



# AI COURSE CERTIFICATIONS

AI BUSINESS



[thetrainingassociates.com](http://thetrainingassociates.com)

# Experience. Talent. Results.

## About TTA

For over 30 years, TTA (The Training Associates) has been the go-to partner for organizations seeking world-class learning and development talent.

As a women-owned business and pioneer in the L&D industry, we help organizations, from fast-growing startups to Fortune 500 enterprises, build workforce capability through expertly designed training solutions.

Our strength lies in our expansive network of vetted, highly skilled professionals. With thousands of trainers, instructional designers, and subject matter experts, we bring unmatched experience across learning strategy, leadership development, compliance, systems training, and now, cutting-edge areas like AI, machine learning, and blockchain.

As the demand for technical and AI skills accelerates, TTA is uniquely positioned to support organizations with role-based certification programs, scalable technical training, and the expert talent to deploy it all.

With TTA, you gain a strategic partner committed to future-ready learning, designed to drive performance, adoption, and measurable business impact.



**30+**  
Years Experience



**23K**  
L&D Professionals



**12M+**  
Learners Educated



**15K**  
Skill Sets



**80+**  
Industry Awards



**100+**  
Countries



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## Empower with AI Certifications

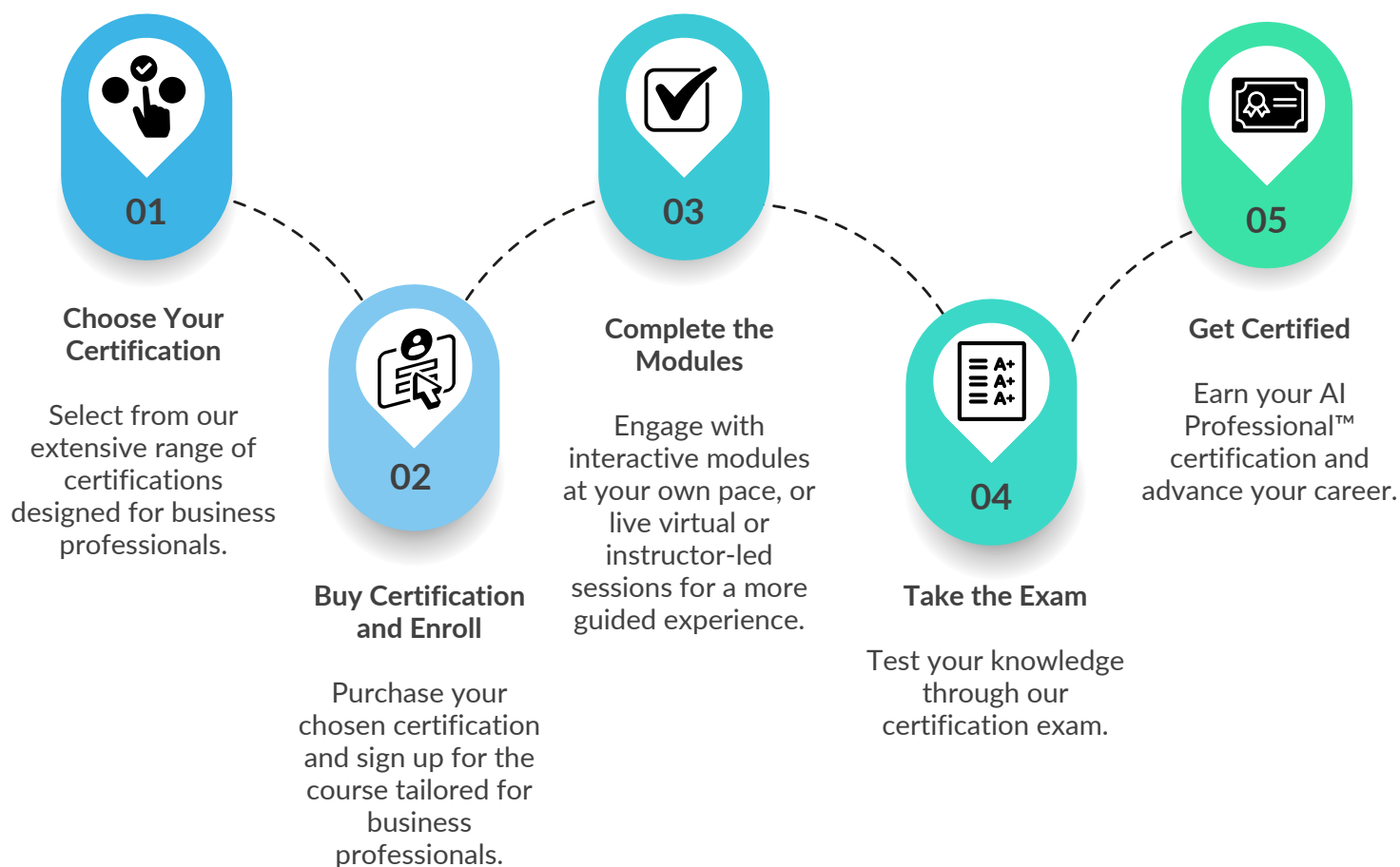
As industries accelerate their adoption of automation, data intelligence, and decentralized systems, the demand for skilled professionals who can apply these tools effectively is rising fast. In fact, 75% of executives say they're struggling to find the talent needed to meet their AI goals.

