

# DIGITAL CREDENTIALS **FEATURE CHECKLIST**



## FOREWORD

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Thank you for downloading the Digital Credential Feature Checklist. In this guide we help issuers looking for a digital credential platform to identify and compare features between solution providers and find the best fit for their needs.

*Who we are: Accredible is an industry-leading digital credentialing platform. Founded in 2013, Accredible believes that everyone should be able to prove their credibility with ease regardless of who you are, where you live, or how you gained your knowledge.*

*Our experience serving millions of credentials globally has enabled us to understand and meet the needs of organizations undergoing digital transformation. As one of the longest-serving digital credentialing platforms, our insight into the space is unique and unrivaled. We provide actionable guidance at every step from research and evaluation, through to launch, growth, and development. Our knowledge informs the best practices for organizations to start, scale, and succeed in digital credentialing.*

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### Using this checklist

To get the most out of this list, we recommend that users:

- Identify your organization's needs and wants
- Highlight the must-have features in the checklist
- Mark the nice-to-have features in the checklist
- Research competitors for must-have features
- Compare available competitor nice-to-have features
- Use your findings to inform decision-makers about the best platform for the organization

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## DIGITAL CREDENTIAL DESIGN

Digital Certificate Design	Accredible	Competitor
Drag and drop certificate designer - create designs from scratch or choose a pre-made template	✓	
Upload & customize existing branded certificate designs	✓	
Add dynamic text attributes that can be automatically populated from uploaded data	✓	
Add dynamic image attributes that can be automatically populated from uploaded data	✓	
Fully responsive design - certificates can be accessed across multiple devices	✓	
Print-ready design - add unique QR codes to certificate designs for easy verification of hardcopy (printed) certificates	✓	
Upload skill tags (learning outcomes) to certificates - inform on the topics learned as a part of the award/achievement	✓	

## DIGITAL CREDENTIAL DESIGN

Digital Badge Design	Accredible	Competitor
Drag and drop badge designer - create branded Open Badges from scratch	✓	
Upload & customize existing branded certificate designs	✓	
Add dynamic text attributes that can be automatically populated from uploaded data	✓	
Add dynamic image attributes that can be automatically populated from uploaded data	✓	
Populate badge metadata - badges are automatically encoded with the relevant information for verification	✓	
Upload skill tags (learning outcomes) to badges - inform on the topics learned as a part of the award/achievement	✓	
Support for GIF images to enable creation of animated badges	✓	

## DIGITAL CREDENTIAL ISSUANCE AND MANAGEMENT

Digital Credential Issuance	Accredible	Competitor
Full control over email branding and content	✓	
Visual email editor - WYSIWYG (what you see is what you get) email editor	✓	
Dynamic language support for templated emails	✓	
Batch creation of digital credentials via spreadsheet upload	✓	
Batch creation of digital credentials across multiple groups via spreadsheet upload	✓	
Batch creation of digital credentials via API	✓	
Individual creation of digital credentials via spreadsheet upload	✓	
Individual creation of digital credentials via API	✓	

## DIGITAL CREDENTIAL ISSUANCE AND MANAGEMENT

Digital Credential Issuance	Accredible	Competitor
Retroactively issue credentials for graduated learners	✓	
Generate and attach transcript letters or work references within the digital for verification of skills	✓	
Ability to import, export, or migrate credentials	✓	
Ability to edit groups in bulk	✓	
Ability to edit groups individually	✓	
Create automatic expiration date for individual	✓	
Create automatic expiration date for group	✓	
Custom SMTP settings	✓	

## DIGITAL CREDENTIAL ISSUANCE AND MANAGEMENT

Digital Credential Management	Accredible	Competitor
Dedicated issuer page	✓	
Links back to issuer page from credential view	✓	
Revoke credentials at anytime	✓	
Reinstate expired credentials at anytime	✓	
Retroactive editing - correct typos, add further details, or update design elements across active credentials	✓	
Automatic expiration - set date of expiration at credential creation or manually expire at any time	✓	
Automatic renewal - support association members by offering automatic membership renewal	✓	
Automatic renewal/expiration reminder emails	✓	



## DIGITAL CREDENTIAL ISSUANCE AND MANAGEMENT

Digital Credential Metadata	Accredible	Competitor
Dedicated space for detailed credential metadata	✓	
Dedicated area to add indexable skill tags (learning outcomes) to credentials	✓	
Ability to set skill category for all credential groups or per individual group	✓	
Ability to add detailed earning criteria - define recipient prerequisites for credentials	✓	

## RECIPIENT EXPERIENCE

Recipient Experience	Accredible	Competitor
Easily share credentials to 20+ social media platforms	✓	
Embed credentials in email footers or on a webpage	✓	
Create high quality PDFs for printing	✓	
No recipient account sign-up required to claim credentials	✓	
Upload credentials to Digital Wallet Cards - Google Pay & Apple Wallet	✓	
Open Badge compliant - add to existing badge backpacks	✓	
Perpetual credentials - credentials are live until they are deleted, even once expired	✓	
Suggested relevant credentials available from credential view	✓	

