

AXELOS Consulting Partner Programme Brochure

[AXELOS.com](https://www.axelos.com)

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1 Scope and purpose of this brochure

The purpose of this brochure is to

- provide an overview of the AXELOS Consulting Partner Programme;
- provide a summary of the key parties associated with the Programme and their roles;
- set out the criteria for admission into the Programme; and
- set out the key principles and guidelines of the Programme.

This brochure should be read in conjunction with the AXELOS Consulting Partner Programme Agreement and the relevant intellectual property guidelines.

2 Overview

2.1 AXELOS

AXELOS is a joint venture, created by the Cabinet Office on behalf of Her Majesty's Government (HMG) in the United Kingdom and Capita Plc to run the Global Best Practice portfolio. AXELOS boasts an enviable track record and an unmatched portfolio of products.

Used in the private, public and voluntary sectors in more than 150 countries worldwide, the Global Best Practice products have long been associated with achievement, heightened standards and measurable improved quality.

The formation of AXELOS ensures the continued strengthening of the portfolio including ITIL®, the world's most widely used IT service management framework, and PRINCE2®; the common language of successful projects worldwide.

AXELOS has an ambitious programme of investment for developing innovative new solutions such as RESILIA™, and stimulating the growth of a vibrant and open international ecosystem of training, consultancy and examination organizations.

Recent developments include the launch of PRINCE2 Agile®, the ITIL Practitioner qualification and AXELOS Membership, fully aligned to AXELOS Global Best Practice, for Practitioners.

As the administrator, AXELOS shall manage the AXELOS Consulting Partner Programme in accordance with the rules as set out in this brochure and the terms of the AXELOS Consulting Partner Programme Agreement, and the Intellectual Property Guidelines.

Further information about AXELOS can be found on the AXELOS website www.AXELOS.com

3 Who is involved in the official programme?

3.1 AXELOS: THE OWNER AND ADMINISTRATOR

The AXELOS Consulting Partner Programme is facilitated through the AXELOS Global Partner Programme.

This initiative is managed by the AXELOS Partner Account Management team, who are the primary contact for any entity admitted into the Programme. AXELOS Consulting Partners can contact the team at PartnerAsk@AXELOS.com for any queries regarding administration.

As the administrator, AXELOS performs the following functions:

- Manages all applications and renewals to become and remain an AXELOS Consulting Partner;
- Provides the AXELOS Consulting Partner status once all scheme requirements have been met;
- Administers an agreement that permits AXELOS Consulting Partners to utilize AXELOS Intellectual Property (including certain trade marks and copyright);
- Provides direct access to AXELOS Global Partner Programme support and information;
- Maintains the online Global Partner Portal which will enable AXELOS Consulting Partners to have:
 - Access to new and updated Case Studies and White Papers for its suite of products
 - Access to sales and product masterclass webinars
 - Access to templates for co-branded promotional materials.
- Facilitates the creation of sales leads delivered via the AXELOS online partner search function;
- Enables partnerships to form between different organizations within the Global Partner Programme;
- Conducts a verification process to assess the compliance of all applications to the programme requirements. As part of the verification process we reserve the right to authenticate specific applications to become AXELOS Consulting Partners to ensure the information that has been provided is factually correct and meets application requirements;
- Conducts audits on a random selection of AXELOS Consulting Partners to ensure the information that has been provided is factually correct and meets application requirements
- Promotes awareness of the AXELOS Consulting Partner Programme through a variety of international marketing activities, often in conjunction with Partners, Licensees, Accredited Organizations, and/or industry recognized international bodies; and
- Reserves the right to make changes to the Programme from time to time. AXELOS Consulting Partner organizations will be notified of any changes and given a suitable period in which to implement them.

Further information on the Global Partner Programme and registration process can be found on the website: partners.AXELOS.com

3.2 AXELOS CONSULTING PARTNER

An AXELOS Consulting Partner shall be any entity which uses AXELOS methodologies and products to provide high quality advisory services to either its internal or external clients and which has been admitted as a member of the AXELOS Consulting Partner Programme having met the qualification criteria set out in Section 4.4 below.

Please note partnership is dependent on:

- meeting the qualification requirements set in Section 4.4;
- entering into and complying with the terms of this scheme and the AXELOS Consulting Partner Programme Agreement;
- paying the annual fee; and
- submitting annual reports.

All of these requirements must be satisfied in order to become an AXELOS Consulting Partner.

