



# **The Power of the Network:** How Digital Credentials Transform Product Certification Programs

#credentialnetwork



# Today's panel



**Adam Rabidoux**  
Juniper Networks



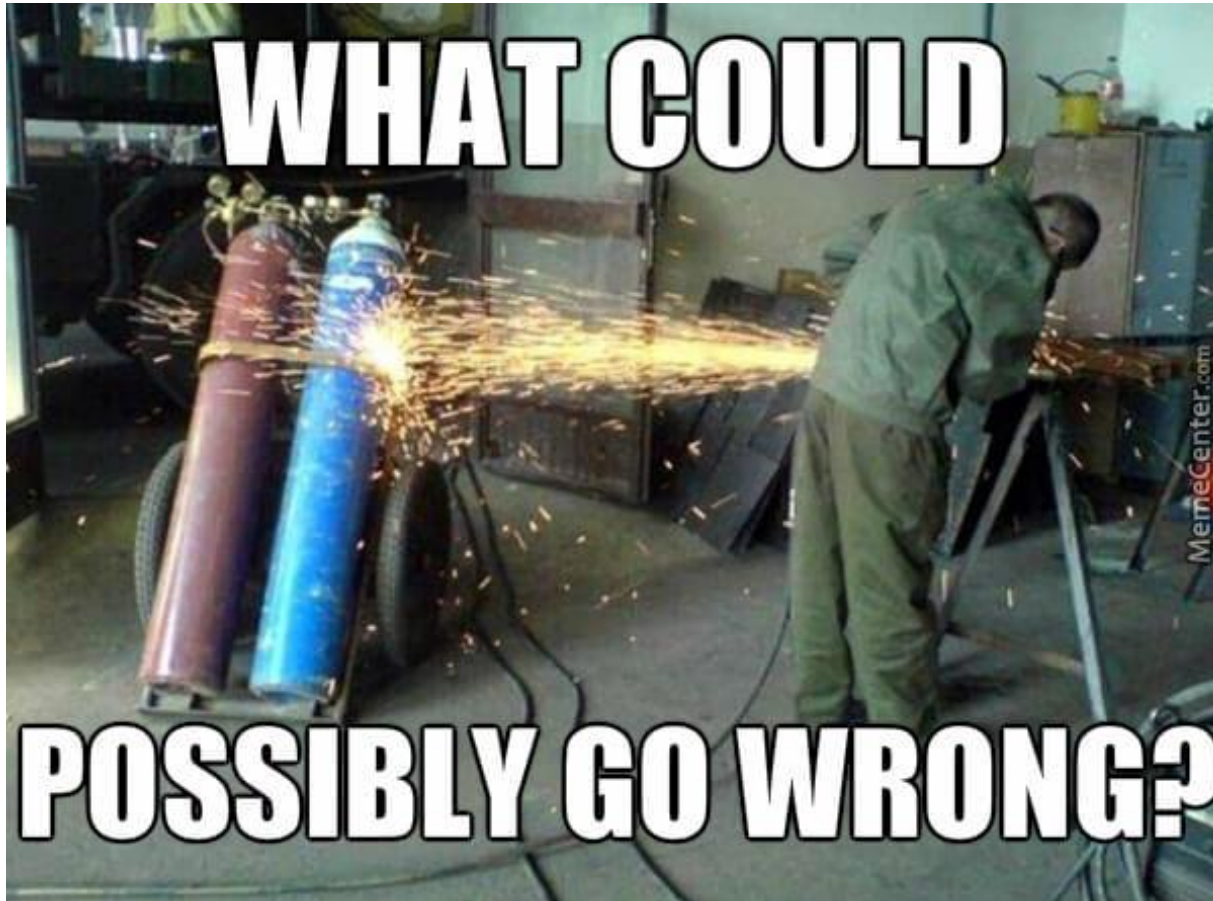
**Courtney Jacobsen**  
Tableau



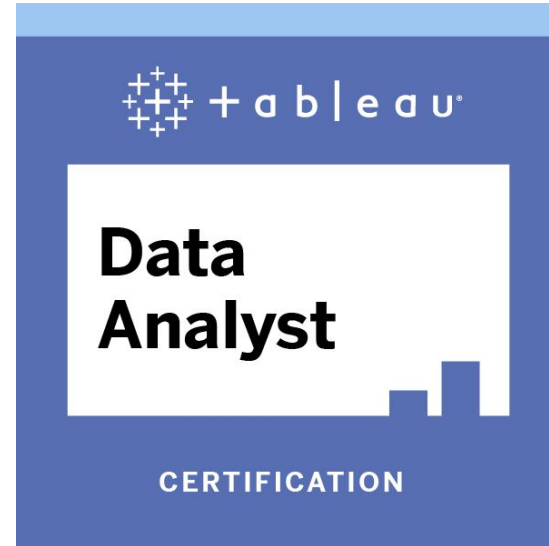
**Debbie Smith**  
Smartsheet



**Susan Manning**  
Credly



# Product Certification



# Outcomes



# Success begets success



B<sub>3</sub> R<sub>1</sub> A<sub>1</sub> N<sub>1</sub> D<sub>2</sub>

# Adam Rabidoux

Juniper Networks

# Juniper Networks Certification Program

- At Juniper, we deliver network experiences that transform how people connect, work, and live
- The mission of our certification program is to validate the Juniper skill set among those who design, implement, and maintain such networks





