AUTO DIGITID AFRICA

COMMERCIAL CERTIFICATION PATHWAY · 2026 EDITION

Understand, position and commercialise AIDC systems

Learn to connect technology to workflow, workflow to business outcome, and business outcome to financial value.

PROFESSIONAL, OPEN NOW · SALES SPECIALIST AND COMMERCIAL EXPERT, COMING SOON

For people who have to make the case

If your job is to find the opportunity, justify the investment and win the business, this is your path - whether you sell direct, through partners, or advise the people who do.

Sales and account management

Account managers, business development and enterprise sales

Pre-sales and solution consultants

People who scope, demonstrate and justify AIDC solutions

Channel and distribution teams

Vendor, distributor and reseller commercial staff

Consultants and advisers

Independent consultants advising on AIDC investment

Technology entrepreneurs

Building or growing a business around identification technology

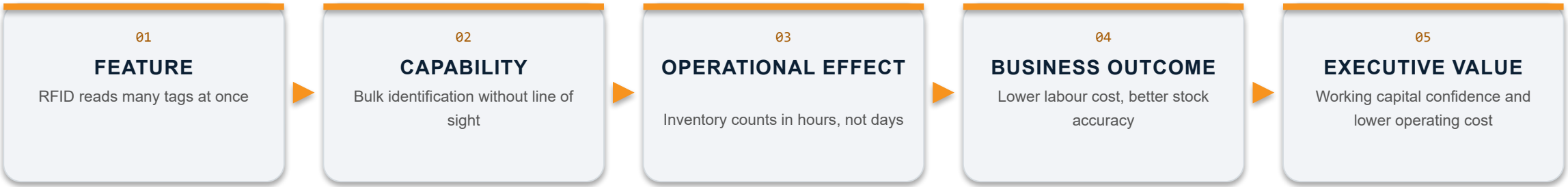
Procurement-facing professionals

Anyone who has to defend an AIDC investment case internally

This is not a course about selling scanners. It is about understanding a complex operational system well enough to position it honestly and justify it financially.

Technology alone never justified an investment

AIDC projects are bought by operations, IT, finance, procurement, security and compliance - often at once. Somebody has to translate between all of them, and that is a distinct professional competence.



The commercial pathway teaches this translation as a discipline, not as a talent.

A salesperson who cannot intelligently discuss RFID, traceability, GS1, enterprise integration or device workflows should not be positioning enterprise AIDC. That is why Certified AIDC Professional is the shared foundation for both paths.

THE PROGRESSION

One foundation, then a commercial ladder

LEVEL 1

Certified AIDC Professional

FOUNDATION

The shared AIDC foundation. Both the technical and the commercial path start here.

120-160 guided hours
3-4 months

LEVEL 2

Certified AIDC Sales Specialist

DEVELOP

Identify, qualify and develop AIDC opportunities by translating operational problems into credible business and technology value propositions.

70-90 guided hours
Coming soon

LEVEL 3

Certified AIDC Commercial Expert

ORCHESTRATE

Orchestrate complex, multi-stakeholder enterprise and public-sector AIDC business - strategise, engineer value, negotiate, close and grow.

90-120 guided hours
Coming soon

Commercial Expert core + one concentration + the Expert defence = Commercial Expert. The core alone earns no credential.

One core. Two senior careers.

Commercial Expert core

12 modules

Everyone who earns Commercial Expert completes the same core. It is not sold separately and it earns no credential on its own.

- Enterprise commercial strategy and strategic account management
- Complex opportunity leadership
- Advanced value engineering and investment cases
- Executive selling and commercial deal architecture
- Pricing, margin, procurement and negotiation
- Ecosystem strategy, lifecycle growth and commercial governance

THEN ONE CONCENTRATION

Enterprise Sales

12 modules

COMPLEX DIRECT AND STRATEGIC ACCOUNTS

- The enterprise sales landscape and strategic account development
- Executive stakeholder strategy and board-level communication
- Enterprise discovery and transformation roadmaps
- Enterprise value engineering and programme commercialisation
- Procurement, competitive strategy and strategic negotiation
- Expansion from pilot to enterprise standard, and a defended pursuit simulation

Assessed by: An enterprise transformation pursuit, defended before a panel.

