



BlackBerry Authorized Training Partners Program
Program Guide
January 2021



This Program Description is your valuable resource for information regarding the BlackBerry Authorized Training Partners Program (ATP) including the program structure, eligibility, requirements and benefits, as well as the enrollment process.

IMPORTANT: This Program Description is a living document and your source for ATP changes and updates to Terms and Conditions. Please bookmark and check back on a regular basis.

This Program Description comes into effect as of the Effective Date and replaces all prior versions. BlackBerry may announce changes at any time to the BlackBerry Authorized Training Partner Program which are captured in this Program Description, including but not limited to, changes to benefits and requirements, competencies, the introduction of new products and changes to Accreditation.

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Committed to your Success

Why Join?

As a BlackBerry Authorized Training Partner, you will receive the following benefits with your licensing fees:

- Personalized Train-The-Trainer courses delivered by BlackBerry experts
- Authorization to deliver world-class training to customers and partners globally
- Official BlackBerry training materials, including instructor manuals, presentations, participant materials, and hands-on labs
- Access to our entire course portfolio through the BlackBerry Learning Portal. Management System (LMS)
- Promotion of your company on the BlackBerry Training website
- Support from BlackBerry Account Managers

Who Should Join?

Training organizations with an interest in technology who wish to seek business growth and expand their product portfolio.

Competencies

The following lists the competencies for the ATP program:

- Master Trainer
- Consultant
- Train-The-Trainer
- BlackBerry UEM authorization
- Technical Accreditation in alignment with BlackBerry Enterprise Partner Program (BEPP)

Specialization

Are by invitation only and earned by ATPs that demonstrate ability and complete the competencies for BlackBerry specialized solutions.

Enrollment

Applicants must:

- Be a legally registered company
- Have a valid corporate website and email domain
- Apply using a legitimate email address. Group email addresses cannot be processed
- Have the program application completed by an individual with the legal authority to bind the company to the program
- Provide a point of contact that will be identified as Master Trainer. This person will be the key contact for any training and operation related activities

It is important for us to know a little bit about both your organization as well as the contacts within it that will be interacting with us. This information helps us to customize content to your needs, better engage with you, and understand what your organization is bringing to the BlackBerry ecosystem. In addition, it is part of our insurance to end customers that we are only recommending qualified partners. This is not only mandatory upon registration, but we ask that you notify us when changes occur.

Acceptance of the Authorized Training Partner Agreement

An individual that has the legal authority to bind the company from your organization must accept and sign the BlackBerry Authorized Training Partner Agreement or BlackBerry Master Service Agreement as part of the application process. The agreement commits the partner to these Program Guidelines and will define the relationship between BlackBerry and the Partner Member. Applications will not be processed until the applicable agreement is executed.

Execution of Non-Disclosure Agreement (NDA) with BlackBerry

The Non-Disclosure Agreement (NDA) is designed to protect the exchange of confidential information between two or more parties. As part of the program there may be occasions where sensitive information, such as pre-release software, will be offered to you as a benefit of your membership. Prior to this exchange we ask that an NDA be in place.

Technical Accreditation Requirements

One of the most important benefits of this membership is the ability to deliver training as an official BlackBerry partner. In order to deliver the highest quality training, we require all potential trainers to be accredited on BlackBerry products and services.

To learn more or access these BlackBerry Accreditation programs, please click [here](#).

Trainer Authorization

It is mandatory that all candidates to become BlackBerry Authorized Training Partner trainers be audited by the BlackBerry Authorized Training Partner Program team in order to validate their technical and facilitation skills before they can deliver any customer-facing training sessions.

Operational Requirements

Lab Requirements

BlackBerry will be responsible for preparing and hosting the virtual environment that will be used in each training session. These accesses will be billed to and paid by the Authorized Training Partner directly. The process of booking the training labs for an engagement will be the responsibility of the training partner.

In certain situations, BlackBerry may utilize a 3rd party to provide the virtual lab environment. If this occurs, BlackBerry will work with both the ATP and 3rd party provider to clarify any booking and billing requirements.

Supplier Relationship Management (SRM) Registration

All Authorized Training Partners will need to be registered in our SRM as a new vendor/partner for invoicing purposes in the case of training sessions sponsored by BlackBerry.

Reporting Requirements

The partner is required to provide training utilization information to BlackBerry on a monthly basis and adhere to the Service Level Agreement and customer satisfaction levels included in the contract.

Marketing Support

Authorized Training Partner Logo

The BlackBerry Authorized Training Partner Program logo can be used on websites, marketing documents, sales documents, slide presentations, and other collateral.

Promotion on the BlackBerry Training Website

All members of the ATP program are displayed on the BlackBerry training website for high visibility when users search for official BlackBerry training.

Internal Promotion within BlackBerry

All members of the ATP program will be included on the internal catalog of Authorized Training Partners that is published to all business units at BlackBerry looking for training initiatives.

BlackBerry External Web Page

ATPs are encouraged to have a BlackBerry presence on their website. The latest BlackBerry solutions must always be presented, in line with current branding guidelines, and a web toolkit with BlackBerry marketing messages and branding is made available.

Quick Links

Item	Description	Link
BlackBerry Learning Portal: Online Training and Assessments	Registration and access to the BlackBerry Learning Portal is via myAccount.	https://login.blackberry.com/sso/UI/Login
BlackBerry Training Website	Course catalog and Technical Accreditation requirements.	www.blackberry.com/training
Support Resources	Access free support resources, knowledge base articles, how-to-videos, etc.	www.blackberry.com/support
Brand and Marketing Toolkit	Branding guidelines and a web toolkit to keep your BlackBerry webpage current.	Web Toolkit
Labs and Training Content	Access the latest lab and training content materials.	Training Content Labs

Join the Program

If you are interested in becoming an ATP and extending your training footprint beyond your existing region, please click [here](#) to apply.