4 Becoming an AXELOS Consulting Partner

4.1 WHAT CAN AN AXELOS CONSULTING PARTNER DO?

An AXELOS Consulting Partner is permitted to conduct the following activities:

- Use certain AXELOS Intellectual Property relating to the AXELOS portfolio (as set out in the AXELOS Consulting Partner Agreement and under the Intellectual Property Guidelines as issued by AXELOS from time to time in the course of providing its advisory business);
- Reproduce text and diagrams in documentation produced directly for the AXELOS Consulting Partner client as set out in the AXELOS Consulting Partner agreement;
- Qualify to procure AXELOS maturity models and award AXELOS maturity model certification. Please note the AXELOS Consulting Partner will be required to enter into and comply with a separate licence agreement (including payment of the relevant licence fee) in this respect as well as additional guidelines from time to time;
- Use agreed logos and statements to promote themselves as an AXELOS Consulting Partner
- Support the ongoing development of AXELOS products through contribution and provision of case studies (approval and consultation required by AXELOS);
- Promote themselves through the partner search functionality through AXELOS.com to generate sales leads;
- Collaborate with AXELOS Global Partner Programme to take advantage of global opportunities within the market and strategic sales support; and/or
- Access exclusive industry benchmark reports based on anonymized and aggregated reporting information provided by AXELOS Consulting Partners.

4.2 WHAT IS AN AXELOS CONSULTING PARTNER NOT PERMITTED TO DO?

An AXELOS Consulting Partner is not permitted to:

- Hold themselves out as accredited by AXELOS. The AXELOS Consulting Partner scheme is a partnership programme which organizations can apply to join provided they meet the criteria which has been set. AXELOS does not accredit Consulting Partners;
- Hold themselves out as an AXELOS preferred supplier;
- Provide training on the use of AXELOS products with the aim of coaching an individual to achieve AXELOS qualifications. If an entity wishes to provide accredited training that will enable the recipient of that training to achieve an AXELOS qualification it must, among other things, comply with the Accredited Training Organization Scheme; be accredited by an Examination Institute; and obtain the relevant licence from AXELOS. For further information, please see www.axelos.com/training-organization-and-trainer-accreditation;
- Develop content supporting or utilizing AXELOS IP for sale or distribution other than in the ordinary course of its advisory business. If an entity wishes to engage in this type of activity, such as making a product for sale to the general public, it must obtain the relevant licence from AXELOS. For further information, please see www.axelos.com/licensing;
- Confer or imply qualification or status on its internal staff/resources as a result of the membership of the programme;
- Confer or imply qualification or status on client staff/resources as a result of membership of the programme;
- Deploy consultants who do not hold relevant AXELOS qualifications in service positions where clients might reasonably expect otherwise from marketing, bid or promotional materials;
- Claim their AXELOS Consulting Partner status is beyond the scope of the programme and/or act in any manner which would bring the market and/or AXELOS, and/or its qualifications, into disrepute;

- Create their own derivative works based on AXELOS products without securing the appropriate licence (including without limitation amendments to the official syllabuses, methodologies, or tools published by AXELOS);
- Act in any manner that contravenes their agreement(s) or licences with AXELOS
- Sub-license or grant any rights associated with the use of AXELOS trade marks, copyright or other related Intellectual Property. This includes the appointment of any partner organizations to use any Intellectual Property (including trade mark words and/or badges) to market, sell or distribute products or services;
- Reproduce core material within any commercial product for direct resale or redistribution without legitimate associated advisory services; and/or
- Republish or distribute content for profit without an appropriate license from AXELOS.

4.3 AXELOS MATURITY MODELS

Only an AXELOS Consulting Partner may deliver the AXELOS Maturity Model consultancy-led assessments, e.g. full P3M3 assessment¹.

To deliver the AXELOS Maturity Model an AXELOS Consulting Partner must have a

- valid AXELOS Consulting Partner status;
- valid AXELOS Maturity Model licence; and a
- Maturity Model Consultant, e.g. P3M3 Consultant² that meets the requirements for AXELOS maturity models.

4.4 WHAT ARE THE REQUIREMENTS TO BECOME AN AXELOS CONSULTING PARTNER?

An organization must do the following to become an AXELOS Consulting Partner:

- Complete the AXELOS Consulting Partner application form;
- Sign and adhere to the AXELOS Consulting Partner agreement;
- Ensure the appropriate fee is paid on time in full (see Appendix IV); and
- Submit biannual reports to AXELOS (see Section 4.5).

Please note: AXELOS reserves the right to refuse admission to any entity which has infringed AXELOS IP in the past.

