant opportunities for the certified people.

GENERAL FINDINGS

The analysis of all the responses and comments highlighted the following key findings:

- The more visible the certification program, the higher the motivation to get certified
- Better jobs and positions as well as higher salaries were the benefits mostly expected
- Certification significantly increased the employability of students and individuals

Certification gave a great potential for growth to the certified people. The main certification benefits were:

- Increased employability and better job opportunities
- Salary increase and better paid jobs
- Recognition within the company and among peers

DETAILED FINDINGS

The survey was sent to more than 7000 Certified Professionals worldwide. The respondents identified in the different categories were the following:

- Employed people working for partners or customers and other companies, who passed the certification exams upon request of their management
- Individuals were certified people who decided to take the certification exams with the objective of getting certified in order to be able to evolve in their professional career

However, the frontier between the categories might not have been so hermetic. For example, some students might have chosen to claim that they were customers or employed since they were working at the time of the survey (part time, internship...).

Note: For some questions, several responses were possible.

Awareness was nourished through three main channels. Respondents were informed about DS Certification program via:

- Their management, school or university: close to 55%
- A certified person or a colleague: close to 30%
- Marketing media, website and materials: around 25%

Employed people were globally more driven to take certification exams.

- In most cases (more than 40%) they were requested to do so by their companies. However, around 85% of the respondents said that the main reason for them to get certified was to get a better job or position within their company or in another company. 15 to 25% said they were targeting a salary raise.

The benefits were as follows:

- For more than 40% of the respondents, the main benefit they got from being certified was a better recognition within their company and among their peers
- 30% of the respondents got a better job or position
- Less than 10% did get a salary increase

Individuals' responses were close to those of the Employed people category except for motivation. In fact, Individuals were significantly more willing than requested to get certified than the Employed people. More than 75% said that getting certified was a personal decision. The reasons were similar but the ratios higher:

- Looking for a better job or position: close to 90%
- Looking for a higher salary: close to 30%

The benefits were similar but with different ratios:

- For most of them (more than 60%), the main benefit they obtained from being certified was a better job or position
- 40% got more recognition in their company
- More than 12% of the respondents had a salary increase
- Obviously, the best time to get certified was when they were looking for a job (55%)

Students were all the more motivated to get certified when they were offered the possibility to do so by their schools or universities. For them, certification represented a great opportunity to complement their education curriculum and differentiate themselves from the other students. The obvious target was to get better well-paid job proposals.

- Close to 70% of the students claimed that it was a personal decision
- 86% of the students said they got better job opportunities and better jobs
- The best time for students to get certified was at the end of their studies

The **salary raise** was overall quite significant for those who responded to this question (10%).

- 80% of the respondents benefited from a salary raise up to 20%
- The remaining 20% got a salary raise above 20%

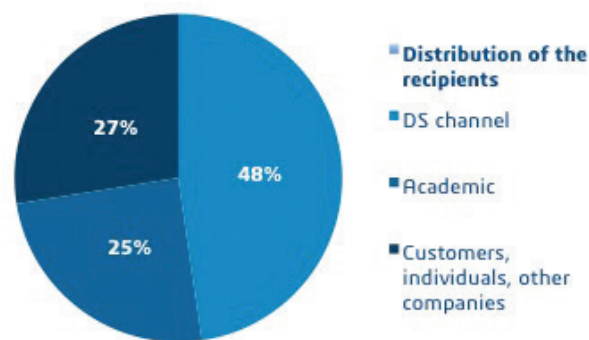
Proven Employability Improvement

The survey’s key findings clearly highlighted the certification value and its positive impact on the certified people’s recognition and employability.