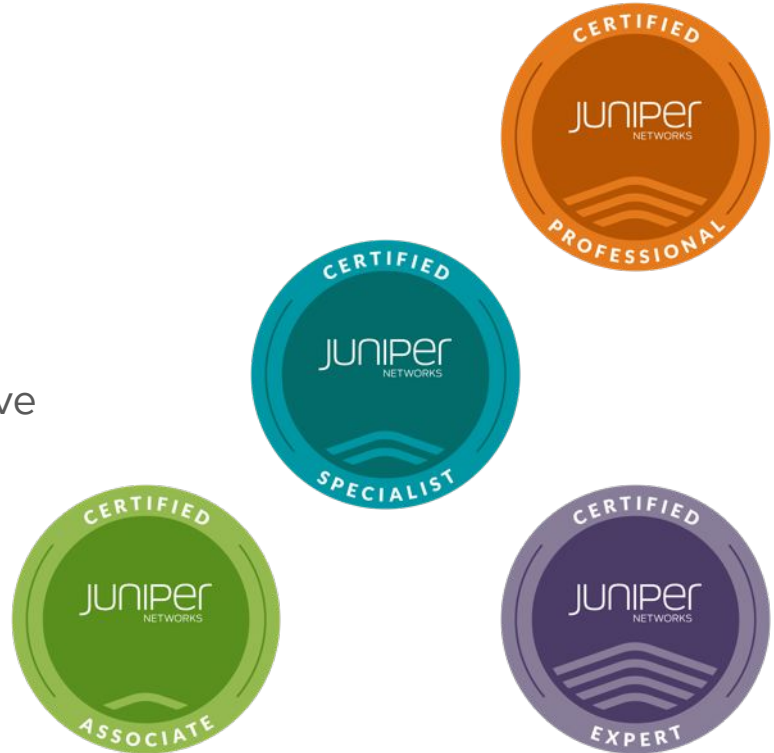
# Program Overview

- Launched in 2001
- Multi-tiered (Associate, Specialist, Professional, and Expert)
- 7 certification tracks
- Today, roughly 84K certifications are held by 33K Juniper employees, partners, and customers



# Initial Digital Credential Strategy

- Launched certification badging program in 2016
- 1:1 mapping between certification and badge
- Implemented for growth purposes and to improve the candidate experience
- Extremely effective engagement and credential validation mechanism
- Enabled us to brand our certifications



# Badging Program 2.0

- Expanded program in 2018 to include multi-certification and Emeritus badges
- Redesigned badges
- Developed additional non-certification badges



