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Build cloud expertise and transform your business

Deliver diverse cloud training for your teams to unlock the value of AWS

Addressing the high demand for cloud skills

In this eBook, we will examine how cloud skills training improves business outcomes by enabling teams to create solutions that allow them to innovate faster, lower costs, and increase agility. But first, let's examine some of the key priorities that have emerged as top-of-mind considerations for HR professionals, business leaders, and technologists alike.

- **Closing skills gaps.** As new cloud technologies continue to evolve, organizations will need their employees to develop skills to keep pace. Identifying and closing skills gaps will prove imperative to ensuring on-time product and service releases, capturing sales and growth opportunities, creating new sources of revenue, and reducing costs.

- **Investing in existing talent.** While recruiting new talent remains important, the costs, resource requirements, and time commitments of talent acquisition make it an incomplete solution for developing cloud skills at scale. Organizations are discovering greater value in upskilling their existing talent and teams through comprehensive training strategies.

- **Responding to a variety of learning needs.** As organizations seek to deepen cloud skills across their teams, they strive to provide new training methods to reach a wide range of skill levels, roles, and learning preferences.

[1] "IDC FutureScape: Worldwide Future of Work 2023 Predictions," IDC doc # US48711022, December 2022

40%

Driven by skills shortages, CIOs that invest in digital adoption platforms and automated learning technologies will see a 40% increase in productivity by 2025, delivering greater speed to expertise[1]

Digital transformation starts with people

To accelerate digital transformation, organizations turn to the cloud. The cloud can lower costs, accelerate innovation, and improve organizational agility. It's the great enabler that makes impactful, sustainable transformation possible.

To realize the full benefits of the cloud and accelerate transformation, you need skilled talent across your workforce, both technical and nontechnical, and the ability to build expertise at scale.

Build a culture of learning

There are two primary ways to build cloud skills across your team and organization: 1) acquire new talent who possess the needed skills and 2) train existing talent.

A strategy focused on training your current talent actually achieves both objectives. It not only enables your existing staff with essential cloud skills, it also fosters a culture of collaboration and individual empowerment that attracts the very talent you seek to recruit.

"[Cloud skills] training is…a gamechanger in helping us get our fair share of great talent in the market," said Amy Hunold-VanGundy, former VP of talent management at Principal Financial Group. "For existing employees, training is creating the talent you can't find in the market."

A training-focused strategy can help you create a stronger recruiting pipeline, where employees who have already received cloud training help train new hires—empowering you to transform today's "new-to-cloud" recruit into tomorrow's cloud expert.

95%
of companies say having a workforce with cloud skills and knowledge is important to digital transformation[2]

"Upskilling your workforce with cloud is a win-win-win for your business, employee, and customer."

Amy Hunold-VanGundy, Former VP of Talent Management at Principal Financial Group

Empower your teams to do more in the cloud

AWS Training and Certification equips people with the cloud skills and industry-recognized credentials necessary to drive faster results, strengthen your workforce, and future-proof your organization.

AWS empowers all your people and teams to thrive in today's cloud-first world. According to an ESG survey of AWS Training and Certification participants, 89 percent of learners from nontechnical departments (such as marketing, sales, and finance) said the training helped them drive innovation with cloud services. Similarly, 87 percent of learners in IT operations said the training improved their ability to innovate or develop solutions with the AWS Cloud.[3]

As the world shifts to remote and hybrid workforce models as demand for cloud expertise grows, people require access to training that works best for their unique needs. That is why the cloud experts at AWS created **AWS Skill Builder**, an online learning center that makes it easy for all learners—including those in nontechnical roles—to build cloud skills their way.

[3] "Training and Certification Help Learners Thrive in an Increasingly Cloud-first World," ESG Research Insights Paper, January 2022

[4] "The Total Economic Impact™ of AWS Training and Certification," Forrester Consulting study commissioned by AWS, May 2022

[5] Please note that ROI is strictly related to the value of using AWS Training and Certification services and does not include the additional benefits of moving to the cloud in general

Organizations with experience using AWS Training and Certification delivered:[4*]

Return on investment (ROI)[5]

234%

Net present value

$5.83M

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Get there together with AWS Skill Builder

Now you can engage your teams with on-demand, immersive training through an **AWS Skill Builder Team subscription**. Get them out of silos and into multiplayer mode with engaging challenges, access to self-paced training, hands-on labs, and gamified learning tools. Plus, they will build confidence along with practical skills as they prepare to validate their expertise with prep courses and AWS Certification Official Practice Exams.

