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Train your teams to unlock the **value of your data**

Today's organizations are generating more data than ever before. According to a recent IDC survey, average enterprise data volumes are growing at 63 percent per month, with some organizations drawing from more than 1,000 data sources.[1] This explosion in the amount of data and the number of available data sources promises to benefit data-driven organizations. In fact, forward-thinking organizations are already turning to the cloud to deliver new and compelling customer experiences by applying analytics and machine learning.

However, the reality is different for most organizations. In a 2021 survey by NewVantage Partners, just 24 percent of respondents claimed they had created a data-driven organization. The reason? A large majority—92 percent—identified people, business processes, and culture as the principal challenges to becoming data-driven.[2]

Research shows that finding qualified talent with analytics and big data skills is difficult, with those skills ranking as the third-most challenging to recruit for.[3]

Fortunately, AWS Training and Certification delivers the learning resources you need to develop teams capable of creating value from data and innovating at scale.

Providing AWS Data & Analytics training can help your staff overcome data silos to improve customer experiences, leverage advancements like machine learning, and unlock any insight. This training can also help you develop, attract, and retain talent so that your organization can use its most valuable resource (people) to leverage its second-most valuable resource (data).

63%

Average enterprise data volumes are growing at 63% per month[4]

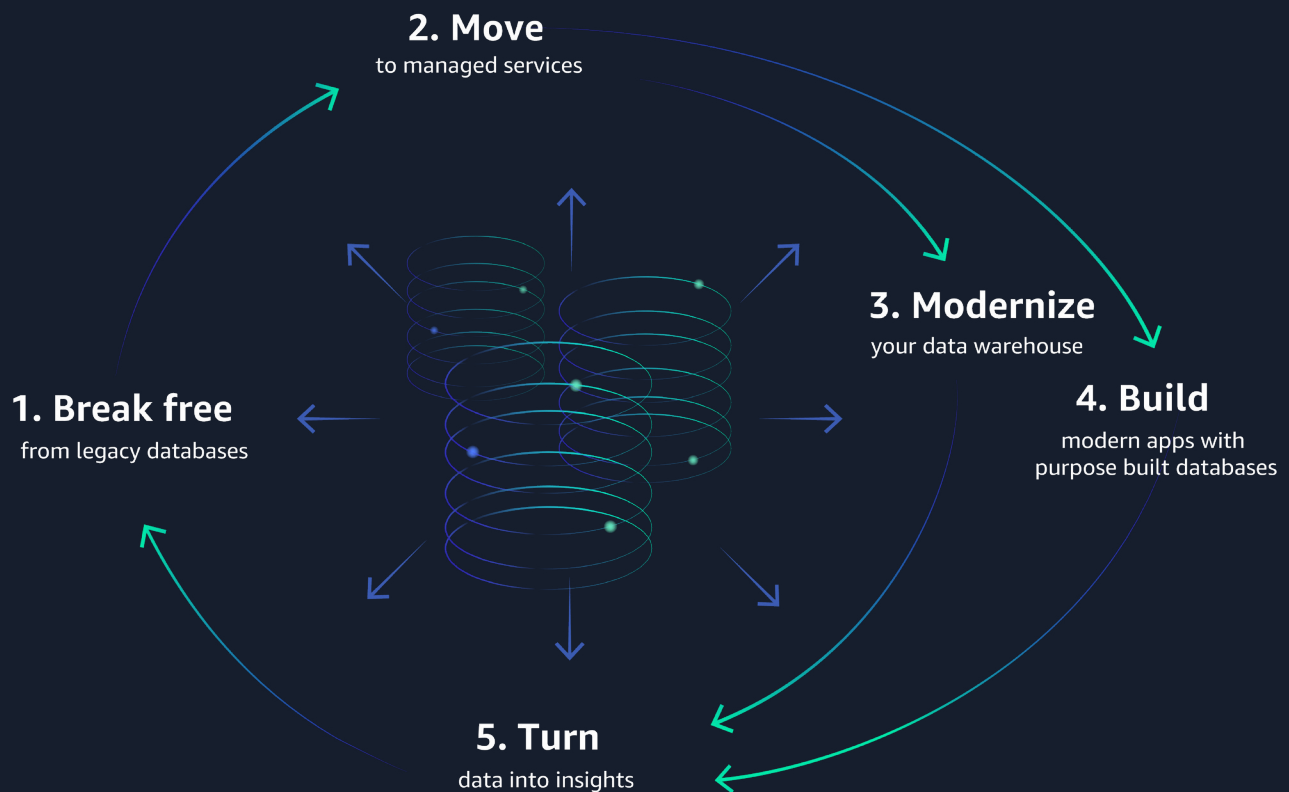[1] IDC, "Optimizing Business Analytics by Transforming Data in the Cloud." 2019
[2] "Big Data and AI Executive Survey 2021." NewVantage Partners, 2021.
[3] "2020 IT Skills and Salary Report." Global Knowledge, 2020.
[4] IDC, "Optimizing Business Analytics by Transforming Data in the Cloud." 2019

Build skills to achieve self-sustaining momentum

The **AWS Data Flywheel** is a comprehensive, five-stage approach for business and technology leaders designed to help organizations get the most value from their data and drive innovation to remain competitive. Each of the five stages requires specific skills. By breaking down the five stages and identifying corresponding courses, we offer an actionable way for organizations to build the skills they need to put the flywheel to work.

2. Move
to managed services

3. Modernize
your data warehouse

4. Build
modern apps with
purpose built databases

1. Break free
from legacy databases

5. Turn
data into insights

Step 1. Break free of legacy databases Discover the value of moving from legacy databases, gain an overview of different databases on AWS, and learn how to migrate a production database.