# Single vs. Multi-Certification Badges

## Single Certification Badges



Accepted	110,851
Pending	82,003
Rejected	574

**57%**

**Acceptance Rate**  
Credly average is 67%

**3.44**

**Views per Share**  
Credly average is 3.28

## Multi-Certification Badges



Accepted	9,013
Pending	2,946
Rejected	14

**75%**

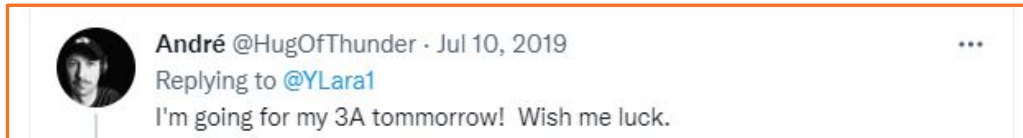
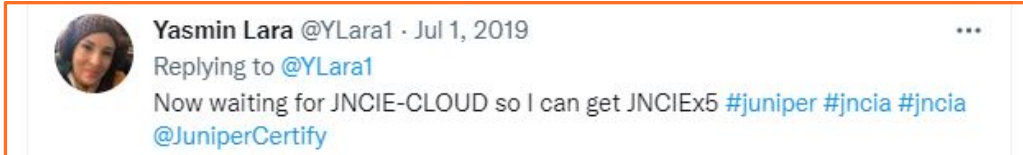
**Acceptance Rate**  
Credly average is 67%

**3.86**

**Views per Share**  
Credly average is 3.28

# Juniper 5-3-1 Certified

- Multi-certification badges became a significant driver of certification growth
- Announced Juniper 5-3-1 Certified Badge today!



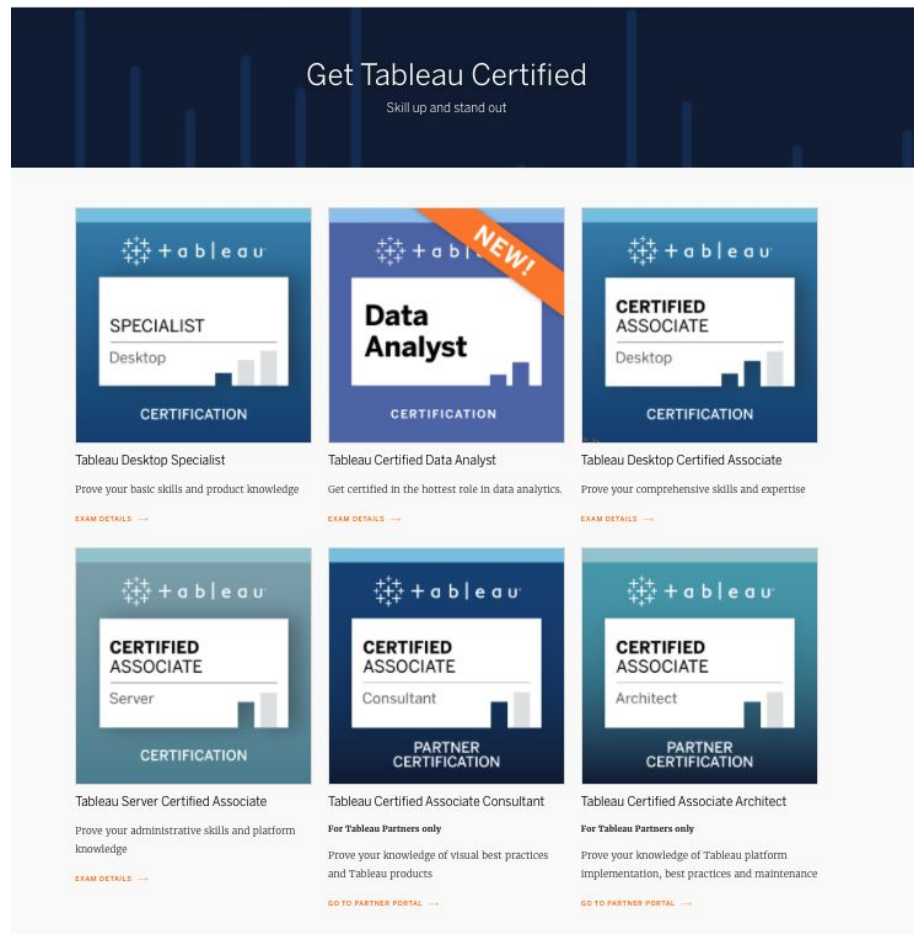
# Courtney Jacobsen

Tableau

# Tableau's Certification Program

*Designed to certify users on their ability to maximize the value of data*

- Program launched with product-based certifications in 2013
- Digital badges came in 2019
- Role-based certification came in 2020



