



## Training Channel Partner Program Primer


APICS is the association for supply chain management and the leading authority and source of content that addresses key challenges in supply chain today.

The APICS Channel Partner program offers a critical, trusted pathway to scale the APICS Performance-Driven Learning Experience worldwide. APICS Channel Partners' services, instruction, professional development and local expertise enable and enhance success for both new and established supply chain professionals.

Powered by a turnkey framework and unparalleled support, APICS Channel Partners go to market with ease, realize success quickly, and create long-term value.

Training Partners are experienced training providers that deliver APICS courses, employ APICS Recognized Instructors, and prepare course participants to take APICS certification exams globally.

### Channel Partner Eligibility

| Partner Level                  |    |  |
|--------------------------------|--|--|
| Organization                   | <ul style="list-style-type: none"> <li>Aligned with APICS' mission and values to advance supply chain management</li> <li>Legally incorporated or registered entity within North America in good standing with registering body</li> <li>At least two years' training experience in proposed market, with established, successful business track record and at least 5 to 10 full-time employees.</li> </ul> |  |
| Annual Performance Commitments | Minimum Channel Partner performance commitments established with the execution of the Partner Agreement  | Enhanced Premier Channel Partner performance commitments established with the execution of the Partner Agreement |
| Instructors                    | Employ or independently contract current APICS Recognized Instructors qualified under and actively participating in the APICS Instructor Development Program (IDP)   |  |
| Marketing and Branding         | <ul style="list-style-type: none"> <li>Internal capability to effectively market and sell APICS products and services</li> <li>Adherence to APICS Channel Partner Logo Usage Guidelines and Identity Standards</li> </ul>  |  |

To join, please visit [apics.org/become-a-partner](http://apics.org/become-a-partner) or contact APICS Channel Services at [partnerservices@apics.org](mailto:partnerservices@apics.org).

## APICS Channel Partner Program Benefits

- Gain immediate recognition and enhanced credibility as a partner of the leading supply chain management association.
- Reach the APICS community: over 45,000 supply chain and logistics professional members.
- Drive greater instructor engagement and higher student achievement with quality instructor training and certification exam preparation courseware, including flexible study options.
- Gain professional instructor competency and standardization with APICS Instructor Development Program.
- Competitively differentiate your business with globally-recognized APICS high-stakes certifications that positively impact the earnings, promotion potential, marketability and reputation of the professionals who earn them.
- Forge deeper relationships with your customers that could lead to increased training and overall consulting project opportunities.

### Financial Benefits

- Enjoy Preferred Partner pricing on APICS Courseware and Exam Credits
- Exceptional opportunity to generate new business and training fees (training fees typically represent 45% to 60% of cost of APICS courses)
- Diversify your revenue and balance volatility with no certification exam windows restricting class formations

## Partner Enablement and Support

### Promotional Resources

Exclusive Channel Partner logo usage

Access to exclusive online Partner Resource Portals

Downloadable, customizable resources:

- Brochures
- Flyers
- Advertisements
- Presentations
- Sell Sheets

Partner Locator online tool

Event Finder online calendar

### Partner Resources

Access to online member management tool, Partner Connect

Exclusive access to Certification Administration Center

### Instructional Resources

Access to APICS Instructor Development Program (IDP) for Recognized Instructors

Instructor Kits provide detailed, step-by-step instructions for easy and convenient delivery of APICS review courses

Certification Dashboard

## APICS Courseware and Exam Credits Offering

| Certification Bundle                                 |                           | Instructor Training                     | Supply Chain Operations Reference (SCOR) Model* |
|--|---------------------------|---|---|
| Certification Preparation                            | Certification Exam Credit |   |   |
| Certified Production and Inventory Management (CPIM) | CPIM Exam Credit          | Train-the-Trainer (TTT)                 | SCOR Overview                                   |
| Certified Supply Chain Professional (CSCP)           | CSCP Exam Credit          | Learning Dynamics for Instructors (LDI) | SCOR-Professional (SCOR-P)                      |
| Certified Logistics and Transportation (CLTD)        | CLTD Exam Credit          | Applied Instructor Skills (AIS)         |   |

\*(SCOR) Only available to Authorized SCOR Partners under a separate program and qualification process

## About APICS

APICS is the association for supply chain management and the leading provider of research, education and certification programs that elevate supply chain excellence, innovation and resilience. The APICS Certified in Production and Inventory Management (CPIM); APICS Certified Supply Chain Professional (CSCP); APICS Certified in Logistics, Transportation and Distribution (CLTD); and APICS Supply Chain Operations Reference-Professional (SCOR-P) designations set the industry standard. With more than 45,000 members and approximately 300 channel partners, APICS is transforming the way people do business, drive growth and reach global customers. For more information, visit [apics.org](http://apics.org).