An organization must provide evidence within three key areas: company details, delivery of consulting and advisory services, and the professional development of their consultants. The amount of evidence will vary depending on the size of the company. A size of an organization is determined by the number of consultants actively engaged³ by the organization within a 12-month period:

- Small: Fewer than 50 consultants;
- Medium: Between 51-250 consultants; or
- Large: Over 250 consultants.

¹ Full details of the P3M3 scheme can be found www.axelos.com/p3m3.

² Details on how to become a P3M3 Consultant can be found www.axelos.com/p3m3.

³ This can include permanent employees that are internal consultants as well as contractors who are external consultants (for more information please see section 3.7)

An organization's evidence of these requirements must be provided within the AXELOS Consulting Partner application form that can be downloaded from www.axelos.com/axelos-consulting-partners and submitted to PartnerAsk@AXELOS.com

The following sections provide an overview of the information required to support an application to become an AXELOS Consulting Partner. For the full details please refer to the application form.

4.4.1 Company details

An organization that is applying to be an AXELOS Consulting Partner must provide

- details of the registered business address;
- a primary contact for the business (occasionally, further contacts may be required to support full operations);
- a list of countries of operation;
- a list of key clients;
- details of the AXELOS product areas the organization consults in; and
- a short description of the advisory services delivered by the organization.

This information will only be used internally by AXELOS. Clients will not be contacted without prior permission and consultation with the AXELOS Consulting Partner.

4.4.2 Deliver high quality, high value consulting and advisory services

An organization must demonstrate that it delivers high quality and high value advisory services to internal or external clients.

It must provide:

- **Client references** organizations must provide a client reference that has been agreed with the client prior to submission, and which they must be willing to verify if requested. This does not have to be written directly from the client, however contact details for the client must be provided to verify the reference. These client references must be from assignments that have been completed within 24 months prior to completing the application. If references are not available within this time period then AXELOS requires the most recent to be provided. Organizations must supply the following:
 - Small consultancy: one client reference;
 - Medium to large consultancy: two client references

4.4.3 Develop consultants in core competencies and professional behaviours in relation to AXELOS products

An AXELOS Consulting Partner must provide the number of consultants within the organization that hold an AXELOS qualification in the AXELOS product used by the organization in the provision of its advisory services. The number of consultants within an organization is determined by the number of consultants actively engaged⁴ by the organization within a 12-month period.

⁴ This can include permanent employees that are internal consultants as well as contractors who are external consultants (for more information please see Section 4.7)

4.5 REPORTING

An AXELOS Consulting Partner must submit an annual report via a template form that will be provided by AXELOS in March.

An AXELOS Consulting Provider must provide information regarding their clients which includes:

- the number of clients engaged in assignments relating to AXELOS products;
- a list of 10 key clients;
- the size of key clients;
- the sector of key clients; and
- the AXELOS products key clients are utilizing in these assignments.

Failure to comply with these reporting requirements when asked could result in withdrawal of the AXELOS Consulting Partner status.

4.6 RENEWAL

An AXELOS Consulting Partner must renew their partnership agreement annually with AXELOS.

To renew their status an organization must:

- Have met the requirements of the agreement, including reporting requirements, in the previous 12 months; and
- Submitted a client Case Study from within the past 12 months (if one isn't available in this time period then the organization must confirm with AXELOS the basis on which they are offering the related consultancy).

This Case Study will outline the project and functional/practice area (e.g. project management) and the AXELOS functional/practice area used (e.g. PRINCE2®). In addition, it would be expected that this Case Study could be used as a joint marketing opportunity. In submitting this report, the ACP will be required to confirm that it has obtained the necessary consents and permissions from the subject client to disclose the details of the project in question. In the event that the subject client is not willing to give the necessary consents, the ACP shall take all reasonable steps to redact the report in a manner which preserves the anonymity of the subject client whilst providing the necessary information.

An AXELOS Consulting Partner must submit their renewal evidence.

It is advised that an AXELOS Consulting Partner resubmits this renewal form at least 30 days prior to the expiry of the AXELOS Consulting Partner term, so that AXELOS can ensure the status is renewed prior to the expiration of their current time period.⁵

4.7 EXTERNAL CONSULTANT ARRANGEMENTS

An organization can include permanent employees who are internal consultants as well as contractors who are external consultants when calculating the number of consultants within the organization.

Within the programme, it is possible for a consultant to work with multiple organizations (including members and non-members of the programme), or independently.

⁵ A maturity model licence will need to be renewed separately from the AXELOS Consulting Partner Programme renewal.

