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ELECTRONIC DOCUMENT



Differentiate Yourself as an Electronic Document Professional

(New Brochure will be coming soon)

Become Certified

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Become EDP certified and join an elite class of professionals who signify a high standard of knowledge, expertise, and ethics in the electronic document systems industry. Certification brings recognition, career advancement, financial opportunities, and personal satisfaction.

www.xplor.org/edp



—Frank Romano, EDP

Professor Emeritus, School of
Print Media
Rochester Institute of
Technology
Rochester, NY U.S.A.

“The EDP designation is an affirmation of your professional achievements. Wear it proudly because it says that you are respected by your peers and by your industry.”

What's an EDP certification?

EDP, the coveted "Electronic Document Professional" certification, designates an individual who has broad knowledge of and experience in digital communication – whether in print, over internal networks, or online – from document creation to distribution.

EDP certification assures employers that the recipient has demonstrated excellence by a thorough examination of his or her work, business ethics, and overall contributions to the industry.

The evaluators are peers of the candidates – people with extensive and honored experience in all phases of electronic printing and document technology management. The evaluators and commissioners themselves have all gone through the qualification process. The commissioners establish criteria that are refined in response to the changing technology and responsibilities of our industry.

The evaluation process is anonymous, consensual, exhaustive, and fair. The qualities the evaluators look for are those desired in employees by everyone in the electronic document industry.

Above all, it means that the evaluators would want the successful EDP candidate on his or her own team.

Why does the industry need EDP certification?

What we call "an electronic document" is the heart of modern corporate communication, whether circulated among colleagues or broadcast to the wider world. Electronic documents arrive in print or over the Internet, are fed into or extracted from data management systems, drive narrowcast marketing, and serve many other roles.

Turning electronic documents into effective communication is not a simple matter – it is the work of professionals, of a vital class of knowledge workers, of attentive managers, and marketers. Many can claim to have mastered document intricacies, but when a project is the lynchpin of a corporate strategy you must be sure the claim can be relied on.

What does an EDP bring to your team?

In short: An EDP is a proven and reliable team member, someone who has played a leadership role in important projects. An EDP is an employee who is committed to the electronic document industry as demonstrated by years of service and the determination to keep up with changing technology.

How your EDP certification benefits you

When asked about their reactions to achieving EDP status, successful candidates first mention the personal satisfaction of peer recognition for their professional credentials and the unexpected pleasure of examining their own work in detail, seeing the strengths, skills, and knowledge that they've gained over their careers.

Many successful EDP candidates have found the EDP after their name has brought more recognition within their own organizations. With that enhanced recognition has come promotions, higher salaries, and chances to take on more challenging work.

As a newly minted EDP, you will be honored at Xplor's Global Conference & Exhibit, standing proudly before fellow members of the electronic document industry. An audience of your peers will be applauding your accomplishments.

What does it mean to be an EDP?

First and foremost, it means that a panel of industry peers with substantial experience and organizational responsibility think you have demonstrated professionalism and excellence in your work. You have met the stringent criteria for what constitutes significant work accomplishments and have shown that you are willing to share your hard earned knowledge with industry colleagues.

To be judged an EDP you cannot just have "served your time" but must have completed important projects for your organization, whether your role was in development, production, management oversight, marketing, sales or supplying services.

It also means you were able to explain and document your work in a highly professional manner.

Some important personal qualities that characterize an EDP are:

- skill at problem-solving
- innovative thinking
- in-depth knowledge of the field
- good communication skills
- an organized and analytical mind

What organization grants EDP?

Xplor International, the worldwide electronic document systems association, developed the EDP certification program and has managed the program since 1990. Xplor is the worldwide association of users and suppliers of the products and services that create, modify, and deliver customized information using a variety of document technologies.

Xplor is the community of choice for education, information sharing, and networking that meets the needs of our members and provides leadership to the evolution of the document systems industry. Xplor provides its members services such as technology surveys, professional journals and newsletters, products & services guides, participation in Joint Technology Councils, and access to meetings and conferences around the world.

Visit www.xplor.org





—Sandra Klaassen-Baltus, EDP

System Designer
ABN AMRO Bank N.V.
The Netherlands

“The EDP certification is an international recognition of my knowledge and work experience in the electronic document industry. This assures our customers of my competence and commitment to excellence.

I find it professionally rewarding to be a part of the EDP community and personally rewarding to share that knowledge with other people in our industry.”

How to apply for your EDP certification

Next in this brochure you will find the form that Xplor uses to assess your basic eligibility for EDP certification. Send it in to express your interest in undertaking EDP certification.

