

The Business Case for MOS Certification

RedCape MOS Certification Program



*Every office
needs an expert.*



Dear Manager,

A member of your team has expressed interest in becoming certified as a Microsoft Office Specialist (MOS). Congratulations—that's a sign you've hired someone who is committed to the organization, values self-improvement, and wants to build practical skills relevant to their role. For many MOS candidates they want to become a Copilot subject matter expert (SME) as you prepare for your AI deployment. You want to be confident that approving their request offers a substantial return on your investment. We get it—training dollars are tight. Allow us to answer some questions.

What is certification?

Certification is a guarantee from Microsoft that your employee has mastered Office 365, the software your organization relies on daily. To become certified, they must pass a rigorous series of exams in Word 365, PowerPoint 365, Excel 365, or Outlook 365. It's no cakewalk—think of it like someone completing a master's degree in productivity technology.

Doesn't everyone already know how to use this software?

Most people use less than 30% of each application's true capabilities, plus new features are added every day. Largely self-taught, employees rely on old habits that waste valuable time. For companies planning on deploying Copilot for Microsoft 365 across the organization, they will need certified Office 365 SMEs to help support and train employees as an extension of IT.

The Solution

MOS certification introduces a new, stress-free way of working where efficiency, accuracy, and confidence soar. It is designed for the curious, those who soak up information and aren't satisfied with the status quo. They want to work faster. When presented with a 10-click solution in the software, they strive for three. They want to understand where Office 365 ends and Copilot begins.

RedCape's MOS Certification Program offers *the* quickest and most successful path to certification. The goal is for learners to earn their first certification in 30 days—momentum matters. One RedCape grad earned six certifications in six weeks, but that is atypical—most take about a year.

Why RedCape?

The RedCape difference is measured in real results—we have the highest certification pass rate in the industry. Founder Vickie Sokol Evans has over 25 certifications; navigating the complicated process solo inspired her to create this streamlined path. As one of the top tech trainers in the world, Vickie has trained organizations like The New York Times, Starbucks, UK's Parliament, LinkedIn, and countless other high performers. When Bill Gates's executive support team wanted to take their skills to the next level, they turned to Vickie.



The ROI

How much is one week of your time worth?

With a MOS-certified member on staff, you'll be able to confidently assign tasks with less oversight. Doing so will clear your own schedule, saving you more than an entire week of your time, as one MOS-certified executive assistant reported:

"The most valuable asset at our company is the executive's time. I now take four hours off our CTO's plate every week."

Unlike other development opportunities, RedCape's MOS Certification Program equips employees with tangible skills that can be implemented *instantly*, saving time *and* money. Here's how one of our MOS members tallied up the return for just one deliverable:

"Before certification, it took me 20 hours to do a quarterly presentation. After certification, six hours. I did the math, and this is \$8K in savings a year."

MOS-certified employees also deliver valuable returns to the entire team. Every office needs an expert—someone well-versed in the software who can take your team to new heights. When others in the organization have advanced questions about the software, your certified employee is there to save the day.

Certification can invigorate the company culture, serve as a hiring benefit, aid in employee retention, and raise standards across the org. RedCape will make this a reality for your team.

Your Investment

Tuition to the all-inclusive program is \$3,975 USD. Investing in your employee means your team is one step closer to working efficiently, accurately, and confidently. We recommend one Office 365-certified Copilot SME per 200 employees.

Want to offer this employee benefit to additional staff? Ask us about group discounts.

Let's do this!

Your employee can sign up and start their certification journey at redcapeco.com/enroll.

For more information, visit redcapeco.com/team-mos or email RedCape at hello@redcapeco.com.

Prefer to talk on the phone? Schedule a call: redcapeco.com/talk-mos

*Supplier Diversity: RedCape is a woman-owned business.
Approving this request would meet your organization's commitment to supplier diversity.*