Step 2. Move to managed services Become familiar with the database migration process, discover the process of designing databases, and learn strategies to perform migrations to AWS.

Step 3. Modernize your data warehouse Learn about implementing a data warehouse using Amazon Redshift and discover cloud-based big data solutions.

Step 4. Build modern apps with purpose-built databases Explore how to use purpose-built databases in the AWS Cloud. Discover how to interact with and leverage Amazon DynamoDB for serverless architectures.

Step 5. Turn data into insights Discover how to build data lakes on AWS, learn typical data science processes, and become familiar with data visualization techniques.

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Here are recommended courses across all five stages:

Data Flywheel Stage	Recommended Courses	Course types	Details
1. Break free from legacy databases	Break Free of Legacy Databases	On-demand digital training	Learn about the value and process of moving from legacy databases into cloud-native databases.
	AWS Database Offerings	On-demand digital training	Get an overview of database technologies and architectures.
	Introduction to Database Migration	On-demand digital training	Learn how to migrate a production database using the AWS Database Migration Service (AWS DMS) and AWS Schema Conversion Tool (AWS SCT).
2. Move to managed services	Moving to Managed Databases on AWS	On-demand digital training	Learn the value and process of moving from self-managed databases into fully managed AWS database solutions.
	Planning and Designing Databases on AWS	Instructor-led classroom training	Learn about the process of planning and designing relational and nonrelational databases.
	AWS Foundations: Strategies and Tools to Perform Large-Scale Migrations	On-demand digital training	Learn about AWS's strategy and best practices for performing large-scale migrations.

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Data Flywheel Stage	Recommended Courses	Course types	Details
3. Modernize your data warehouse	Best Practices for Data Warehousing with Amazon Redshift	On-demand digital training	Learn about the concepts of implementing a data warehouse using Amazon Redshift.
	Data Warehousing on AWS	Instructor-led classroom training	Get an introduction to concepts, strategies, and best practices for designing a cloud-based data warehousing solution using Amazon Redshift.
	Big Data on AWS	Instructor-led classroom training	Get introduced to cloud-based big data solutions such as Amazon Elastic MapReduce (EMR), Amazon Redshift, Amazon Kinesis, and the rest of the AWS big data platform.
4. Build modern apps with purpose-built databases	Build Modern Apps with Purpose-Built Databases	On-demand digital training	Learn the value and process of using purpose-built databases in the AWS Cloud.
	Developing with Amazon DynamoDB	On-demand digital training	Discover how applications interact with Amazon DynamoDB, a fully managed NoSQL database service, through its API and related AWS services.
	Amazon DynamoDB for Serverless Architectures	On-demand digital training	Get an in-depth and hands-on introduction to Amazon DynamoDB and how it is leveraged in building a serverless architecture.
5. Turn data into insights	Building Data Lakes on AWS	Instructor-led classroom training	Learn how to build an operational data lake that supports analysis of both structured and unstructured data.
	Visualizing with QuickSight	On-demand digital training	Gain an introduction to the technical side of business intelligence (BI) and data visualization with AWS.
	Practical Data Science with Amazon SageMaker	Instructor-led classroom training	Learn how to solve a real-world use case with machine learning and produce actionable results using Amazon SageMaker.

Train with the experts at AWS to unlock the value of data

Discover resources to help your teams develop their data, analytics, and database skills with the AWS Ramp-Up Guide: Databases and the AWS Ramp-Up Guide: Data Analytics. AWS Ramp-Up Guides are expertly curated guides that feature free digital training, classroom courses, videos, whitepapers, certifications, and more—all in a single, convenient document. Information is presented in a specific, recommended order, from fundamental content for those just getting started to deep specialized training for experts.

Utilize data to make informed investments in training

For organizations that want to build skills at scale—or don't know where to start—we recommend the AWS Learning Needs Analysis (LNA). This data-driven tool helps you transform your training initiatives into targeted investments that align with your business goals. It's designed to identify your cloud skills gaps so you can focus on achieving successful data and analytics outcomes.

Utilize the AWS LNA to:

*   Identify your organization's cloud skills gaps

*   Target skills enablement for data and analytics

*   Create organizational alignment for data and analytics skills development

The AWS Ramp-Up Guide: Databases provides data engineers, architects, developers, and operations engineers with the materials they need to sharpen their database skills and better understand AWS databases:

*   Learn AWS database fundamentals

*   Take a deep dive into AWS databases concepts and practices

*   Prepare for and take the AWS Certified Database – Specialty certification exam

The AWS Ramp-Up Guide: Data Analytics helps developers and data engineers accelerate cloud skills development for data analytics:

*   Learn AWS data analytics service fundamentals

*   Explore AWS data analytics concepts and best practices

*   Prepare for and take the AWS Certified Data Analytics – Specialty certification exam

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Get started today

Comprehensive cloud-skills enablement programs help organizations advance digital transformation efforts and achieve better business outcomes. Comprehensive training from AWS is a holistic skills-building program designed to help all employees create a strong foundation for databases and data analytics. It includes instructor-led training courses that can be delivered virtually or in person through public courses or brought to your location. Consider the benefits of each to determine whether classroom training or on-demand digital training is right for your team:

Comprehensive training also includes:

- Interactive training through hands-on labs

- Certification programs that validate skills

- Events and workshops that support ongoing, continuous learning

Classroom Training

- Virtual or in person

- Engage directly with AWS experts and ask questions in real time

- Public or private training

- Training for a group conducted at the same time

On-Demand Digital Training

- Self-paced, allowing an individual or group to train when they want

- Train employees and teams in various locations while building a common language and understanding of skills

Build and expand your organization's data and analytics skills with comprehensive training from AWS. Learn how building skills will help your organization define and create new initiatives to leverage the transformative business value of data.

Find out more »

Connect with an AWS expert »

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