Team subscriptions can help you create an engaging, flexible, and scalable learning solution for your organization.

With an AWS Skill Builder Team subscription, you can:

- ✔ Assign training across your organization through an administrator dashboard

- ✔ Unlock 125+ self-paced, guided labs with no additional fees

- ✔ Incorporate game-based, experiential learning to keep training engaging and boost retention

- ✔ Create team use-case challenges

- ✔ Provide access to 600+ digital training courses

- ✔ Prepare to get your team AWS Certified

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"Our teams are able to immediately apply AWS knowledge in real-life scenarios… AWS Skill Builder Team subscription allows us to deliver structured training to ensure the scale we need to train hundreds of people with minimum oversight and resources."

Minoo Gupta, Senior Director Engineering Operations at Citrix, an AWS Software Partner

Accelerate business transformation

Unlock the value of AWS

Develop your teams' cloud expertise to help transform your business. A study by Forrester showed that AWS Training and Certification enabled teams to move applications to the cloud more efficiently, improving application migration rates by 30–50 percent.[6]

Build cloud skills at scale

Promote cloud adoption and enable a single team or thousands of learners to increase their cloud proficiency—anytime, anywhere—with comprehensive, on-demand training from the experts at AWS.

Keep pace with changing needs

As innovation keeps moving and cloud technology evolves, our training library evolves right along with it, providing additional courses and new, interactive learning experiences.

Drive capabilities critical to your organization

Assign training that will give your teams the ability to reduce complexity, innovate on AWS, and prepare to meet demands specific to your business. Built-in reports provide visibility of training progress.

When top-performing businesses invested in comprehensive cloud training, they saw

21.7%

more on-time cloud project completion rates[7]

[6] "The Total Economic Impact™ of AWS Training and Certification," Forrester Consulting study commissioned by AWS, May 2022
[7] "Developing Cloud Skills Within Your Workforce," Aberdeen, January 2021

Engage your teams, their way

Encourage hands-on practice

Give your teams the benefit of hands-on experience they can apply right away. With **AWS Builder Labs**, they will develop practical skills with common cloud scenarios in an **AWS Management Console** sandbox, without risk of disruptions or unanticipated expenses.

Promote shared learning

Offer your leaders a new way to share knowledge and build teamwork with **AWS Jam**. Build problem-solving skills as a team with open-ended cloud challenges, fostering shared learning, creativity, and trust.

Provide role-based interactive training

Help your employees develop expertise with **AWS Cloud Quest**. Assign training based on roles, and your teams can jump into the game to learn and apply practical cloud skills that help the citizens of a virtual, in-game city.

Deepen industry expertise

Build industry solutions in an engaging, game-based learning experience. With **AWS Industry Quest**, teams practice creating advanced solutions for common use cases within their industry with guided solution-building assignments.

"AWS Cloud Quest is a fun way to learn cloud for anyone in the company, not just technical employees. And to deepen our skills, AWS Jam leverages social learning via team-based challenges and competitions that we can customize for our teams' needs."

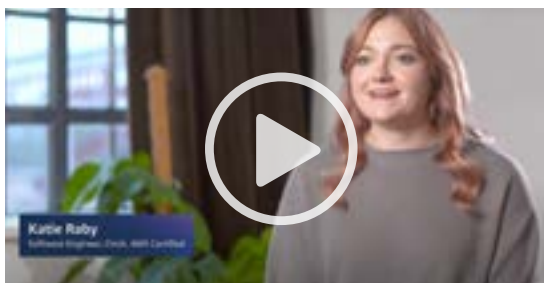Dorothee Garth, Director of Technology Operations at Zalora Group

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Empower teams to achieve their goals

Build problem-solving skills

Help your employees keep up with the speed of innovation with interactive learning experiences and hands-on training that help increase retention. IDC states that the use of high-quality labs after a course is complete to refresh skills or to experience unfamiliar situations can dramatically increase retention and IT professional competence and provide learners with the chance of testing their skills on a safe environment before applying these at work.[8]

Increase productivity with AWS Certification

Ninety percent of IT leaders have said that employing AWS Certified staff has made their cloud teams more productive.[9] Plus, they can get ready to validate their new skills with prep courses and AWS Certification Official Practice Exams, which have the same question style, depth, rigor, and scoring as our AWS Certification exams.

