

Parsons Brinckerhoff

Customer Success Story

AutoCAD®

AutoCAD® Civil 3D®

Autodesk® Buzzsaw®

Autodesk Professional Certification

Autodesk Authorized Training  
Center (ATC®)

The Autodesk Certification Program has been a fantastic way for Parsons Brinckerhoff to invest in its employees and gain a competitive position in the marketplace.

—Rebecca Arsham  
CADD Training Manager  
Parsons Brinckerhoff

# Certified success.

Parsons Brinckerhoff helps to increase employee productivity and satisfaction with Autodesk Certification Program.



Image courtesy of Parsons Brinckerhoff

## The Company

Parsons Brinckerhoff (PB) is a planning, engineering, program and construction management, and operations and maintenance organization. The company has been involved in planning and designing some of the world's largest public works projects, such as the Woodrow Wilson Bridge outside Washington, DC, the tunnel under Turkey's Bosphorus Strait, Kuwait's First Ring Road around Kuwait City, Cairo's Metro, and the Deep Tunnel Sewerage System in Singapore. Headquartered in New York City, PB has approximately 13,000 employees worldwide.

## Creating a Global Standard

PB faced several challenges, including employee retention, a global workforce using multiple versions of software, and limited budget to develop comprehensive training tools for staff. The company needed a reliable way to assess the skill level of employees, help ensure that skills are up to industry standard, and prepare staff for their next project.

"The reality was that we had staff at varying levels of expertise," explains Rebecca Arsham, CADD training manager at Parsons Brinckerhoff. "We wanted to take a step back and consider where our employees really were in terms of software versions, level of knowledge, and how we wanted to effectively utilize the certification program to accomplish several goals."

PB looked to Autodesk to help address these issues, seeking to incorporate Autodesk's certification program into its existing internal employee development and training plan. The resulting PB-Autodesk Professional Certification Pilot Program focused on AutoCAD® and AutoCAD® Civil 3D® software—the primary Autodesk applications in use at PB.

## Phased Approach Brings Measurable Results

Autodesk and PB developed five project phases: launch, skills assessment, exam preparation, certification testing, and results. After taking an assessment test, candidates were given a personal learning plan that identified areas for improvement based on the results, which included study materials, Autodesk Official Training Guides, online training classes, exam preparation webinars, sample exam questions, recommended practice time, and a personal milestone calendar to track progress.

Autodesk®

# “Adding the Autodesk Certification Program... has provided us with real ROI statistics.”

Faced with the challenge of keeping in touch with participants in different time zones and countries, PB needed to ensure that the training resources would be available for access at any time, regardless of location. “Obviously, we couldn’t just pull everyone into one large conference room for training, so we had to think outside the box a little bit,” says Arsham.

Several tools were used to solve this problem, including Autodesk® Buzzsaw® collaboration software as a service, which functioned as a centralized repository for all pilot program materials. In addition, PB took advantage of email communication templates that were branded with a consistent look and feel to help users easily distinguish important messages: instructions and next steps on how to achieve program goals, updates on materials and resources available, and important dates and reminders. Last, webcasts were recorded and posted for viewing at any time.

## Authorized Training Centers Essential to Program

Because certification exams must be proctored at an Autodesk Authorized Training Center (ATC®) site, ATC partners were chosen based on proximity to participants’ office locations: Avatech Solutions, CADsoft Consulting, Excitech Limited (UK), Future Media Concepts, Hagerman & Company, IMAGINiT Technologies, MicroCAD Training & Consulting, Striker Technology Solutions, and U.S. CAD.

Pilot program participants were able to evaluate their skills, use blended learning resources to prepare, and pass their Associate and Professional exams—all within a span of five months. The pass rate on the Associate exam was 83 percent, and 71 percent on the Professional exam—an impressive feat for a pilot program.

“Adding the Autodesk Certification Program element to our existing PB training program has provided us with real ROI statistics,” explains Arsham. “With the high pass rate on the certification exams, we have validated the success of our CADD training program. These numbers enable PB to market our accomplishments and ultimately add value to the projects we work on.”

## Certification a Win-Win for Companies and Their Employees

For PB, the program brought clear benefits: a productivity increase among employees by focusing learning on needed skills; a competitive advantage through the ability to market Autodesk-certified staff on projects; and lower turnover due to increased employee job satisfaction. Perhaps the most compelling testament to employee development came from this employee feedback: “When ‘The Company’ does so much for you, it makes you wish to do more (than necessary) for ‘The Company.’”

