CompTIA.

Industry Research & Education

CompTIA Member Benefits

Research & Market Intelligence

CompTIA's extensive research and market intelligence provides timely and relevant insights into today's global technology industry. CompTIA collects data from thousands of end users and tech companies on a range of issues covering tech trends, channel dynamics and the IT workforce.

Most CompTIA research is available publicly as a service to the technology industry; however, some research is available only to CompTIA registered users (a free subscription program) or corporate members.

Flagship Research

CompTIA research publishes three annual flagship reports offering deep insight into the technology industry.

IT Industry Outlook

CompTIA's trendspotting research examines the factors impacting the year ahead for the tech industry.

State of the Channel

An annual report highlighting where businesses in the IT channel see challenges and opportunities.

State of Cybersecurity

A yearly overview of the policies, processes, people and products shaping the cybersecurity landscape.

Industry Trends

Regularly published research studies offer insight into varying tech industry topics, including:

- **Trends in Managed Services**
- **Trends in Data Management**
- **Tech Trade Snapshot**
- **SMB Buying Tracker**
- **IT Operations/Emerging Tech**
- **State of City and County IT National Survey**

Workforce Trends

CompTIA research closely tracks the global technology workforce, the state of technology employment and hiring, including:

- **State of the Tech Workforce**
- **European Tech Hiring Trends**
- **State of the Tech Workforce Canada**
- **State of the Tech Workforce UK**
- **Workforce and Learning Trends**

For more resources, visit Connect.Comptia.org.

Research Videos & Podcasts

Watch videos featuring CompTIA research staff sharing trends, stats and commentary on today's tech industry. Current video series include:

Tech Jobs Report

Volley Podcast

Trend Watch

Visit youtube.com/c/CompTIAConnect/videos.

Research as a Membership Benefit

CompTIA members and registered users incorporate CompTIA research into business and marketing plans, education offerings and sales strategies. CompTIA corporate members can also cobrand CompTIA flagship research, which can then be utilized as an effective sales and marketing tool.

Contact membership@CompTIA.org for more information.

Industry Education

CompTIA industry education helps technology business owners and professionals unlock their potential through programs designed to build their careers and businesses. Most industry education programs are accessible through CompTIA corporate membership only.

Contact membership@CompTIA.org to learn more.

Bootcamps

Longer-form courses offer a deep dive and practical, actionable guidance on critical business topics. Available bootcamps include:

Building an Indirect Sales Channel
A four-session course for vendors considering entering the channel on successful execution of an indirect sales strategy.

Channel Account Management (CAM) 101 & 201
Two half-day courses designed to equip today's channel account managers with the skills to promote partner success.

Sprints

30-minute live and on-demand video courses provide an overview on topics impacting technology businesses today. Sample courses include:

MSP Business Operations

Sales & Marketing

Cybersecurity

New sprints are added quarterly.

Playbooks

Downloadable resources with in-depth, step-by-step business guidance. Current offerings include:

- **Marketing Toolkit for MSPs**
- **Legal Resources for Tech SMBs**
- **Video Marketing Playbook**

Member Learning Portal

A benefit of CompTIA Corporate membership, the member learning portal houses video courses, supplemental materials, recordings of live offerings and more so that industry education offerings are easy to find and accessible on demand.

Want to learn more about the benefits of CompTIA membership? Visit Connect.CompTIA.org or contact a member rep at membership@CompTIA.org.