



Empower your team with the skills to put data to work

Make better, faster decisions and accelerate data-driven innovation

In collaboration with



Maximize the value of data

Data is the fuel powering digital transformation. As data volumes grow exponentially, organizations must leverage data to unlock actionable insights and drive sustained innovation. This requires people with the proper skills to build, implement, and scale modern end-to-end data strategies that are:

1 Comprehensive

A holistic set of tools for any data use case

Amazon Web Services (AWS) provides the broadest and deepest set of data capabilities to give you the optimal price/performance for any data workload or use case

2 Integrated

Easily connect all data

AWS is investing in a zero-ETL future so you can quickly and easily connect to and act on all data, no matter where it lives

3 Governed

End-to-end data management

AWS provides comprehensive data governance so you can free your teams to move quickly, securely, and confidently

Accelerate data-driven innovation

Common roadblocks to a data-driven culture include data silos, lack of data literacy across teams, and an inability to quickly operationalize insights. AWS enables you to overcome these challenges by making data easily accessible and usable. Combined with **AWS Training and Certification**, you can accelerate the development of critical data skills to maximize the value of data.



8 essential data-driven solution areas

Organizations that leverage data to deliver innovative customer experiences are achieving a wide range of positive business results. AWS empowers you to make faster, better decisions with data through its comprehensive, integrated, and well-governed system. Consider these eight key use cases for data:

1 Customer experience enhancement

Improve customer experience with increased visibility into the customer journey: Connect customer data across all touchpoints to understand your customers better and offer hyper-personalized experiences.

- Create a unified customer profile with customer data platforms (CDPs)
- Enrich customer profiles with third-party data partnerships
- Offer personalized customer experiences

2 Supply chain transformation

Improve supply chain visibility, automation, and resilience with data. Increase visibility into the entire supply chain to improve the accuracy of demand forecasting, enhance warehouse logistics, and mitigate risks. End-to-end visibility simplifies demand planning and forecasting while transforming supply chain resiliency and sustainability.

- End-to-end visibility
- Improve demand planning and forecasting
- Supply chain resiliency and sustainability

3 Data-driven decision making

Make better, faster decisions with data: Break down silos, improve data proficiency, and empower business users to make informed decisions with data easily.

- Break down data silos
- Democratize access to data and insights
- Build a data-driven culture

4 Application modernization

Innovate faster with applications that evolve with your customers' needs. Develop scalable and flexible applications that meet customer demand now and in the future.

- Build application infrastructure for modern apps
- Add intelligence to applications
- Enable new use cases with low-code solutions

5 Cost optimization

Optimize the operational costs of putting data to work: Break free from legacy systems and move to purpose-built data services to store, manage, and analyze data at scale.

- Optimize the cost of information infrastructure at scale
- Optimize the cost of data integration
- Use analytics, artificial intelligence (AI), and machine learning (ML) to uncover cost-saving opportunities

6 Fraud and risk reduction

Mitigate risks by proactively detecting and preventing risk: Find and stop potentially fraudulent activities to protect your organization and your customers.

- Detect fraud patterns
- Identify and prevent suspicious online activity

7 Data monetization

Discover new revenue streams and frontlines: Use data and AI to monetize data and discover new revenue streams while enhancing customer experiences.

- Drive audience engagement
- Use analytics, AI, and ML to uncover new advertising opportunities
- Data as a product or data commercialization

8 Generative AI

Innovate with generative AI: Put data to work to enable generative AI use cases that increase productivity and reduce overhead.

- Generate marketing and sales content
- Employee and developer productivity
- Customer operations and chatbots

To stay competitive, organizations rely on data for meaningful insights

According to Gartner research, less than half (44%) of data and analytics teams provide value to their organizations.¹ Clearly, turning data into insights has its challenges. The influx of structured and unstructured data generated by mobile, Internet of Things (IoT), social media, and other technologies is requiring many organizations to rethink their data management strategies.

