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A Guide to Growing Your Business with AWS Training

Increase scale and speed-to-market with high-performing cloud teams

In this eBook, we'll cover:

- Five key trends in cloud training for 2022
- Innovative cloud training options
- New ways to engage your teams
- How SMBs are thriving with help from AWS Training and Certification

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Why training should be a pillar of your cloud strategy

While it has always been important for your teams to build the technical skills to succeed, five factors make it even more critical in 2022:

- **Speed of innovation**. The days of only one or two major technology releases or inventions per year are long gone. In the past year alone, AWS has released more than 200 new services. Training enables your team to understand the innovations that can impact your business.

- **Talent shortages**. The "Great Resignation" has made it difficult for companies to recruit and retain the technical talent they need. By extension, these staff shortages can overburden existing teams and further impact retention. Providing advanced cloud training can improve both retention and recruitment.

- **Increased value of training**. Hiring alone won't solve all your staffing needs. Creating a culture of continuous learning not only benefits your employees—it also drives better business outcomes. By investing in cloud training, you empower your teams to deliver better results for your customers.

4.5%
increase in resignations among the tech sector

1.8M
tech jobs unfilled by 2022

85%
of decision-makers report cloud skills shortages[1]

[1] 451 Research, Accelerating Cloud Outcomes Through Comprehensive Skills Enablement, 2021.

Explore the trends impacting cloud strategies

- **Heightened customer expectations**. During the COVID-19 pandemic, customers' demand for innovation, speed, and convenience has only increased. Accordingly, research shows that 87% of organizations have accelerated their pace of digital adoption.[2]

- **Increased competition**. With advanced technology like machine learning (ML) widely available, established competitors and smaller disruptors have the tools to innovate faster and gain a competitive advantage.

"By upskilling our team on AWS, we're able to iterate faster. Our engineering team is quickly able to release new features, gather insightful user feedback, and refine our user interface to enhance the customer experience. This cycle of rapid innovation provides a tremendous boost to our clients and the industries they operate. Deployment times have been reduced by four times. We've also reduced our Recovery Time Objective by approximately five times while achieving data and system resilience.

– Nasser Chanda, CEO, Paymerang

Types of AWS Training

Building cloud skills should be simple, cost-effective, and fast. We'll help you build a custom program, or you can mix and match our free and flexible offerings like:

- **500+ on-demand, free digital courses**
- **Live public training classes**
- **Private classroom training (virtual or on site)**
- **AWS Labs for hands-on practice**
- **Individual and team-based challenges and games**
- **12 certifications at the Foundational, Associate, Professional, and Specialty level**
- **In-person and virtual training events**

AWS Learning Needs Analysis

Identify your organization's cloud skills gaps with the free AWS Learning Needs Analysis self-assessment tool. Your employees simply complete a survey from any device, and an AWS expert will review the survey results to identify any areas of need. Next, you'll receive a cost-effective training and certification plan that's designed specifically for your organization.

Learn more ›

New, innovative ways to build AWS expertise

AWS Cloud training looks different in 2022. Here are some new ways to help your teams advance their AWS skills.

Accessibility

AWS Training is available in 16 languages—and growing. AWS Certifications are now available in 10 languages.

Flexibility

Your team members learn best in their own unique ways. That's why we launched AWS Skill Builder, an online learning center designed with the flexibility to support learners of all backgrounds and experience levels.

Choice

Your team can access 500+ courses with role-based and solution-centric learning plans to build the AWS skills they need to succeed.

Certifications

The AWS Certified SysOps Administrator – Associate exam includes exam labs that allow your team to showcase their skills by building real-world solutions.

SAP on AWS

The new SAP on AWS Specialty Certification provides your teams with a path to validate their skills in mission-critical SAP environments.

AWS Jam events

AWS Jam events allow your teams to simulate real-world situations and solve challenges together. These can be standalone events or combined with instructor-led courses.

Role-based learning

AWS Cloud Quest is an immersive role-based game that helps your teams develop practical AWS skills through learning activities, collaborative challenges, and practice with AWS services.