Channel Leadership

14 modules

PARTNER AND ECOSYSTEM-LED GROWTH

- Channel economics and the AIDC partner ecosystem
- Channel strategy, partner segmentation and tiering
- Partner recruitment, onboarding and enablement
- Joint business planning, co-selling and pipeline management
- Channel economics, partner performance, conflict and governance
- Distribution leadership, ISV alliances and Pan-African channel strategy

Assessed by: A multi-country channel design, defended before a panel.

Enterprise Sales route

`12 core + 12 concentration = 24 modules`

Channel Leadership route

`12 core + 14 concentration = 26 modules`

Both concentrations

`12 core + 26 concentration = 38 modules`

Both concentrations sit at the same Commercial Expert level. Channel Leadership is 14 modules to Enterprise Sales' 12 - a difference of curriculum scope, not of credential seniority.

Two professions, equal seniority, different questions

	TECHNICAL PATH Build and implement	COMMERCIAL PATH Sell and grow
THE QUESTION IT ASKS	How do we make this system work reliably, at scale, in production?	What business problem are we solving, why is this solution justified, and how should it be positioned?
LEVEL 2	Certified AIDC Technical Specialist — integrate devices and data into secure, observable enterprise workflows	Sales Specialist — discover, qualify and commercially develop AIDC opportunities
LEVEL 3	Certified AIDC Technical Expert — lead and assure complex implementations against approved intent	Commercial Expert — orchestrate complex enterprise and public-sector business
EVIDENCE YOU PRODUCE	A working, observable integration and a defended delivery-assurance capstone	A commercial case, an opportunity dossier and a defended executive presentation
WHERE THEY CONVERGE	At senior level both reason about architecture, value and decision quality	— but a Commercial Expert is not an AIDC solutions architect without the technical qualification

> Neither path replaces the other, and neither is the junior version of the other. They share one foundation and then build different professional judgement.

Capability, level by level

Sales Specialist

SELL & GROW

WHAT YOU LEARN

- The AIDC commercial professional and the buying environment
- Customer and operational discovery
- Solution and use-case positioning; industry opportunity development
- Consultative and value-based selling; opportunity qualification
- Value engineering, ROI and TCO
- Solution scoping, proposals, demonstrations and tenders
- Partner and channel selling; governance, ethics and discipline
- An applied sales practicum and certification assessment

Trained to recognise, discover, qualify and commercially develop the solution - not to configure it.

Commercial Expert

LEAD & ORCHESTRATE

THE CORE — THEN ONE CONCENTRATION

- Enterprise commercial strategy and strategic account management
- Complex opportunity leadership
- Advanced value engineering and investment cases
- Executive and board-level selling
- Commercial solution strategy and deal architecture
- Pricing, margin and commercial economics
- Enterprise procurement, tenders and contracting
- Negotiation and deal leadership
- Ecosystem, alliances and lifecycle growth
- Commercial governance, forecasting and leadership

A Commercial Expert cannot describe themselves as an AIDC solutions architect without the corresponding technical qualification.

PREREQUISITE

Sales Specialist requires Certified AIDC Professional. Commercial Expert requires Sales Specialist.

ASSESSMENT

Knowledge assessments, strategic and pricing cases, a negotiation simulation, an opportunity dossier and a defence.

THE GATE

Commercial Expert is never an exam alone. The capstone and panel defence cannot be compensated for elsewhere.

ONE CERTIFICATION, THREE WAYS TO PREPARE

Same credential. Different amount of support.

	CHALLENGE For experienced practitioners	CERTIFICATION Best for most learners	CERTIFICATION PLUS Maximum exam confidence
WHO IT IS FOR	You already do this work and want it recognised	You are building the capability	You want the most support before assessment
ELIGIBILITY	Gated on a prior credential, verified experience or partner-university enrolment	Open	Open
CONTENT AND LABS	Identical	Identical	Identical
TIME TO COMPLETE	A 90-day window	The full programme	The full programme
PRACTICE ATTEMPTS	One	Included	Included
LIVE REVISION CLINIC	—	—	Included
RESIT	—	—	One resit included, of the part you did not pass
ASSESSMENT AND AWARD	The same assessment, the same credential	The same assessment, the same credential	The same assessment, the same credential

WHAT EACH COSTS **Professional** $195 · $295 · $445 Sales Specialist and Commercial Expert: coming soon, priced when each opens.

One certification. Three ways to prepare. Every route ends at exactly the same independently assessed credential - the route you take is never printed on it.

