

# AWS re:INVENT

## Get AWS Certified

Using AWS Certifications as a Tool for Your Success

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AWS Certification builds personal and partner credibility and provides value to customer engagements. Partners earn multiple AWS certifications to differentiate themselves, which drives substantially more revenue. In this session, learn about the types of certifications offered, the path to getting certified, and the benefits you can earn after passing an exam. Hear best practices on aligning certifications with your goals. Get tips for achieving AWS Certification and get your questions answered.

## Presenter Introduction



KEVIN  
KELLY

GLOBAL HEAD OF  
AWS  
CERTIFICATIONS



VIVEK  
CHHABRIA

SENIOR MANAGER,  
GLOBAL PARTNER  
TRAINING



DAN  
MASTERS

GLOBAL PARTNER  
TRAINING PROGRAM  
MANAGER

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# AGENDA

- ✓ Value of AWS Certification to Your Customers and You
- ✓ An Inside Look at AWS Certification
- ✓ Partner Perspective
- ✓ Certifications and APN
- ✓ Key Takeaways

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## AUDIENCE PARTICIPATION

What AWS Certifications have you achieved?

### The Opportunity

*Value of AWS Certification to Your Customers and You*

# Companies Need Cloud Expertise



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\*Data from the [2017 Global Knowledge IT Skills and Salary Report](#)



## Value to the Customer

Work with a Partner who:

Can more effectively address customer business challenges with AWS solutions

Demonstrates their IT professionals have technical skills and expertise

"AWS Certification builds credibility, demonstrates my competency with the platform, and gives weight to my recommendations."



**Barnaby Ling**  
Developer, Griffith Hack  
AWS Certified Solutions Architect - Associate  
AWS Certified Developer - Associate

"Certification is a must. It enhances the trust clients place in me, my skills and my company."

**Raj Rao**  
Director, Cloudveda  
AWS Certified Solutions Architect - Associate

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# Value to the Partner

## Educate your team to:

- Effectively guide your customers through their cloud journey and build trust and credibility
- Differentiate your business practice with customers
- Build internal skills and attract top talent
- Advance within the APN and earn increased benefits

"Organizations will continue to move into the cloud. It's important that our staff have the knowledge and experience to migrate and manage applications in the cloud."



**Pete Wright**  
Executive GM—Enterprise Services  
Melbourne IT  
Premier APN Consulting Partner

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# Value to You

AWS Certification demonstrates technical expertise, helps you advance your career, and helps employers find skilled cloud professionals.

- Expertise
- Recognition
- Credibility
- Benefits



"When I get into complex customer situations that leverage combinations of AWS services, AWS Certification has allowed me to immediately add value."

**Ryan Fackett**  
Director, Foghorn Consulting  
Advanced APN Consulting Partner  
AWS Certified Solutions Architect - Professional



"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, Altmetrik  
AWS Certified Solutions Architect - Professional

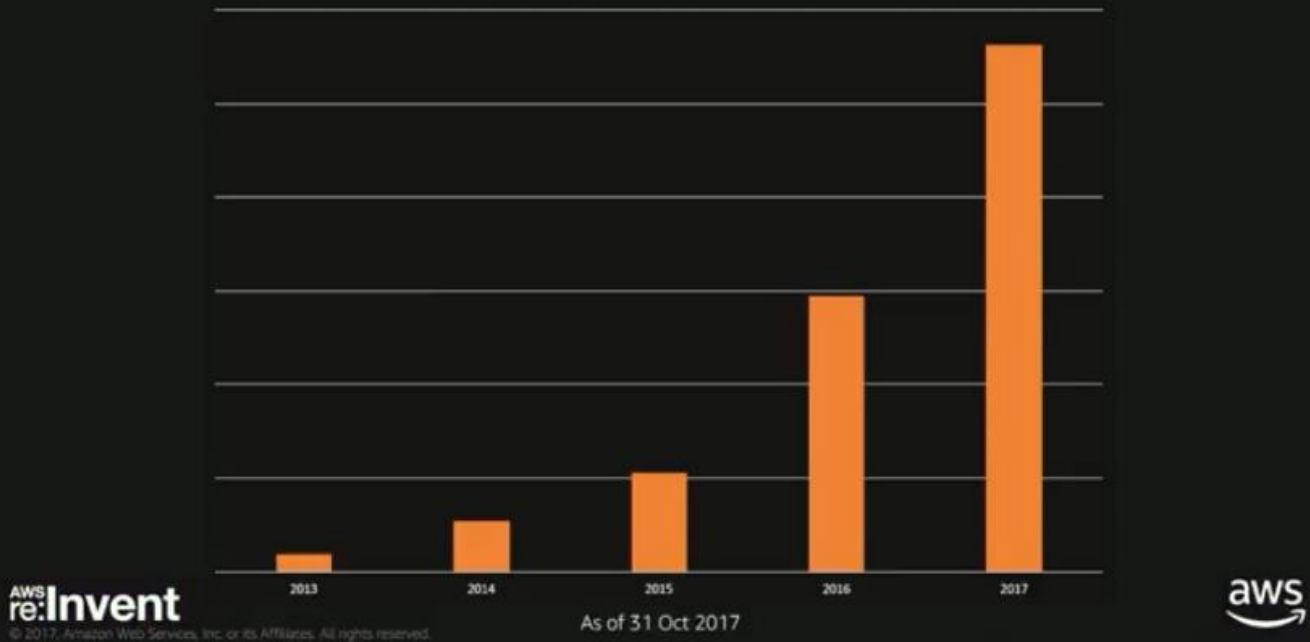
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## An Inside Look at AWS Certification

