



Role-based tech training and certifications— the secret to business success. Here's why.

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Overview

To stay competitive, companies need to adopt new technologies that drive innovations to help them better understand customers, empower employees, and optimize operations and costs. Seems simple enough. But this is a powerful move and it can only be successful if it is supported by a team properly trained to take advantage of new tech capabilities. What's more, it isn't enough just to use technology in its original form; companies are now charged with developing new capabilities from technology that's available.

For example, Switzerland-based food processing equipment supplier Bühler Industries¹ has integrated cloud-based data analysis into its grain processor equipment that detects carcinogenic toxins and saves lives using UV lighting technology. Nothing like this had ever been done before. But the company wanted an answer to their questions about toxins and worked to find a solution that would deliver that answer, combining existing technology to get there.

This—taking capabilities that grow from existing technology and building entirely new ones—is defined as “tech intensity.” Tech intensity, and the success it creates, is underwritten by a culture of learning. There is no other way for tech intensity to take root and thrive in a company. Seventy-five percent of business and technology decision makers believe that harnessing tech intensity is the most effective way to build competitive advantage today and in the future.² It follows that together, training and certification is the harness we need.

THIS WHITEPAPER REPORTS ON:

- The worldwide wave of digital transformation.
- Roles needed in a tech-intensive organization.
- How to use the talent you already have.
- Identifying the skills gap.
- Getting the training and certification you need.

¹ [One grain at a time: how Bühler is combining advanced data analysis with machine learning to tackle a global food chain problem.](#)

² Microsoft News, [“New research reveals that across industries organizations are embracing tech intensity as a key driver of competitive advantage,”](#) December 2019

Get comfortable with digital transformation

Digital transformation is showing up in companies of all sizes across the globe. Cloud spending exceeded \$97 billion for 2019, topping the \$93 billion spent in datacenter hardware and software for the first time ever.³ Spending on software, services, and connectivity for IoT solutions is also a major focus as organizations pursue the ROI and efficiency promised by digitization.⁴ The data pulled from connected IoT sensors is the foundation for a new ecosystem of automation, AI, and machine learning technologies that are driving new business. Companies are expected to invest more than \$97 billion in AI solutions alone in 2023, which is more than double the amount spent in 2019. Therefore, investing heavily in evolving technology, such as cloud infrastructure and application development, forms the building blocks of tech intensity. The demand for the next generation of automation is skyrocketing, and with it, there's a need for workers who are deeply knowledgeable about the latest technology.

Understand the roles needed in a tech-intensive organization

Today, training employees to be deeply knowledgeable about a specific product is just one piece of the puzzle. To address the fast pace of change in technology requires an understanding of the subject matter overall. For holistic training that meets the needs of the business, employers should look at the role-based skills their workforce needs to meet their business and technology goals. That way, their training and certification programs will drive department objectives, not just product knowledge.⁵

Invest in the talent you already have

As technology evolves, employers must use the talent and training resources available to build the teams that will help drive their digital transformation. The skills IT professionals need are continuously evolving as new solutions are built and deployed. The evolution of talent requires ongoing learning and development.

³ Synergy Research Group, "[The Decade's Megatrends in Numbers—Part 1](#)," January 2020.

⁴ International Data Corporation (IDC), "[Worldwide Semiannual Internet of Things Spending Guide](#)," June 2020.

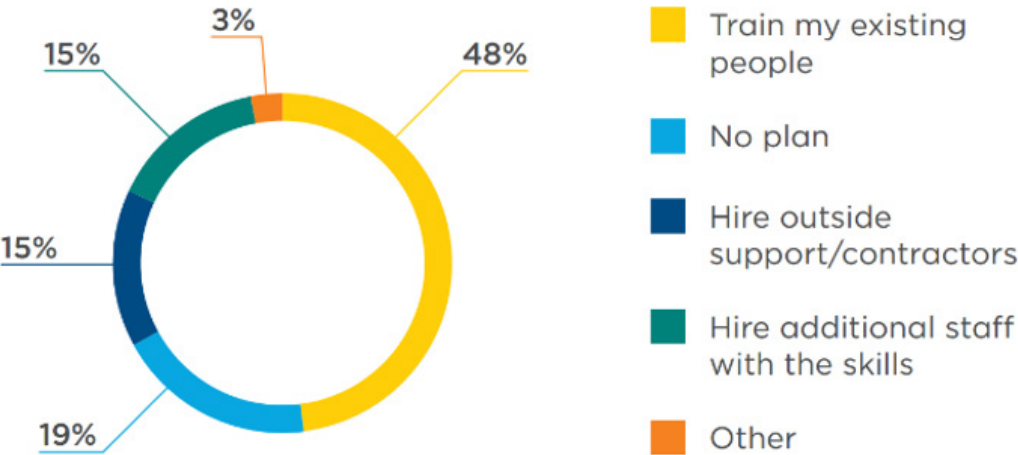
⁵ IDC white paper, sponsored by Microsoft, "[Business Value of Digital Transformation and the Contribution of a Growth Mindset in IT](#)," May 2020.

