

## International Business Training Association

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## News Release



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## IBTA Partners with Citrix to Boost Support of its Training Partners Globally

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**Cedar Park, TX. OCTOBER 30, 2018** – The International Business Training Association (IBTA) has partnered with Citrix to provide increased technological support to partners and instructors. Sponsor of the Certified Business Professional (CBP) certification, IBTA has enabled professionals to advance their careers through a variety of courses that address important elements of business. IBTA offers globally recognized certifications through their training programs—resources that are now supported by Citrix’s digital workspace technology. Through IBTA’s strategic partnership with Citrix, training centers globally now have around-the-clock access to tools necessary for conducting quality business training.

Citrix is an industry leader in developing channels for conducting secure, online business. They are committed to providing enriched user experience, secure enterprise, and flexible control within digital workspaces. Citrix networking has been voted the best application delivery controller for three years in a row. Their security and reliability are depended upon by business professionals around the world. This commitment to excellence both in product and customer support makes Citrix an excellent partner for IBTA. IBTA has utilized Citrix software to enable course instructors to access 24-hour support for the online materials used to teach IBTA courses. This partnership between IBTA and Citrix provides users unprecedented access to IBTA materials and facilitates the teaching and certification process.

IBTA’s Vice President Dario Morell explains, “This partnership is fully in keeping with IBTA’s commitment to providing quality support to our training partners globally. Backed by Citrix, we can confidently support our training partners and continue to meet the demand for professional training in the global market.”

IBTA sets the global standard for essential business skills. Through short, professional courses, participants can earn international certifications in a variety of fields including Sales, Leadership, Customer Service, Business Management, and Marketing. These courses are facilitated and proctored by Authorized Training Partners and conducted businesses or training facilities. The CBP certification assures employers that the candidate has the training necessary to excel in their chosen field.

“Support of IBTA’s key relationships in the training industry just got greatly enhanced,” stated Kirby Narine, President of IBTA. “Not only are our training partners going to benefit from this strategic partnership, but also our distributors and global representatives who help us develop and maintain global standards for essential business skills,” continued Mr. Narine.

Now backed by the power and reliability of Citrix’s digital workspace technology, IBTA’s training partners can access an unprecedented level of technical support.

### **About IBTA**

The International Business Training Association is a knowledge-centered organization committed to the training and certifying of business professionals to international standards. IBTA’s mission is to equip business professionals with the essential skills and certifications required to meet and surpass business standards in our global industry.

IBTA officially released its business certifications in 2003 under the brand of the Certified Business Professional (CBP) after two years of initial consultation and development. Since 2003, IBTA has partnered with Thomson Prometric, the global leader in technology-enabled testing and assessment services for academic, professional, government, corporate, and information technology markets. Today, IBTA’s CBP certification is the fastest growing soft-skills certification for business professionals with partners in the U.S., Canada, Asia, the Middle East, Australia, Latin America, and the Caribbean.

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