Microsoft Technology Associate Certification

Microsoft Technology Associate Exams Help
Thousands of Brazilian Students Build Entry
Level Workforce Technology Skills

SENAI

Certiport Partner ETC works with Microsoft Brazil to include MTA in the Student to Business Campaign

BRAZIL STUDENT TO BUSINESS S2B PROGRAM
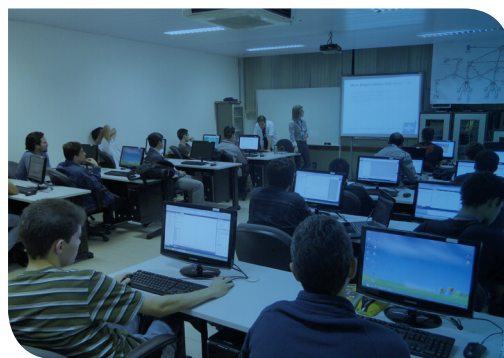
MICROSOFT BRAZIL, ETC IBEROAMERICA

Location:
Brazil

Total School Enrollment:
87,000 students per year

Success Metrics:
• Entry-level certification

• Preparation for further technical training

• Employer-valued credential

CHALLENGE

In 2011, there are 45,000 unfilled information technology jobs in Brazil, despite an unemployment rate of 6 percent. According to Fundação Getulio Vargas, a higher education institution in Brazil, the number of unfilled technology jobs was expected to grow to 240,000 in 2012, and 800,000 by 2014 due to a lack of qualified individuals to fill positions.

"There is an increasing skills gap in Brazil as individuals do not possess the exact requirements to fill the open information technology positions," said Paulo Protasio, Brazil`s ETC MD. "The Latin American market has a large opportunity to strategically train workers in the technology field to improve the economy and continue to compete on a global scale."

One way to bridge the technology skills gap is to train students and connect them with potential employers. The Student to Business (S2B) program is a Microsoft® Community Initiative designed to connect Microsoft partners and customers with qualified students for entry-level and internship positions.

The S2B program has been rolled out in more than 65 countries, and launched in Brazil in 2007. Students engaged in S2B benefit from unique mentoring, training and certification opportunities. In 2011, Microsoft Brasil in partnership with S2B Partners, such as the leading SENAI DF, sought to offer S2B participants an entry-level certification that tested their aptitude for the technology industry and validated their skills to meet the needs of local businesses.

SOLUTION

Microsoft Brazil was of course familiar with a new certification that had recently been launched by Microsoft and Certiport to validate essential technology knowledge – the Microsoft Technology Associate (MTA) exam.

MTA measures students' fundamental IT and software development knowledge and serves as a stepping stone to advanced technology level certifications and to building a successful career in technology.

"Microsoft certifications are known and trusted differentiators of an individual's technology competency," said Cristian Fialho, Manager for New Technologies and Platforms, Microsoft Brazil. "The MTA certification enables students to explore their technology interests and pursue a career in IT. The certification is a perfect fit for our

Microsoft®
Technology Associate

S2B program as we work to prepare students to succeed in the workplace."

Microsoft Brazil worked with Certiport's partner in Brazil, ETC, to include the Microsoft Technology Associate (MTA) exam as a tool within the S2B campaign.

ETC opened Certiport Authorized Testing Centers throughout Brazil to facilitate the administration of the exam. Among them were 16 Microsoft Innovation Centers (MICs), including SENAI DF, one of the most effective and successful IT educators in Brazil. The MICs participated in the S2B campaign along with 48 other Certiport Authorized Testing Centers.

RESULTS

MTA was launched as part of the S2B program in May 2011, and in less than six months an impressive 4500 MTA exams had been uploaded as part of the program in Brazil.

"MTA is providing students in Brazil with the IT fundamentals to start and continue an IT career at technical schools and universities," said Walter Dias, Partner Skills Development & Microsoft Learning Manager, Microsoft Brasil. "We expect thousands of students to certify each year, and MTA certification also helps students find entry level jobs in the IT market."

One student from SENAI DF, Fládiane Melo de Moura, earned the MTA certification at Senai Brazilia and is very excited to have proof she possesses key technology skills. "Earning certification has upgraded my studies, helped me to learn more workforce skills and has given more visibility to my curriculum." She is now working for a Microsoft partner and plans to keep studying technology and earning certifications.

Microsoft Brazil plans to continue the S2B campaign with 56,000 students enrolled now. ETC will continue to support the program and also encourage higher education institutions in Brazil to adopt MTA in their curriculum to deploy it during the academic year.

Opportunities to thrive in IT:

"The MTA certification enables students to explore their technology interests and pursue a career in IT. The certification is a perfect fit for our S2B program as we work to prepare students to succeed in the workplace."

– Cristian Fialho,
Manager for New Technologies and Platforms, Microsoft Brazil

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