

DELIVERY PARTNER ACCREDITATION PROGRAMME

CEdMA Innovation award
Tim Rault-Smith, #cedmaconf 2015

Agenda

- About us
- Problem space and goals
- Steps and elements in solving the problem
- Overview of the Accreditation Programme
 - Development and implementation
- Other resources and tools
- What next?

Firstly – THANK YOU!



Computer Education Management Association
Europe

CEdMA Innovation Award

About ForgeRock

- 2009 Sun acquired by Oracle
- 2010 ForgeRock launches (1 Feb) to support and continue open source projects
 - 10 people, former Sun or partners
 - OpenSSO renamed OpenAM
 - OpenDS renamed OpenDJ
 - Developed OpenIDM from scratch
- 2012 Series A funding
- 2013 Series B, binary licence introduced
- 2014 Series C

About me



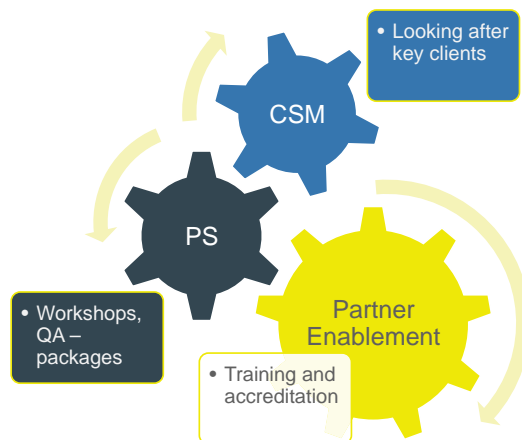
- Training background – Contract Instructor
 - Capgemini Training (1995-1999)
 - Formerly Hoskyns Training, The Instruction Set, became part of QA
 - Sun Microsystems (1997-2009)
 - Contract Instructor, Principal Instructor, Education Consultant
 - Support
 - Pre-sales
- Helped to start ForgeRock (2009/10)
 - Built Support from day 1 for 4 years
 - Since May 2014, head of Customer Success, International

ForgeRock's business model

- ForgeRock **develops** and supports software, selling subscriptions
- ForgeRock relies on partners and customers to **design, implement and configure** solutions based on the ForgeRock stack.
- ForgeRock does not have a single global partner for all implementations
 - **Many partners**, and a growing number all over the world, covering geography and language, serving many different and diverse end clients.



About the Customer Success team



Problem space & goals

- Fast growth & scale
 - Need to bring partners up to speed **quickly** and **globally**
- Quality
 - Certify that the product stack is designed, deployed and configured in a **best practice** manner
 - **Consistency** amongst the different partners and customers around the world.
- Minimise support load
 - Need to **protect** and insulate Support and the Customer Success Managers
 - **Reduce noise** from nuisance tickets and unnecessary how-tos

HOW?

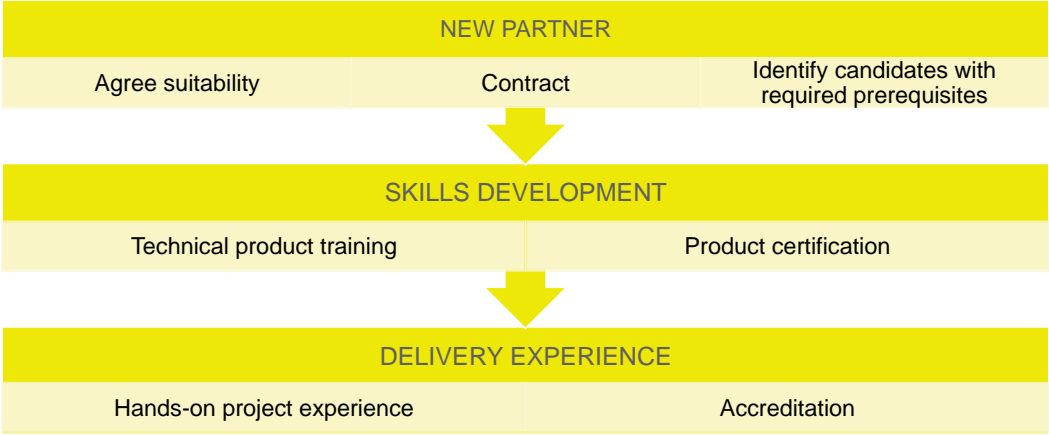


Bridge The Ravine

- Goal: bridge the ravine between theory and practice
 - Give customers **confidence** that partner consultants have a deep **real world understanding** of the product set and can consistently deliver high quality solutions
- How does the partner gain the experience?
 - Needs experience to win customer projects
 - Needs projects to provide opportunity to gain experience



