The BadgeCert Solution:

In digital today's world, where professionals share practically everything online, paper certificates are no longer an effective way to communicate the nature of earned credentials, nor can they be readily verified or authenticated. Moreover, training providers and credentialing bodies are looking for innovative ways to market their programs, while also maintaining the integrity and security of their credentials.

BadgeCert meets these challenges through its cloud platform that enables organizations to securely create, issue and manage digital badges that recognize and verify a recipient's skills, credentials, contributions and experiences. Each icon is embedded with metadata including evidence of where, when, how and why it was earned and optional expiration and CE value settings. This information allows BadgeCert digital badges to serve as 100% authenticated credentials that earners can store in their own BadgeCert portfolio and easily share on social media sites, career sites, employer databases, online resumes and email signatures.

Once shared, each online BadgeCert can be reviewed and verified with a single click by employers, licensing boards, and colleagues. BadgeCert's patent-pending technology was first to market and leads the digital credentialing space.

We are experiencing the digital badging "tipping point" because until now, there was never a *standardized common currency* to recognize and validate professional achievements. This is why many of the world's leading organizations and industries have adopted BadgeCert digital badges as their key tool to recognize individuals for all met milestones on their professional development pathway.

To view a sample BadgeCert digital badge, click here: [BADGECERT](#).

Related Videos:
[BadgeCert for Issuers](#)
[BadgeCert for Earners](#)

BadgeCert Benefits for Organizations:

BadgeCert is the leader in digital credentialing and professional recognition for associations, trainers, corporations and universities. BadgeCert offers organizations a number of significant, quantifiable benefits including:

- **100% verification** – Insures the authenticity and security of credentials being delivered and shared.

- **Branding** – Increase exposure of the organization's brand across social platforms.

- **Analytics** - Analyze market impact by reviewing badge sharing and views.

- **Cost mitigation** – Reduce mailing expenses and certificate processing/printing labor.

- **Always available** – BadgeCerts are delivered from the cloud for 24x7 online access.

- **Global** – Badges can be rendered in multiple languages.

- **Skills & Leveling-up** – Capture and analyze skills supplied by earners, especially for CE and expertise tracking. Create a hierarchy of competencies that "stack" or "level-up" to show a pathway towards mastery.

- **Revenue generation** – Upsell digital badges as a reward for certification and achievement and create loyal, lucrative partnerships with CE providers that utilize your badging interface.

BadgeCert for Earners:

Because most industries evolve so quickly, it is vital that professionals continually hone their skills in order to stay competitive. As such, upon completion of training and certification programs, these professionals must have a way to effectively convey their verified knowledge and expertise to their employers, colleagues and recruiters.

Until now, there hasn't been a standard way to accurately document, conveniently store and securely share verified achievements. BadgeCert is designed to do just that by functioning as a *common currency* to reliably recognize professional achievements. Receiving a digital badge from an organization is a huge benefit to earners in that it allows them to have 24/7 access to a verifiable and current record of their accomplishment that they can share with whomever they choose on social networks, resumes, email signatures and websites.

Further, earners have one location to safely manage all their earned badges and enjoy the ability to categorize their BadgeCert digital badges, enabling secure and confidential sharing with their desired networks.

Platform Feature Descriptions:

The BadgeCert digital badge platform is hosted in its monitored, secure Tier 1 datacenter. The platform is monitored for high-availability. All deployment models of the BadgeCert platform include 24x7 hosting and support.

Feature	Description
Authentication & Verification	BadgeCert assures that issued / shared badges are 100% verified and current. Issuers are able to set badge expiration rules (disappear or gray out); mitigating the risk of earners sharing expired or revoked badges. Recipients of BadgeCert shared badges (e.g. employers, industry organizations) can rest assured that the badges they receive are indeed verified and current.
Embedded Evidence	BadgeCert allows issuers to add unique detailed information (called metadata) to each badge that helps to further qualify the nature of the earned credential.
Micro-credentialing & Stackable credentials	BadgeCert enables organizations to create "stackable credentials" or "micro-credentials". This advanced feature allows issuers to create business rules that dictate the pathway towards mastery of professional skills. Rules may include a hierarchy of competencies, credentials, or continuing education experiences needed to level-up to a "Master" badge.
Customizable Badge Design	BadgeCert offers an industry exclusive design tool that enables issuers to create custom badge icons. BadgeCert provides standard templates, or offers issuers the ability to easily upload their own badge artwork to create truly unique, on brand, digital credentials. For organizations that also require paper or wallet certificates, BadgeCert offers .pdf certificates with optional QR codes that can be printed directly by earners from within BadgeCert, thus reducing the labor and cost associated with printing and mailing paper certificates.
Flexible Rules Engine	BadgeCert provides organizations with customizable backend tools to communicate with earners. From congratulatory emails, badge expiration reminders, and engagement tools, BadgeCert is designed with the flexibility to maximize organizations' marketing and sales objectives.
Analytics	BadgeCert offers a proprietary reporting and analytics tool that provides organizations with real-time data such as badge sharing, badge clicks and overall earner usage. Issuers leverage these reports to analyze the effectiveness of each BadgeCert program and to optimize the marketing of their brand.
Earner Portfolio	BadgeCert offers earners a universal web based portfolio to organize, manage and share earned badges. Integrated with popular social networking sites, LinkedIn, Facebook, and Twitter, earners can easily share their accomplishments directly from their portfolios with colleagues, employers and licensing boards.

API Access	Organizations can obtain access to the BadgeCert API, allowing their LMS or other enterprise systems to make calls that create, issue and update badges, manage rosters, update settings and many other functions.