Our role-based certification programs are designed to close that gap. Whether you're preparing your workforce for digital transformation or enhancing specialized capabilities, our AI and blockchain certifications deliver practical, job-aligned skills that empower your teams to adapt, innovate, and lead.

### Explore Role-Based Certifications Aligned to Your Business Needs

From foundational knowledge to advanced applications, our certifications support employees across functions—technical, creative, business, and beyond. Each program equips learners with real-world tools and industry-relevant expertise to solve problems, enhance decision-making, and drive meaningful growth.

### How it Works



## Benefits of AI Certifications

AI is reshaping the workplace, and organizations that invest in upskilling are gaining a measurable edge. According to McKinsey, over 50% of companies have already adopted AI in at least one business function, and that number continues to rise.

As AI capabilities grow, so does the need for employees who understand how to use these tools strategically and responsibly. Certification programs help close this gap, equipping teams with the skills to drive innovation, improve efficiency, and stay ahead of the curve.



Organizations that embed continuous learning through structured certification programs build a culture of adaptability, resilience, and forward momentum. Investing in role-based AI and blockchain certifications ensures your teams keeps pace with change, and becomes drivers of it, positioning your business to lead in an increasingly intelligent economy.



# AI Business Certifications

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# AI<sup>+</sup> Chief AI Officer™

## SKILLS YOU'LL GAIN

- AI Strategy Development
- Leadership and Team Management
- AI Ethics and Governance
- Data-Driven Decision-Making

## TOOLS YOU'LL MASTER

- LeewayHertz (ZBrain)
- C3.ai
- Coupa (LLamasoft)
- Zebra (Workcloud Demand Intelligence Suite)

## WHO SHOULD ENROLL

- CTOs, CIOs, or CDOs (Chief Digital Officers)
- CEOs and Founders of Tech Companies
- COOs and Operations Executives

## ABOUT AI<sup>+</sup> CHIEF AI OFFICER™

AI Leadership for Chief Officers: Driving Innovation and Intelligence

- Leadership Upgrade: Equip C-suite executives to lead AI-driven innovation
- Efficiency Focus: Use AI tools to optimize operations, decision-making, and resources
- Strategic Role: Aligns AI implementation with business intelligence goals
- Course + Exam: Combines theory and practical insights in a compact format


## OVERVIEW


Drive AI Strategy:


- Learn to develop and execute a strategic AI roadmap to guide organizational growth and innovation.
- Manage Cybersecurity Risks: Gain insights into mitigating cybersecurity threats and ensuring AI systems' security and privacy.
- Foster Data-Driven Decisions: Master techniques to utilize data effectively for informed decision-making and business optimization.
- Build High-Performing Teams: Learn strategies to assemble and lead AI-focused teams that drive successful project execution.
- Navigate Regulatory Frameworks: Understand the regulatory environment around AI and ensure compliance while maximizing business impact.


