



PDI+™ Certification Program

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- Todd Jackson, owner, Appalachia Business Communications



CompTIA PDI+ Builds Competence and Confidence

Appalachia Business Communications sees positive results after requiring certification

For the past 38 years, Appalachia Business Communications has serviced copy and fax machines, and printers in eastern Tennessee. Because Appalachia is a company that prides itself on providing complete business solutions for its customers, owner Todd Jackson believes it is important for his technicians to have the latest knowledge and skills regarding multi-functional devices.

"There is a difference between knowing it and doing it," said Jackson.

As an authorized Sharp and Toshiba dealer, his technicians received standard vendor training, but he felt that they needed something more "to provide that level of confidence when talking to customers about networks, printers and computers - what the equipment does and how it works," he explained.

Determined to help his technicians become more comfortable with digital technology, Jackson bought everyone laptops and started in-house training sessions with his IT manager.

"But I was still searching for a way to find out who was on top of their game," Jackson said. "I had no way of doing that."

Then, he learned about a new industry certification, CompTIA Printing and Document Imaging (PDI+). CompTIA PDI+ is vendor-neutral, and recognizes the ability to understand basic electromechanical components and tools, print engine and scan processes and components, color theory and connectivity. It fit perfectly into his vision of establishing and validating the knowledge and skills of his technicians.

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Jackson required his technicians to get certified, and in February 2008, nine out of 12 technicians earned CompTIA PDI+. Since that time, Jackson has seen several positive changes around the office.

"There is conversation and learning going on constantly," he said. "They are throwing terminology back and forth to each other, and are able to easily communicate on the phone with our IT manager."

Even the technicians that met his request with resistance are now proud to be certified.

"These are tenured guys who have been fixing machines for years," explained Jackson. "But when they walked in that door with a passing grade, they felt good about themselves. It has really shown in the quality of their work."

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