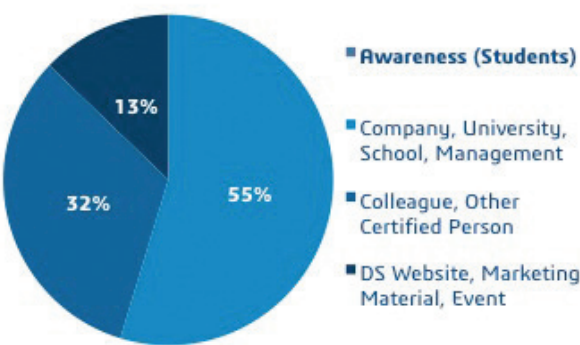
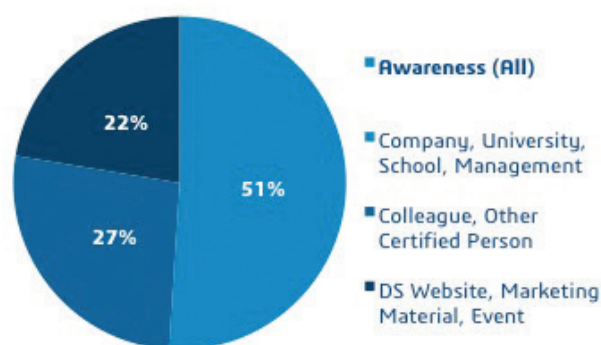
On the next pages, you will find the charts illustrating the results to the different questions of the survey.

SURVEY QUESTIONS AND RESULTS

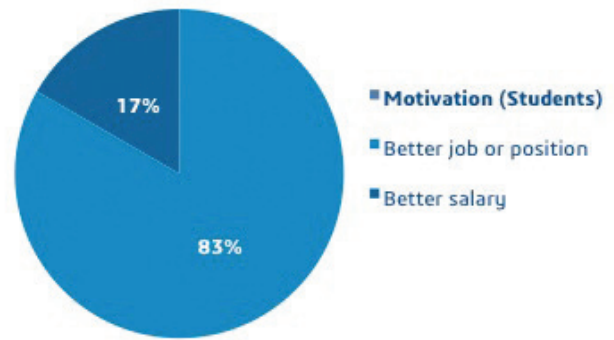
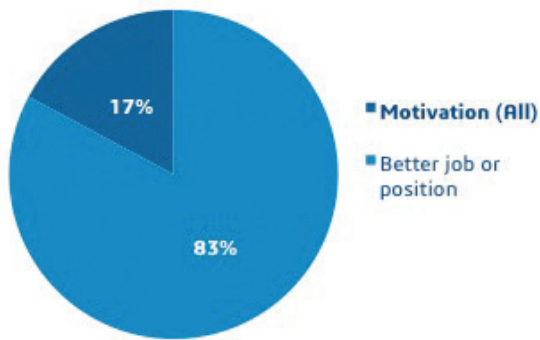
Distribution of the recipients:



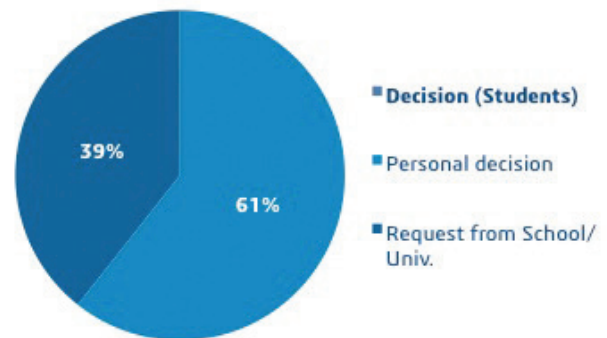
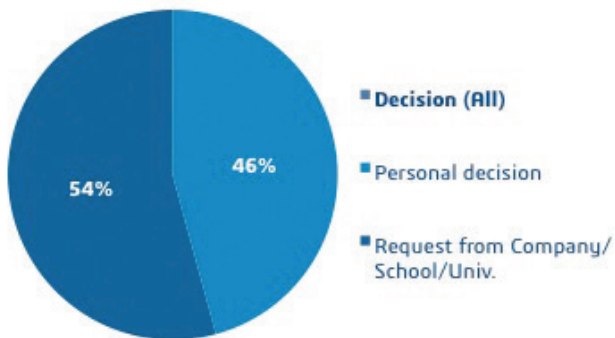
1. Question: How/where did you learn about DASSAULT SYSTEMES certification program?



