

BATTLE CARD: MOC On-Demand- Page 1

Microsoft Official Courses On-Demand (MOC On-Demand) are complete courses delivered in a self-paced format, hosted by Microsoft and streamed directly to Learning Partner customers. The courses combine video, reading, hands-on labs and knowledge checks to help IT Professionals and Developers build their Microsoft technology skills as their schedules allow—all at once or five minutes at a time. Learning Partners can position themselves as full-service, official Microsoft learning providers through expanded product offerings and differentiated services. In doing so, they can realize new business growth through increased enterprise and mid-market customer penetration and engagement.



ELEVATOR PITCH

Microsoft Official Courses On-Demand (MOC On-Demand) are an integrated blend of video, reading, Microsoft Labs Online and knowledge checks that can help Developers, IT Pros, and IT teams stay abreast of the latest technologies and build their technical skills in a flexible, time-efficient and cost-effective manner.

VALUE PROPOSITION

- **52% of customers** choose an on-demand provider based on their ability to provide multiple training methods.
- Online access to an SME is important to **81% of customers** when choosing an IT training provider.
- **91% of training purchasers** consider video instruction quality and hands-on components very important aspects of on-demand training.
- **Expand your portfolio:** MOC On-Demand facilitates “Microsoft full-service” training offerings
- **Differentiate your services:** offering customized and blended services allows Learning Partners to create a broader, more complete, higher quality portfolio of experiences than other On-Demand providers
- **Increase customer penetration and engagement:** attract new customers and Improve lifetime value of current accounts through additional, more flexible, more cost-efficient online training options

AUDIENCE	Top Pain Points	Conversation Starters
Individual IT Pro/Developer	<ul style="list-style-type: none"> ▪ Want to be in control of their learning experience ▪ Prefer official Microsoft training materials ▪ Need hands-on training with the technology ▪ Cannot afford to miss time from active work projects ▪ Looking for training providers who offer multiple training offerings and additional services 	<ul style="list-style-type: none"> ▪ Did you know Microsoft now offers an on-demand training product that allows you the flexibility to control how, when and what you learn? ▪ MOC On-Demand is straight-from-the-source training. What do you look for in a Microsoft training product? ▪ How important is it that you receive hands-on training with the technology in a live environment? ▪ How would being able to train on your schedule benefit you and the projects your team are actively working on? ▪ What other services are you looking for to enhance your on-demand learning experience?
Enterprise/Mid Market IT Manager	<ul style="list-style-type: none"> ▪ Seeking a cost-effective and time-efficient training solution for their staff ▪ Need to ensure training investments are effective at building technical skills ▪ Want high-quality content directly from the source 	<ul style="list-style-type: none"> ▪ The on-demand training approach helps minimize project downtime by allowing your employees to train wherever they are, as their schedules allow. How much employee time do you typically lose to technology training? ▪ Now your staff can focus on what they don't know, or what they need to know now, in a comprehensive learning environment that lets your employees engage the way they learn best. How important are hands-on labs to you and your employees for reinforcing learned skills? ▪ The high-quality content is brought to you by the people who wrote the software. How will the fact that MOC On-Demand is based on the same official courseware we use in our Instructor-Led Training, and videos feature engaging experts, affect how your employees view the training?

LANDSCAPE

"The current speed of change means that employees need to be trained continuously in order for Companies to avoid the dangers of being out-thought and out-maneuvered by competitors." [Docebo E-Learning Market Trends & Forecast 2014 - 2016 Report](#)

"What is clear is that the changes in the education world will continue to accelerate." [Why Ed Tech Is Currently 'The Wild Wild West'](#) - Fortune, November 4, 2015

"In fact, nearly 1/4 of all organizations Aberdeen surveyed said that they are specifically planning to adopt new learning delivery modalities (online, mobile, etc.) that appeal to diverse learning styles." [Docebo The New 70:20:10 The Changing Face of Learning, September 2015](#)

"One way to stay on top of a rapidly changing market is to implement a business strategy that maximizes the synergies between lifelong learning and workforce productivity." [Docebo E-Learning Market Trends & Forecast 2014 - 2016 Report](#)

FEATURES

- **Self-paced learning:** A modular, online course structure gives learners control
- **Official Microsoft content:** The high-quality videos offer in-depth technical content delivered by engaging instructors
- **On-demand modality:** Modular, streamed content allows for anywhere, anytime training
- **Hands-on:** Courses integrate Microsoft Labs Online to reinforce skills
- **Knowledge checks:** Immediate feedback tells learners if they've mastered the content

BENEFITS

- **Enables full Microsoft training portfolio:** Learning Partners can offer Instructor-Led, Virtual Instructor-Led and On-Demand training options—or a custom blend facilitating a "full service" value proposition
- **Expand service offerings:** Approved Microsoft training providers offer content "straight from the source," creating a broader, more complete, higher quality portfolio of experiences than other On-Demand providers
- **Increase customer penetration and engagement:** Attract new customers from a diverse and evolving audience while increasing sales frequency from your current customers

NOTEWORTHY COURSES

Windows Server 2012/2016

OD20743	Upgrading Your Skills to MCSA: Windows Server 2016
OD40389	Windows Server® 2016 First Look Clinic
OD20411	Administering Windows Server® 2012
OD20412	Configuring Advanced Windows Server® 2012 Services

Windows 10

OD20697-1	Installing and Configuring Windows 10
OD20696	Administering System Center Configuration Manager and Intune
OD20695	Deploying Windows Desktops and Enterprise Applications
OD10982	Supporting and Troubleshooting Windows 10

Azure

OD20533	Implementing Microsoft Azure Infrastructure Solutions
OD20532	Developing Microsoft Azure Solutions
OD10979	Microsoft Azure Fundamentals

Check out the full list of courses at <https://aka.ms/mod> – we're adding new ones often.

Why Microsoft Official Courses On-Demand?

Official Microsoft Content

MOC On-Demand is brought to you by the people who wrote the software

Microsoft Labs Online integrated

MOC On-Demand gives you a live, real-time environment for hands-on training

Knowledge checks

At the end of each module and each course tell learners whether they've mastered the content and are ready to move on

Allows Microsoft Learning Partners to be one-stop shops for all Microsoft training needs

Learning Partners can offer customized services to differentiate themselves from other on-demand training providers

Engaging instructors presenting Microsoft-produced content

High-quality videos offer in-depth technical content

Other on-demand offerings

Not official Microsoft produced content

Labs are simulated, not in live environments

Not integrated into individual modules or full courses

Cannot offer official Microsoft trainings and services

Quality of presenters and production varies widely

COMPETE