The cloud makes it easier and more affordable for businesses to store their relevant data because it eliminates the need for equipment updates, manual monitoring, and management while also reducing electricity costs. AWS optimizes these benefits to drive innovation and boost overall data efficacy.

¹ Gartner, *Gartner Survey Reveals Less Than Half of Data and Analytics Teams Effectively Provide Value to the Organization*, 2023. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

² Enterprise Strategy Group, *Understanding the Value of AWS Training to Organizations*, 2023.

Manage controls while accelerating innovation

From internal security requirements to regulatory compliance, establishing the right governance is critical. Learn how to get the most out of the AWS fine-grained controls, catalogs, and metadata within services like **AWS Glue** and **AWS Lake Formation**.

Balancing control and access drives innovation because the right people can quickly locate and share data when they need to. Learn how to establish this balance across your organization with data and analytics training like *Building Data Lakes on AWS*. In general, 90% of decision makers agree that having staff that has taken AWS Training has significantly accelerated product and service innovation.²



Skilled teams make data work harder

The power of data is undeniable—but it takes people to unlock its potential. That helps explain why creating a data-driven organization is easier said than done. Research from the Harvard Business Review indicates that just 23% of executives reported that their companies had created a data-driven organization, down from 31% four years ago.³ Even companies that have achieved data-driven capabilities struggle with day-to-day data governance, quality, and integration. Becoming truly data-driven is an ongoing journey marked by a willingness to learn, experiment, and innovate.

Success requires individuals who can build the right skills to access data, understand its complexities, and activate it to drive business outcomes. But there's a significant skills gap holding companies back. Research shows that finding talent with AI and big data skills is difficult, with companies ranking those areas as third among their skills training priorities over the next five years.⁴

AWS Training and Certification helps you close the cloud skills gaps, allowing you to maximize the business value of data. We will help you put the right training strategies and programs in place to spur skills development, spread data fluency, and ultimately fulfill the promise of data-driven transformation—all by investing in your most important resource: your people.



³ Forbes, *Building A Data-Driven Organization*, 2023

⁴ Skillsoft, *IT Skills & Salary Report*, 2023

FORTINET

“The overarching value of AWS Training and Certification is that it gives an employee a much more rounded view of the customer outcome, how they are using the cloud and transforming their business.”

Marty Hess, Regional VP, Cloud Alliances & Ecosystem Strategy, Fortinet, an AWS Partner





“Each time I get someone trained on AWS, 6 months later, they’re out there contributing ideas for the greater good, helping with the transformation of the IT landscape.”

Frédéric Poncin, Head of Cloud Center of Excellence, ENGIE

Among decision makers in organizations with AWS-trained staff:²

93% said employing AWS-trained staff increased the business’ confidence in its staff’s ability to skillfully execute projects on AWS.

91% said employing AWS-trained staff has delivered an immediate impact on successful project completion and faster project completion.

92% said they feel more confident about candidates who have already taken AWS Training when evaluating prospective hires.