## AT A GLANCE

 **Included:** Course + Official exam + Digital badge

 **Duration:** Instructor-Led: 1 day (live or virtual) or Self-Paced: 6 hours of content

 **Delivery:** Self-paced eLearning, virtual, or in-person options available

 **Exam Format:** 50 questions, 70% passing, 90 minutes, online

 **Outcome:** Industry recognized credential + hands on experience

# AI<sup>+</sup> Supply Chain™

## SKILLS YOU'LL GAIN

- AI Integration in Supply Chain
- Supply Chain Optimization
- Predictive Analytics
- Regulatory Compliance

## TOOLS YOU'LL MASTER

- LeewayHertz (ZBrain)
- C3.ai
- Coupa (LLamasoft)
- Zebra (Workcloud Demand Intelligence Suite)

## WHO SHOULD ENROLL

- Supply Chain Professionals
- Logistics Managers
- Operations Managers
- Procurement Experts
- Business Leaders

## ABOUT AI<sup>+</sup> SUPPLY CHAIN™

Transforming Supply Chain Management Comprehensive Learning:

- Covers logistics, operations, and supply chain digitization
- Advanced Supply Strategies: Develop innovative supply strategies and workflows
- Sector-Specific Solutions: Tailored sessions for real-world, sector-specific challenges
- Lead AI Supply Efficiency: Prepares learners to lead in AI-led supply chain efficiency


## OVERVIEW


Leverage AI for Smarter Supply Chain Operations: Learn how


- AI tools can optimize logistics, reduce costs, and improve supply chain efficiency from end to end.
- Optimize Demand Forecasting with AI: Use AI-driven analytics to predict demand, streamline inventory management, and reduce stockouts or overstocking.
- Stay Ahead in AI-Powered Supply Chain: As industries increasingly adopt AI, professionals with AI supply chain expertise are in high demand to drive innovation and efficiency.
- Enhance Decision-Making with Predictive Analytics: Master AI algorithms to analyze supply chain data and make informed, real-time decisions to improve overall operations.


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# AI<sup>+</sup> Ethics™

## SKILLS YOU'LL GAIN

- AI Ethics Principles
- Risk Mitigation Strategies
- Ethical AI Application Design
- Fairness in AI Systems
- Decision-Making in AI Governance
- Regulatory and Compliance Knowledge
- Ethical Leadership in AI
- Impact Assessment of Ethical Violations

## TOOLS YOU'LL MASTER

- AI4People (Atomium - European Institute for Science, Media, and Democracy)
- IBM - AI Fairness 360
- IBM - AI Explainability 360
- European Commission High-Level Expert Group on AI

## WHO SHOULD ENROLL

- Ethics Professionals
- AI & Data Enthusiasts
- Compliance Officers
- Technology Leaders

## ABOUT AI<sup>+</sup> ETHICS™

Navigate the Intersection of AI and Ethics in Business Landscape


- **Responsible AI Focus:** Master ethical AI use aligned with business and societal values
- **Risk Mitigation:** Learn to manage compliance, transparency, and AI decision-making
- **Strategic Guidance:** Integrate ethical practices into AI adoption and leadership
- **Reputation Builder:** Build organizational trust and credibility in AI deployments


## OVERVIEW


- **In-Depth Ethical Understanding:** Understand ethical considerations and social impacts of AI for responsible decision-making.
- **Bias Mitigation and Fairness:** Learn strategies to identify and prevent biases in AI systems, ensuring fairness and transparency.
- **Privacy and Security Assurance:** Explore strategies to safeguard privacy and secure AI systems and data.
- **Legal and Regulatory Compliance:** Understand global AI regulations to ensure compliance with legal and ethical standards.


