



How cloud training and certification can lift your IT career

Elevate your cloud skills

aws training and
certification

The global cloud skills gap

We work in the cloud. From global enterprises to garage startups, organizations of all kinds increasingly rely on cloud services to get things done.

According to IDC, global spending on cloud services increased 20.4% from 2016 to 2017. **Within the next three years, more than two-thirds of global IT software and infrastructure will be cloud-based.**¹

The widespread adoption of the cloud has increased the need for IT professionals with relevant technical training. Today, cloud skills are in particularly high demand.

Unfortunately, the job market can't keep up with that demand, and many organizations struggle to find and hire cloud-computing experts.

A lack of cloud skills impacts performance²



68%

of IT decision makers say their teams face a shortage of necessary cloud skills

Top 5 impacts of skills gaps on organizations:

1. Increased stress on current staff
2. Difficulty meeting quality objectives
3. Delays in developing new products and services
4. Delayed deployment of new hardware and software
5. Increased operating costs

¹Worldwide Public Cloud Services Spending Forecast, IDC, July 2017

²2017 IT Skills and Salary Report, Global Knowledge

*This is where **you** come in*



Training helps you work with confidence in the cloud

Training increases your value

You can bridge the skills gap and become more valuable to current and future employers through cloud training.

While nothing replaces hands-on operations or developer experience in cloud environments, IT professionals in every role can take advantage of self-paced learning and in-depth cloud training to gain a better understanding of cloud technology and learn how to operate in complex environments.

Training helps you build the technical skills and confidence that make you more productive and valuable in the workplace, but it's also an excellent way to stay relevant and keep your competitive edge. Yesterday's nice-to-know technical skills become today's must-have knowledge, which is why the average IT worker continually reinvests in their own technical development. In fact, 84% of global IT professionals took some form of training in 2016.³

³2017 IT Skills and Salary Report, Global Knowledge

How cloud training elevates your career

As a trained IT professional, you'll have the current, in-demand knowledge your organization needs to stay efficient and profitable.

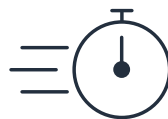
Formal training from a reputable, recognized cloud service provider or authorized training organization helps you learn recommended processes, architecting guidelines and operational best practices so you can develop and operate more resilient, scalable and secure systems.

With the right skills and knowledge, you'll spend less time putting out fires and more time focusing on valuable strategic tasks.

Training helps you become a more valuable member of your organization while also increasing your earning potential in a market where your skills are in high demand.

Training accelerates cloud adoption⁴

Individuals with cloud skills help organizations successfully adopt the cloud by:



Fast-tracking
the addition
of new capabilities



Creating
dynamic ways
to get work done



Jump-starting
innovation to support
business objectives

⁴Train to Accelerate Your Cloud Strategy, IDC, October 2017

Bottom line: Training increases your productivity
and value in the workplace

Organizations benefit from training, too

Today more than ever, cloud experts like you are key to an organization's success.

When companies help up-level their highly capable staff by encouraging training and knowledge sharing, the economic advantages multiply. As these individual contributors improve their cloud-computing skills, the company's entire IT workforce benefits.

But cloud training isn't just for IT professionals. Businesses should adopt a comprehensive training strategy that raises the cloud skills

of the whole organization. Basic online courses and fundamentals training provide the broader team with the essential knowledge they need to understand the cloud, while intermediate and advanced technical training helps educate staff that will actually be using the cloud.

These comprehensively trained organizations are better positioned to succeed in the cloud — but sometimes it can be difficult to convince employers of the value of training.





Trained staff are more productive, proficient and proactive

Training makes good business sense

Training has profound benefits for all kinds of organizations, but the value of technical training sometimes isn't obvious to employers. They may not see the practical advantages of spending time and money on cloud training for their current staff.

In reality, training existing staff is the most cost-effective way to scale up an organization's cloud capabilities.

"We have less outages, our costs are going down, we're getting leaner with the way we use AWS. In that [training] investment we're definitely seeing the payoffs now."

