

WHY?

Research among AWS customers shows that employing AWS Certified staff and supporting AWS Certification achievement has enabled them to:

- 1. BUILD FASTER -



have seen an increase in productivity from employing AWS Certified staff.



have accelerated cloud project completion.



are able to troubleshoot issues faster.

- 2. IMPROVE SECURITY -





86% have improved the security of their cloud workloads.

- 3. REDUCE DOWNTIME AND IMPROVE DEPLOYMENT TIME -



87% have reduced downtime.



85% have achieved faster application deployment times.

- 4. INNOVATE



91% say having AWS Certified staff has helped them

innovate with AWS services.

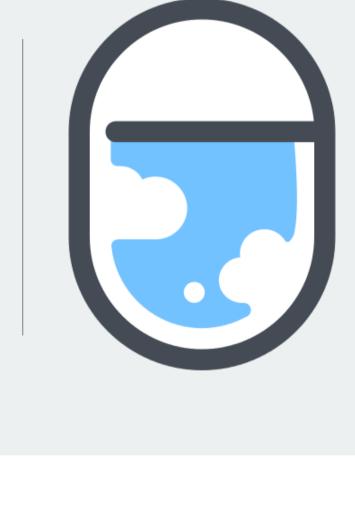
There is absolutely a difference in productivity and efficiency between certified and non-certified employees. The reason is that the people who have earned a certification have dealt with different scenarios in the abstract; there is a 'conceptual investment' they've made that they can lean on."

- Head of security, transportation company with \$3.2B in annual revenue

- 5. RECRUIT AND RETAIN TEAM MEMBERS TO CLOSE THE SKILLS GAP -

organizations from taking full advantage of the opportunities available via AWS-related technologies and services. Data shows AWS Certifications can help.

A lack of skills will prevent



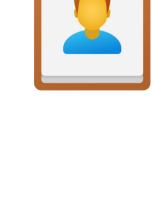
64% of organizations surveyed have

a cloud skills gap that needs to be addressed.



of organizations where more than 50% of cloud staff are AWS Certified agree that certification efforts have helped them close their cloud skills gap.





of respondents say supporting AWS Certification of staff improves

93%

team recruitment.



of organizations with AWS Certified staff agree that their decision to certify staff on AWS has improved the employee retention among cloud-focused staff.

I'm so bullish about AWS Certifications because you know

- IT director, financial services company with \$91.2B revenue

provide a guarantee of a certain level of expertise."

who actually understands the technology... AWS Certifications

you're talking to peer. You know, you're talking to somebody

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