

outward is a worldwide certification program, which allows service managers to enhance employee industry knowledge and set a path for professional development. The term “Outward” was chosen to reflect Konica Minolta’s worldwide initiative to develop training materials that are “outside the box.”

Objectives and Merits

Outward establishes a worldwide industry-specific standard for certifying field technicians and technical support staff.

This enables Konica Minolta to:

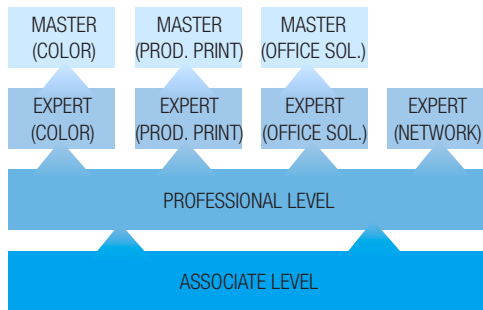
- Increase the level of service and support it provides to customers and worldwide market partners, through an international foundation of clearly defined skill sets necessary for effective service and support staff.
- Make product specific web-based and instructor-led technical education more efficient by developing training courses built from a standardized basic level of learner knowledge.
- Enhance technician motivation for professional skill development by providing a defined structure, learning tools, and achievement milestones.
- Objectively measure and analyze the existing skill levels in service and support organizations to use as a basis for effectively targeting training and education resources.
- Establish a worldwide training strategy building on the individual development needs of the service and support staff.
- Share worldwide resources for the development and production of learning material and test question sets.

Target Audience

Outward is targeted at field technicians and technical support staff of Konica Minolta, its subsidiaries, and channel partners (distributors, dealers and authorized service providers) worldwide.

Certification Program Outline

The certification program is composed of four certification levels that build on each other. The third and fourth levels are divided into market segment related specific technology tracks (Color, Production Printing, IT-Networking, Office Solutions). Master - Color, Production Printing and Office Solutions are available; other tracks may be available at a later date.



Track Definition

Associate Level

This is the entry certification level. It establishes a basic skills knowledge level, and is a prerequisite to attend product specific classroom training. This certification level is intended for Konica Minolta field technicians with 6-12 months of field experience.

Technicians certified in this level and model specific courses, will be capable of installing, servicing, and troubleshooting the specific products in which they have achieved certification. In addition, they can identify and escalate issues to their management.

Professional Level

This is the recommended certification level for all field technicians servicing Konica Minolta Products.

This certification level targets technicians servicing all Konica Minolta multifunctional products.

Technicians certified in this level and model specific courses, will be capable of installing, servicing, and troubleshooting the products in which they have achieved certification. In addition, they may also escalate unresolved issues through their management to the appropriate technical support agency.

Associate level certification must be achieved prior to attaining certification in the Professional level track. However, the courses within these tracks can be randomly completed.

Expert Level

This is the certification level for specialists in four customer related specific technology tracks:

- Color
- Production Printing
- Network
- Office Solutions

Specialists certified in this level will be capable of analyzing and resolving most symptoms in their specific technology tracks. In addition, they may also escalate unresolved issues through their management and appropriate technical support agency to Konica Minolta Inc., Japan. They are also qualified to provide technical advice to field technicians certified as Associate or Professional.

Professional level certification must be achieved prior to attaining certification in the Expert level track. However, the courses within these tracks can be randomly completed.

Master Level

This certification level for high-level support specialists currently consists of these tracks:

- Master - Color
- Master - Production Printing
- Master - Office Solutions

Specialists certified in this level will be capable of correctly analyzing and resolving system-wide symptoms and performing color management within multiple applications. They will escalate unresolved issues through their management and appropriate technical support agency to Konica Minolta Inc., Japan. They are also qualified to provide technical advice to field technicians certified as Associate, Professional, or Expert.

Expert - Color certification and one of the following optional tracks is required: Expert Production Print, Network or Office Solutions. Additional Master Level tracks may be released in the future.

Outward Course List

Associate Level Courses

- All about Paper
- Basic IT – Hardware
- Basic IT – Software
- Color Basics
- Customer Focus for the Service Professional
- Fax Basics
- Principles of Troubleshooting
- Printer Basics 1
- Safety & Environment

DIGITAL COPIER BASICS 1

- Control Panel Systems
- Copy Process
- Electrical Systems 1
- Electrical Systems 2
- Electrical Systems 3
- Image Write Systems
- Scanning

DIGITAL COPIER BASICS 2

- Charging Systems
- Cleaning & Erase Systems
- Finishing Systems
- Fusing Systems
- Image Development Systems
- Image Transfer
- Paper Feed
- Reverse/Duplex Systems
- Separation, Transfer & Conveyance Systems

Professional Level Courses

- Apple Printing
- Box Operation & Management
- Color Copying – Technical Realization
- Color Management
- Computer Network Basics
- Digital Copying – Technical Realization

- Color Basics 2
- Document Workflow Scenarios in Office Environments
- Making Routine Print Jobs Easier
- Network Printing Basics
- Network Scanning Basics
- Printer Basics 2
- Scanner/Image Processing
- Windows 7

Expert Level Courses

EXPERT - COLOR

- Image Processing Technologies
- Offset Printing
- Printing in a Workflow Environment
- Color Calibration & Profiling
- Color Printing Workflow in an Office Environment
- Desktop Publishing
- DTP Applications
- Linearization of Printing Devices
- Light Sources and Monitors in Color DTP

EXPERT - NETWORK

- Adobe PostScript
- Escape Sequences
- Printer Languages and Printing Fonts
- Advanced Error Reporting
- Data Security – Part 1
- Data Security – Part 2 Authentication
- Advanced Networking
- Linux Printing
- Mainframe/Host Printing

EXPERT - OFFICE SOLUTIONS

- Adobe PostScript
- Escape Sequences
- Printer Languages and Printing Fonts
- Color Printing Workflow in an Office Environment
- Desktop Publishing
- Accounting and Payment Solutions
- Advanced Error Reporting
- bEST OpenAPI
- Data Management
- Data Security – Part 1
- Data Security – Part 2 Authentication
- Device Management
- Document Management Systems
- IT Infrastructure & OS Scenarios in Office Environments
- Print Queue Management
- Working in Integrated Environments

EXPERT - PRODUCTION PRINTING

- Adobe PDF Print Engine
- Adobe PostScript
- Escape Sequences
- High-Speed Technologies
- Image Processing Technologies
- Offset Printing
- Printer Languages and Printing Fonts
- Printing in a Workflow Environment
- Production Print Applications Overview
- Production Print Environment
- Production Print – Optimizing Digital Performance

Master Level Courses

MASTER - COLOR

- Color Management in Adobe Creative Suite
- Color Management in QuarkXpress & Freehand MX
- Color Printing Workflow in DTP Environment
- PDF/X Creation Workflow

MASTER - PRODUCTION PRINTING

- Business Skills Required in Proposal-oriented Business Models
- Market and Technology Trends of Production Print
- Operation Technology for Production Print
- Production Print System Proposal

MASTER - OFFICE SOLUTIONS

- Business Skills Required for Creating Proposals for Office Solutions
- Market and Technical Trends
- Proposing Office Solutions
- Tips on Customer Research



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