



Decipher

Certification Program

Become a Certified Decipher Programmer and welcome the future of market research!

FocusVision's Decipher software platform specializes in online survey programming, data collection and data reporting. FocusVision is the fastest growing software company in the Central Valley. The company has been consistently ranked in the INC 5000 Fastest Growing Companies, GRIT Top 50 Innovative Firms and the LEAD411 Tech 200 List.

The Decipher survey and reporting software platform is the most robust available to research and CRM professionals—allowing users the ability to program their own surveys, monitor data collection and output comprehensive reporting. Utilizing proprietary Web-based applications, we integrate state-of-the-art technology with traditional research techniques—as well as pioneering multi-modal efforts in both the quantitative and qualitative research arenas.

FocusVision partners with Fresno State

FocusVision has worked together with Fresno State

to create the Decipher Certification Program—a unique program designed to prepare students for potential employment in the market research industry through FocusVision's Decipher survey and reporting software platform. Completely web-based and self-paced, this certification course allows you to complete each section at your convenience and participate in monthly Q&A sessions with a Decipher trainer. You will explore through instructional videos and interactive assignments that will foster a broad understanding of Decipher's capabilities.

Utilize your skills & jump start your career!

The Decipher Certification course connects you with real employers who are seeking qualified individuals for their projects. The need for students certified in FocusVision's Decipher software platform is rising. Clients inquire with us to see who is available to start working today—and we're really excited to be able to share these opportunities with you!

- Among IT hiring managers, nearly two-thirds rate IT certifications as having extremely high to high value in validating skills and expertise.¹
- 20% of respondents to Certification Magazine's 2009 Salary Survey attributed recent promotions to obtaining new certifications.²
- 47% of those surveyed reported receiving a pay raise after obtaining new software certifications.²
- People who have a certificate as their highest level of education earned, on average, 20% more than those whose highest education level was a high school diploma.³
- 86% of hiring managers indicate IT certifications are a high or medium priority during the candidate evaluation process.¹
- More than 96% of those in the top IT income tier held certifications.²

1. Ostrowski, "IT Certifications Grow...", 2011
 2. Tittel & Kyle, "Benefits of IT Certification", 2011
 3. Torpy, "Certificates: A fast track to careers", 2012



Contact us at decipher.university@focusvision.com.