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# AI<sup>+</sup> Project Manager™

## SKILLS YOU'LL GAIN

- Applying AI in Real-Time Development Problems
- Integrating AI with Intelligent Systems
- AI Systems Usage and Incorporation
- AI Algorithms and Architectures
- AI Model Implementation
- AI Project Management Process
- Designing and Implementing AI Applications

## TOOLS YOU'LL MASTER

- Hive
- Wrike
- Trello
- ClickUp

## WHO SHOULD ENROLL

- Project Management Professionals
- IT Professionals
- Business Strategists
- Tech Enthusiasts & Innovators

## ABOUT AI<sup>+</sup> PROJECT MANAGER™

Streamline Project Success: AI-Enhanced Intelligent Solutions

- Real-Time Integration: Learn to apply AI in project planning, decision-making, and execution
- Advanced Curriculum: Covers AI algorithms, ML, and resource allocation tools
- Multi-Disciplinary Focus: Tailored for complex, cross-functional project scenarios
- Leadership Readiness: Empowers professionals to lead AI-driven project success

## OVERVIEW

- Comprehensive AI Understanding: Learn core AI concepts and their applications in project management, enhancing efficiency and decision-making.
- Advanced AI Tools: Discover and implement AI tools for scheduling, risk management, and resource allocation through practical examples and case studies.
- Data-Driven Decision Making: Master data analysis and visualization techniques to make informed project decisions and optimize outcomes.
- Ethical AI Integration: Gain knowledge on mitigating biases, developing AI governance frameworks, and navigating ethical dilemmas in AI-powered projects.

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# AI<sup>+</sup> Marketing™

## SKILLS YOU'LL GAIN

- AI-Driven Customer Segmentation
- Personalized Marketing Campaigns
- Big Data Analysis for Marketing Insights
- AI-Powered Customer Engagement Strategies
- Campaign Performance Optimization
- ROI Enhancement Using AI
- Ethical AI in Marketing
- AI-Driven Decision Making in Marketing

## TOOLS YOU'LL MASTER

- Hubspot
- Copy.ai
- ActiveCampaign

## WHO SHOULD ENROLL

- Marketing Professionals
- Digital Marketing Experts
- Business Leaders
- CRM Specialists

## ABOUT AI<sup>+</sup> MARKETING™

Unlock Marketing Potential: Employ Advanced AI Technologies

- AI-Powered Marketing: Explore predictive analytics, customer journey mapping, and automation
- Strategic Impact: Learn to develop data-backed, personalized marketing strategies
- Future-Focused Tools: Includes chatbots, AI content, and trend forecasting
- ROI & Retention: Boost lead generation, customer retention, and innovation

## OVERVIEW

- AI in Marketing Essentials: Learn foundational AI concepts to streamline workflows and enhance marketing effectiveness.
- AI-Driven Campaign Optimization: Master AI algorithms to optimize ads, personalize messages, and automate performance tracking.
- Customer Insights through AI: Analyze data with AI to gain insights, predict trends, and personalize marketing strategies.
- Ethical AI Practices in Marketing: Understand ethical AI practices, mitigate biases, and ensure transparency and fairness in marketing.

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# AI<sup>+</sup> Sales™

## SKILLS YOU'LL GAIN

- Leveraging Sales Data with AI
- Exploring AI Technologies for Sales
- Integrating AI into CRM Systems
- Applying AI for Sales Forecasting
- Enhancing Sales Processes with AI
- Navigating Ethical Considerations in AI Sales
- Implementing AI-Driven Strategies for Sales Optimization

## TOOLS YOU'LL MASTER

- Salesforce Einstein
- Conversica
- Uniphore

## WHO SHOULD ENROLL

- Sales Executives
- Marketing Professionals
- Business Development Managers
- Product Managers
- Consultants