Alan Williams, Enterprise Architect, Autodesk

10 reasons your boss should support cloud training



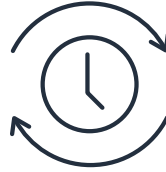
1.

Troubleshoot technical problems without outside help



2.

Increase the reliability and efficiency of your cloud



3.

Keep IT staff cloud skills up to date



4.

Provide long-term savings to your organization



5.

Help IT staff perform their jobs better



6.

Reduce downtime impact



7.

Improve the implementation of new technology



8.

Decrease the time to install and configure solutions



9.

Elevate levels of service and support to customers and IT end users



10.

Gain an edge over less-trained organizations

Navigating the training landscape

There's an immense variety of cloud training options for professionals who want to develop their cloud skills. Whether you're interested in learning cloud fundamentals or preparing for an exam, **you'll find training materials to support your needs.**

Everyone's journey through this training landscape is a little different, because everyone has a unique mix of skills, goals and challenges. That's why leading cloud service providers offer **training in many different formats.**

"Training speeds up the innovation process and improves the relationship between IT and line of business."

*Peter Loeffler, Siemens
Building Technologies*



From virtual classes to white papers, there's an option for everyone

Types of training



Hands-on experience

The best type of training actually happens on teams, where you gain the practical knowledge you need to develop and operate in real cloud environments.

Three to six months of hands-on experience will give you a good baseline of working knowledge.



Digital training

With a little time and initiative, you can enhance your practical cloud knowledge through **on-demand, online training**.

These e-learning courses, which vary in length from one hour to one day, help you broaden your understanding of specific subjects.



Classroom training

Whether it's a physical or virtual setting, **classes** offer more in-depth training for those who want to deepen their technical skills. Classes are a mix of presentations, hands-on labs and group discussions led by experts in their fields.



Self-guided study

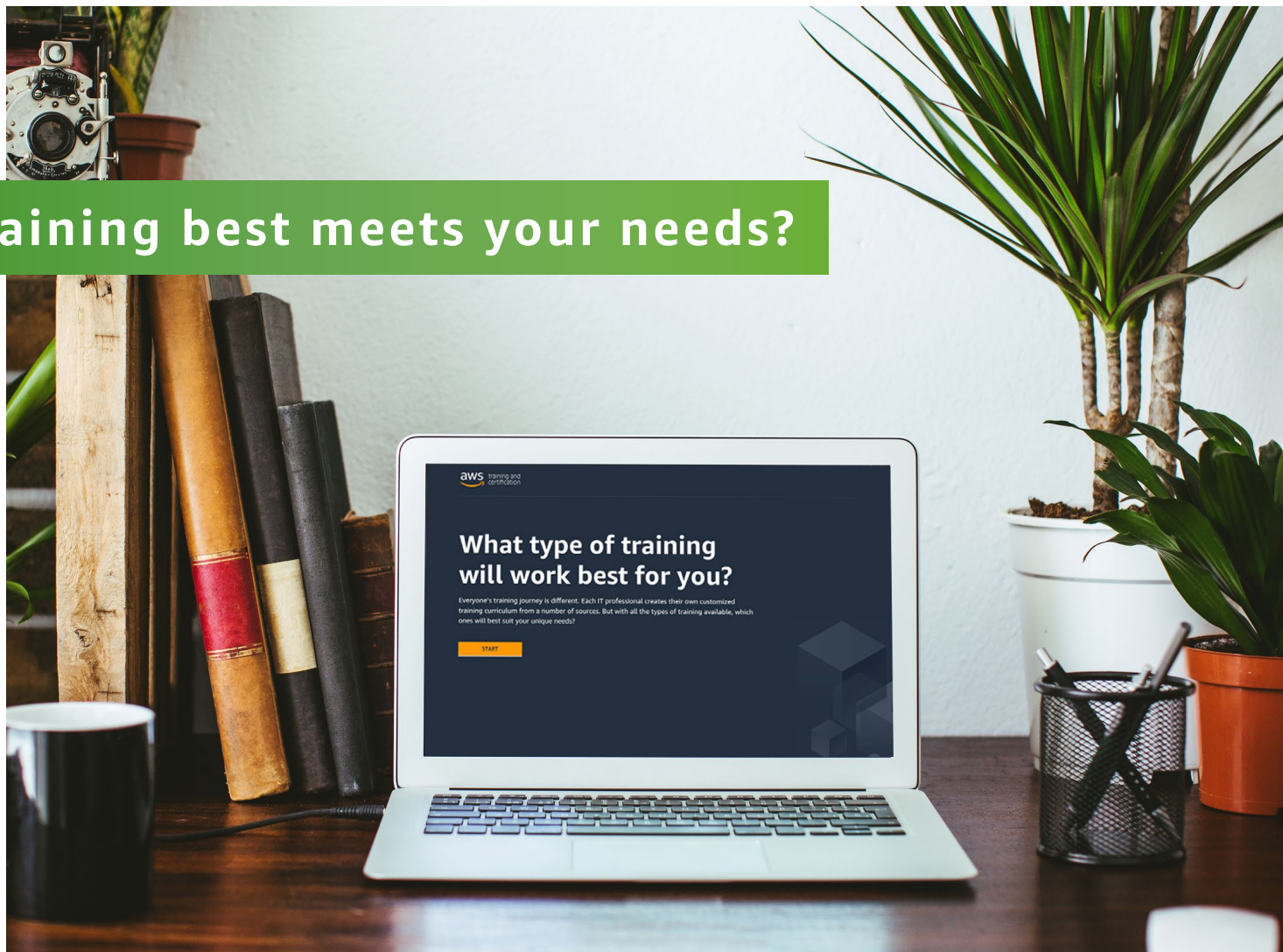
Independent learning allows you to fill in gaps in your knowledge and learn new topics at your own pace. There's a wide range of **whitepapers**, **blog posts**, **videos**, **webinars**, **use cases** and **peer resources** available for IT professionals who want to dive deep into specific technical topics.

