

Skilling Up Staff with AWS Training Drives AWS Partner Success

ESG conducted a study to understand the value AWS Partner organizations gain by skilling up cloud teams with AWS Training. This was achieved through a global survey of 292 technology decision makers with AWS Partners involved in determining staff's training needs.



97% of AWS Partners say their staff's participation in **AWS Training programs puts their company in a better competitive position to succeed over the next 3-5 years.**

Why? Research among AWS Partner organizations shows that AWS Training drives benefits in several areas:



Better business development activity and more successful customer engagements



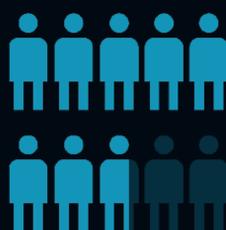
Enhanced operational capabilities of cloud builders



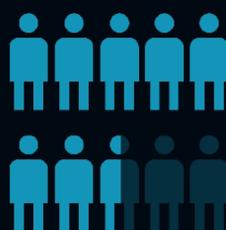
Better business outcomes

1. Better business development activity through more successful customer engagements

AWS Training helps AWS Partner staff have more effective customer interactions



78% say AWS Training gives teams the **expertise to answer customer questions about cloud operations.**



77% see increased staff ability **to communicate benefits of AWS solutions to customers' applications.**

2. Enhanced operational capabilities of cloud builders

AWS Training helps AWS Partner organizations improve their cloud operations



83%

report AWS Training improves their proficiency architecting services.



78%

say AWS Training helps them innovate and employ emerging technologies.



70%

report AWS Training helps ensure cloud security.

3. Better business outcomes

AWS Partner organizations that use AWS Training enjoy better business results



57%

say teams that have participated in AWS Training close more deals.



59%

say teams that have participated in AWS Training generate more revenue from customers.



42%

higher average gross margin for their AWS practice was reported by AWS Partners with higher adoption of AWS Training.

83% of AWS Partner organizations derive positive ROI from investing in AWS Training.



The Bigger Truth

ESG's research demonstrates that AWS Partner organizations significantly benefit from AWS Training. Their entire practice can achieve advantages that include better sales efficacy, increased product innovation, and improved talent management. AWS Partners see tremendous returns when participating in AWS Training programs.

[LEARN MORE](#)