Get Tableau Certified  
Skill up and stand out

**SPECIALIST**  
Desktop  
CERTIFICATION

Tableau Desktop Specialist  
Prove your basic skills and product knowledge  
[EXAM DETAILS](#)

**NEW!**  
**Data Analyst**  
CERTIFICATION

Tableau Certified Data Analyst  
Get certified in the hottest role in data analytics.  
[EXAM DETAILS](#)

**CERTIFIED ASSOCIATE**  
Desktop  
CERTIFICATION

Tableau Desktop Certified Associate  
Prove your comprehensive skills and expertise  
[EXAM DETAILS](#)

**CERTIFIED ASSOCIATE**  
Server  
CERTIFICATION

Tableau Server Certified Associate  
Prove your administrative skills and platform knowledge  
[EXAM DETAILS](#)

**CERTIFIED ASSOCIATE**  
Consultant  
PARTNER CERTIFICATION

Tableau Certified Associate Consultant  
**For Tableau Partners only**  
Prove your knowledge of visual best practices and Tableau products  
[GO TO PARTNER PORTAL](#)

**CERTIFIED ASSOCIATE**  
Architect  
PARTNER CERTIFICATION

Tableau Certified Associate Architect  
**For Tableau Partners only**  
Prove your knowledge of Tableau platform implementation, best practices and maintenance  
[GO TO PARTNER PORTAL](#)

# Invite data into the conversation

*Make data-driven decisions*

## Understand user behavior

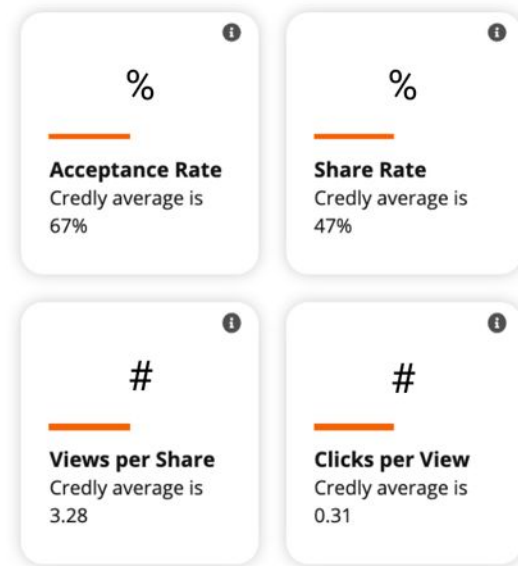
- What are the most common combinations of badges your customers are earning?
- Are there badges that are shared more than others?
- Where are they being shared?
- What types of profiles get more clicks than others?

## Size up market potential

- Can you build a case for more or different exams?
- What badge metrics align to bigger organizational objectives?

## Understand program health

- How are our badges performing?
- Are there areas that need focus?



*Part of the Analytics view from Credly's interface*



# Support the skills economy

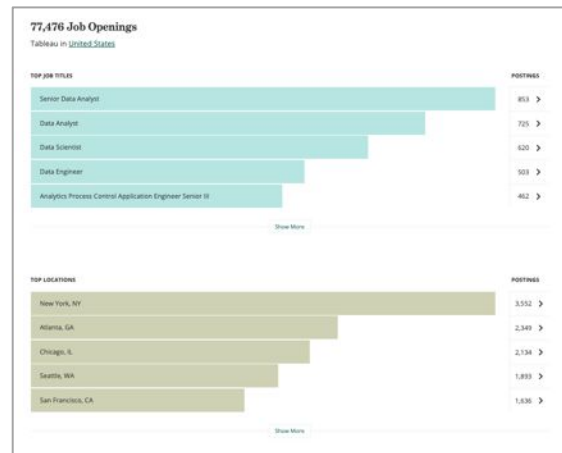
Speed up both sides of the hiring process