Which type of training best meets your needs?

Learn more in our
interactive self-assessment

Everyone's training journey is different. Each IT professional creates their own customized training curriculum from many sources. But with all the types of training available, which will best suit your unique needs?

TAKE THE ASSESSMENT



“My Professional level AWS Certification informs my colleagues and clients that I have the **knowledge and experience to successfully guide a solution to its desired outcomes.**”

Sathish Mohanram, Architect, Altimetrik

AWS Certification is a must

In this era of widespread cloud adoption, getting a solid foundation in cloud fundamentals is valuable for a wide range of employees. But for IT experts like you, training often leads to the ultimate validation of your skills: a technical certification.

Technical certifications are now a necessity for any IT worker interested in staying current and competitive in today's marketplace.

Earning a certification from a recognized, respected source is an excellent way to validate your technical skills and build credibility both at work and in your field.

AWS Certification is universally recognized and trusted within the industry — **90% of organizations that employ an AWS Certified IT professional say they trust the certification to prepare an employee for a cloud-related role.**⁵

⁵Train to Accelerate Your Cloud Strategy, IDC, October 2017

Benefits of AWS Certification

AWS Training and Certification offers Foundational, Associate, Professional and Specialty certifications for a range of roles including Architects, Developers and Operations. **These certifications are a proven, globally recognized way to validate your technical skills** — and employers are willing to pay for those skills.

The very act of preparing for a certification exam will expand the breadth of your technical knowledge. You'll broaden your technical horizons, gaining new skills and insights that you can use in your existing position.

Passing a certification exam is a powerful testament to your hard work and a validation of your technical expertise, but AWS Certification also has **tangible benefits**.



Globally, 86% of IT professionals have at least one certification⁶



Why earn an AWS Certification?

Higher pay

Attaining an AWS Certification can pay off financially for IT professionals, who can earn more than those without certifications.