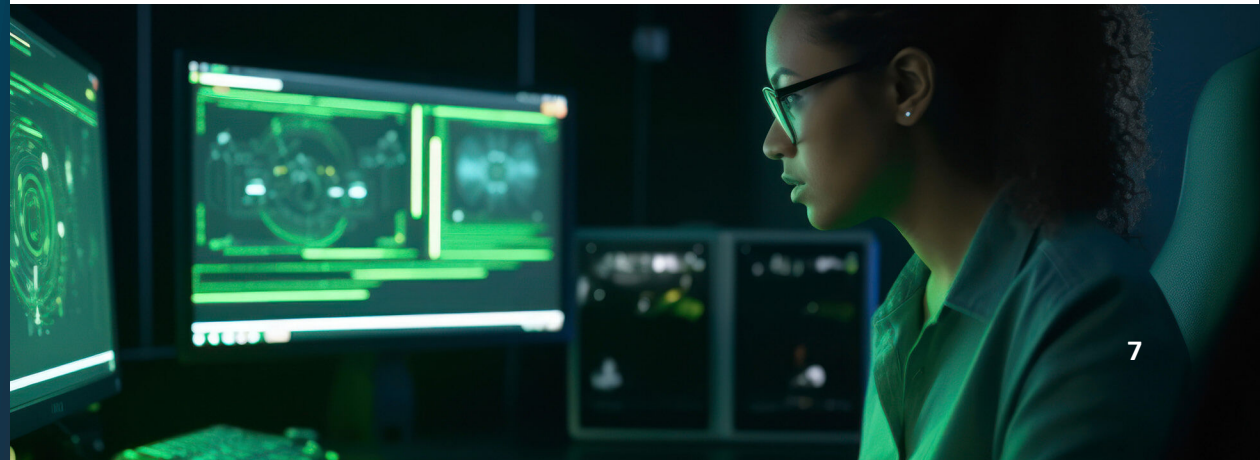


Supporting a data-driven mindset

Develop the talent you have and attract the talent you need

Partnering with AWS Training and Certification helps your organization develop a culture of continuous learning, which can aid in your talent recruitment and development efforts. Top recruits may be enticed by your investment and commitment to skills development, and current employees will feel empowered by new opportunities.

In an Enterprise Strategy Group survey, 92% of decision makers said AWS Training helped close their skills gap.² AWS Training and Certification is a key differentiator in reducing the time required to hire and onboard talent and enabling organizations to complete cloud projects faster. Workforce training with data skill sets may be the best multiplier investment to deliver data-driven innovation for your business.



Ideal for AWS Partners

The **AWS Partner Network** is a global community of over 130,000 organizations across more than 200 countries. Together, AWS and Partners provide innovative solutions, solve technical challenges, win deals, and deliver greater customer value. 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 Data and Analytics Competency Partners have demonstrated success in helping customers evaluate and use the tools and best practices for collecting, storing, governing, and analyzing data at any scale by enabling their teams to develop critical data and analytics skills.

Customers value AWS Certification

Customers have an expectation of continual learning and progression from their partners. Partners who are most successful with customers are consistently updating their specializations and certifications. In fact, 74% of customers review the number of cloud certifications held by their channel partners at least twice a year.⁵



⁵ Canalsy, *The AWS Partner Opportunity: How cloud customers select and differentiate their partners*, 2023

CGI

“AWS Training has been really effective at helping us drive business outcomes. And, what that has allowed us to do is help customers get the benefits from AWS faster.”

Rob Nash, VP Consulting Services, CGI,
an AWS Partner



Data training how, when, and where you need it

Equip your teams with the skills to rapidly integrate, analyze, and activate data-driven insights across your business. Provide individuals with access to over 200 digital and classroom trainings across more than 30 data services available in over 200 countries and more than 15 languages designed at the source by AWS experts. Select from role-based or solution-focused training on databases, ML, analytics, and more. **AWS Discovery Days** provide an introduction to cloud concepts, offering the only AWS-authored training to help your organization develop the AWS knowledge and skills you need to achieve your business goals.

Data Analytics Fundamentals on AWS

Learn about the process for planning data analysis solutions and the various data analytic processes that are involved. Explore five key factors that indicate the need for specific AWS services in collecting, processing, analyzing, and presenting your data.

Understand Your Customers with a Modern Data Strategy

An introduction to the AWS services needed to build an end-to-end data solution. Discover how to store, access, transform, analyze, and predict so you can put your data to work to make better, more informed decisions, respond faster, and uncover new opportunities.

Why Purpose-built Databases?

Learn about the need for using purpose-built databases and the various database offerings provided by AWS. Learners will also be presented with an activity on identifying the right AWS purpose-built database for hypothetical use cases.

