

WHY CERTIFICATION?

Newmarket International has created the Certified Newmarket Systems Analyst (CNSA) course to provide an industry-standard metric for gauging the proficiency of Delphi users. Earning the title of CNSA will provide participants with a distinct advantage in the hospitality profession. Members of the CNSA community will be recognized by industry peers and employers as the most capable individuals in their field, and will have access to members-only resources and benefits.

COURSE OVERVIEW

As a CNSA you will be qualified and confident in your ability to manage all aspects of Delphi. You will be able to build the system best suited for your organization's business processes, train your team to use it, maintain the health of the database, and produce meaningful reports. Because the concepts are taught from the ground up, this course is appropriate for individuals with existing Delphi experience, looking to expand their skills to include the system administration aspects of Delphi.

Topics covered in the course:

Setup	You'll be going "under the hood" of Delphi to learn everything there is to know about what you can do in Setup. You will learn how each area works, the differences between Setup vs. MPE Setup, and the consequences of modifying the information.
BEO Setup	Make creating BEOs easy for the Catering staff with streamlined items, menus, and choice groups. The strategies for maintaining a constantly changing set of banquet menus are explored.
Merge Documents	Optimize the efficiency of everyone in your office by providing appropriate documents that require fewer modifications after they are merged. Learn advanced functionality such as customizing detail sets, fill-ins, and if-then-else.
Utilities	Utilities provide quick solutions for tasks such as re-assigning activities after staff turns over, avoiding event conflicts, and joining duplicate accounts.
Market Vision	Creating, qualifying, sorting, and saving a query are the first steps to learn in Market Vision. Then you'll move on to creating reports that you can use repeatedly, working with prompts, and other valuable skills. You will be able to quickly gather the critical information in Delphi that you need using Market Vision.
Database Management	You will leave this session with a daily/weekly/monthly task list to ensure a healthy database that produces accurate reports and flawless marketing campaigns.
Global Utility	How many of your drop-down lists in Delphi contain junk? You can't just delete things in Setup, but you can clean most of it up with the Global Utility.
MeetingBroker Administration	Learn the three main components that optimize your MeetingBroker and Delphi integration: working with users, creating assignment rules, and mapping setup values.
Certified Newmarket Systems Analyst Exam	You will access the exam online at your convenience following the course. One exam attempt is included in the price of the course. Certification will be granted with a passing score of 80% or higher. If an additional exam attempt is necessary, it can be purchased online for \$150.

RETURN ON INVESTMENT

The success of your entire sales team relies heavily on the proficiency of the tools used to complete their daily tasks. Delphi is the main selling tool that you provide. In today's competitive market, you have no time to waste. The skills taught in the CNSA course are targeted to optimize the efficiency of the Delphi system so the tasks performed by the users are completed as quickly and efficiently as possible. How long does it take to merge a contract or create a BEO? How many times a day do users at your property perform these tasks? Immediately following the course, attendees will have the skills to implement changes to your system that will reduce the time spent on daily tasks in Delphi by a minimum of 5 minutes per day for every Delphi user in your office. Rather than performing administrative tasks, your users can focus on selling. If you have 5 daily Delphi users in your office, you are gaining 108 hours of selling time over the course of a year.



How long does it take to compile the month-end report? How much scrubbing do you have to do when you create a mailing list for a marketing campaign? Having a properly trained professional that can monitor and report from your database will make these essential tasks as easy as clicking a button.

100% of attendees agreed that they learned information they can immediately use in their job and would recommend this course to others.

ONLINE OR INSTRUCTOR-LED?

The CNSA course is offered as a three-day instructor-led course in a classroom setting or as an online course to accommodate the learning styles, time constraints, and budget considerations of our students.

Instructor-led

If you prefer face-to-face interaction with supervised assignments, can digest a wealth of information in a short amount of time, and learn better in a focused, out-of-the-office environment, you should consider taking three days to attend the instructor-led course.

Instructor-led courses are held in various locations each year. The training facilities are equipped with workstations that access a test lab, and provide complimentary continental breakfast and breaks each day.

Online

If you prefer shorter sessions, self-paced assignments, and absorbing information a few topics at a time, the online course is better suited for your learning style. The online course reduces associated costs such as travel, and can be integrated with your work week to avoid a three-day absence from the office.

The online course is a combination of instructor-led webinars, eLearning, and hands-on homework assignments over a six-week period. You will meet with your instructor online each Tuesday and Thursday from 10:00 - 11:30 AM EST to participate in class, review homework assignments, and collaborate with fellow students. Homework assignments will be completed in a test lab for hands-on practice of the skills learned, not to exceed a time commitment of two hours each week.

CNSA MEMBERS-ONLY BENEFITS

Individuals who pass the exam and earn the title of CNSA receive the following benefits:

- Members-only online community where you can exchange best practices with peers and receive advice from your instructor, including a blog with the latest updates and tips for NSAs.
- Your name will be included in an online registered database for employer verification and bragging rights.
- You will have access to a VIP event at the annual Newmarket Users Conference.
- Special discounts are offered throughout the year on various Newmarket products, training courses, and events.

Contact your Newmarket sales representative or visit our website to see the latest training locations, dates, and to register: <http://www.newmarketinc.com/regionalcertification.aspx>