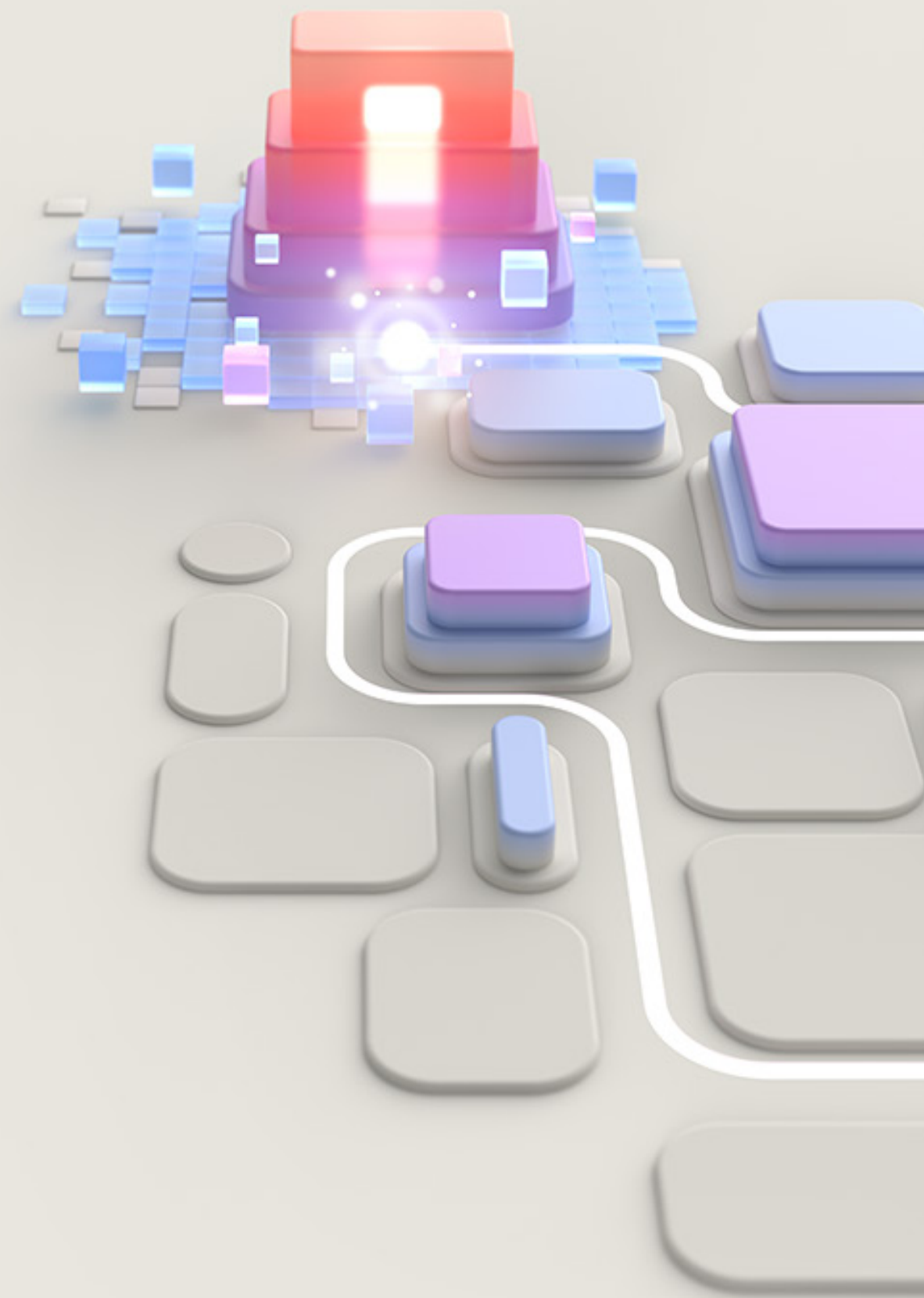





MICROSOFT CERTIFICATIONS DATA SHEET

# Ten reasons to earn a Microsoft Certification





In your career as a technology professional, you're privy to changes coming in waves – an enhancement here, an improvement there, and suddenly a whole new solution appears right when you've finally grasped the last new solution. It's relentless. And in order to stay competitive in the industry, your employers and clients rely on you to stay ahead of the tech curve. Maybe they look to you when they evaluate a move to the cloud, or maybe they bring you a problem and point to an existing tech stack for solutions you may or may not be able to create. Whatever the scenario, you can be sure that the skills you bring to the table are critical on many levels. For instance, achieving tech intensity is the ability to use existing tech capabilities to create new capabilities – and it's this type of job skill that comes back to you and your powerful team time and again. Since the success of any organization depends on whether tech intensity is achieved, training and certifications become even more important, especially right now.

## Who you learn from matters

Many companies offer training and certifications, which can make choosing the right one confusing. Technology analysts recommend choosing a certification program from “a significant provider of IT infrastructure,” or a certification program that is an “industry standard.”<sup>1</sup> Microsoft checks all the marks. Microsoft training and certifications can prepare you for the roles that employers are looking to fill. Here are ten ways earning a Microsoft Certification can benefit you and your career.

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1 IDC white paper, sponsored by Microsoft, [“Business Value of Digital Transformation and the Contribution of a Growth Mindset in IT,”](#) May 2020.

# 10 THINGS YOU GET FROM HOLDING MICROSOFT CERTIFICATIONS

## 1. Recognition from an industry leader

Businesses rely on Microsoft technologies and services to keep mission-critical applications and processes up and running. In fact, more than half of IT decision-makers worldwide say they expect their organization to invest in Microsoft technology this year.<sup>2</sup> That means there is a high demand for professionals skilled in Microsoft technologies, and a Microsoft Certification validates your ability to perform in a modern digital business.