Delivery partner enablement journey

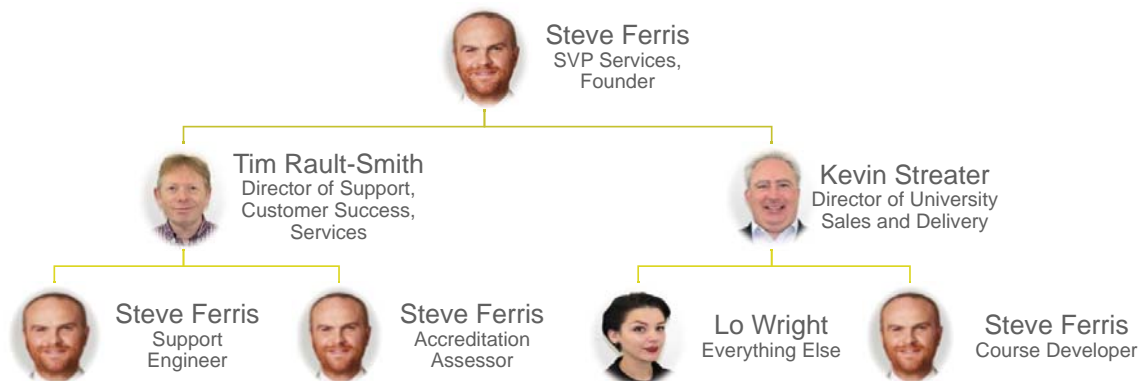


Rewind – 2013 Pilot

- Accreditation – not a new idea!
- Original pilot developed by Steve Ferris, Senior VP of Services
- Manual creation of machines in Amazon EC2
- Candidate has unspecified amount of time to fulfil specified use cases
- Assessor (Steve) logs into machine to assess what the candidate has done



The startup problem...




Tasks to achieve the goal

- **Dedicate resources** to develop an accreditation programme
- Design a POC with key use cases that will demonstrate expertise
 - Balance **complexity** and **opportunity for success** for busy consultants
- Document the requirements as a set of tasks
- Implement using lightweight tools for global reach – automate where possible
 - Registration and administration
 - Technical platform
 - Marketing and promotion



Darinder's contribution



- Joined ForgeRock in January 2015
- Brings years of delivery experience deploying ForgeRock products, and Sun predecessors
 - Capgemini, BT, NHS
- Highly technical
- Solid consulting and interpersonal skills
- Understands the challenges of project delivery and communicating issues and concerns
- Dedicated 6 months to creating the programme

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Accreditation development

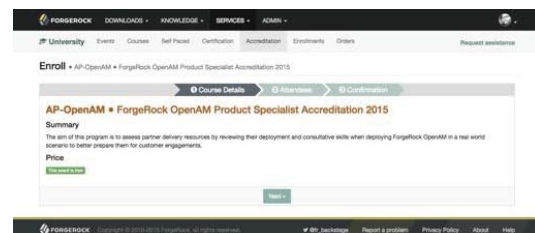
- Start with the highest volume product – OpenAM
- Implement the steps of the programme
 - Design, development, documentation, etc.
- Choose appropriate resources:
 - Administrate – cloud training administration
 - CloudShare – environment hosting with automation tools
 - BackStage – ForgeRock customer and partner portal
 - Remote screen sharing tools for assessments – global reach