“We couldn’t be happier with the results of the program,” says Arsham. “Given that the cost to replace a highly technical employee can range between one-half to five times the yearly salary of that employee, we are more than happy to invest in our employees so that they can fully leverage the Autodesk technology at their disposal. I think the results of our pilot program have proved that an investment in a certification training program does convey the right message to employees and in turn the employees become advocates for the company’s training program.”



Image courtesy of Parsons Brinckerhoff

## Learn More

For details about Autodesk Professional Certification and the certification process, visit [www.autodesk.com/certification](http://www.autodesk.com/certification).

Locate a local Autodesk Authorized Training Center (ATC) site and learn more about the ATC network at [www.autodesk.com/authorizedtraining](http://www.autodesk.com/authorizedtraining).

Autodesk offers a flexible portfolio of learning tools, for the novice to advanced user, to help users increase performance and remain competitive. Visit [www.autodesk.com/learning](http://www.autodesk.com/learning).

To learn more about Parsons Brinckerhoff and the services the company offers, visit [www.pbworld.com](http://www.pbworld.com).



Autodesk Certification is a must for engineering professionals and companies like PB; it sets a standard benchmark of knowledge we can rely upon when hiring or forming project teams.

—Rebecca Arsham, CADD Training Manager, Parsons Brinckerhoff

Image courtesy of Parsons Brinckerhoff

# Autodesk Certification

## Give your organization the power to excel

Whether you're in manufacturing, civil engineering or architecture, Autodesk Certification can give your business a powerful advantage

Today's marketplace is both crowded and complex. Companies need any advantage they can find to win the best projects. And if you can acquire a competitive advantage that is specifically designed to boost the productivity and credibility of your employees, then that's much more powerful.

Autodesk Certification is that powerful advantage. It has been developed to not only validate the skills and knowledge of your people, but also to accelerate their professional development, improve their productivity and help you get the most out of their software investment, strengthening your organization's competitiveness.

Additionally, Autodesk Certification is a critical tool in your hiring process. Improved workforce management and better hiring decisions help you maximize your investment in your most valuable resources – your employees.



### Help your employees make their mark on your industry

As the employer of Autodesk Certified professionals, it's important that you can demonstrate their achievements in a meaningful way. Your employees will receive an electronic certificate that can be printed and framed. In addition to this they will also get the official Autodesk Certification logo that they can use on their business cards and letterheads to identify them as certified.

### Immediate diagnostic feedback from Autodesk experts

Whether or not they pass their exams, your employees will receive immediate feedback on the areas where they can improve their Autodesk application skills. Their score reports with feedback will be available anytime through their Internet testing system profiles.

### Performance-based testing – proving your employees' experience

Autodesk Professional-level Certification includes performance-based testing. That means your people are tested on their ability to perform tasks, rather than their answers to questions about how they might accomplish them. Performance-based testing is widely accepted as a better way of ensuring that your staff has the skills needed for that particular application.

### Assess their knowledge of Autodesk applications before Certification

Enhance the chances of your employees achieving Certification with Autodesk Assessment tests. These online tests assess knowledge of the tools, features, and common tasks in specific Autodesk applications. Available 24/7 through the web, these exams help your people measure their readiness, boost their confidence and prepare them for Certification.

### Bring your people up to speed with Autodesk Official Training Guides

Preparation is everything. Autodesk Official Training Guides and the comprehensive exam guides enable your employees to review the knowledge and skills covered in the certification exams. Each book includes lessons covering the main sections of the exam as well as exercises for the performance tasks that they will be required to complete during the exam.

# Autodesk Certification

## How to gain the power to excel

To earn Certification your employees need to pass an Autodesk Certification Exam, or a series of exams, and follow some simple steps

### Your five-step guide to getting started

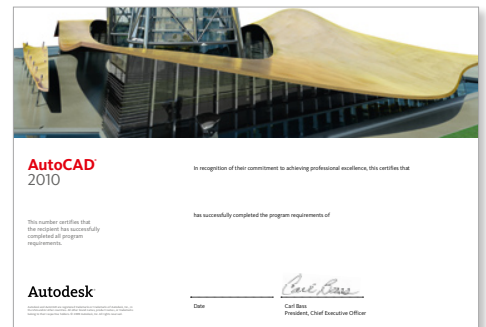
**1 Select the Certification that's right for them:**  
Choose the level and the Autodesk application that is best for your employees. They can then learn what to expect by reviewing the comprehensive exam guide that details the skills they need.

**2 Assess their readiness:**  
Take an assessment test to measure their knowledge of the application.

**3 Get the training they need:**  
Enhance their skills with Autodesk Official Training Guides, or send them to classes at an Autodesk Authorized Training Center (ATC®) site.