## ABOUT AI<sup>+</sup> SALES™

Boost Sales Success Through AI-Driven Insights


- Sales Transformation: Harness AI to boost sales operations, CRM integration, and forecasting
- Hands-on Approach: Practical workshops covering AI tools and ethical sales practices
- Data-Driven Insights: Learn to analyze, optimize, and automate sales processes
- Growth-Oriented: Drive ethical business growth and maximize performance


## OVERVIEW


- Comprehensive AI Understanding: Learn core AI concepts for streamlined sales workflows, trend forecasting, and client engagement.
- Predictive Sales Analytics: Learn to leverage AI for predictive modeling, forecasting sales, and enhancing decision-making.
- AI-Enhanced Customer Insights: Explore AI tools to analyze behavior, automate scoring, and personalize outreach effectively.
- Ethical AI Integration: Gain insights on addressing ethical concerns and establishing AI governance in sales.

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# AI<sup>+</sup> Customer Service™

## SKILLS YOU'LL GAIN

- Data Collection and Analysis for AI
- AI Solution Implementation Strategies
- Customer Experience Optimization with AI
- Ethical Considerations in AI Deployment
- Future Trends in AI for Customer Service
- Crafting AI Strategies for Organizations

## TOOLS YOU'LL MASTER

- Zendesk
- Freddy AI
- Octane AI
- Rul.ai

## WHO SHOULD ENROLL

- Customer Service Executives
- Technology Leaders
- Customer Experience Professionals
- Business Analysts

## ABOUT AI<sup>+</sup> CUSTOMER SERVICE™

Enhance Customer Experiences: Employ AI-Powered Service Solutions


- Customer-Centric AI: Redefine service workflows with AI-powered personalization
- Practical Execution: Implement automation tools to optimize CX and satisfaction
- Ethical AI Integration: Covers trust-building and responsible AI practices
- Competitive Edge: Learn to enhance communication and service delivery at scale


## OVERVIEW


- Master AI-Driven Customer Support: Learn how to integrate AI-powered chatbots, voice assistants, and automated ticketing for enhanced service.
- Improve Customer Satisfaction with AI: Use AI analytics to personalize interactions and resolve queries efficiently.
- Stay Ahead in AI-Powered Customer Experience: AI-driven customer service is transforming businesses, and companies seek professionals skilled in AI adoption.
- Expand Your Career in AI Customer Service: High demand for AI-powered customer service professionals across e-commerce, SaaS, banking, and telecom sectors.


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# AI<sup>+</sup> Writer™

## SKILLS YOU'LL GAIN

- Advanced AI Content Creation
- Content Optimization and SEO with AI
- AI Prompt Engineering Mastery
- AI-Driven Editorial Processes

## TOOLS YOU'LL MASTER

- Frase
- Jasper
- Copy.ai
- QuillBot

## WHO SHOULD ENROLL

- Content Creators
- Copywriters & Marketers
- SEO Specialists
- Business Leaders

## ABOUT AI<sup>+</sup> WRITER™

Redefine Writing Excellence with AI Assistance


- Content Reinvented: Leverage AI for SEO, monetization, and impactful storytelling
- Productive Workflow: Enhance writing speed, accuracy, and tone with AI tools
- Creative Empowerment: Master AI prompt engineering for dynamic content
- Results-Driven: Produce optimized, high-performance content at scale


## OVERVIEW


- Leverage AI for Scalable Content Production: Learn how to create high-quality blogs, articles, and marketing copy using AI tools.
- Optimize Content for SEO & Engagement: Use AI-driven analytics to craft SEO-optimized, high-ranking, and audience-focused content.
- Stay Ahead in AI-Powered Writing: The content industry is evolving, and AI-skilled writers are in high demand.
- Expand Your Career in AI Writing & Automation: AI-driven writing expertise is essential in media, marketing, publishing, and e-commerce.


