



Always learning **Always** your way

10 reasons to learn the **AWS Cloud**



training and
certification

The adoption of cloud services can benefit anyone in your organization, from business decision makers to individuals. Everyone is looking at cloud as a game changer—whether you are an individual who wants to learn new skills or a leader looking to develop a team.

By enhancing security, efficiency, and enabling faster innovation, businesses can build teams that are more agile, foster creativity, and support organizational change. The key to unlocking these advantages is gaining the right skills and knowledge. When you know how the cloud works, you can quickly identify and implement opportunities while avoiding pitfalls.

A global shortage of professionals with cloud expertise is a major obstacle preventing organizations from adopting a cloud-first approach. So, how do you decide where to begin your learning journey? Most people

start on the job, learning what's needed to solve an immediate problem or answer a specific question. Typically, this leads to a requirement for deeper learning, customized to you and your team's evolving needs.

Fortunately, Amazon Web Services (AWS) provides a vast digital training resource to help you learn and advance your skills with the AWS Cloud: **AWS Training and Certification**. Offering on-demand digital courses created by experts at AWS, it can help you build cloud skills and learn about services when and where it's convenient for you. AWS Training can help you better understand how the AWS Cloud works—and how you can use it to manage business-critical decisions with confidence and skill.

AWS Training is flexible and affordable, with many digital courses available at no cost to you. For a deeper hands-on experience with an instructor, classroom and private training are available virtually.

Such learning can grow your career and help drive business transformation within your organization. With that in mind, here are 10 reasons why you should start learning now with digital training from AWS Training and Certification.

► **A lack of skilled talent is one of the most common obstacles to adoption of cloud services.**



Reason 10:

Flexibility

Your priorities will steer your cloud learning experience. You'll choose what to learn, and when and how this learning happens. It'll be entirely on your schedule. You'll have 24/7 access to high-quality, on-demand, self-paced digital training, with many courses just 10 minutes long. It can help you move quickly from learning to doing—and addressing problems and opportunities.

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- ▶ **You'll have 24/7 access to high-quality, on-demand, self-paced digital training.**
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Since there's never just one way to learn, courses include multiple media and learning modalities—including interactive exercises and hands-on labs.





Reason 9: **Credibility**

You'll learn directly from AWS experts who have domain experience and access to the latest AWS Cloud products, services, and teaching methods. This training will increase your credibility as someone who uses and makes decisions about cloud services.

Building clouds skills through high-quality digital training can also support the credibility of your entire organization. When your technologists and strategists are well trained in cloud skills, they can more easily project confidence about your cloud strategy. In turn, this helps the rest of your staff, executives, and board feel confident about your cloud strategy—as well as your partners, customers, or clients.

Reason 8:

Creativity

Just like learning music theory enables you to jam, a strong grounding in cloud principles empowers you to creatively explore cloud options. It can also help you improvise solutions, either with your colleagues or on your own, to meet your personal goals.

- ▶ **A strong grounding in cloud fundamentals empowers you to creatively explore cloud options and improvise solutions.**

Having the skills and insight to act upon your creativity and inspiration is essential to discovering new business opportunities in the cloud and helping your organization innovate. You'll be able to experiment with AWS Cloud services, quickly testing products and implementing strategies to determine what best delivers your organizational goals.





Reason 7: **Guidance**

Why stumble through your cloud learning journey when you can follow a clearly marked path? AWS Training and Certification offers prescriptive learning paths to get you started quickly. Progress along the path from foundational to intermediate training, and then dive deeper with advanced training to continue your learning.

We offer technical role-based learning paths for architects, developers, and operations staff. We also offer a Cloud Practitioner learning path for business decision makers who want to learn AWS Cloud fundamentals. Additional solutions-based learning paths focus on topics like machine learning, storage, data analytics, and security.



Reason 6:

Breadth and Depth

Choose from hundreds of digital courses, totaling thousands of hours of training content. You'll learn the underlying theory and vision of cloud services, as well as the practical details of AWS service options. From introductory to advanced courses, our catalog features a range of training options covering AWS services and solutions. All content is searchable by domain, language, role, and skill level.

Whether you're exploring new ideas, sharpening your cloud skills, or preparing for certification, our digital training courses can help you reach your cloud goals faster.

