



Technology Integrator Attracts New Business with Certifications

Cisco Certification Provides an Objective Measurement of Skills, Helping it Attract Employees and Playing a Key Role in Winning New Business

Business Challenge

Headquartered in Herndon, Virginia, with operations worldwide, Multimax specializes in Cisco technology, delivering enterprise IT and communications services and solutions to support government organizations. By designing and deploying complete, 360-degree solutions tailored to meet enterprise requirements, Multimax helps customers optimize existing infrastructure assets and foster better collaboration and information sharing within their network environments.

Multimax is committed to delivering the most advanced technology solutions to its customers

EXECUTIVE SUMMARY
INTERNET ENABLEMENT, LEARNING & CERTIFICATION, CISCO SYSTEMS <ul style="list-style-type: none">• Multimax• Public Sector• Herndon, Virginia• 1070 Employees
BUSINESS CHALLENGE <ul style="list-style-type: none">• Demonstrate breadth of technical expertise• Distinguish themselves from the competition
SOLUTION <ul style="list-style-type: none">• Turned to Cisco and its certification program to enhance the knowledge of its network professionals
BUSINESS RESULTS <ul style="list-style-type: none">• Assists in winning new business• Enhances technical footprint• Helps attract, develop, and retain employees

through highly qualified IT professionals. In fulfilling that commitment, the company continually seeks to extend its expertise and differentiate itself in a highly competitive market.

“Customers are looking for qualified service providers and the Multimax arsenal of Cisco Certifications makes us very attractive to prospective clients. When competing for highly sought after government contracts, service providers must distinguish themselves from the competition and demonstrate their breadth of technical expertise. Cisco Career Certifications provide a stamp of approval that accurately validates the qualification of our organization’s employees,” said Carleton Jones, CEO of Multimax.

The firm’s largest project, the Navy-Marine Corps Intranet (NMCI), employs hundreds of Cisco certified engineers working on a network comprised primarily of Cisco products. Connecting all Navy and Marine

Corps communications onto one converged network, the NMCI is the second largest network in the world – after the Internet – with over 500,000 daily users.

Solution

From the company’s inception, Multimax has turned to Cisco and its certification program to enhance the knowledge of its network professionals. Cisco learning offerings include both online and instructor-led training courses, learning tools, skills assessments and exams that provide network professionals a structured format in which to enhance their technical knowledge and enjoy career advancement.

Because Multimax has long invested in professional development, Jones says that Cisco certifications are an integral part of the company’s culture. “Cisco Certified employees are always checking the Cisco website to be sure their certifications are current. We review the number of certifications each quarter, and we fund certifications for our employees,” he said. Three hundred and seventy-six Multimax technical employees have achieved at least the CCNA credential; of these, over 180 hold professional-level certifications, including CCVP and CCSP, and 25 have achieved CCIE. Many have also earned Cisco Specialist credentials.

In addition to retaining these hundreds of Cisco-certified network engineers on staff, Multimax has itself achieved Advanced Unified Communications Specialization under the Cisco Channel Partner Program. This specialization recognizes Multimax’s knowledge and expertise in designing, selling, installing, and supporting Internet Protocol (IP) communications products and services, known as Unified Communications. Most notably, Multimax has earned Cisco Gold Certification, the highest level of certification available in the industry-leading Cisco Channel Partner Program. This recognition validates Multimax’s advanced capabilities in routing, switching, wireless, security and unified communications technologies.

“Certifications provide a stamp of approval that validates the quality of our organization’s employees.”

- Carleton Jones, CEO of Multimax

Business Results

Multimax views Cisco certifications as valuable in many ways. Not only do they validate core employee skills, but sponsorship of the program also helps the company attract, develop, and retain employees. With prospective clients, Cisco certifications differentiate Multimax and assist it in winning new business and consistently achieving a high level of customer satisfaction.

Objective Measurement of Skills

“Cisco certifications provide an objective measure of employee skills,” Jones said. “Cisco certifications are a stamp of approval for the technical proficiency and quality of Multimax’s employees. We tell customers that Multimax employees have a high level of skill, and we can objectively measure those skills according to an industry standard; this objective measurement adds to our customers’ confidence in our ability to deliver results,” he added.

Helps Attract, Develop, and Retain Employees

Employees are drawn to Multimax in part because of the support the company provides for achieving certification. “Certifications help us recruit people; we offer financial incentives for employees to pursue advanced certifications. We generally reimburse 100 percent of the cost of the certification training and exams. Most employees consider it a great plus that the company is so dedicated to their professional development,” he said. “Employees find our commitment to certification to be both a solid company asset and an important employment benefit. This is especially true for more experienced hires from companies that may offer less support. I believe it helps us attract and keep those employees,” adds Jones.

Assists in Winning New Business

Having highly competent, well-trained, Cisco-certified employees gives Multimax a high degree of credibility with prospective customers and helps to distinguish the company from competitors. “It’s clear that one of the main reasons our customers hire us is that they trust in our technical knowledge,” Jones said. “The certifications help our sales teams demonstrate that there is a level of skill that is objectively measured and is an industry standard. Certification plays a major role in our ability to demonstrate a higher degree of competency than other firms.”

Enhanced Technical Footprint

Another advantage that Multimax finds in Cisco certifications is that they continue to evolve along with industry needs. “We will continue to rely on the Cisco certifications,” says Jones. “As VoIP, video conferencing and security measures become standard attributes for deployed networks, customers expect their service providers to be proficient in the latest advanced technologies. Our company’s technical footprint is greatly enhanced by our expert staff of Cisco certification holders.”

FOR MORE INFORMATION

To find out more about the Cisco Certification Program, go to: <http://www.cisco.com/go/certifications>



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