It is a serious undertaking, one that will demand your time, your thoughtful appraisal of your career, and a detailed report on three work examples, the heart of the EDP application. (In this effort you will have the help of mentors who have successfully completed their EDP certification - see page 10.)

Time frames

Generally you should ask for an eligibility review by February of the year in which you submit your work examples. Your work examples are due by September 1. The evaluation panel announces their decisions in the fall and awards are presented at Xplor’s annual conference and exhibit.

Fees

The fee to seek this prestigious designation is \$50 due with your eligibility application and \$300 due upon submitting your final portfolio. The fees pay for your eligibility review, printing and delivering the portfolio and guideline materials, administration of the mentoring program, and the cost of evaluators reviewing your portfolio.

Complete the Eligibility Application

Your first step in seeking EDP status is to determine your eligibility. Once this eligibility application is received and eligibility approved, you'll be sent the complete portfolio and guideline materials. So first fill out the form in this brochure (or on XplorWeb) and enclose the US \$50 fee, with your completed form.

A complete description of the application process and details of the evaluation criteria used to consider your application can be found on XplorWeb.

Go to www.xplor.org/edp

Do you meet these basic requirements?

To apply you must meet these minimum eligibility criteria:

- current employment in the Electronic Document Industry
- a minimum of five years work experience in the industry
- a commitment to continuing learning and keeping up to date in the industry through professional courses, seminars, certifications and in the classroom (see eligibility application form or the XplorWeb for more details)
- Acceptance of the Code of Ethics

If you do, fill out your application form on the next page, or visit XplorWeb at www.xplor.org/edp.

Application for EDP Certification - PLEASE TYPE OR PRINT CLEARLY

Information about this form

This form is designed to establish your eligibility to apply for certification as an Electronic Document Professional. It is a means for you to determine whether you are eligible to apply and for us in turn to confirm your eligibility.

Please take a minute to read through it before starting to complete the sections.

The requirements are simple:

- You need five years experience in the Electronic Document Industry and be currently employed in it.
- You need to accept the Code of Ethics of an Electronic Document Professional.
- You need to demonstrate a commitment to continued learning and current awareness in the industry by earning at least **100 education credits** and supply supporting documentation.

Complete the sections that ask for information about you and your work in the Electronic Document Industry as well as education credits. Then read the Code of Ethics, sign the Declaration, and give us information on how you are making your payment.

If you need to use additional pages to note the courses etc, please indicate clearly on these pages your name and the sections to which the information relates.

Finally we recommend that you make a copy of everything and send the original application form and any additional notes along with copies of your supporting information to Xplor Headquarters.

We will inform you if your application is successful and send you a program kit with your Candidate's Handbook. You then need to compile three work examples that demonstrate the breadth and depth of your knowledge in the Electronic Document Industry and submit them to us by September 1.

Good luck, and if you have any questions, please call us at: 1-800-669-7567, or +1-813-948-3171 outside the U.S.A.

Information about you

_____ | _____
first name *initial*

last or given name

address, country, zip/postal code

telephone

e-mail

I am currently employed in the field of electronic documents

I have worked in the field of electronic document systems or in a related field for _____ years, from _____ to _____

Information about payment

The US \$50 application fee is required for us to determine your eligibility for EDP certification prior to the compiling of your three work examples. You can pay by wire transfer, a US bank check in US dollars, or by one of the credit cards listed below.

check number

wire transfer (Union Bank, ABA Routing #122000496, Acct. 2900121663)

credit card *VISA* *MASTERCARD*
 AMERICAN EXPRESS *DINER'S CLUB*

_____ | _____
account number *expiration date*

Please note that there is an additional portfolio evaluation fee of US \$300 payable when you submit your work examples.

Application for EDP Certification

- PLEASE TYPE OR PRINT CLEARLY

Your education credits - you need 100

1 Higher education, college or degree earning studies - 10 credits/year up to a max of 50

organization			
course	from	to	credits

organization			
course	from	to	credits

2 Accredited courses taken in the past 5 years directly related to the electronic document industry - 10 credits/course

organization			
course	from	to	credits

organization			
course	from	to	credits

organization			
course	from	to	credits

3 Professional certification earned directly related to the electronic document industry - 25 credits/certification

sponsoring organization & certification	credits
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sponsoring organization & certification	credits
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sponsoring organization & certification	credits
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4 Attending conferences, courses, seminars, and certificate programs sponsored by educational institutions, professional or trade associations, vendors, government agencies, consulting firms and other relevant seminars all directly related to the electronic document industry qualify for credits. Each activity must be at least one day, have a professional content and instructor/presenter - 5 credits/day

organization			
conference, course, or seminar	from	to	credits

organization			
conference, course, or seminar	from	to	credits

organization			
conference, course, or seminar	from	to	credits

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conference, course, or seminar	from	to	credits

organization			
conference, course, or seminar	from	to	credits

organization			
conference, course, or seminar	from	to	credits

Please remember to provide supporting documentation such as **copies** of course certificates, certification awards, diplomas, conference registration documents, or attendance badges.

