



## New CompTIA Channel Standards promote business and professional excellence within the technology industry

CompTIA Channel Standards provide organisations and IT professionals greater access to important industry best practices #AMM16

A comprehensive collection of best practices to help technology industry companies achieve business and professional success was unveiled by CompTIA, the technology industry trade association.

The new CompTIA Channel Standards program, available to all at no cost, was announced at the CompTIA Annual Member Meeting, the annual gathering of top executives from all corners of the IT industry.

“These standards will provide channel partners and channel companies with blueprints for best practices within the IT channel and undoubtedly lead to a stronger, healthier industry as a whole,” said Nancy Hammervik, Senior Vice President, Industry Relations, CompTIA.

“The introduction of CompTIA Channel Standards is a testimony to the larger role CompTIA and its members play in advancing the IT industry and inspiring minds around the world to do more, learn more and be more,” Hammervik added.

As the next evolution of CompTIA’s well-regarded Trustmarks program, the CompTIA Channel Standards were developed in collaboration with IT professionals, industry thought leaders, and technology experts. They include an extensive library of principles and best practices for improving the relevance, quality and consistency of service delivery within the IT industry. They are designed to help businesses and IT professionals alike establish specific performance requirements for continual process improvement.

Moheb Moses, director, Channel Dynamics, and ANZ Community Director, CompTIA, said, “CompTIA exists to help channel companies achieve high business performance. Formalising these Standards gives businesses in Australia and New Zealand a benchmark to assess their own performance, helping them continue to innovate. They also provide a reference for customers to ensure they are getting the best service.”

The first in a series of CompTIA Channel Standards is the IT Solution Provider Standard. Available this month, the new IT Solution Provider Standard provides channel partners with a systematic guide to becoming a trusted IT advisor, outlining business practices for the core operational, management and delivery functions of an IT services firm. Included in the written documentation and training are a standards workbook providing an overview of best practices for each standard.

Throughout 2016, CompTIA will introduce additional Channel Standards focused on managed services, managed print services, cybersecurity and cloud computing.

New Channel Standards available to all at no cost

CompTIA Channel Standards are available to CompTIA Registered Users, Premier Members and non-members at no cost.

“We’re making these important tools available to everyone as a guide for process improvement and differentiation,” continued Hammervik. “By taking an ‘open book’ approach, CompTIA is empowering the IT channel with the knowledge and ability to see an immediate and positive change in their business that will spread throughout the industry and extend to the customers they serve.”

CompTIA will also continue to offer its IT Business Trustmark, Managed Services Trustmark, and Managed Print Trustmark, but will be retiring the CompTIA Security Trustmark+, Cloud Trustmark+ and AccreditITUK Trustmark+. Members that have earned a Trustmark can maintain their accreditation and use the mark indefinitely, as long as they remain a CompTIA member in good standing.

More information about the CompTIA Trustmarks program is available at <https://www.comptia.org/trustmarks>.

For more information about the CompTIA Channel Standards visit <http://www.comptia.org/standards>.

## About CompTIA

The Computing Technology Industry Association (CompTIA) is a non-profit trade association serving as the voice of the information technology industry. With approximately 2,000 member companies, 3,000 academic and training partners, 72,000-plus registered users and more than two million IT certifications issued, CompTIA is dedicated to advancing industry growth through educational programs, market research, networking events, professional certifications and public policy advocacy. To learn more, visit [CompTIA online](#), [Facebook](#), [LinkedIn](#) and [Twitter](#).

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