[Explore free introductory training ›](#)

Intermediate-level classroom courses

ANALYTICS

AWS Well-Architected Best Practices

Learn how the AWS Well-Architected framework provides a consistent approach to evaluate architectures and implement infrastructure designs.

Practical Data Science with Amazon SageMaker

Spend a day in the life of a data scientist and learn the process they use to develop ML solutions on AWS with Amazon SageMaker.

Building Data Lakes on AWS

Learn how to build an operational data lake that supports the analysis of both structured and unstructured data.

Building Data Analytics solutions Using Amazon Redshift

Take a deep dive into the Amazon Redshift service and learn the current thinking in building and operating data analytics pipelines to turn data into insights.

Building Batch Data Analytics

Learn how building batch data analytics solutions using Amazon EMR enables you to operate and scale big data environments by automating time-consuming tasks.

Building Data Streaming Analytics Solutions on AWS

Learn how to scale streaming applications using Amazon Kinesis, optimize data storage, select, and deploy appropriate options to ingest, transform, store, and analyze data, and more.

DATABASES

Planning and Designing Databases

Learn to identify and design the most suitable AWS database solutions to modernize your data infrastructure with fully managed, purpose-built databases.

Build Modern Applications with AWS NoSQL Database

In this course, learn to use AWS purpose-built databases to build a typical modern application with diverse access patterns and real-time scaling needs.

[Find a class today ›](#)

Go deep with immersive, interactive training

Unlock your team's full potential with interactive, hands-on training they can apply immediately. Choose from a vast catalog of gamified training, self-paced labs, digital classroom courses, and more. Whether you're looking to modernize, optimize performance and costs, or accelerate innovation, our curriculum provides the breadth and depth to take your team's data skills to the next level.

AWS Cloud Quest: Data Analytics

AWS Cloud Quest is a role-play learning game that helps you develop practical skills through interactive learning and hands-on activities using AWS services. You will work with scalable data lakes, data warehousing, big data analytics, and more focused on modern data architecture and AWS analytics services. Complete all your assignments to earn your digital badge.

AWS Builder Labs: A Day in the Life of a Data Engineer

AWS Builder Labs guide learners through interactive exercises with step-by-step instructions in **AWS Management Console**. In this lab, you will step into the shoes of a data engineer and explore various managed options for analytics and data movement on AWS. You will explore architecture patterns, performance and cost optimizations, and security best practices.



Validate your team's learning with AWS Certification

Upskill or reskill your team by building expertise in data and analytics. AWS offers a recommended path to build your team's data expertise based on their experience and knowledge levels. Your team can review the experience and knowledge level required for each of the certifications and determine where they should start and proceed. The certifications (listed here in order of progression) are recommendations to guide you but are not a requirement:

1. AWS Certified Solutions Architect – Associate

Validate your staff's knowledge and skills in AWS technology across a wide range of AWS services. The focus of this certification is on the design of cost- and performance-optimized solutions, demonstrating a strong understanding of the **AWS Well-Architected Framework**. This exam does not require deep hands-on coding experience, although familiarity with basic programming concepts would be an advantage. This certification is a great starting point for those with on-premises IT experience who may be new to the AWS Cloud.

2. AWS Certified Data Engineer – Associate

Validate your staff's knowledge and skills in core data-related AWS services and their ability to implement data pipelines, monitor and troubleshoot issues, and optimize cost and performance in accordance with best practices. This certification is intended for those interested in using AWS technology to transform data for analysis and actionable insights.

3. AWS Certified Security – Specialty

This certification validates expertise in creating and implementing security solutions in the AWS Cloud. It showcases your team's understanding of specialized data classifications, AWS data protection mechanisms, data encryption methods, and AWS mechanisms to implement them.

“Everyone, from our partners to our technical architects, has worked with these programs to become certified. This adds credibility in our conversations, in our solutions, and in guiding our clients through their journeys.”