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- ▶ **Choose from hundreds of digital courses, totaling thousands of hours of training content.**
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Reason 5: Business Relevance

You don't need to be a technologist to benefit from learning cloud basics. By learning the AWS Cloud, you'll gain first-hand knowledge of how the cloud can support greater efficiency, flexibility, and opportunity for both you and your organization. You'll also gain confidence in your ability to consider cloud options, so you're better informed when making business and management decisions involving the cloud.

According to **Global Knowledge**¹, three out of four decision makers say the skills gap poses a high or medium risk to business objectives, and investing in training for current employees is a cost-effective way to reduce the skills gap and increase productivity, while demonstrating a commitment to staff development.

► **You'll also gain confidence in your ability to consider cloud options and make sound business and management decisions involving the cloud.**

By investing in training, organizations can accelerate cloud adoption, achieve business objectives sooner, and overcome concerns related to cloud adoption. Also, comprehensively trained organizations are nearly three times more likely to use the cloud to jump-start innovation. They're also nearly four times more likely to meet cloud ROI requirements, and over four times more likely to overcome operational and performance concerns.

¹ 2019 IT Skills and Salary Report, Global Knowledge.

Reason 4:

Career Growth

In a recent survey by **Global Knowledge**², 80% of IT decision makers said their team lacked the necessary skills. Show that you're ready to learn. Digital training represents an important opportunity to position yourself for different, or greater, job responsibilities.

With the right skills, you'll become the in-house expert who can lead your team on cloud initiatives that will benefit your business. You'll be able to troubleshoot and complete projects faster. You'll also enhance the performance and efficiency of existing tools. Your knowledge and skills will yield a positive impact on your colleagues and workplace.

² 2019 IT Skills and Salary Report, IT Decision-Maker Insights. Global Knowledge.



Reason 3:

Readiness

Cloud technology changes fast. New services and features are deployed all the time. New issues and problems constantly arise and quickly evolve, and they can impact your organization. It's important to make sure you're learning about how cloud technology works today and how it will evolve in the future. Therefore, AWS Training and Certification regularly adds new content and updates existing courses to support the ever-expanding range of AWS products and services.

It's vital to go straight to the source for the fastest access to information about current cloud services. AWS Training provides learners with the opportunity to stand out with confidence. This strengthens your reputation as an expert—someone that knows the latest cloud innovations and can build solutions on the AWS Cloud.



Reason 2:

Validation of Skills

Digital training is great for building your cloud knowledge and learning techniques to solve business challenges. But how can your new team members or partners gain trust in your AWS Cloud expertise? That's where an AWS Certification can help.

► **An AWS Certification validates your technical cloud skills expertise.**

AWS Certification is an industry-recognized benchmark that has been proven to help professionals and organizations achieve better performance outcomes from their cloud investments.

For learners who have the training and hands-on experience necessary to take an AWS Certification exam, AWS also offers free online exam preparation courses. These free courses teach you how to interpret exam questions, apply concepts being tested by the exam, and how to allocate your study time.





Reason 1: **Love Your Work**

People who work with technology tend to be passionate about what they do. They enjoy solving problems, innovating, experimenting, and tackling big challenges. According to **Global Knowledge**³, certified IT professionals report better job effectiveness—52% say their expertise is more sought after within their organization, 45% have implemented efficiencies, and 43% report faster job performance.

People tend to stay longer in jobs they find rewarding. And these employees—especially those whose creativity supports mission-critical goals and enterprise-wide strategy—are often the most valuable assets in any organization.

³ 2019 IT Skills and Salary Report, Global Knowledge.



Convinced? Then Get Started...

Whether you're new to AWS Cloud services, seeking to update your cloud skills, or exploring a cloud-first strategy for your organization—it's time to make a plan. Quality education should be a top priority: it will help you build the foundations upon which you can achieve your organizational cloud ambitions.

Ready to dive in and start learning? Visit **aws.training**, where you can register for a free account and quickly browse digital training by domain, role, skill level, and more. Then explore our **learning paths** and **exam preparation options** to help you progress along your cloud journey and advance your career.





To help you dive even deeper into cloud learning, AWS Training offers virtual training to complement our digital courses. Expert AWS instructors will teach you and your team in-demand cloud skills in a hands-on learning environment. To learn more about AWS Digital and Classroom Training, visit aws.amazon.com/training or **contact us** for more details.

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