If you want more information on the program, its requirements and the timeline, please go to www.xplor.org/edp or call 1-800-669-7567, or +1-813-948-3171 outside the U.S.A.

Application for EDP Certification

Code of Ethics for Electronic Document Professionals

As an Electronic Document Professional I will strive to maintain and improve the standards of the profession and encourage the spread of knowledge relating to the development of the industry.

I acknowledge that I have an obligation to society. Therefore, I will actively cooperate with other Electronic Document Professionals to promote the understanding of the key role of electronic document systems in business and its power to help people communicate.

I recognize that as part of a world-wide fellowship I shall be loyal to my fellow Electronic Document Professionals, and be willing to share my experience and participate in ways to advance the technology and our profession.

I will not use confidential information pertaining to the business of a fellow EDP to advance my own interests.

As an Electronic Document Professional I recognize the need for an open relationship among customers and suppliers. I shall, therefore, endeavor to be honest and fair in my commercial relationships.

I have an obligation to use electronic document systems in ways that will best meet my employer's mission and encourage other associates within the organization towards the same goals.

I acknowledge that this Code of Ethics is an integral part of the rights and responsibilities conferred upon me as an Electronic Document Professional.

Declaration

I certify that the information supplied here and in my subsequent work examples is true and correct.

I have read, understand and accept the Code of Ethics for certification as an Electronic Document Professional.

I understand that any knowingly false statement herein or lack of compliance with the EDP Code of Ethics is grounds for this application to be rejected or a certificate, if granted, to be revoked.

signature

date

Do we have your permission to use your name and contact details such as e-mail address to promote the EDP program? Please sign below if this is acceptable.

signature

Please complete this form and return it with **copies** of all your supporting documentation and your application fee to:

**Xplor International • 4022 Land O'Lakes Blvd
Suite 102, Land O'Lakes, Florida 34639 • U.S.A.**

please do not write in this area - thank you

Current in EDS _____

date form received ____/____/____

1 higher ed 10/y _____
max = 50

3 prof cert 25 ea _____

5 y in EDS _____

payment received ____/____/____

4 conf, seminars 5/d _____

C o E signed _____

evaluator _____

2 courses 10 ea _____

total credits (at least 100) _____

Organizations that Recognize the Value of EDPs

The following organizations around the world recognize the value of professional certification and employ or utilize the services of Electronic Document Professionals.

ABN AMRO Bank N.V.
 AddComm Direct BV
 Adobe Systems Inc.
 ADP - Output Services
 ADP Nederland B.V.
 AEGON USA Inc.
 Affinity Processing
 AFP Application Design and Education
 Aia Software BV
 Alice Leppert Consulting
 American Express Services Europe Ltd.
 American Family Insurance
 Anthem Blue Cross Blue Shield
 AON Corporation
 Assurant Solutions
 B.L. Fletcher & Associates, Inc.
 Barr Systems Inc.
 BB & T
 BGE Ltd.
 Bodi Engineering
 Brigham Young University
 Calmark Inc.
 Cavendish Consultants
 Century 21 Judge Fite
 Certegy
 Charles Schwab & Company Inc.
 CHForman Consulting, LLC
 CIBC
 City of Baltimore
 Cobrin Consulting
 Crawford Technologies Inc.
 CS Design & Print LLC
 DAC Enterprises
 Dar Co. Consulting
 DCA Consulting
 Deere and Company
 Denis Lajoie Consulting Group
 Different By Design
 DocStream Solutions
 Document Dialog B.V.
 Document Network
 Document Sciences Corporation
 DST Systems, Inc.
 Dynamic Design Solutions, LLC
 e-knows
 EDSF