# AWS Annual Certification Growth



## NEW AWS Certified Cloud Practitioner

- Entry-level certification for candidates who have a basic understanding of IT services and their uses in the AWS cloud
- Covers cloud concepts, security, technology, and billing and pricing
- Prepare with our new AWS Cloud Practitioner Essentials free digital training
- Alternate path to earning specialty certifications

Get started at [aws.training](https://aws.training)





# AWS Certifications

aws  CERTIFIED

Professional

Associate

Foundational

Role-Based Certifications

Specialty Certifications



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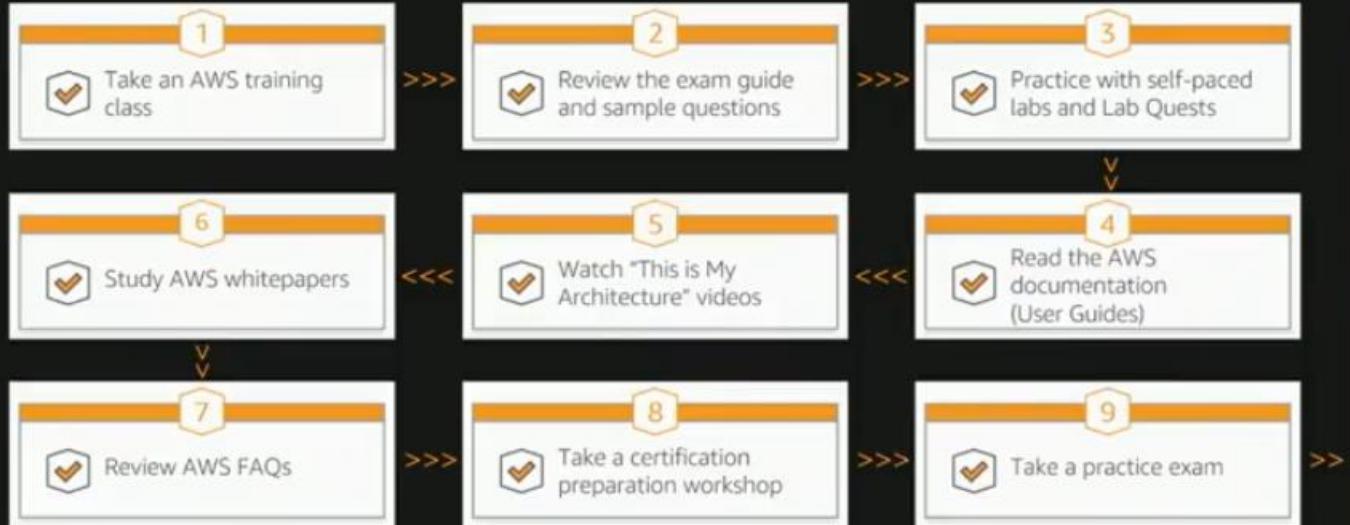
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## AWS Certification Vision