Better work

AWS Certification is often a prerequisite for certain IT roles — some employers won't even consider a candidate for an advanced position unless they have credentials that prove they have the relevant skills.

New and enhanced skills

A broader range of technical skills helps you perform your current functions more effectively and branch out into new areas.

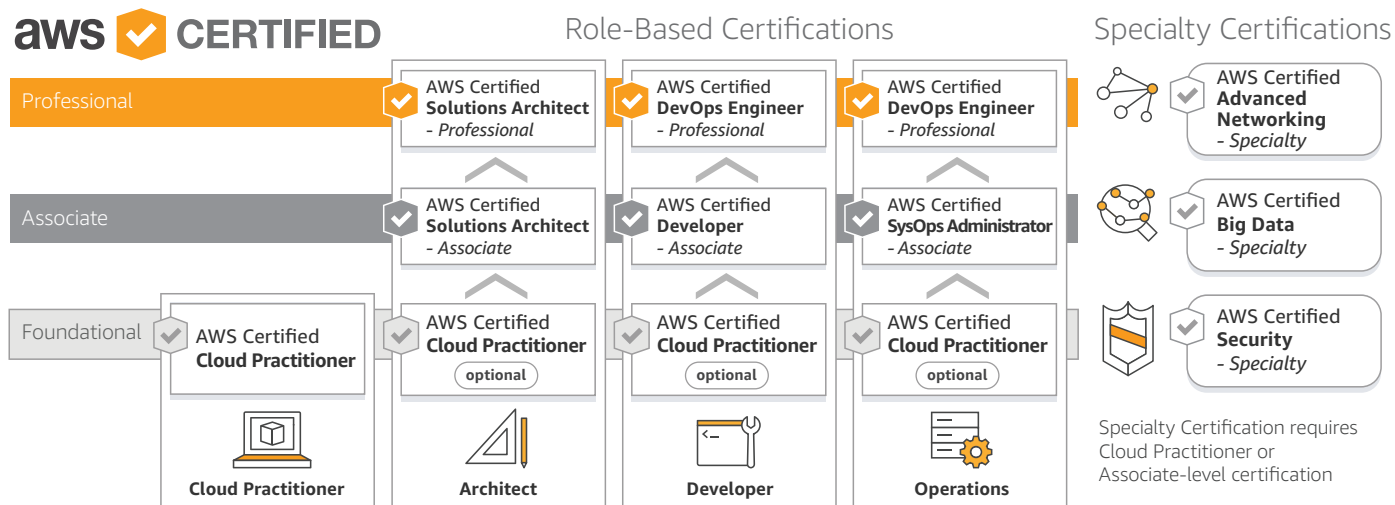
Market differentiation

As we've seen, the global shortage of trained cloud professionals provides an opportunity for those with certifications to distinguish themselves from their peers.

AWS Certification

Validate your technical skills and expertise with an industry-recognized credential that helps grow your career.

AWS offers **four role-based certification paths** with advancing levels of expertise, plus two specialty certifications.



Foundational certifications

Certify your overall understanding of the AWS Cloud. This is a prerequisite to achieving a Specialty certification or an optional start towards achieving an Associate certification.

Associate certifications

Technical role-based certifications with no prerequisites.

Professional certifications

The highest level of technical role-based certification. Relevant Associate certifications are required to earn a Professional certification.

Specialty certifications

Validate advanced skills in specific technical areas. One active role-based certification is required to earn a Specialty certification.