## 2. A solid foundation

Microsoft has created three types of certifications, each one to validate different aspects of how you use technology to solve business problems. Fundamentals certifications build and validate your understanding of technologies that businesses use. The combination of conceptual principles and applied learning lay the foundation for the deeper, role-based learning paths and certifications offered by Microsoft. They start with building the foundational skills professionals need, then provide an avenue to deeper technical skills required to perform industry roles and are kept up-to-date based on market and industry demands. To learn more, check out the [current certification portfolio](#) Microsoft offers.

## 3. The job you've always wanted

When it comes to landing a job, getting your resume on top of the pile is the first step. Sixty percent of IT hiring managers stated that applications with IT certifications are significantly more likely to be reviewed. While 56 percent of candidates who earned IT certifications increased their chances of advancing and being promoted in their current roles, by acquiring new skills and knowledge.<sup>3</sup> Adding a Microsoft Certification to your resume can make you stand out and give you the edge you need to get your next job or even a new career. With a Microsoft Certification you validate your skills and ability, and showcase your energy and commitment to embrace learning new technologies.

## 4. Higher earnings

Want a bigger paycheck? About 28 percent of technical professionals say getting certified led to salary or wage increases, and 216 percent report job promotions.<sup>4</sup> And certified IT professionals get promoted more than 50 percent faster than non-certified IT professionals.<sup>5</sup> Tech certifications increase the rate of promotions and over time, this adds up to big dividends for your career.

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<sup>2</sup> Global Knowledge, "2020 GK Skills and Salary Report," 2020.

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<sup>3</sup> Pearson VUE, "2021 Value of IT Certification," 2021.

<sup>4</sup> Pearson VUE, "2021 Value of IT Certification," 2021.

<sup>5</sup> Pearson VUE, "2021 Value of IT Certification," 2021.