Organizations with experience using AWS Training and Certification delivered:[10]*

Higher knowledge retention

10–35%

Increased cloud innovation

88%

[8] "IDC MarketScape U.S. IT Training Services 2023 Vendor Assessment," IDC doc # US49624923, March 2023

[9] "Understanding the Value of AWS Training and Certification to AWS Partner Organizations," ESG Research Insights Paper commissioned by AWS, September 2021

[10] "The Total Economic Impact™ of AWS Training and Certification," Forrester Consulting study commissioned by AWS, May 2022

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Delivering for customers through training: How Cisco did it

Cisco helps customers around the world optimize cloud strategy by bringing together networking, security, analytics, and management. Because of the global, hybrid, and distributed nature of Cisco's employee and partner network, the company needed a learning curriculum that could be easily and conveniently accessed. The curriculum also had to serve a range of learning needs across experience levels, geographic location, and cultural considerations.

Cisco partnered with AWS Training and Certification to build an agile training program that combined instructor-led classes and the **AWS Skill Builder Team subscription**. The goal was to help its employees and partners build critical cloud skills. As of 2022, over 1,600 Cisco employees have achieved AWS Certifications, and thousands more have received AWS Training including 7,000 in engineering alone.

Read the full story ›

"The digital, self-paced training offered in AWS Skill Builder gives our employees what they need, when they need it, to beef up their toolboxes and skills to meet our customers' needs."

Rona Spiegel, Director of Cloud Governance & Operations at Cisco, an AWS Hardware & Software Partner

Ideal for AWS Partners

The AWS Partner Network is a global community of more than 100,000 organizations across more than 150 countries. The Partner Network leverages AWS programs, expertise, and resources to build, market, and sell AWS services and offerings.

AWS Partners value continuous learning because they have seen AWS trained employees deliver an optimal client experience, and "unlock new revenue streams by creating new offerings or entering new spaces in their market."[11]

Keep your team skilled up

AWS Partners can use the administrative features in AWS Skill Builder to assign training to cohorts and track progress to ensure their teams are ready to deliver an innovative solution with new ideas on products, services, and more for their clients—before a customer engagement begins.

Customers value AWS Certification

In a recent research study, 81 percent of AWS Partners reported that their customers care that Partner staff are AWS Certified.[12] The **AWS Skill Builder Team subscription** allows you to adopt a digital-first strategy to build cloud skills at scale to meet customer demand, grow profitability and revenue, and enable employees to meet their personal and professional goals with AWS Certification.

> "With Skill Builder, our product teams have been able to, just in time, at their own pace, as needed, identify and access learning no matter where they are, at any point in time, to be able to try out something new. And it has created a real culture of learning at Cisco."

Rona Spiegel, Director of Cloud Governance & Operations at Cisco, an AWS Hardware & Software Partner

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[11] "The Total Economic Impact™ of AWS Partner Training and Certification," Forrester Consulting study commissioned by AWS, November 2022
[12] "Understanding the Value of AWS Training and Certifications to AWS Partner Organizations," ESG Research Insights Paper commissioned by AWS, September 2021

Cloud training resources for business leaders

Achieving meaningful cloud adoption requires a training strategy that engages and excites technical and nontechnical staff. **AWS Skill Builder Team subscription** makes this goal more attainable than ever.

Accelerate business transformation and make your cloud investment count with training that spans cloud strategy development, managing cloud costs and more.

Migrate with confidence

Explore these resources to learn how you can achieve faster, more impactful results throughout every phase of cloud migration—and boldly pursue whatever future you aspire to in the cloud.

Get started ›

Explore our digital transformation center

Tap into the latest research, AWS guidance, and industry leader cloud experience with these curated executive resources. Discover videos, eBooks, articles, and case studies from AWS and third-party researchers—and start building digital transformation at scale.

Get started ›

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Ready to drive innovation?

The AWS Cloud offers endless possibilities for innovation, and your employees' expertise is critical to unlocking its full potential. With an **AWS Skill Builder Team subscription**, your teams gain unlimited access to digital courses, team challenges, and role-based interactive training to develop and refine their cloud skills. Invest in your team's development to drive growth and lead in your digital transformation journey.

Get started today ›

Contact us for a consultation ›

*Total Economic Impact™ (TEI) is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.