Administrate



Accreditation mechanics

- Candidate enrolls in Backstage
- Register candidate in Administrate
 - Joining instructions sent, much like a training course
- Create CloudShare environment
- 2 weeks to implement the use cases
 - Administrate sends out automated reminders
 - Candidates can ask questions via e-mail or Skype
- Assessment



Accreditation assessment

- The candidate must produce working solutions to every requirement of each use case – or fail
- Assessment is in the form of a web conferencing session where the candidate demonstrates their solution – simulates a real customer engagement
- Additional reward is given for best practice implementation and demonstration of exceptional consultative / business skills
 - Mentor status
- To ensure longevity and value, accreditation is limited to 24 months and leveling up is built into the model



Accreditation status – Oct 2015

- **OpenAM Product Specialist Accreditation**
 - Went live in July 2015 and runs for 3 weeks from the first Monday of each month
 - Assessment week is the third week of each month
- 22 consultants have passed the accreditation with 10 awarded mentor status for exceptional performance
 - Many of our most experienced partner consultants have been the first to take the assessment.

Other key resources for partner enablement

- **Certification** for OpenAM
 - Launched in September 2015
 - Delivered via Pearson VUE test centres worldwide
- **Self-paced** technical hands-on training – aimed at partners and SIs
 - High quality video production
 - OpenAM released in November 2014
 - OpenIDM and OpenDJ released in September 2015
- Partner events - Partner Focus webinars, summits, user groups
- Partner Portal – access to documentation and resources

Innovation

- A unique collaboration between the different parts of an integrated Services team:
 - Customer Success – PS and partner enablement
 - University
- Recognising the application of training administration tools and services for a non-training business case
- Built entirely on cloud services – for scale

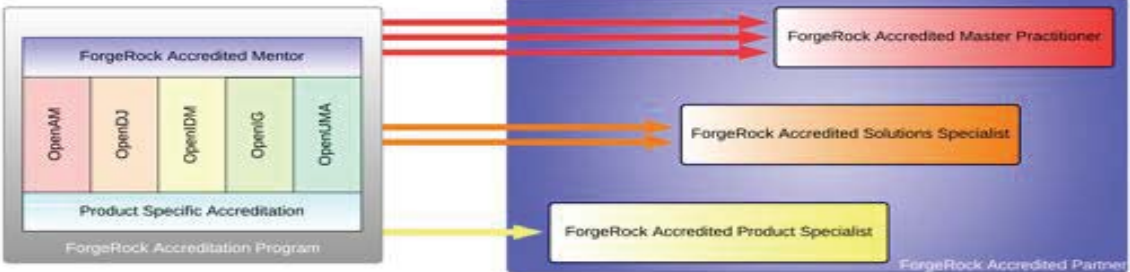


Future

- Current project is OpenIDM accreditation – due for release in Q1 2016 – alongside OpenIDM v4 release date
- Further automation – take out manual steps
- Grow the number of candidates and support an acceleration in new partners, plus SIs
- Further accreditation tests for additional products – OpenDJ, OpenIG
- There's still more that can be done to bridge that ravine!
 - Deployathons, expert labs, pre-sales demo platform, tool kits and standardisation for our PS workshops, etc.

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Accreditation Progression Map



- 2 Product Specific Accreditations = ForgeRock Accredited Solutions Specialist
- 3 or more Product Specific Accreditations and 1 or more Accredited Mentor = ForgeRock Accredited Master Practitioner
- A mix of the above for ForgeRock Accredited Partner status



ForgeRock OpenAM Product Specialist Accreditation


The OpenAM Product Specialist Accreditation program is designed to enable, validate and accredit partners and their delivery consultants ability to design, build and configure best in class ForgeRock OpenAM solutions. The delivery consultants receive the accreditation and their partner organization the accredited status.

Goals

The Accreditation Program provides the opportunity for a consultant to demonstrate and gain recognition for their skill and ability to implement common ForgeRock OpenAM use cases. The program also recognizes partner organizations who have invested in their employees becoming the very best ForgeRock evangelists in the business.

The objectives of the program are:

- to create and recognize the very best ForgeRock delivery consultants
- to help our ForgeRock Partners meet the requirements of the Partner One agreement



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