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# AI<sup>+</sup> Product Manager™

## SKILLS YOU'LL GAIN

- AI Branches Exploration
- AI Applications in Product Management
- Role of an AI Product Manager
- Bridging Technology and Market Solutions
- AI in Product Development
- Benefits and Competitive Advantages of AI
- AI Product Development Processes

## TOOLS YOU'LL MASTER

- ChatGPT
- AI Fairness 360
- Power BI
- IBM Watson OpenScale

## WHO SHOULD ENROLL

- Product Managers
- Technology Enthusiasts
- Business Analysts

## ABOUT AI<sup>+</sup> PRODUCT MANAGER™

Innovate Products Faster with AI-Enabled Management


- Product Innovation: Leverage AI to drive product development and market fit
- Concept to Execution: Explore AI applications in real product lifecycle scenarios
- Market Advantage: Bridge the gap between tech innovation and customer needs
- Leadership Ready: Prepare for leading roles in fast-evolving product ecosystems


## OVERVIEW


- AI in Product Management Essentials: Learn foundational AI concepts to optimize product development and enhance decision-making.
- AI-Driven Product Innovation: Master AI tools and techniques to drive product innovation, improve customer experience, and accelerate time-to-market.
- Data-Driven Product Strategies: Utilize AI to analyze data, predict trends, and create personalized product strategies for targeted customer engagement.
- Ethical AI in Product Development: Understand ethical AI practices, mitigate biases, and ensure transparency and compliance in product management.


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# AI<sup>+</sup> Human Resources™

## SKILLS YOU'LL GAIN

- Strategic Implementation of AI
- Legal Compliance
- Data-Driven Decision Making
- Future-Readiness in HR Technologies

## TOOLS YOU'LL MASTER

- TensorFlow
- Scikit-learn
- AI Fairness 360
- Zotero

## WHO SHOULD ENROLL

- HR Professionals
- Talent Acquisition Specialists
- People Analytics Experts
- Business Leaders

## ABOUT AI<sup>+</sup> HUMAN RESOURCES™

Building Tomorrow's Workforce Today with AI-Driven Solutions

- **AI in Workforce:** Learn to integrate AI for smarter recruitment and performance systems
- **Data-Driven HR:** Gain insights into talent acquisition and evaluation using ML
- **Ethical Application:** Understand responsible AI practices in people management
- **Future-Ready Skills:** Prepare to handle evolving HR dynamics with efficiency and equity

## OVERVIEW

- **AI-Driven Recruitment Strategies:** Learn to leverage AI for data-driven recruitment, improving talent acquisition processes and decision-making.
- **AI-Enhanced Performance Management:** Gain skills in using AI and machine learning to evaluate and optimize employee performance effectively.
- **Ethical AI in HR:** Understand and implement ethical guidelines for AI usage in HR, ensuring fairness and transparency in decisions.
- **Competitive Edge in HR:** Stand out in the HR field by mastering AI integration, positioning yourself as a leader in the AI-driven HR era.

## AT A GLANCE



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# AI<sup>+</sup> Finance™

## SKILLS YOU'LL GAIN

- Financial Data Analysis Using AI
- Machine Learning and Predictive Modeling
- AI for Algorithmic Trading
- Automation of Financial Workflows
- Natural Language Processing (NLP) for Financial Text

## TOOLS YOU'LL MASTER

- Sentieo
- Magnifi
- QuantConnect
- AlphaSense

## WHO SHOULD ENROLL

- Finance Professionals
- Financial Analysts & Advisors
- Banking & Investment Experts
- Business Leaders

## ABOUT AI<sup>+</sup> FINANCE™

Maximize Returns with AI-Enhanced Financial Strategies

- Finance Transformation: Explore AI use in credit risk, fraud detection, and forecasting
- Smart Modelling: Apply predictive analytics and blockchain in financial strategies
- Practical AI Tools: Optimize operations and decision-making with hands-on training
- Strategic Readiness: Build financial resilience in complex economic ecosystems

## OVERVIEW

- Leverage AI for Scalable Financial Solutions: Learn how to apply AI in financial modeling, risk management, and data analysis to improve decision-making.
- Optimize Investment Strategies with AI: Use AI-driven analytics to enhance portfolio management and forecast market trends.
- Stay Ahead in AI-Powered Finance: The finance industry is rapidly evolving, and AI-skilled professionals are in high demand to drive innovation and efficiency.
- Expand Your Career in AI-Driven Finance: AI expertise in finance is essential for roles in banking, investment, risk management, and financial technology.