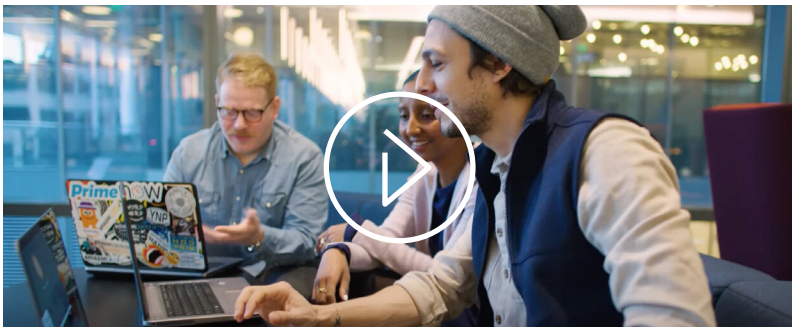
Mahmoud Elmashni, Global Managing Partner of AWS, IBM Consulting

Deepen expertise with an AWS Skill Builder Individual subscription

Get unlimited access to our online learning center with an **AWS Skill Builder Individual subscription**. Access over 600 digital courses, exclusive hands-on labs, exam prep courses, practice exams, role-based games, and challenges to enhance the learning experience.

- Self-paced labs with **AWS Builder Labs**
- Game-based learning with **AWS Cloud Quest** and **AWS Industry Quest**
- Use case challenges with **AWS Jam**
- Exam preparation for **AWS Certification**

[Watch now and learn more about AWS Skill Builder >](#)



“AWS Skill Builder became my go-to resource that helped me learn, validate my AWS skills, and put them into practice. Practice labs, exam readiness courses, and sample exams made my preparation for certification a lot easier—I achieved my Cloud Practitioner and Solutions Architect – Associate certifications in three months!”

Ntekaniwa Paul, Network & Technical Support Engineer, Beem



Accelerate transformation with the AWS Skill Builder Team subscription

An **AWS Skill Builder Team subscription** helps organizations accelerate the cloud transformation by providing diverse learning experiences that meet individual training preferences. Whether your team is just starting its cloud journey or already diving into specialized skills, unlock the value of AWS by setting team goals, learning together, and developing hands-on, real-world capabilities. Deepen your team's expertise and create a culture of learning that drives innovation at scale.

An AWS Skill Builder Team subscription provides unlimited access to all learning experiences within an Individual subscription, plus:

- An administrative dashboard to assign training and track progress
- The ability to create team challenges to foster shared learning and friendly competition
- The flexibility to scale and add learners as training needs evolve
- Comprehensive reporting to gain visibility into training needs and progress across your organization
- Access through single sign-on (SSO) (optional)



Invest in your teams with AWS Training and Certification

Technology makes innovation possible, but it's people who make it happen. Equip your teams with the expertise to build, run, and scale applications efficiently, rapidly, and reliably in the cloud. As data becomes central to digital transformation, now is the time to invest in your workforce's data skills.

Leverage expert guidance to maximize your customer's cloud investment and achieve your goals. The free **AWS Learning Needs Analysis** (LNA) aligns training to your business objectives by identifying skills gaps. An AWS expert will review the results and create a targeted, cost-effective training and certification plan tailored to your organization and employee needs.

Empower your teams with access to over 200 digital, virtual, or in-person classroom courses on data, analytics, and databases built by AWS experts. With robust data and analytics skills, your team will unlock customer and business insights and drive sustained innovation.

[Explore free introductory training ›](#)

[Find a class ›](#)

[Connect with an AWS Training expert to get started ›](#)

Fast Lane is trusted by AWS to offer and deliver official AWS Training, including classroom and digital courses authored by AWS. As an AWS Training Partner, we continually meet or exceed rigorous criteria to maintain our status.

Based on your needs, we can offer a mix of digital and classroom training solutions, including private deliveries from an AWS Authorized Instructor for your team. As your team's needs and technologies evolve over time, we'll continue to offer you the latest AWS Training.

