

BUILDING A STRONGER, MORE COMPETITIVE & MORE PRODUCTIVE EXTENDED ENTERPRISE

The evolution of the RSPA from a pure reseller association to an inclusive industry association has provided an opportunity for its members especially the resellers to leverage the total knowledge available within the channel.

RSPA Member

BUSINESS ENVIRONMENT AND OBJECTIVES

The Retail Solutions Providers Association (RSPA) is the only association dedicated to the retail technology industry. RSPA members include resellers, hardware manufacturers, software developers, consultants, finance companies, and distributors bringing retail technology products and/or services to the marketplace. The RSPA provides education, certification, industry advocacy, benefits and information that assists members with becoming and remaining successful. Education and certification are the top priorities and core mission of RSPA.

EDUCATION & CERTIFICATE PROGRAM

The RSPA Certification Program, which began in 2009, identifies companies in the retail technology industry who provide exceptional levels of competence and performance in a professional manner.

Certification not only benefits the people and businesses who are RSPA Certified, but also benefits the industry as a whole. Certification offers assurance to the public. Merchants or other end-users know that when they purchase a product or service from an RSPA Certified reseller, they are entering into a relationship built on trust, integrity, and competency.

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RETAIL SOLUTIONS PROVIDER ASSOCIATION



Industry: Retail
Technology Services

HQ: Charlotte, NC

RSPA has over 650 company-members

RSPA members are resellers, distributors, hardware manufacturers, software developers, consultants and service providers who bring retail technology solutions to the marketplace.



CERTIFICATE PROGRAMS

RSPA offers educational opportunities for individual professional development, individual certificate programs and RSPA certification for organizations. RSPA programs provide education to develop and enhance delivery of professional service and support. They include both on-site and online courses to maximize effectiveness and scalability.

RSPA's three certificate programs include: Sales Specialist, Support Specialist and PCIwise.

Sales Specialist Certificate:

The Sales Specialist Certificate targets sales professionals who are capable of identifying, managing, and closing Point of Sale and other retail technology opportunities with appropriate hardware, software and service solutions.

Requirements include:

- RSPA Code of Ethics commitment
- One year sales experience selling POS Solutions
- Participation as exhibitor or attendee at a retail industry tradeshow in the last year
- Sales Specialist course curriculum

Support Specialist Certificate:

The Support Specialist Certificate targets support professionals who install, resolve end-user hardware or software technology problems, or provide end-user training.

Requirements include:

- RSPA Code of Ethics commitment
- 2 years' experience installing POS Solutions or IT networks
- Network+ certification
- Complete at least one vendor specific software application course
- Support Specialist course curriculum

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Best Practice

RSPA has an Education and Certification committee, as well as an Advisory Board to ensure content of RSPA's education programs are on target to meet the current and future needs of their members.

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PCIwise Certificate:

RSPA developed PCIwise to assure that their members have an understanding of the Payment Card Industry, cardholder security best practices, and resources related to PCI data security standards. RSPA worked with BizLibrary to create a customized 7-e-learning course series that includes:

- Payment Industry Overview
- PCI Security Regulations
- PCI Compliant Systems Topology
- Installing a PCI Compliant POS/Payment Processing System & Environment
- How to Administer & Maintain a PCI Compliant POS System & Environment
- Providing On-Going Support & Administration for a PCI Compliant System
- Recommended Paperwork to Complete a PCI Compliant Installation

RSPA Certification:

The RSPA Certification identifies resellers in the retail technology industry who provide exceptional levels of competence and performance in a professional manner. The certification must be renewed annually. In early January, 2011 the National Restaurant Association (NRA) endorsed RSPA's Certification program and has encouraged all of its members to only use RSPA certified technology providers. RSPA currently has 96 certified companies.

TECHNOLOGY SOLUTIONS

RSPA needed a platform that would support online training, webinars and instructor-led-events and also be a self-service portal that could be easily accessed with e-commerce functionality. RSPA uses BizLibrary's fully hosted Learning Management System (LMS) to deliver training and drive revenue.

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RSPA identified Payment Card Industry security compliance education as our number one priority. This issue affects all of our members who develop market and support technology for the industry and their retailer customers. Our resources were quickly applied to provide direction and answers to the industry.

Joseph Finizio
President and CEO, RSPA



Looking Ahead

In 2012, RSPA will be launching the Premier Certification which incorporates RSPA Support and Sales Specialist certificate programs and PCIwise courses to elevate performance standards. Additional criterion includes:

- 90% of support personnel complete RSPA support specialist certification program
- 90% of sales personnel complete RSPA Sales Specialist certification
- Business principle(s) or executive management complete PCIwise for technology providers certificate program

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Certification Management: RSPA manages and tracks all of their formal certificate programs within BizLibrary's LMS. The Certifications can easily be updated, modified and reported on.

Classroom and Virtual Event Management: RSPA tracks and manages all education activities, both online and offline.

E-Commerce Functionality: RSPA's Branded Online Learning Center is a self-service revenue generating site. The e-commerce site is fully hosted and maintained by BizLibrary.

Custom e-Learning Courses: RSPA worked with BizLibrary's Instructional Design team to co-create the PCIwise 7 course series. This custom developed series is critical to business needs and data security of RSPA member organizations and their customers.

Off-the-Shelf e-Learning Courses: RSPA offers member 3,000+ e-learning courses. These include courses approved for professional certification and CEU's, business skill development, computer skills and compliance.

BUSINESS IMPACT

Retail Industry development and education are top priorities for RSPA. Ninety-six member organizations have successfully completed the RSPA certification. The RSPA certification has been endorsed by the National Restaurant Association (NRA). RSPA has increased engagement and loyalty through their Certification Programs and also increased the competitive advantage of both their own organization and their member organizations.

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As the only industry association dedicated to retail technology professionals, it's important for RSPA's learning management system to be first class. BizLibrary has been a great partner in achieving this goal. The support we received during our implementation is unmatched. The implementation and support teams worked cooperatively with our RSPA team to make sure our message and branding remained on target.

Lauren Stark
Education Manager, RSPA