How moots technology did it

Australia-based **moots technology** (moots) helps companies solve day-to-day operational challenges by designing software for time sheet solutions and calendar systems. The company realized it could improve both the security and efficiency of its solutions by migrating to AWS.

To help the team strengthen its cloud knowledge, the company enrolled them in **AWS Training and Certification**. On the path to AWS Certification, the team learned the **AWS Well-Architected Framework**, which describes the key concepts, design principles, and architectural best practices for designing and running solutions in the cloud. By implementing best practices, the team immediately reduced high-risk issues by 25% and medium-risk issues by 27%.

Read the full story ›

"With the help of AWS Training and Certification, our team gained a better understanding of AWS architecture designs, best practices, and design patterns. Without the training, finding a starting point would have been quite challenging."

– Oliver Bischof, Managing Director, moots

How 123RF did it

Digital stock agency **123RF Technology** manages a library of more than 170 million stock images, photos, vectors, videos, and music files from over 300,000 contributors. As 123RF grew its business, it constantly hit limits with its on-premises storage and decided to migrate to the AWS Cloud for more scalable capacity.

After identifying gaps in AWS knowledge, the company decided to work with **AWS Training and Certification** to accelerate the migration. By gaining the insight and confidence to explore different AWS services, the development team accelerated its migration process by 35%. The team is also driving a move to microservices for increased performance and agility.

Read the full story ›

"It's been a dream of ours to get our developers to not only code but also manage infrastructure. Now that they have a strong grasp on multiple AWS services, we can accelerate the migration process by
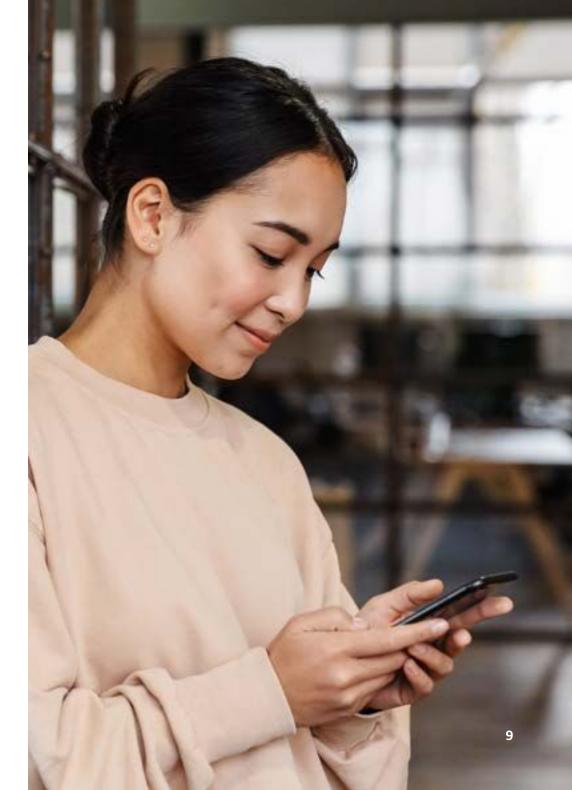
35%.

– Phoebe Liew, CTO, 123RF

How Huuuge Games did it

Mobile gaming company **Huuuge** had been using AWS solutions since its inception, but the company realized it wasn't maximizing their full potential. Huuuge turned to **AWS Training and Certification** to help with three primary objectives: maximize its investment in AWS solutions, enhance the company's already diligent security posture, and upskill its staff. Huuuge was also looking for ways to recruit and retain highly skilled technical employees.

Using AWS Training and Certification, the company trained 110 people in seven months, including its entire security team. As a result, Huuuge saved money by optimizing services, provided tools for employees to streamline product development, and created programs to attract new talent to the company.

> *"Using AWS Training gave us many ways to improve and overlapped with our initiative to cut costs. We gained many different ideas that simplify our daily work."*
>
> – Marcin Safranow, IT Director, Huuuge Games

How understanding the cloud benefits your entire organization

Developing your technical teams' cloud skills is critical, but there are also benefits to training all employees—from sales, marketing, and finance to HR, senior leadership, and more.