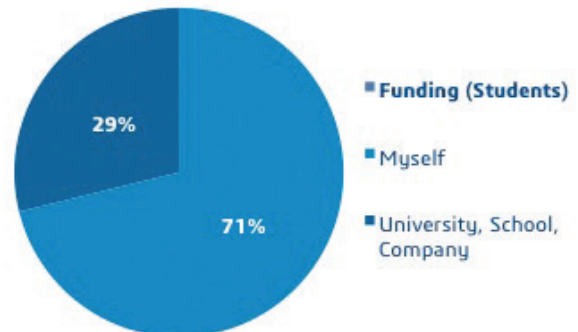
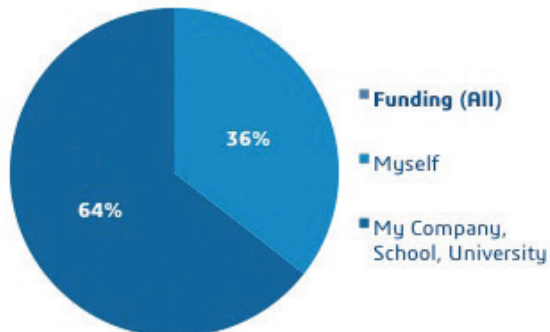
2. Question: Why did you get certified?



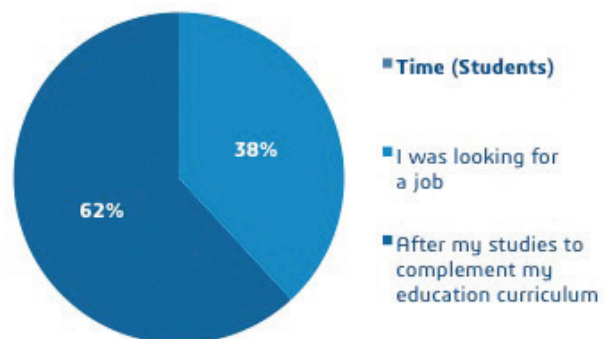
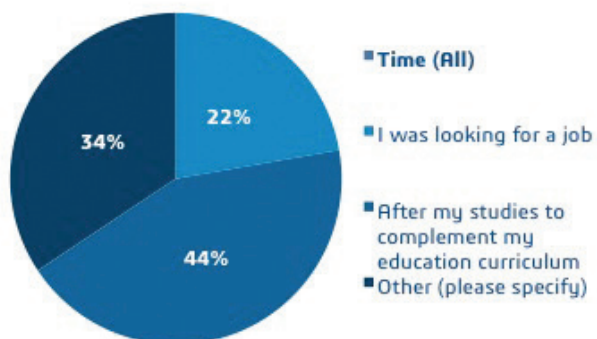
3. Question: What drove you to take an exam?



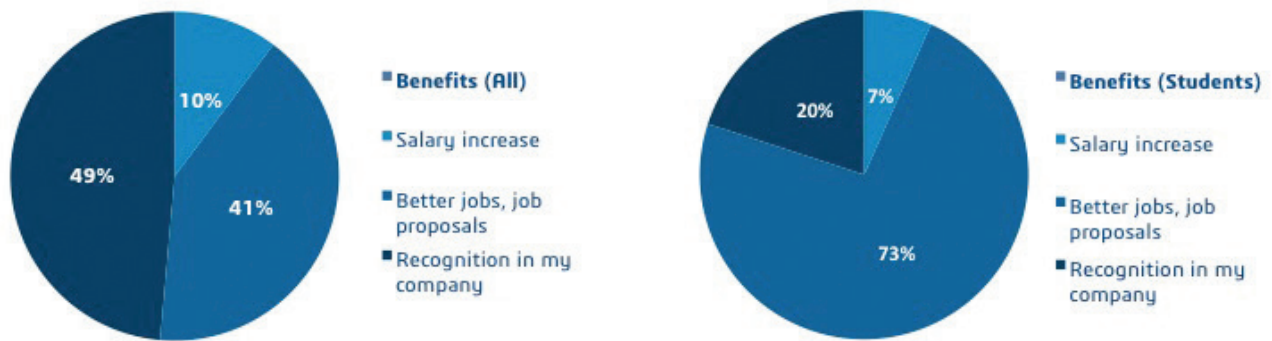
4. Question: Who funded your exams?



