

# 8 reasons to build machine learning skills with AWS

AWS Training and Certification is how you become an expert in Machine Learning.

## 1. You'll be in demand

Machine learning (ML) and artificial intelligence (AI) talent shortages present the biggest barrier to ML adoption for businesses.<sup>1</sup> Upskilling gives you an advantage, proving to companies that you possess the skills to help them achieve ML success.

Nearly **80%** of IT decision makers (an increase from 68% in 2018) say their teams lack the necessary skills to meet organizational goals<sup>1</sup>



## 2. You'll know what it takes to innovate

From established enterprises to emerging start-ups, more ML is built on AWS than anywhere else.<sup>2</sup> When you train with AWS, you train on the same leading-edge technology that helps more than one million active customers innovate at will.

**1 mil** active customers innovate with AWS<sup>3</sup>

## 3. You'll train like an Amazonian

Build your skills with courses based on the curriculum Amazon uses to train its experts on solving issues like predicting gift-wrap eligibility and optimizing package-delivery routes.

**Thousands** of our employees have been trained



## 4. You'll get to learn your way

Learn anytime and anywhere, building skills in less time with free digital courses, live and virtual classroom courses led by expert instructors, and private on-site training.

**65+** machine learning courses available [here](#)



## 5. You'll build skills that are highly relevant

Align the training directly to your goals. AWS offers four dedicated, role-based learning paths to guide you towards the relevant skills that you can start using immediately.

**67%** of workers consider building their own ML skills important<sup>4</sup>



## 6. You'll become wildly effective

An industry-recognized ML-specialty certification can give you the credibility and the confidence to innovate more effectively with machine learning.

**70%** of IT pros say certification prep makes them more effective<sup>5</sup>



## 7. You'll gain specialized knowledge

There may be no faster way to get rolling with machine learning by getting hands-on with AWS DeepRacer. The specialized training starts with our free 90-minute digital course, *AWS DeepRacer: Driven by Reinforcement Learning*. By the end, you'll be ready to join the world's first global autonomous racing league.

[Sign up or start the course »](#)

**1st** global, autonomous racing league



## 8. You'll drive measurable value

Upskilling with ML, AI, and deep learning empowers you with skills, knowledge, and know-how to help your company achieve its most important goals and drive real business results.

**56%** of respondents surveyed in the Gartner AI and ML Development Strategies Survey named the skills of staff as one of the top three challenges to AI and ML adoption<sup>6</sup>



## How should you expand your machine learning skills today?

Simply stated, the same way we do. Read the *AWS Training and Certification for Your Machine Learning Journey* eBook to find out how expert-led training from AWS can help you drive value from day one.

[Get the eBook »](#)



### Footnotes:

- 1 Global Knowledge, 2019 IT Skills and Salary Report, 2019.
- 2 *Deep Learning on AWS Guidebook*, Nucleus Research, October 2019.
- 3 Based on internal data.
- 4 MIT Sloan Guide, sponsored by Amazon Web Services, *Transform Your Workforce with Skills for Machine Learning*, 2020.
- 5 Global Knowledge, 2018 IT Skills and Salary Report, 2018.
- 6 AI and ML Development Strategies Survey, Gartner, July 2019.