Commercial Expert challenge is never an exam alone: it still requires the commercial case, the opportunity dossier and the panel defence.

An assessed core, and the enrichment around it

	CORE Assessed · controlled release	ENRICHMENT Optional · living release
WHAT IT IS	The modules the credential is built on	Optional modules that ship with the credential
ASSESSED	Yes. Every core module is examinable, and the award rests on it	No. Enrichment is never examined and never gates your credential
WHAT IT COSTS	Included in the rate	Also included. There is no separate fee and nothing further to buy
HOW IT CHANGES	Through controlled release, so an award boundary is never moved casually	Through living release, so it can move at the pace the technology actually does

Technical Specialist and Technical Expert carry optional enrichment. At Professional, AI in AIDC is a required, examined module.

- **Sales Specialist** — Selling AI and automation - positioning them where they pay back, and declining where they do not.
- **Commercial Expert** — Leading AI and automation as a commercial programme, not a product sale.

> The AI thread runs the commercial ladder too, and in the order a career actually meets it: first you understand it, in the required Professional module, then you sell it honestly, then you lead the programme that delivers it.

Depth in a sector, on the commercial path

COMING SOON

Commercial industry badges

No price is published yet. They open with the commercial path - no pre-order, no deposit.

EXAMPLES

- Healthcare Commercial Specialist
- Logistics Commercial Specialist
- Public Sector Commercial Specialist
- Manufacturing Commercial Specialist

Commercial industry badges take one sector deeper than SS04, which covers every vertical broadly. For a commercial professional a badge is the difference between selling AIDC and selling it credibly into one industry.

- **Coming soon** — They open with the commercial path. No price is published until then: there is no pre-order and no deposit.
- **On the Sales Specialist path** — A commercial industry badge builds on Sales Specialist. SS04 teaches one method for every vertical; a badge takes one sector further.
- **It is not a higher tier** — A badge specialises a credential. It never replaces one, and it is not a shortcut past a path.
- **Not the technical badge** — The Industry Concentration Badge, which opens after Certified AIDC Technical Specialist, is a different product. It is described in the Technical Coursework Brief.

CAREER AND BUSINESS VALUE

Where the commercial path leads

Certified AIDC Sales Specialist

ROLES THIS OPENS

- AIDC Account Manager
- Solution Sales Specialist
- Business Development Manager
- Pre-sales Consultant
- Channel Account Manager

Certified AIDC Commercial Expert

ROLES THIS OPENS

- Enterprise Sales Lead
- Strategic Account Director
- Channel / Distribution Leader
- Commercial Manager
- Business Unit Lead
- Commercial Consultant

WHERE AIDC COMMERCIAL CAPABILITY IS BOUGHT



OEMs and vendors

Positioning a technology portfolio



Distributors

Building and enabling a partner ecosystem



Systems integrators

Winning and growing solution business



End-user enterprises

Justifying and governing the investment

Roles are directions this pathway opens, not guaranteed outcomes.

RATES

What the commercial path costs

These are rates, not promotions. If you qualify, the rate is yours - there is no code to find and nothing to negotiate.

Professional

SHARED AIDC FOUNDATION

$295

STANDARD RATE

Student rate	$195
Academic Partner rate	$179
Challenge route	$195

Open now. Required before Sales Specialist.

Sales Specialist

SELL & GROW

Coming soon

Not open yet. Its rates are published when it opens.

Commercial Expert Enterprise Sales

12 MODULES

Coming soon

Not open yet. Its rates are published when it opens.

Commercial Expert Channel Leadership

14 MODULES

Coming soon

Not open yet. Its rates are published when it opens.

Sales Specialist and Commercial Expert are coming soon. They cannot be bought yet: there is no price, no pre-order and no deposit, and their rates are published when each opens. Professional, the shared foundation, is open now.

Eligibility rates do not combine with each other. You qualify for the best single rate, not a stack of them.

NEXT STEP

Start with the foundation

Every commercial credential is built on Certified AIDC Professional. You cannot position what you do not understand.

01

Take the foundation

Certified AIDC Professional, $295, open now. It is the same credential the technical track starts with.

02

Build commercial competence

Sales Specialist, coming soon. Discovery, positioning, value engineering, proposals and procurement.

03

Choose your senior route

Commercial Expert, coming soon, with Enterprise Sales, Channel Leadership, or both.

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