## Empower certified users

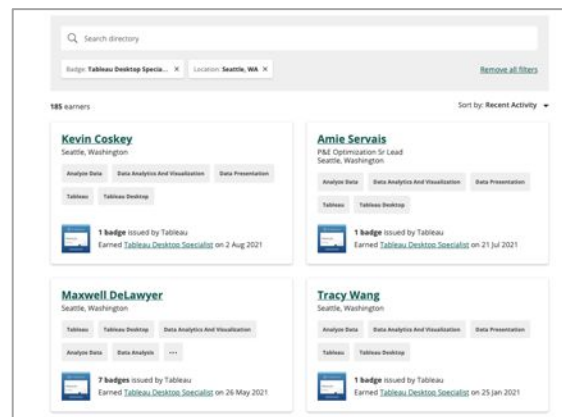
- A consolidated, streamlined job search

## Empower hiring managers & recruiters

- Quick understanding of a candidate's skills with badge metadata
- Access to qualified individuals with the Talent Directory



Job postings  
from Skill Tags



Talent  
Directory

# Create organic amplification

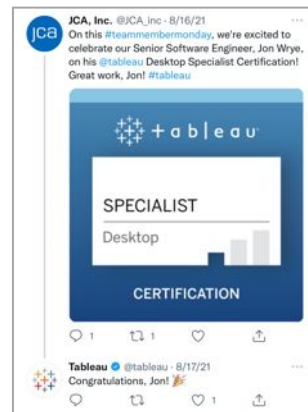
*Let social work for you*

## Ramp up traffic

- Reach new audiences
- Drive certification hopefuls back to your website
- Build brand recognition

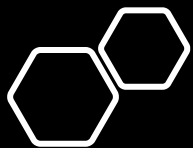
## Celebrate with your users

- Add a human element to your brand
- Never too many emojis!



# Debbie Smith

Smartsheet



# Collections

Certificate courses

Certification

SME








## Braze

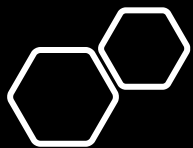
Braze is a comprehensive customer engagement platform that powers relevant and memorable experiences between consumers and the brands they love. Context underpins every Braze interaction, helping brands foster human connection with consumers through interactive conversations across channels that deliver value quickly and continuously. Braze is headquartered in New York with offices in Chicago, London, San Francisco, and Singapore.



Badges Collections

5 Collections Sort by: Most Popular ▾

 <p><b>Certification</b> Braze</p>	 <p><b>Certificate Courses</b> Braze</p>	 <p><b>Subject Matter Expert</b> Braze</p>
 <p><b>Torchie Awards 2020</b> Braze</p>	 <p><b>Torchie Value Award</b> Braze</p>	



# Collections

Micro Skills

Skills

Certification

SME



## Smartsheet

Smartsheet (NYSE: SMAR) is the enterprise platform for dynamic work. By aligning people and technology so organizations can move faster and drive innovation, Smartsheet enables its millions of users to achieve more. Backed by enterprise-grade security, Smartsheet is used by more than 75% of the companies in the Fortune 500 to implement, manage, and automate processes across a broad array of departments and use cases.

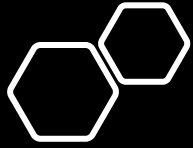


1 Collection

Sort by: Most Popular ▾



Skills  
Smartsheet



WIIFM?

(what's in it  
for me - the  
customer)

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Recognition

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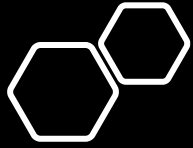
Verifiable Skills

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Promotion

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New job



WIIFM?