- Provide relevant certifications
- Bring testing closer to our customers and partners with test centers and kiosks
- Build richer practice exams with better preparation feedback
- Provide a robust certification benefit program
- Create performance-based exams for builder roles

# Preparing for an AWS Certification

*The best preparation for certification exams is practical experience.*



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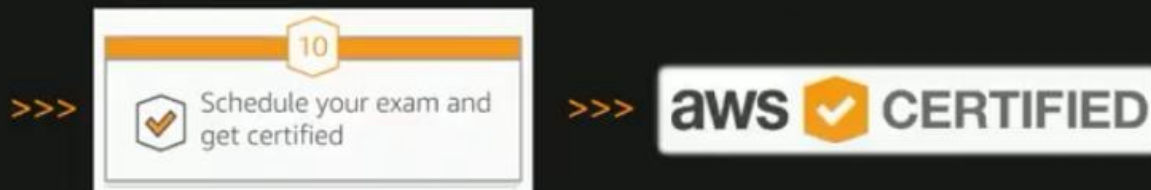
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[aws.amazon.com/certification/certification-prep/](https://aws.amazon.com/certification/certification-prep/)



# Preparing for an AWS Certification

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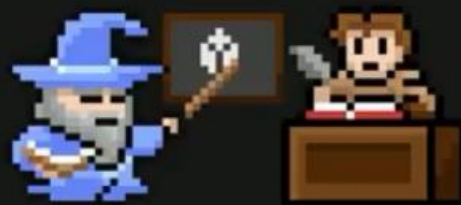
# NEW Digital Training

- Learn at your own pace with free digital courses built by AWS experts
- Foundational training for 70+ AWS services
- Preview advanced training for Machine Learning and Storage
- 100+ courses, 40+ hours of content

Get started at **aws.training**



## Become an AWS Certified Cloud Practitioner



### 1. Get the **Essentials**

Prepare for the exam with the *AWS Cloud Practitioner Essentials* course, part of our free digital training offerings.

### 2. Take the **Exam**

Validate your overall understanding of the AWS Cloud with an industry- recognized credential.

[aws.amazon.com/training/path-cloudpractitioner](https://aws.amazon.com/training/path-cloudpractitioner)

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# Certification Benefits



## AWS Certified Global Community

Gain access to the AWS Certified LinkedIn Community.



## Event Recognition

Receive invites to regional Appreciation Receptions and get access to AWS Certification lounges at AWS re:Invent and select AWS Summit events.



## Official AWS Certified Logo Usage

Share your achievement with our updated AWS Certified Logo.



## Digital Badges

Leverage digital badges to validate your AWS Certified status with your colleagues and employers.



## Free Practice Exams

Prepare for your next AWS Certification with a practice exam voucher.



## AWS Certified Store

Unlock access to AWS Certified Merchandise. You'll gain access to more products with the more certifications you earn.

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# Apply to Become an AWS Certification SME

- We are beginning to include customers and partners as we develop exam questions for our AWS Certification exams
- SMEs will participate in job task analyses and item writing workshops
- To learn more, stop by one of our AWS Certification Lounges

## Partner Perspective

Slalom Consulting

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# Slalom Consulting



AHMED SHAMA

Practice Area Director  
*Slalom Consulting*

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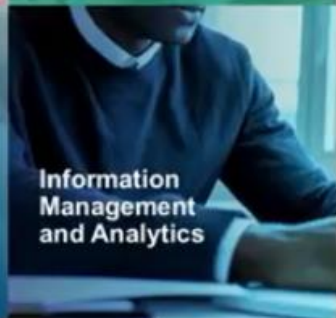
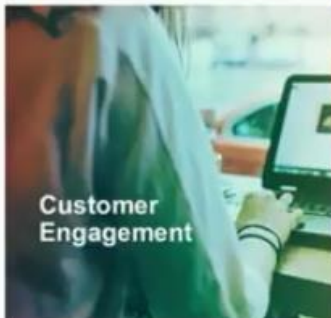
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slalom

## Our Services

We help companies solve business problems and build for the future.



# 4500+

EMPLOYEES

# 25

MARKETS

# 900+

CLIENTS

# 3

COUNTRIES



## Proximity + Reach

### 4500+

Experienced consultants on the ground in 25 major markets, plus five regional delivery centers offering the fastest time-to-market available.