Due to the rapid rate of technology change, the average life of a skill today is less than five years, making continuous workforce training even more critical.⁶ With proper training, the teams that install and operate new technologies will be more efficient in deploying these solutions and helping the business achieve a maximum return on investment in the long run. As tech professionals achieve mastery of these new technologies driving tech intensity, they will also be able to think more creatively and strategically to help reinvent business processes and better position organizations to innovate and drive productivity.

Identify the skills gap

Unfortunately, many organizations are challenged by skills gaps—especially in IT and technology. Most technical professionals are only “somewhat” confident in their cloud computing and cybersecurity abilities.⁷ More than half of all employees will require significant reskilling by 2022.⁸ This divide between the skills employees have and the skills they need challenges an organization’s ability to make the most out of its technology investments.

HOW MANAGERS PLAN TO HANDLE SKILLS GAPS



Global Knowledge 2019 IT Skills and Salary Report

6 InLearning, “2017 Workplace Learning Report: How L&D pros are tackling top challenges,” January 2017.

7 Global Knowledge 2019 IT Skills and Salary Report Part 4 Looking Forward.

8 World Economic Forum, “The Future of Jobs Report 2018,” September 2018.

Most tech and business execs agree that training and certification can close the gap, making it the most popular way to address this problem. Nearly half of IT decision makers say their plan to close their organization's skills gap is to train their existing people.

As employers make these changes, they're also realizing that they don't just have a skills gap—they have a roles gap. Leading technology companies have a long history of offering training to help customers master the deployment and use of complex products. Training was developed by product engineers and designed to educate learners on how to deploy, integrate, and use the product correctly.

Microsoft's role-based training and certification helps individuals and organizations close both the skills gap and the roles gap. Role-based training and certifications match roles with specific courses of study. To help our customers and partners in this process, Microsoft works through extensive job task analysis to understand what the market is asking for, consulting external experts and analysts along the way. This provides a holistic view of how identified roles meet industry and market needs, with skills and capabilities needed for the job, including specializations, hands-on experience, and practice requirements. Training content is built based on real business needs and aligned with job roles.

This approach can help build tech-intensive organizations that have not only the necessary skills, but also the learning culture they need to get and stay ahead. Deloitte has shown that organizations with a strong learning culture are 56 percent more likely to be first to market with a product or solution.⁹ Ninety-one percent of certified IT professionals believe that the effort employees put into acquiring new skills strongly contributes to their success in digital transformation.¹⁰ Building a strong learning culture and encouraging employees on their learning journey is a key component of Microsoft's approach, leading to the attraction and retention of motivated employees with a growth mindset.

Certification also increases efficiency and productivity in these roles that are harder to fill. Compared to peers, Microsoft-certified professionals are 90 percent more productive. It's no surprise that certified professionals are also better at meeting client requirements, increasing productivity, reducing time to troubleshoot, and completing projects more quickly. These are the employees that help companies be successful, and their elevated skills are easy for employers to see. Ninety-three percent of decision makers around the world agree that certified employees provide added value above and beyond the cost of certification.¹¹

9 IT Pro Portal, "[Technology leaders: The new driving force behind digital transformation](#)," January 2020.

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

11 Global Knowledge, "[2019 IT Skills and Salary Report—IT Decision-Maker Insights](#)."

Learn in the style that fits best

Microsoft also understands that everyone learns differently. To meet learners where they are, Microsoft provides a range of learning modalities, often combined to create a personalized learning experience, that empowers individuals to learn in a style that fits them best:

- Self-paced learning on Microsoft Learn helps build practical job skills with free, step-by-step, bite-sized tutorials and modules in a learning path with interactive coding environments right in the browser.
- Training events provide unique upskilling experiences, combining presentations with demonstrations, discussions, and hands-on workshops virtually and/or in person.
- Instructor-led training, using Microsoft Official Courses taught by Microsoft Certified Trainers, brings customized training plans and dedicated personal attention and support to quickly advance technical expertise.

Just as Microsoft training is aligned with roles, Microsoft Certifications are designed to validate that those in-demand talents exist. While aligned to relevant industry job roles today and in the future, Microsoft Certification validates technical knowledge and the ability to demonstrate real-world skills, which can help increase productivity and creative solutions for the team.

Invest in your company's future with Microsoft training and certification

Tech intensity creates skill intensity, and Microsoft is here to help.

The pace of technology is speeding ahead, with digital transformation offering new tools to drive productivity, reduce costs, speed results, and deliver better solutions to customers. As technology constantly evolves, your business and employees need continuous learning to stay at the forefront of delivering value to customers.

Microsoft training and certification empowers organizations to unlock the capabilities of technology by keeping team members current with next-generation solutions and skills. By enabling technical professionals to learn in a style that fits them best, Microsoft's role-based training and certifications can advance employee talent and career growth while helping companies achieve their digital transformation goals.

Get started today

Visit www.microsoft.com/learn now to learn more about how Microsoft training and certification can empower companies in the new era of tech intensity



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