



Build cloud expertise and transform your business

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



INTRODUCTION

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.

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 expertise¹

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



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 creates a culture of collaboration and individual empowerment that attracts the very talent you seek to recruit.

"Leaders understand the importance of staff retention, and fostering a culture of learning and development is key," said Alan Churley, Director of Software Engineering at CloudCall. "I believe continuous learning and personal growth are critical to an individual's career."

A training-focused strategy can help you develop 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.

² "IT Skills and Salary Report," Skillsoft, 2023



66%

of worldwide decision makers report IT skills gaps. More specifically, among over 20 IT categories, cloud computing ranks as the most difficult hiring area (30%).²

"Skills training is critical to maximize the full benefits of the cloud."

Alex Gutfreund, Head of Product and Technology Integration, The BMW Group

"We're investing in our employees to meet the demand of our customers and help us to scale and grow."

Bryan Becker, Cloud Excellence Practice Manager, CMD Solutions

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 and demand for cloud expertise grows, people require access to training that works best for their unique needs. That is why the 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 Value of a 'Full Stack' Approach to Cloud Talent Management," Enterprise Strategy Group, March 2023

Organizations that choose not to invest in training⁴:

48%

see extended
project timelines

44%

experience increased
stress levels

43%

see growth of
backlogged projects



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:

- ✓ Scale and assign training from an administrator dashboard
- ✓ Unlock 1000+ lab experiences with no additional fees
- ✓ Provide the depth of expert AWS instructor-led training - on demand
- ✓ Incorporate game-based learning to accelerate role and industry expertise
- ✓ Test, verify, practice and reinforce skills with open-ended challenges
- ✓ Access 600+ digital training courses and curated learning plans
- ✓ Prepare your team to get AWS Certified

“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 ESG showed organizations that consume more AWS Training have been able to launch 47% more products/services over 12 months.⁵

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.

⁵ "Understanding the Value of AWS Training to Organizations," ESG Research Insights Paper commissioned by AWS, January 2023.

90%

of decision-makers agree that employing AWS Trained staff is helping them innovate customer-facing offerings faster.⁵

Engage your teams, their way

Encourage hands-on experience

Give your team the freedom to build and experiment in 1000+ lab experiences, including self-paced **AWS Builder Labs**, all within a structured **AWS Management Console** environment without risk of added fees – to develop skills they can apply right away.

Promote shared learning

Accelerate cloud skills by hosting **AWS Cloud Quest Tournaments** and **AWS Jam events**. Learners develop practical cloud skills while competing virtually, fostering shared learning, creativity, and trust.

Provide game-based learning

Develop role expertise with **AWS Cloud Quest** and tackle industry use cases with **AWS Industry Quest**. Quests present real-world scenarios that accelerate cloud skills development, and include game elements that encourage continuous learning.

On-demand expert-led training

Equip your teams with on-demand, classroom-based training in a digital format with **AWS Digital Classroom**. Accelerate deep understanding of focused topic areas, with immediate access to expert instructor-led videos, hands-on labs, and course assessments.

“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



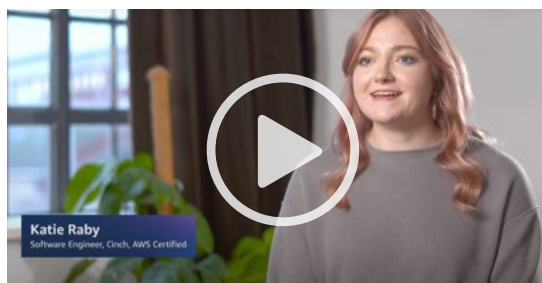
Empower teams to achieve their goals

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.⁶

Increase productivity with AWS Certification

Ninety seven percent of IT managers believe that certified staff add value to their organization. They report a boost in productivity (45 percent) and an increased ability to meet client requirements (44 percent).⁷ 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.



⁶ "IDC MarketScape U.S. IT Training Services 2023 Vendor Assessment," IDC doc # US49624923, March 2023.

⁷ "IT Skills and Salary Report," Skill Soft, 2023.

⁸ "Understanding the Value of AWS Training to Organizations," ESG Research Insights Paper commissioned by AWS, January 2023.

Among decision makers surveyed⁸:

93%

agree that employing AWS Trained staff has increased their business's confidence in executing cloud projects.

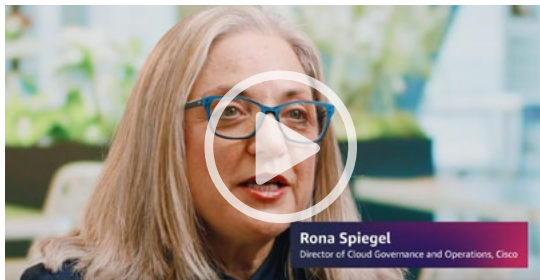
91%

agree that employing AWS Trained staff has delivered an immediate impact on successful project completion and faster project completion.

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 it correlates with top and bottom line growth, achieving better customer outcomes, and future-proofing their workforce.

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

Customers have an expectation of constant learning and progression from their partners. Partners who are most successful with customers are consistently updating their specializations and certifications. In fact, 74 percent of customers review the number of cloud certifications held by their channel partners at least twice a year.⁹ 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.

⁹ "The AWS Partner Opportunity: How cloud customers select and differentiate their partners," Canalis, November 2023



“We’re investing in our employees to meet the demand of our customers and help us to scale and grow. The robust training program that we built with AWS Training and Certification was a central part of achieving that.”

Bryan Becker, Cloud Excellence Practice Manager, CMD Solutions, an AWS Services Partner



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.

Drive performance at scale

Build your teams' skills and confidence so they can deliver great solutions for your customers. Achieve your bottom-line goals while empowering people to grow and thrive in your organization.

[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 >](#)



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 ›](#)