Seattle / Portland / Boise / San Francisco / Silicon Valley / Los Angeles / Orange County-San Diego / Phoenix / Salt Lake City / Denver / Fort Worth / Dallas / Houston / Minneapolis / Chicago / St. Louis / Detroit / Atlanta / Washington DC / Philadelphia / New York / Hartford / Boston / Toronto / London

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

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# Our Core Values



Do what is right,  
always.



Fuel growth and  
innovation.



Focus on  
outcomes.



Build and shape  
A better future.



Drive connection  
and teamwork.



Take ownership.  
Get it done.



Inspire passion  
and adventure.



Celebrate  
authenticity.



Stay humble  
and curious.



Smile.

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## AWS Competencies

Cloud Migration	Big Data
DevOps	Security
Mobile	Well Architected
MSFT Exchange	MSFT SharePoint

## YTD

230+ Projects Delivered	85+ AWS Clients
975+ Consultants with AWS Experience	265+ Certifications
220% YTD Growth	33 AWS Partner Awards

**aws** partner network

25 Officers	5 Delivery Centers	1300+ Clients	4500+ Consultants	2001 Founded
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"Slalom was a fantastic partner throughout the entire process, from project scoping and architecture, through to solution implementation and post-launch support. We couldn't have met our business objectives without them."

- Mary Ransom, SVP of Global Marketing & Consumer Products, Borderfree



## Meet Our Talented Team



**Ahmed Shama**  
Cloud/DevOps  
Practice Director



**Derek Poulin**  
Principal Consultant



**Seyed Ketabchi**  
Principal Consultant



**RJ Jafarkhani**  
Principal Consultant



**Badar Qureshi**  
Solution Architect

## Big Hairy Audacious Goal

Strategic business statement to focus an organization on a single medium-long term goal which is **audacious**, likely to be **externally questionable**, but not internally regarded as impossible.

**Your BHAG should be overly ambitious and seem unattainable.**



## Most Famous BHAG of all Time

“We choose to go to the moon in this decade and do the other things.

Not because they are easy,  
**but because they are hard.”**



## Our local story

- Our local BHAG: attain **local Premier Partner status** within a year.
  - 4 Associate level certifications
  - 2 Professional level certifications
- Grassroots training program: **The Cloudiators**
- Creating a culture of **celebrating each other's success**
- Reimbursing **all** certification exam costs

## Our local story: the net result

- Shattered expectations
  - 35 certifications
  - 9 Professional certifications
- Established a very close and healthy relationship with local AWS team, which generates **more opportunities for leads, training, and joint events**
- **Established credibility and trust** for our clients
- Clients started **asking for specific certifications** for roles on project



# Q&A with Slalom Consulting



**DEREK POULIN**

Principal Consultant  
*Slalom Consulting*



**RJ JAFARKHANI**

Principal Consultant  
*Slalom Consulting*

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## Certifications and APN

### Training in the APN

#### The AWS Consulting Partner Journey

Unlock various benefits to build and grow your AWS practice.



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# APN Certification Distinction

*Provide APN Companies the opportunity to showcase their customer obsession through AWS Certification achievement.*

APN Partners are recognized for achieving 50, 100, 200, 300, 400, and 500 AWS Certifications within their organization.

**aws 50 CERTIFIED**  
AWS PARTNER NETWORK

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## KEY TAKEAWAYS



## Level up your Cloud Skills and Get Certified at AWS re:Invent



**Take Hands-on Labs**  
Practice with AWS in a live environment. Choose from 100+ lab topics and attend a Spotlight Lab session. Free onsite



**Get Info on Digital Training**  
Looking for certification exam prep materials? Pick up a strategy guide at any Training and Certification info booth.



**Get AWS Certified Onsite**  
Demonstrate your technical proficiency and receive special recognition onsite. Register today.  
[aws.training/certification](https://aws.training/certification)

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# Key Takeaways

- ✓ Consider AWS certifications as part of your AWS skills development
- ✓ Map your certification path
- ✓ Get Certified at re:Invent
- ✓ Questions? Visit the Training and Certification Kiosk in the Venetian Expo Hall

If you hold an AWS certification, visit one of the Certification Lounges and join us at the Certification Appreciation Event Thursday evening before re:Play.

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Please remember **to rate this session** in the mobile app