(what's in it  
for me - the  
company)

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Demand Gen

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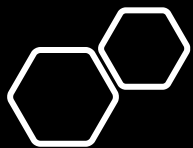
ARR

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Product

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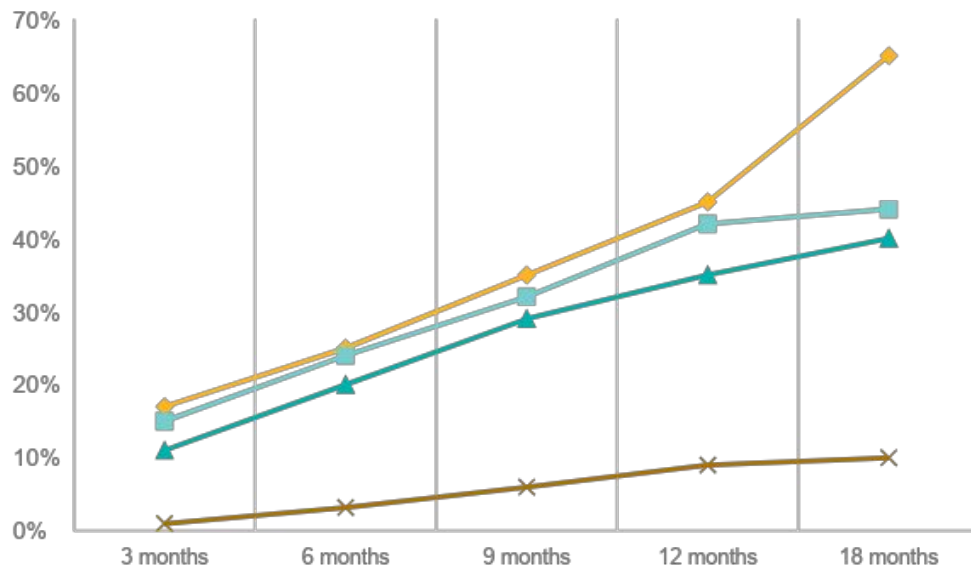
~~Adoption~~  
Decrease Churn



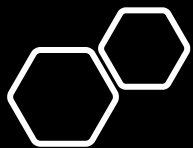
MRR

## Monthly Recurring Revenue

◆ Certification    ■ ILT    ▲ eLearning    ✕ Untrained

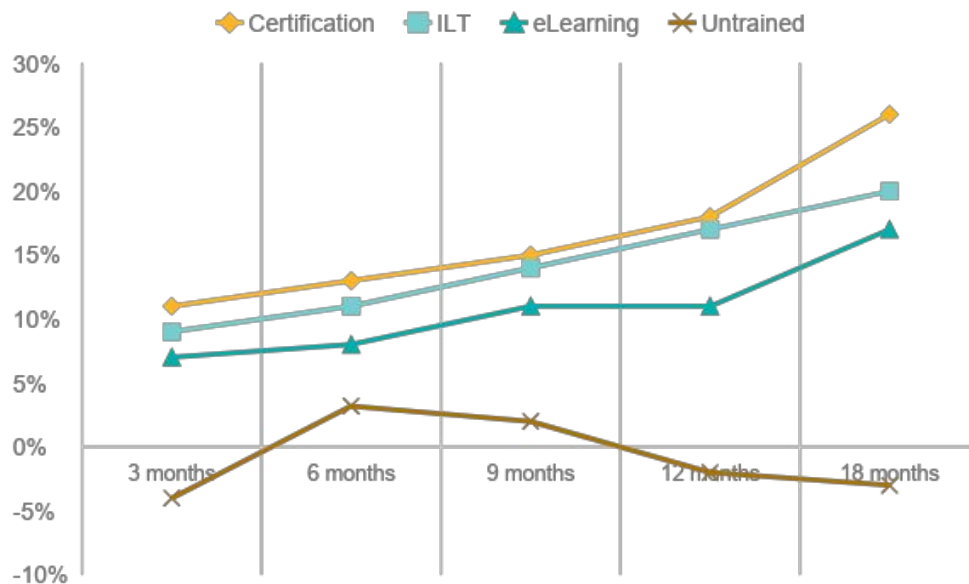






# Active Users

## Active users



# Discussion



**Adam Rabidoux**  
Juniper Networks



**Courtney Jacobsen**  
Tableau



**Debbie Smith**  
Smartsheet



**Susan Manning**  
Credly



# "How Employers Use Digital Credentials to Make Workforce Decisions"

October 13, 1:00 p.m. Eastern



Thank you!