Enhancing "cloud fluency" enables everyone to speak the same language and brings diverse perspectives that drive richer conversations and faster innovation. You can then embrace more experimentation and gain agility – without the usual costs.

Eighty-seven percent of organizations are able to fast-track their digitalization goals after investing in training, and

85%

report new cost savings.[3]

Foundational cloud training courses

Choose from AWS Cloud fundamental courses like these to help build your non-technical teams' knowledge

AWS Cloud Practitioner Essentials
This fundamental course provides team members with an overall understanding of the AWS Cloud. They'll discover the benefits of the cloud and the various solutions the AWS Cloud offers.

AWS Cloud Essentials for Business Leaders
This fundamental course explores how a cloud strategy can help your team meet their business objectives. They'll discover the customer value proposition for using the cloud across industries.

AWS Foundations: Cost Management
In this fundamental course, learn about Cloud Financial Management and how to successfully manage, optimize, and plan cloud costs. Your team will discover the six capabilities for a successful Cloud Financial Management journey.

Machine Learning Essentials for Business and Technical Decision Makers
This foundational three-course curriculum empowers business leaders and technical decision-makers with the basics about machine learning (ML) and how to shape an ML strategy for their organization.

Maximize your AWS investment

AWS Training and Certification empowers the teams across your business to keep up with the latest cloud tools—so they can be among the first to leverage these technologies.

The average ROI enterprises realize by engaging with AWS Training and Certification:[4]
- Qualitative Findings: $8.32M in benefits, $2.49M in costs, $5.83M net present value (NPV), 234% ROI over 3 years
- Filled 20% to 30% of skill hire roles by upskilling existing employees
- Increased retention of learners by 10% to 35%
- Increased innovation using cloud technologies by 88% - time to develop application proof of concept went from 10 to 1 week

According to IT leaders with AWS trained and certified staff:[5]
- 90% have seen an increase in productivity
- 91% say it drives innovation
- 87% report reduced downtime
- 85% achieve faster deployment times
- 97% say it puts their company in a better competitive position to succeed over the next three to five years

According to AWS Partner leaders:[6]
- 80% of AWS customers prefer Partner staff to be AWS Certified
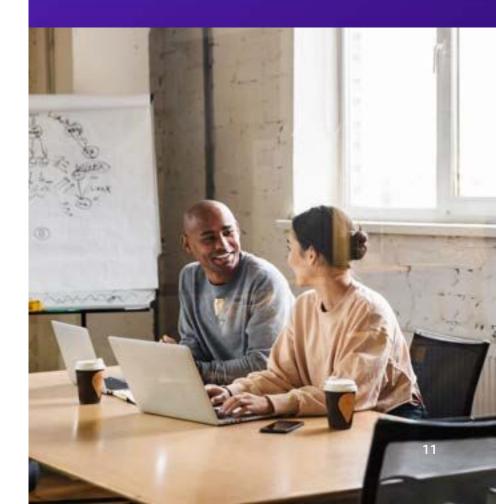- Their AWS practice averages 42% higher gross margins

AWS Training and Certification is the only training developed at the source and custom-built to meet your unique AWS Cloud goals.

"We use training as a conversation. Not a firehose of information. We aren't just certifying you. We are solving complex problems."

– AWS Training Instructor

[4] Forrester Consulting, The Total Economic Impact™ of AWS Training and Certification, commissioned by AWS, May 2022.
[5] ESG Survey Commissioned by AWS, Understanding the Value of AWS Certifications to Organizations, 2020.
[6] Enterprise Strategy Group, Skilling Up Staff with AWS Training Drives AWS Partner Success, 2021.

Work with an official AWS Training Partner

AWS Training Partners are the only trusted organizations selected by AWS based on their quality and expertise, to offer AWS-authored training developed by AWS.

Whether your team prefers to learn from live instructors, on-demand courses, or both, your AWS Training Partner can offer a breadth of AWS Training options to support your learning needs.

Contact your local AWS Training Partner (ATP) or [find an official ATP to work with›](#)

Alternatively, you can explore more about [AWS Training and Certification›](#)