4.8 THIRD PARTY RELATIONSHIPS

No part of the Consulting Partner Programme permits the sub-licensing or sharing of any permissions or privileges granted by the Programme. Where services are delivered alongside third-party organizations, either as a joint venture or as parallel activities in a wider programme of works, the Programme requires due security and protection of AXELOS rights and IP by the Partner organizations. Separate offices, which are registered with local governments, even within the same organization will require separate licences as they are seen as independent bodies.

5 Appendices

5.1 APPENDIX I: GLOSSARY OF TERMS AND ACRONYMS

Acronym	Term	Definition
ACP	AXELOS Consulting Partner	An organization partnered with AXELOS to offer consultancy and advisory services in AXELOS product areas.
ATO	Accredited Training Organization	An organization accredited by an EI and licensed by AXELOS to run training courses leading to AXELOS qualifications.
	AXELOS Maturity Models	A method of assessing organizational capability in a given area of skill.
	AXELOS Maturity Model Consultant	Consultant qualified under Maturity Model scheme to utilize AXELOS Maturity Models in provision of advisory services.
	AXELOS Third Party Licensee	An organization that provides content that does not confer AXELOS qualifications, but relates to, or utilizes AXELOS IP
CPD	Continuing Professional Development	Service provided by AXELOS to enable individuals to remain current and relevant in relation to the AXELOS Global Best Practice portfolio.
EI	Examination Institute	An organization accredited and licensed by AXELOS to administer the assessment of ATOs and delivery of examinations to the market place.
	External Consultant	A non-permanent contractor that is included in an ACP's number of consultants.
GPP	Global Partner Programme	AXELOS marketing support service designed to give the accredited community the best possible help, advice and support across AXELOS product suites.
	Internal Consultants	A permanent consultant that is included in an ACP's number of consultants

5.2 APPENDIX II: TRADE MARK ACKNOWLEDGEMENT STATEMENTS

AXELOS Trade Mark and Symbology	Trade Mark Acknowledgement Statements
PRINCE2®	PRINCE2® is a registered trade mark of AXELOS Limited. Used under permission of AXELOS Limited. All rights reserved.
PRINCE2 Agile®	PRINCE2 Agile® is a registered trade mark of AXELOS Limited. Used under permission of AXELOS Limited. All rights reserved.
ITIL®	ITIL® is a registered trade mark of AXELOS Limited. Used under permission of AXELOS Limited. All rights reserved.
M_o_R®	M_o_R® is a registered trade mark of AXELOS Limited. Used under permission of AXELOS Limited. All rights reserved.
P3O®	P3O® is a registered trade mark of AXELOS Limited. Used under permission of AXELOS Limited. All rights reserved.
MSP®	MSP® is a registered trade mark of AXELOS Limited. Used under permission of AXELOS Limited. All rights reserved.
MoV®	MoV® is a registered trade mark of AXELOS Limited. Used under permission of AXELOS Limited. All rights reserved.
MoP®	MoP® is a registered trade mark of AXELOS Limited. Used under permission of AXELOS Limited. All rights reserved.
P3M3®	P3M3® is a registered trade mark of AXELOS Limited. Used under permission of AXELOS Limited. All rights reserved.
RESILIA®	RESILIA™ is a trade mark of AXELOS Limited. Used under permission of AXELOS Limited. All rights reserved.
AgileSHIFT®	AgileSHIFT® is a trade mark of AXELOS Limited. Used under permission of AXELOS Limited. All rights reserved.

5.3 APPENDIX IV: ACP FEES

The fees charged for joining the ACP scheme are as follows:

5.3.1 ACP ANNUAL FEE

Effective date	Amount	Frequency	Due date
01 April - 30 June 2016	£950	Annual pro-rated fee	30 days from the Effective Date, i.e. date of signature
01 July - 30 September 2016	£712.50		
01 October - 31 December 2016	£475		
01 January - 31 March 2017	£237.50		

5.3.2 P3M3 ASSESSMENT FEE

Effective date	Amount	Frequency	Due date
Date of submission	£1,000	Per certified assessment	30 days from the end of the Term.

5.3.3 P3M3 CONSULTANT FEE

Effective date	Amount	Frequency	Due date
01 April - 30 June 2016	£500	Annual pro-rated fee	In respect of each P3M3 Consultant, 30 days from the day on which that P3M3 Consultant is granted access to the P3M3 materials as provided by AXELOS.

5.4 APPENDIX V: AXELOS ISSUES, APPEALS AND COMPLAINTS POLICY

For any general queries or concerns about this programme please contact PartnerAsk@AXELOS.com