## ANALYTICS AND REPORTING

Analytics & Reporting	Accredible	Competitor
Track credentials earned and published	✓	
Insight into additional value, referrals, and brand exposure	✓	
Analytics events log - accurate engagement tracking and reports for credentials	✓	
Track number of clicks through to issuer's website	✓	
Estimated value of generated clicks, referrals, and views	✓	
Social media analytics - accurately track digital credentials added and viewed across social media platforms	✓	
Export analytics - export engagement data for creation of reports or to use in your own systems	✓	
Influencer analytics - track which recipients are creating the most engagement	✓	

## DIGITAL CREDENTIAL PLATFORM FEATURES

Departments	Accredible	Competitor
Issue digital credentials from different departments under a central account	✓	
Allocate team members to individual departments	✓	
Maintain settings for branding, recipient view, and interaction for different departments from one location	✓	
Set up departmental and account-wide API keys to support multiple integrations	✓	
Restrict data access to specific departments	✓	
Collections	Accredible	Competitor
Create groupings of credentials	✓	
Manage groupings of credentials from dashboard	✓	
Set credential collection to public visibility	✓	
Analytics on Collections and ability to compare groups within a collection	✓	

## DIGITAL CREDENTIAL PLATFORM FEATURES

Pathways	Accredible	Competitor
Define a specific pathway of credentials	✓	
Set optional requirement rules	✓	
Auto-issuance completion credentials	✓	
Track which users have completed Pathway segments and have completed the entire Pathway	✓	
Ability to contact users that have completed Pathways segments or entire Pathway	✓	

## PROFESSIONAL SERVICES

Professional Services	Accredible	Competitor
Support for setting up a credentialing program or structure	✓	
Help with implementation	✓	
Change management	✓	
Credential architecture guidance	✓	
Badge and certificate appearance strategy and design	✓	
Marketing strategy support	✓	
In-depth product training/onboarding	✓	
Digital credential framework tool for determining customized launch/improvement roadmaps	✓	

## INTEGRATIONS AND VERIFICATION

Integrations	Accredible	Competitor
Robust API capabilities	✓	
Zapier integration	✓	
Support for top LMS plugins	✓	
Support for top association platforms	✓	
Support for top exam & testing platforms	✓	
Verification	Accredible	Competitor
Record credentials to blockchain at no additional cost	✓	
Verify issued credentials in one-click via the credential page	✓	
Verified issuer tag	✓	

## BRANDING AND WHITE LABELING

Branding & Premium White Labeling	Accredible	Competitor
<b>Branding:</b> Host credentials on an owned domain, for example: www.award.yourbusiness.com	✓	
<b>Branding:</b> Add branded logos to credential page	✓	
<b>Branding:</b> Customize header and footer of recipient emails, including logos, sender address, and links	✓	
<b>Branding:</b> Show users a branded version of the credential wallet, showing only credentials issued by your organization	✓	
<b>White Label:</b> Style and add links to navbar to match host website	✓	
<b>White Label:</b> Fully customizable footer on credential page	✓	
<b>White Label:</b> Customize page styling to match the look/feel of organization website including fonts, colors, and spacings	✓	
SSO (Single Sign On)	✓	



## MARKETING AND PROGRAM GROWTH

Marketing & Program Growth	Accredible	Competitor
Custom marketing messages on credential view	✓	
Credentials indexed in Google for boosted organic visibility	✓	
Quantify marketing value	✓	
Customize social share copy	✓	
Set primary credential view for sharing	✓	
Course directory listing - an exclusive benefit to issuers	✓	

## CUSTOMER SUPPORT AND ALERTS

Customer Support & Alerts	Accredible	Competitor
World class support provided free with all plans	✓	
Self-serve knowledgebase	✓	
Email support specialist	✓	
Dedicated account representative	✓	
Bespoke onboarding	✓	
Success metrics guidance and training	✓	
Dedicated customer success team	✓	
Professional consulting services	✓	
Library of content offering insights, actionable advice, and print-friendly checklists for launching, managing, and growing credential initiatives	✓	

## PRICING

Pricing	Accredible	Competitor
Per unique recipient pricing model	✓	
Issue unlimited credentials to each individual recipient within the contract year	✓	
No hidden fees or three year contracts - renew plans annually	✓	
Upgrade plan at any time	✓	
Self-serve plan for fewer than 10,000 unique recipients annually	✓	
No on-going carrying fees for keeping credentials live	✓	

## ENTERPRISE LEVEL SOLUTIONS

Enterprise Level Solutions	Accredible	Competitor
Custom SLA - support for additional terms including custom uptime and support response time agreements	✓	
Custom terms and DPA	✓	
Concierge account services - we design, create, send, and manage digital certificates and badges on behalf of your company	✓	
High volume issuing - issue 20,000+ digital credentials a year	✓	
Integration set-up - support for non-standard integrations via the API	✓	

## SUPPORTIVE FEATURES

Recipient Directory (Spotlight)	Accredible	Competitor
Branded directory of qualified professionals	✓	
Set custom profile criteria to allow for specific filtering	✓	
Support recipients by hosting profiles for employer verification	✓	
Gain insights into the career paths graduates take	✓	
Allow recipients to manage their own profiles and set employability	✓	
Fully white labeled directory including header, footer, and directory URL	✓	
Spotlight Directory Analytics on recipient profile visibility	✓	