Emtex Software Inc.
 Enterprise Strategies and Solutions
 Equitable Life & Casualty Insurance
 Exstream Software, Inc.
 Farmers Insurance Group
 Federated Insurance Companies
 Financial Statement Services, Inc.
 First National Bank of Omaha
 Fuji Xerox Hong Kong Ltd.
 Gaston Consulting, LLC
 Gem Consulting Services
 Georgian Windpower Corporation
 Group 1 Software
 Hewitt Associates LLC
 HollandRidderkerk B.V.
 IBM Canada Ltd.
 IBM Printing Systems
 IKON Office Solutions, Inc.
 IMERGE Consulting
 Interprise Solutions Inc.
 Jersey Post
 Kodak Versamark, Inc.
 Konica Minolta Business Solutions USA, Inc.
 KUBRA
 Landmark Document Services
 LDS Church
 Levi, Ray & Shoup, Inc.
 Lexmark Canada Inc.
 Lighthouse Consulting, Inc.
 Madison Advisors
 Mallett Consulting Associates, LLC
 McGrewGroup
 MeadWestvaco, Envelope Products Group
 MHE
 Michael Botos
 Michigan State University
 ModusLink B.V.
 Moore Wallace DCS, Div. of RR Donnelley
 National Conversion Systems, Inc.
 National Data Services of Chicago
 Nautilus Solutions
 NEPS, Inc.
 New England Business Service
 New York University
 Noridian Mutual Insurance Company
 Northwestern Mutual
 Océ Business Services, Inc.
 Océ Nederland B.V.
 Océ North America, Inc.
 Océ Printing Systems GmbH
 Paul Rogers
 Pel Hughes Printing Inc.
 Perfect DM Services
 Performance Graphics
 Phoenix Life Insurance Company

PinkRocade Infrastructure Services by
 Pitney Bowes Management Services
 PLH Consulting
 Prinova, Inc.
 PrintShift
 PrintSoft
 Proj-Xperts Inc.
 Project Liaisons
 Publishing Data Management Inc.
 Rabobank ICT
 Rasterpunkt GMBH
 Raymond Snyder
 Regence BlueCross BlueShield of OR
 Rochester Institute of Technology
 Roger P. Gimbel and Associates
 RR Donnelley
 RSM Consulting
 Segue Management Consulting
 Sentry Insurance
 South Florida Water Management District
 Southwest Bank of Texas
 Spherion
 SSG - Serviços e Sistemas Gerenciais
 Standard Register
 State of Ohio
 Steelcase Inc.
 Steven Bird Consulting Inc.
 Strategic Document Consultants
 Strategic Search Consultants
 StreamServe Svenska AB
 Sun Life Financial
 Systemberatung für Produktionsdruck
 TELUS
 The Hartford Technology Services Company
 The Sherwin-Williams Company
 The University of Waikato
 Thomas Gruenfelder Consulting
 TIAA-CREF
 Total System Services, Inc.
 UMSLAG ehf
 University of Central Florida
 U.S. Lithograph Inc.
 US Lynx Inc.
 USA Industries
 Vestcom International Inc.
 Videojet Technologies B.V.
 Virginia Department of Accounts
 WellPoint
 Wrights Worldwide Consulting
 Xenos Group
 Xerographic Reproduction Svc
 Xerox (Nederland) B.V.
 Xerox Corporation
 Xerox Global Services



—Carlyn Campbell, EDP

Document Production Systems
& Support
Equitable Life & Casualty
Insurance
Salt Lake City, UT U.S.A.

“With my mentor’s support,
the process of becoming an
EDP was much less daunting.

Now that I’m an EDP, I have
chosen to give back to the
community by becoming a
mentor. I have found that the
joy and friendships created by
mentoring have far surpassed
the initial joy of receiving my
EDP. Each time one of my
“people” receives their design-
ation, I beam with joy and
happiness for them. It is truly
an awesome feeling knowing
that I played a part in their
certification. I would highly
recommend the experience to
all EDP’s.”

What happens next?

After your Eligibility application has been reviewed and accepted, Xplor will send you a program kit including your Candidates’ Handbook.

Your first task then is to choose your work examples. The EDP evaluation panel will be looking for significant projects, ones that occupied an extended portion of a candidate’s career rather than a short-term activity. You should review the criteria described here, in your Candidates’ Handbook, and on XplorWeb for guidance in planning and writing your work examples. One work example may be older than five years if it shows current technology and relevancy.

The completed portfolio with your three work examples and supporting documentation needs to be received at Xplor Headquarters, by September 1.

Xplor's EDP mentoring program

Candidates can call upon previously certified Electronic Document Professionals for mentoring help in preparing their submission. If you know any EDPs who would like to help you, you may ask one of them to be your mentor. If you don’t have that resource or would prefer someone more removed, Xplor staff will be happy to find a mentor to help guide you to a successful certification.