## AT A GLANCE



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## SKILLS YOU'LL GAIN

- AI-Powered Legal Research
- AI Impact on Legal Precedents
- AI-Assisted Document Review
- Case Prediction Using AI
- Data Privacy and Compliance
- Ethical Considerations in AI and Law

## TOOLS YOU'LL MASTER

- ChatGPT
- Humata AI
- Amto AI
- AI Lawyer

## WHO SHOULD ENROLL

- Legal Specialist
- Tech Enthusiasts
- Ethics Officers
- Compliance Officers
- Data Privacy Officers

## ABOUT AI<sup>+</sup> LEGAL™

AI-Powered Legal Insights: Building Trust, Delivering Results


- Future of Law: Equip legal professionals with AI tools for research, privacy, and compliance
- Critical Thinking: Focus on ethical concerns, precedents, and contract management
- Advanced Tools: Covers ML for legal documents, analytics, and case outcome prediction
- Hands-on Projects: Learn via simulations for real-world legal AI deployment


## OVERVIEW


- Master AI-Powered Legal Automation: Learn how to leverage AI for contract analysis, legal research, and case prediction.
- Enhance Compliance & Risk Management with AI: Use AI to navigate complex regulations, ensuring legal accuracy and efficiency.
- Stay Ahead in AI-Powered Legal Tech: AI is revolutionizing legal operations, and firms seek professionals who can integrate AI-driven legal solutions.
- Expand Your Career in AI & Law: High demand for AI-legal experts in corporate law, compliance, intellectual property, and litigation sectors.


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# AI<sup>+</sup> Researcher™

## SKILLS YOU'LL GAIN

- Data Preprocessing and Management
- Machine Learning Model Development
- Advanced Statistical Analysis
- AI-Enhanced Scholarly Publishing

## TOOLS YOU'LL MASTER

- TensorFlow
- Scikit-learn
- AI Fairness 360
- Zotero

## WHO SHOULD ENROLL

- Scholars & Researchers
- Market Research Analysts
- Data Scientists
- Academic Leaders

## ABOUT AI<sup>+</sup> RESEARCHER™

Empower Discoveries with Artificial Intelligence


- Research Evolution: Learn AI tools for market research, analytics, and scholarly writing
- Data Mastery: Gain skills in dataset handling, ethics, and AI-enhanced insights
- Innovation Engine: Drive academic and scientific breakthroughs using AI
- Domain Leadership: Prepare to lead research in advanced fields with ethical AI


## OVERVIEW


- Master AI-Driven Research Methodologies: Learn how to design, test, and optimize AI models for academic and industrial research.
- Leverage AI for Data-Driven Insights: Use AI-powered tools for data analysis, hypothesis testing, and predictive modeling.
- Stay at the Forefront of AI Innovation: Organizations and academic institutions seek AI research professionals to advance AI capabilities.
- Expand Your Career in AI Research & Development: High demand for AI researchers in universities, tech firms, R&D labs, and government AI projects.


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## Next Steps

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AI is evolving fast, make sure your skills are, too.

- ✓ **Explore the Course Catalog**  
Browse role-specific and industry-aligned certifications to find the best fit for your goals.
- ✓ **Choose the Right Path**  
Whether you're seeking foundational knowledge or specialized expertise, there's a program for every level.
- ✓ **Plan for Your Team**  
Looking to scale training across a department or the entire organization? We'll help design a strategy that aligns with your business objectives.
- ✓ **Enroll and Begin Learning**  
Flexible delivery options, including self-paced, virtual, and in-person, make it easy to get started.
- ✓ **Get Certified, Stay Ahead**  
Earn a digital credential that signals your team's readiness to lead in an AI-powered world.