## SUPPORTIVE FEATURES

Job Market Insights	Accredible	Competitor
Show potential salary relevant to the skills earned through certifications	✓	
Connect recipients to real-world job opportunities	✓	
Identify new training partnerships	✓	
Show historic salary trend	✓	
Show local job information (16 countries supported)	✓	
Provide real-time evidence for the impact of offered credentials	✓	

## SUPPORTIVE FEATURES

CourseFinder	Accredible	Competitor
Exclusive course directory for Accredible issuing partners	✓	
List and promote individual credentials to prospective candidates	✓	
Ability for users to favorite a course or issuer	✓	
Ability for users to share courses directly from CourseFinder	✓	
Ability for users to recommend courses/ credentials	✓	
Ability for users to add personal learning preferences	✓	

## SUPPORTIVE FEATURES

Recommendations™	Accredible	Competitor
Leverage the Accredible Learner Network to cross-promote courses	✓	
Target engaged and high-intention learners	✓	
Issuers pay per click generated on credentials (no revenue share %)	✓	
Track where credentials are shown and engaged with	✓	
Two visibility options: <ul style="list-style-type: none"> <li>• General - default placement with lowest pay per click fee</li> <li>• Featured - higher visibility placement with higher pay per click fee</li> </ul>	✓	
Analytics on Featured and General placements across multiple Accredible properties	✓	



## ACCESSIBILITY

Accessibility	Accredible	Competitor
Section 508 compliant	✓	
WCAG (Web Content Accessibility Guidelines) 2.1 compliant - level AA	✓	
Tested by an IAAP-Accredited tester	✓	
Tested across multiple devices and platforms	✓	
Fully compatible with assistive technologies	✓	
Regular code analysis to identify accessibility issues	✓	

## SECURITY, DATA PROTECTION AND PRIVACY

Security, Data Protection & Privacy	Accredible	Competitor
Bank-level credential encryption	✓	
Individual team member permissions	✓	
SOC-2 certified data center	✓	
Follows <u>up-to-date data privacy regulations</u>	✓	
Export all data at any time	✓	
Compliant with UK Cyber Essentials regulations	✓	
Compliant with EU & UK GDPR	✓	
Fully encrypted data requests	✓	
Security review assistance	✓	
System wide permission level: view only	✓	
System wide permission level: editor	✓	
System wide permission level: admin	✓	

## NEXT STEPS

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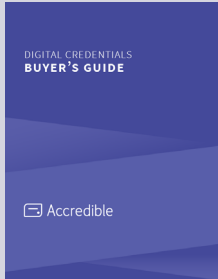
Now that you have thoroughly assessed your credential needs, **contact our sales team** for an in-depth look at how Accredible fits into your workflows.

Or **book a platform demo** with Accredible to see digital credentials in action. After your demo, our team will provide tailored recommendations for your credentialing program based on your organization's needs and goals.

Want to experience the credentialing software for yourself? **Sign up for a demo account** and try Accredible today.

## FURTHER RESOURCES

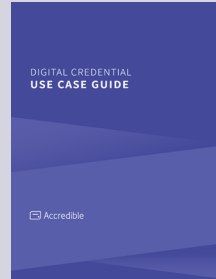
### What Are Digital Credentials?



**Read the Guide**

#### Digital Credentials Buyers Guide

Uncover the fundamentals of digital credentials.



**Read the Guide**

#### Digital Credential Use Case Guide

The results of our 2022 survey across a cross-section of clients.

### Preparing for Digital Credentials



#### The State of Digital Credentials 2022

Explore further into the landscape of digital credentials.

**Read the Guide**

**Digital Credentials Internal Sign Off and Planning Guide**  
Create tailored sign off checklists, or use the print-friendly checklists provided.



**Read the Guide**



#### Preparing to Launch with Digital Credentials Guide

Plan strategies that improve visibility for the issuer and the program at launch.

**Read the Guide**

### Designing Digital Credentials



**Read the Guide**

#### The Definitive Guide to Digital Badge Design

The guide covers the steps of creating digital badge designs.



**Read the Guide**

#### The Definitive Guide to Digital Certificate Design

The guide covers the steps of creating digital certificates.



## Accredible

*Accredible is the industry-leading digital credentialing platform that securely issues, manages, tracks, and verifies millions of high-stakes credentials across the globe. Accredible integrates with leading learning software including Canvas, D2L Brightspace, Kajabi, Kryterion Webassessor, Moodle, Thinkific, and more. Over 1,900 leading universities, associations, and technology companies such as Google, Skillsoft, Slack, the Association of Corporate Treasurers, Chartered Banker Institute, University of Cambridge, AMPP, Hootsuite, IEEE, Cengage, MIT, Rutgers, INSEAD, IAPP, UC Berkeley, AMBA, and The Digital Marketing Institute rely on Accredible to create, deliver and manage digital certificates and open badges. Learn more at [accreditable.com](https://accreditable.com)*

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