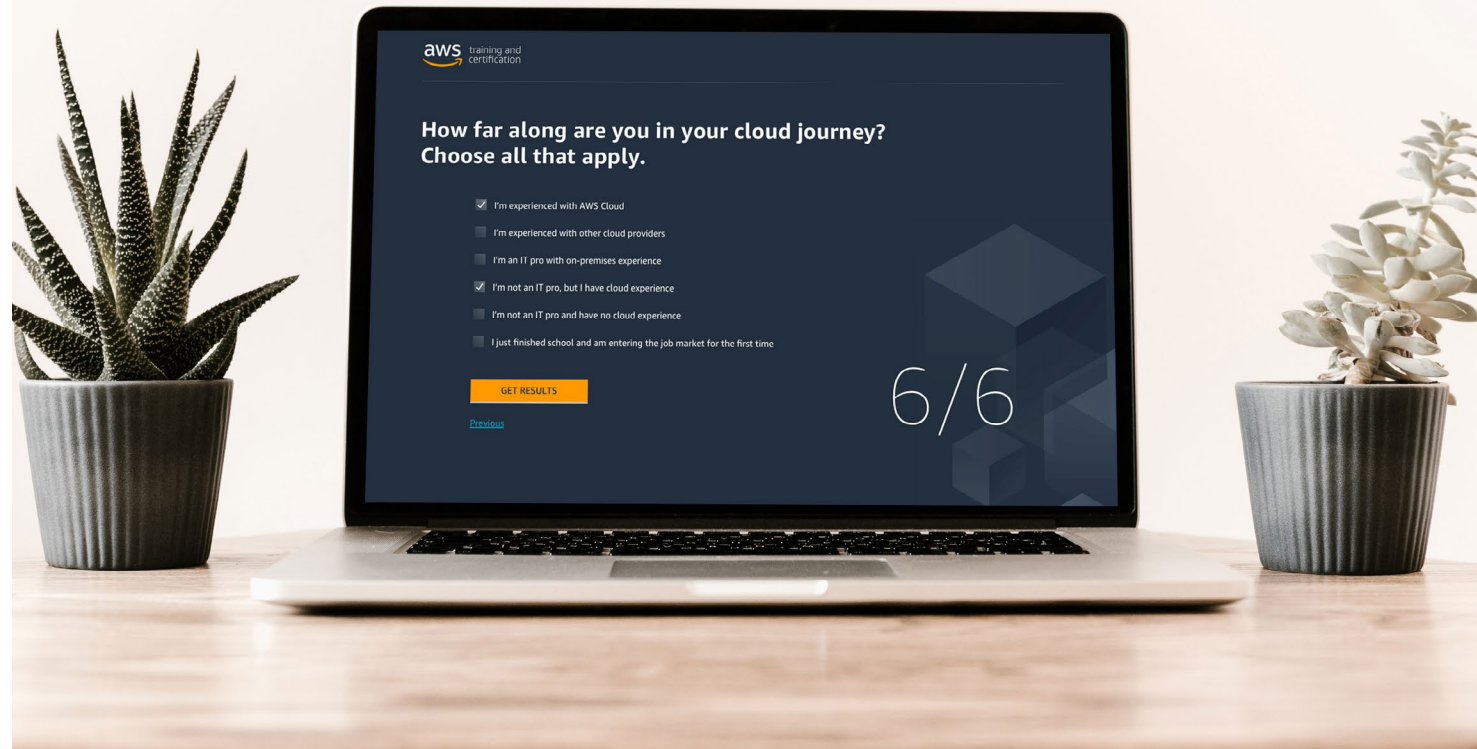
Which AWS Certification should you pursue?

Find out in our interactive self-assessment

The benefits of AWS Certification for IT professionals are clear, but which one should you focus on? The answer depends on several factors, including your level of cloud experience, your training history and your career goals.

Take this short self-assessment to determine which AWS Certification you should focus on earning next.

TAKE THE ASSESSMENT





Make a difference for your company and your career

In our increasingly cloud-based world, the global deficit of highly trained cloud professionals has sent demand through the proverbial roof.

Today, and for the foreseeable future, the type of cloud training offered by AWS Training and Certification can boost your earning value in the broader marketplace.

Training helps everyone:

- **Employees** who take the initiative and train with proven cloud service providers become more valuable to their current organizations — and more attractive to potential employers.
- **Businesses** that invest in the training and technical development of their staff are more engaging, efficient places to work — and more attractive to potential customers.

There's opportunity in the cloud

It's your move

AWS Training and Certification can help build the foundational and technical skills you need to take your career to the next level.

Get started today