## 5. Highly desirable new skills

Research shows that IT professionals who have achieved a relevant technical certification are more likely to believe that dedication, hard work, and willingness to use new tools can lead them to technology competency. And this is what's called having a "growth mindset." Technical professionals with a growth mindset put energy into learning and using new skills that can benefit their employers and fill crucial skills gaps. Ninety-one percent of certified technical professionals believe that the effort put into acquiring new skills strongly contributes to their digital transformation success. Technical professionals who are certified are consistently more likely to believe they can learn difficult skills.<sup>6</sup> This approach gives you resiliency and value in a rapidly-evolving market.

## 6. A new career path, if you want one

If you want to, take your career in a new and specific direction with Microsoft Certifications on your resume. Role-based certifications give you a professional edge by providing globally recognized, industry-endorsed evidence of skills mastery, demonstrating abilities and willingness to embrace new technologies in a digital world. For example, Microsoft Certifications can be your ticket to the growing cloud market. Microsoft Azure alone accounts for 17 percent of the worldwide cloud market – and continues to expand on the fast-track.<sup>7</sup> With role-based certifications from Microsoft, more attractive and exciting careers are open to you.

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<sup>6</sup> IDC whitepaper, sponsored by Microsoft "Business Value of Digital Transformation and the Contribution of a Growth Mindset in IT," May 2020.

<sup>7</sup> Statista, "Cloud infrastructure services vendor market share worldwide from 4th quarter 2017 to 2nd quarter 2021," 2021.

## 7. Earn credibility in the cloud era

Currently, 92 percent of organizations have a cloud strategy and are embracing cloud computing.<sup>8</sup> With more and more businesses investing in cloud computing, those specific skills are in high demand. Earning a Microsoft Certification helps position you to be a part of that growth opportunity.

## 8. The endless admiration of your employer

Having a certification can help you stand out. Ninety-four percent of decision makers worldwide said certified team members provide added value that go above and beyond the cost of certification. The report continues to say that certification holders are considered to be trustworthy and capable of filling leadership roles because of their willingness to invest the time, effort, and money to obtain a certification.<sup>9</sup> Earning certifications shows your organization that you are willing to put in the extra effort to build and validate your skills.

## 9. Confidence and excitement about your career

Overall, certifications can even help with how you truly feel at your job. Ninety-one percent say their certification builds confidence. Eighty-four percent report having a greater determination to succeed professionally. And 76 percent have greater job satisfaction and are respected by their co-workers.<sup>10</sup> Earning a Microsoft Certification is an investment in yourself and your career.

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<sup>8</sup> Flexera, "State of the Cloud Report," 2021.

<sup>9</sup> Pearson VUE, "2021 Value of IT Certification," 2021.

<sup>10</sup> Pearson VUE, "2021 Value of IT Certification," 2021.

## 10. “I told you so” from your colleagues

Your peers who have put in the work to earn certifications believe the effort is worthwhile. Certified individuals have seen the benefits in their own lives and careers. More than 89 percent of certified technical professionals say they would recommend certification to a friend or colleague looking to advance their career in a tech-related field.<sup>11</sup>

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<sup>11</sup> Pearson VUE, “2021 Value of IT Certification,” 2021.

### The best part of Microsoft Certifications? Microsoft Learn and role-based training

Microsoft training does more than just build technical skills. It prepares you for roles employers need to fill. Microsoft training and certifications include problem-solving and critical thinking, as well as technical specializations, hands-on experience and practice requirements, which help you skill up for in-demand jobs. Content and assessments are kept up-to-date to meet industry demands to help you stay current. Microsoft training also helps you learn in the style that best fits your needs:

- Self-paced learning with free, interactive, hands-on, browser-based learning paths that are accessible online at any time.
- Training events that provide a combination of presentations demonstrations, discussions, and hands-on workshops.
- In-depth, customizable, instructor-led training taught by Microsoft Certified Trainers, delivered virtually or in person.

Get started today to boost your career and position yourself for growth in the long run. Visit [www.microsoft.com/certifications](https://www.microsoft.com/certifications) to learn more about the exciting opportunities ahead for you with Microsoft.

Learn More