75% of executives say they lack the AI skills needed to meet their goals.

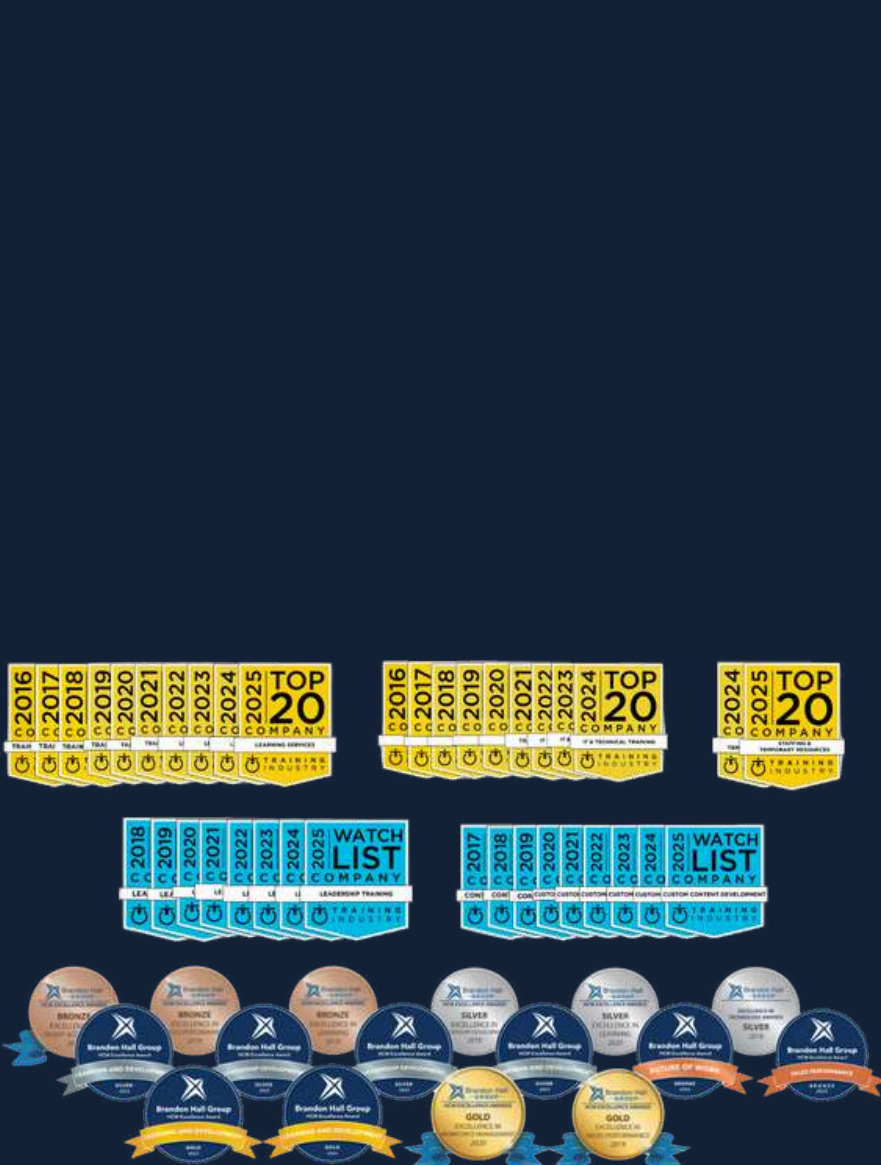
Let's fix that, together.

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Whether you're exploring options for a single team or building a company-wide AI learning strategy, TTA is here to help. We'll work with you to align certifications with business objectives, recommend the right learning paths, and tailor a scalable plan that fits your needs and workforce.

Have questions?

[Contact Us](#)



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ttaConnect