



Team training and certification pays off for AWS Partners

Discover how training at scale can differentiate your business and deliver results for your customer



Investing in training and certification can help educate your team to grow your business, showcase your expertise, and better serve your customers. Take advantage of Partner-exclusive training specifically to help your team build AWS knowledge and skills.

Discover how Partners say they benefit from AWS Training and Certification in [The Strategic Imperative of Cloud Workforce Training](#) eBook.

[Download eBook](#)

Equip teams to create better customer builds

AWS and ESG found broad agreement among AWS Partners that having staff who participate in AWS training delivers a range of operational benefits.

79%

Of Partners surveyed say having AWS trained staff increased staff's productivity and ability in building applications on the AWS Cloud

70%

Of Partners say having staff with training from AWS has improved the security of applications running on the AWS Cloud

Attract, develop, and retain top talent

Investment in AWS training for your employees demonstrates a culture supportive of professional development, and resulted in the following positive changes for surveyed partners:

58%

Of Partners that invest in their teams' AWS training say they've seen improved employee retention

52%

Of Partners say investing in AWS training has improved their talent recruitment



Drive more business with strengthened skills

See the success driven by enabling employees with the knowledge to confidently secure more customer business.

57%

Of Partners say having AWS trained staff has increased their close rate

51%

Of Partners say having AWS trained staff has helped to accelerate their sales cycles

90%

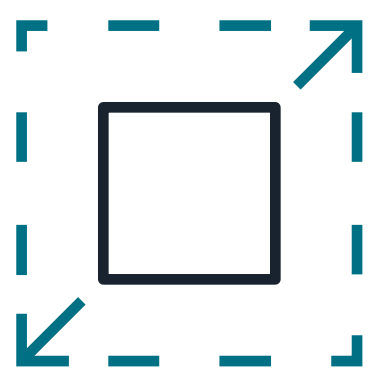


Over 90% of Partners surveyed say that their staff's participation in AWS Training and Certification puts their organization in a better competitive position. Explore the paths that got them there.

[Learn more about Partner learning paths >](#)

Better serve your customers

Research shows that customers of AWS Partners also experience the benefits of having AWS-trained staff, in both the structure and execution of customer jobs. Our Partners said they experienced:



82% more right-sized solutions

Partners say it improved staff's ability to help customers to select the right AWS solutions for their needs



78% more problem solving skills

Partners say it improved staff's ability to solve their customer's challenges with AWS solutions



83% more architectural proficiency

Partners say it increased staff's proficiency in architecting new AWS services for their customers

42%

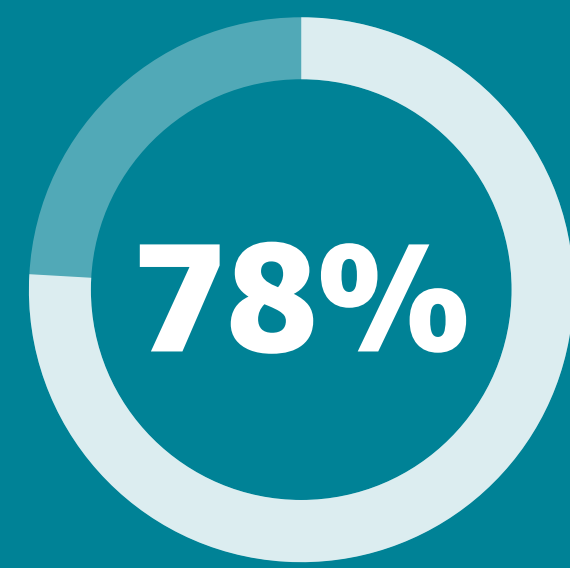
Higher average gross margin

Partners with a high adoption of AWS training reported a 42% higher average gross margin for their AWS practice, than Partners with a lower adoption of training.

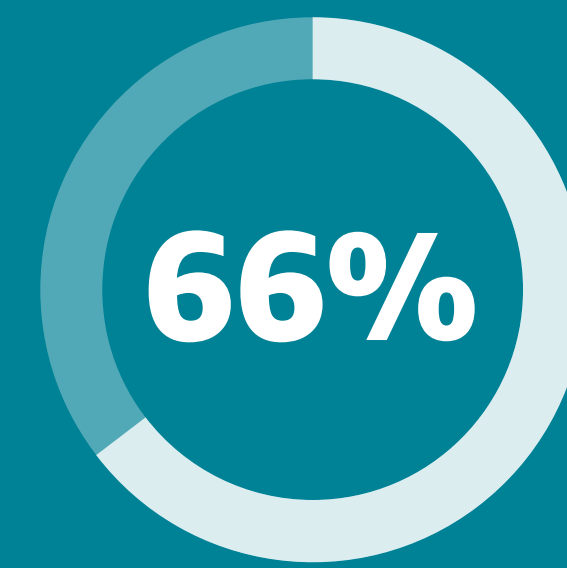


Strengthen customer confidence

Partners surveyed report that AWS Partner Training helped their teams build knowledge to support customers' business goals with AWS solutions.



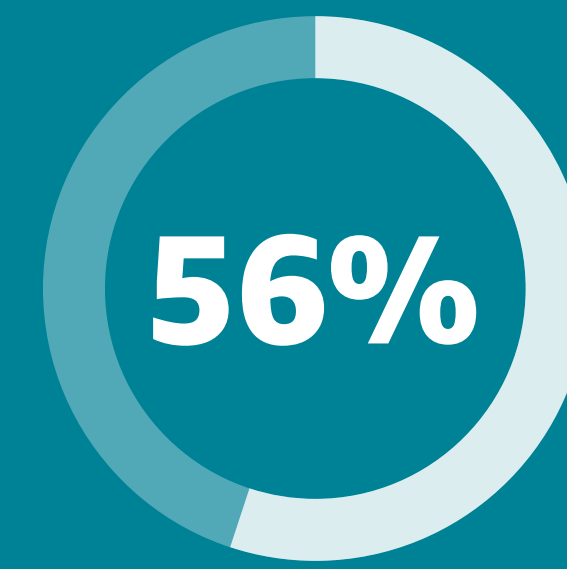
Say it's increased staff expertise in answering questions on the deployment or operations of a customer's applications



Say their customers care that their have staff have taken AWS training



Say having AWS-trained staff has helped generate more revenue from customers



Say it has improved customer retention/reduced churn

Empower your team and reap the rewards

Gain an edge over your competition and experience the variety of benefits AWS Partners report after investing in AWS Training and Certification. Learn more with a free copy of [The Strategic Imperative of Cloud Workforce Training](#) eBook.

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