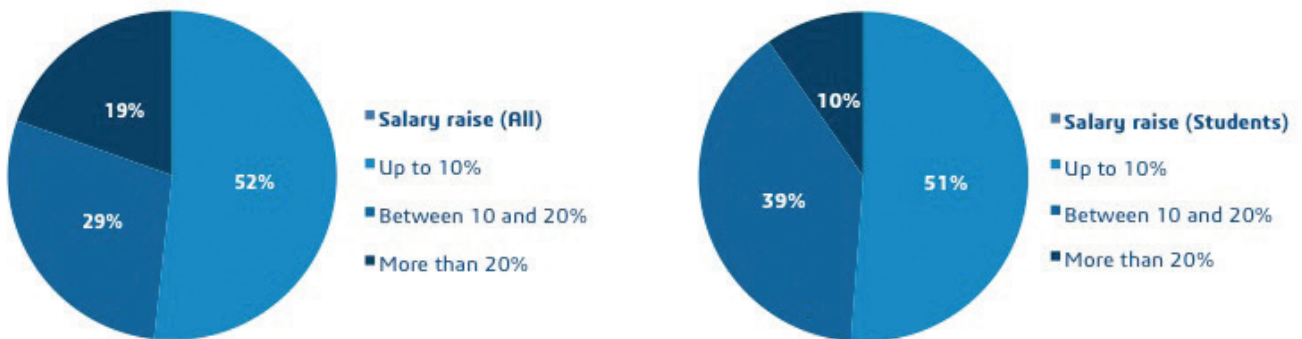
5. Question: When did you think it was time for you to get certified?



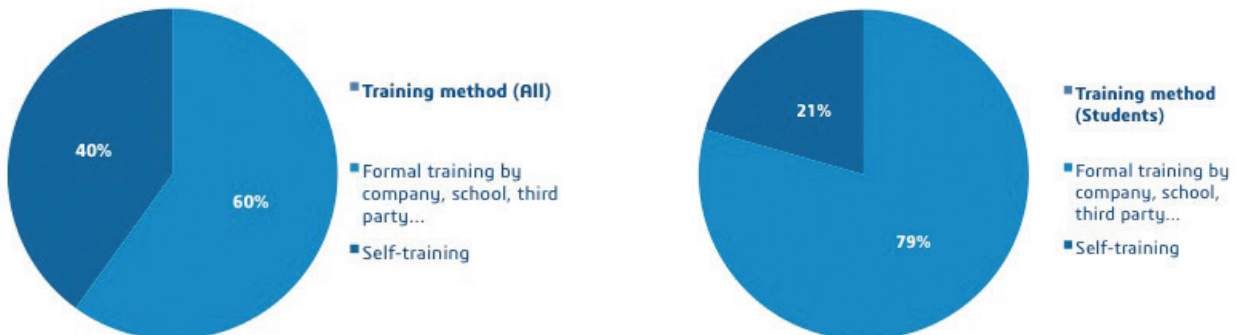
6. Question: What type of benefit did you get once certified?