**4 Apply training:**  
They should then practice what they have learned to gain experience.

**5 Take the required exam:**  
Finally, they can register for their exams online.



Learn more about Autodesk Certification by visiting [www.autodesk.com/certification](http://www.autodesk.com/certification)

Examples of Official Autodesk Certificates



### Why choose Autodesk Certification?

Gain the maximum return from your software investment

Validate your employees' skills and knowledge reliably

Accelerate their professional development

Enhance your organization's credibility within your field

Make better hiring decisions

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# Autodesk Professional Certification

## The power to be remarkable

Gain a powerful advantage with Autodesk Certification

In today's complex marketplace having the ability to prove your skills is very valuable. That's the thinking behind Autodesk Certification, an accreditation that can boost your career and credibility, and even benefit an existing or potential employer.

Whether you're in manufacturing, civil engineering or architecture, Autodesk Certification signifies your experience and expertise to employers and clients around the world and, as such, is a very powerful asset for design professionals.



### **When you become remarkable, your employer becomes remarkable too**

As a design professional, Autodesk Certification demonstrates your aptitude. But you are not the only beneficiary. For an employer, your Certification means that they get the most out of their software investment, strengthening their own competitiveness.

### **Make your mark on your industry**

As an Autodesk Certified professional, it's important to be able to demonstrate your achievements in a meaningful way. You'll receive an electronic certificate that can be printed and framed, or attached to your CV. In addition to this you will get the official Autodesk Certification logo that you can use on your business card, CV or letterhead to identify you as certified, as well as the opportunity to list your details on the Autodesk's publicly available database of Certified Professionals.

### **Immediate diagnostic feedback from Autodesk experts**

Whether or not you pass the exam, you receive immediate feedback on the areas where you can improve your Autodesk application skills. Your score report with feedback is available anytime through your Autodesk online testing system profile.

### **Performance-based testing – proving your experience**

Autodesk Professional-level Certification includes performance-based testing. That means you are tested in your ability to perform tasks, rather than on answers to questions about how they might be accomplished. Performance-based testing is widely accepted as a better way of ensuring that you have the skills needed for that application.

### **Assess your knowledge of your Autodesk application before Certification**

Autodesk assessment tests will help determine your general knowledge of specific Autodesk applications. These online tests assess your knowledge of the tools, features, and common tasks in an Autodesk application. This means you can measure your readiness, boost your confidence and identify areas of knowledge that should be developed prior to Certification testing.

### **Bring yourself up to speed with Autodesk Official Training Guides**

Preparation is everything. Autodesk Official Training Guides and the comprehensive Exam Guides enable you to review the knowledge and skills covered in the certification exams. Each book includes lessons covering the main sections of the exam, as well as exercises for most of the performance tasks that you will be required to complete during the examination.

# Autodesk Professional Certification

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To earn Certification you need to pass an Autodesk Certification Exam, or a series of exams, and follow some simple steps

### Your five-step guide to getting started

1

#### Select the Certification that's right for you:

Choose the level and the Autodesk application that is best for you. Certification is available for many Autodesk applications. Learn what to expect by reviewing the comprehensive Exam Guide detailing the skills you need.

2

#### Assess your readiness:

Take an assessment test to measure your knowledge of the application, and to identify areas for further study and preparation.

3

#### Get the training you need:

Enhance your skills with Autodesk Official Training Guides, or take classes at an Autodesk Authorized Training Center (ATC®) site.

4

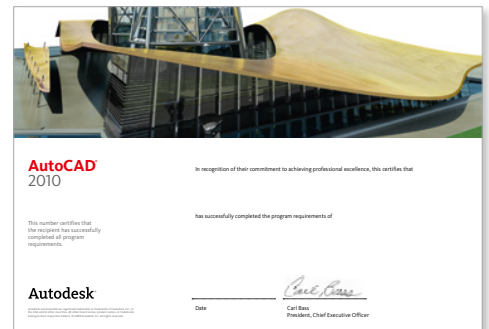
#### Apply your training:

Practice what you have learned to gain experience.

5

#### Take the required exam:

Register for your exam online.



Learn more about Autodesk Certification by visiting [www.autodesk.com/certification](http://www.autodesk.com/certification)

Examples of Official Autodesk Certificates



### Why choose Autodesk Certification?

Validate your skills and knowledge reliably

Accelerate your professional development

Enhance your credibility within your field

Strengthen your CV with an Autodesk Certificate and logo

List your details in Autodesk's Certified Professionals Database

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