Judging criteria overview

The Xplor Certification Commission oversees the criteria used by the panel to evaluate your work examples. They review and update criteria annually.

In an ever-changing environment, new skills come to the forefront while some technical approaches fall out of use. Since the evaluators have spent years in the electronic document field, they do not discount older approaches if they were state-of-the-art when adopted. But you are expected to show current relevancy in those cases and include recent work examples to demonstrate your continuing acquisition of skills and knowledge.

Your role in the life of the document

The EDP certification is not just a "techie" award. Xplor honors the vital role that human resources personnel, departmental managers, and marketing experts play in improving corporate communications. The Commission has identified stages in the life cycle of the document that include:

- content creation and input
- system design and implementation
- content storage and management
- document design and composition
- legal control issues
- electronic and paper imaging
- electronic and paper distribution

The scoring process

The Commission developed a scoring grid that plots the many different skills across these stages in the life cycle of electronic documents. The skills are grouped into:

- technology product development, engineering, marketing, sales, and installation and training
- IT system purchasing
- IT system operations
- project design, management, implementation, and integration and
- human resources skills

More detail about the steps in the document's journey from creation to distribution and the many skills involved can be found on XplorWeb.

Xplor looks for breadth and depth in an EDP candidate

Using this scoring grid, the evaluators look first for a breadth of experience. The true EDP does not remain in a narrow niche of the industry but demonstrates a grasp of developments and practices affecting the electronic document at all its life stages. The evaluators also gauge the depth of your expertise in your work examples.

One measure of the breadth of your experience is your role in projects. The majority of successful EDP applicants will have played a leadership or developmental role in a project that solved some problem or enhanced the operations of the organization.

What can demonstrate professionalism in your EDP submission?

Once the evaluators evaluate your work experience for breadth and depth, they turn to the quality of your presentation. Clear communication is the mark of a true professional.

Here are some aspects of your presentation that the EDP Commissioners have agreed are indicators of that intangible quality, "professionalism":

- your presentation is well laid out and easy to understand
- there's sufficient documentation to illustrate the project
- clear explication of personal and project objectives and rationale for chosen approach
- clear indication of your roles in project – don't be afraid to use "I"
- demonstration of budget and cost analysis, if applicable
- thoroughness without long-windedness (paragraphs of techno-jargon can be mind numbing)

Additionally, the evaluators will look for innovative thinking, an ability to deal with unexpected events, your ability to evaluate and monitor the project, and your "people" skills - did you keep your team motivated to achieve the project's objectives?



—Jeff Deming, EDP

Vice President & General Manager
EDM Products/Operations
Group 1 Software
Huntersville, NC U.S.A.

"Enabling our clients to communicate and manage more effectively their relationships with their customers is our core business. The EDP certification is evidence of the experience, knowledge, and education I've received, and it helps independently qualify my credentials. In many ways, the EDP certification lends credibility to our ability to fulfill our commitments and help our clients reach their objectives."





—Wayne Riggall, MBII,
GDDM, EDP

Manager, Information and
Technology Services Division
The University of Waikato
Hamilton, New Zealand

"EDP certification is very important to our industry, as it is, arguably, the only international accreditation program that identifies the breadth of skills and experience that an electronic document professional possesses. Typically such skills will not only encompass the technical side of our industry, but will also include leadership, management, networking, etc. EDP is a badge of recognition that informs the industry of an individual's competencies and achievements, while also strengthening the credibility and perceived professionalism of the industry sector as a whole."

contact information

For more information, please contact
Xplor International at:



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U.S.A.**



**+1-800-669-7567
+1-813-948-3171**



+1 813-929-8104

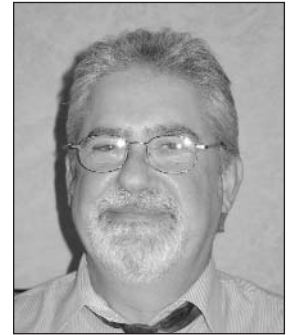


info@xplor.org

www.xplor.org/edp

Contact information for other world-
wide Xplor offices can be found at
www.xplor.org

ELECTRONIC DOCUMENT



— Terry Johnson, EDP

Chair
Certification Commission

"The EDP program encourages you to keep up with new industry developments. It earns people professional recognition; it promotes continuing education, providing a framework for people to assume roles as mentors, as leaders, and as public speakers. Get involved and stay involved."

I look on my EDP certification and my Xplor membership just like I look at my life - I'm enjoying it, and it's good for me too. Tally ho!"