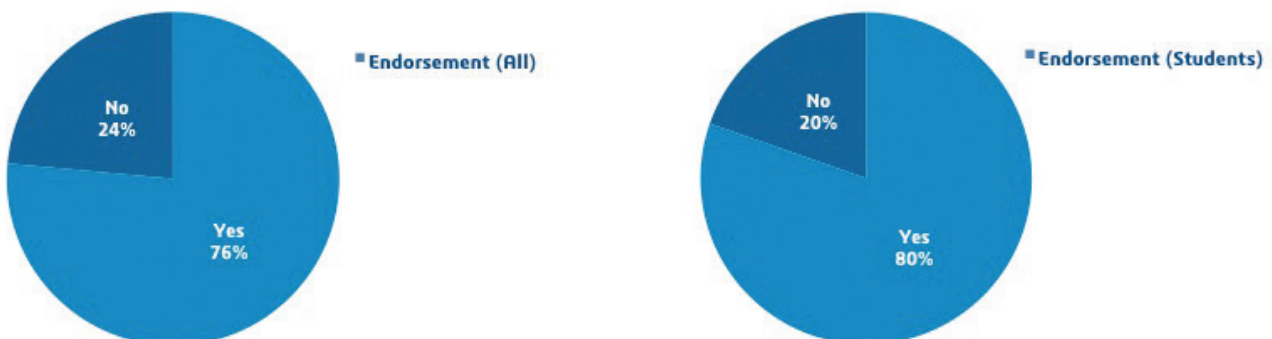
7. Question: If you got a salary increase, how significant was it?



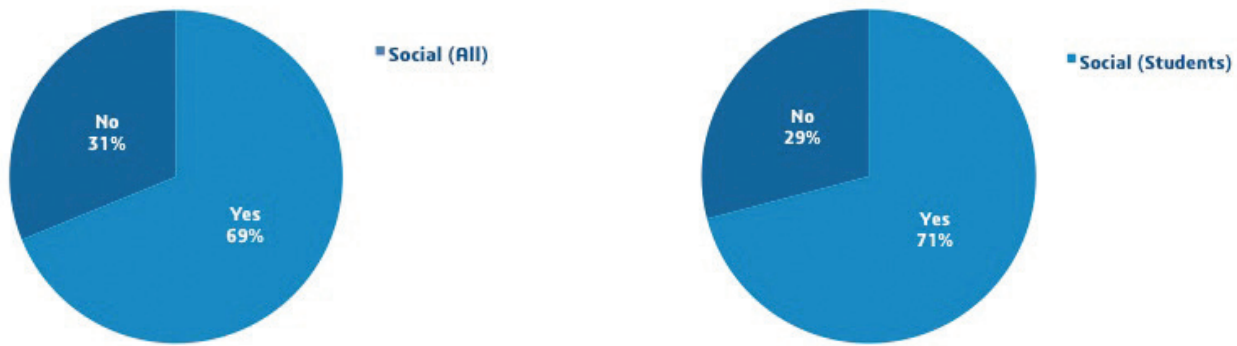
8. Question: How did you get trained?



9. Question: Would you recommend a friend or colleague to get certified?



10. Question: Would you find an interest in sharing experience, discussing with other certified people through a community?



Some comments from the respondents:

- *"The more advertisement, the better recognition, I think."*
- *"Helpful for colleagues/friends who aspire for better jobs."*
- *"It was good for finding a job."*
- *"I think it is an important skill."*
- *"To be a level above the rest."*
- *"I think no matter where we go or what we do in life, it's always important that we carry badges of our success in educating ourselves."*
- *"Networking is important in any field of work."*
- *"I already helped others in my company to get this certification."*
- *"Because I like to share my experience and knowledge with others."*
- *"It would be nice to have discussions with people in similar situations."*

TO CONCLUDE

The purpose of the survey was to identify the proven benefits and value of Certification for people certified on DASSAULT SYSTÈMES solutions. The analysis of the responses showed that certification significantly improved people's recognition and employability, especially among students and individuals.

It also highlighted the fact that a certification program requires visibility in order to expand and grow recognition.

Consequently, DASSAULT SYSTEMES decided to revisit its certification program to primarily target academic students and individuals. We developed new exams that, unlike the older ones, include live practice, based on real job situations.

To deploy the new program rapidly, DASSAULT SYSTEMES is closely working with its network of Education and Academic Partners, as well as with Schools and Universities to set up a worldwide network of certification centers.

If you are interested, contact certification@3ds.com.

A special effort is being done to communicate more and efficiently via various media and social networks, to promote the new certification program, especially with top employers in the industry, which are facing a dramatic shortage of skilled people to replace their aging workforce which is progressively getting retired, hire new talents, and maintain their competitiveness.

Our 3DEXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

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