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1. Introduction

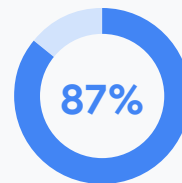
Cloud technology is becoming mainstream, with enterprise spending on cloud-based offerings growing faster than spending on traditional IT offerings, according to Gartner¹. As cloud adoption continues to rapidly grow so do the capabilities of what the technology can achieve, and the need for skills that can take advantage of the latest cloud advancements.

However, almost 70 percent of IT leaders report that hiring was somewhat or extremely difficult in 2019 and that finding qualified cloud computing talent was a top challenge². A cost-effective way to eliminate skills gaps is to train existing staff. This type of investment also lets employees know that their employer supports their professional development. To find the cloud skills they need, companies are increasingly turning to industry-recognized certifications: 93 percent of IT decision-makers around the world agree that certified employees provide added value above and beyond the cost of certification³.

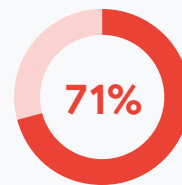
Google Cloud offers multiple certifications, from Associate Cloud Engineer to Professional Cloud Architect. To further measure the impact Google Cloud certifications have on businesses and on individuals, Google Cloud commissioned an independent third-party research organization to conduct a web survey of 1,789 recent Google Cloud certified individuals.

The results of the survey detailed in this report make it clear that industry-recognized Google Cloud certifications help organizations grow the expert cloud talent they need to effectively transform their business and help individuals elevate their IT careers.

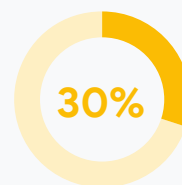
Key findings



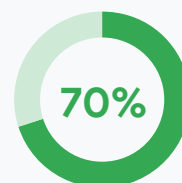
of Google Cloud certified individuals are **more confident** about their cloud skills.



of Google Cloud certified individuals report that becoming certified enabled or will enable their employer to **get more business**, increase work with existing customers, or help scale up their business.



of Google Cloud certified individuals **applied for a new role**.



of those applicants received **at least one job offer**.



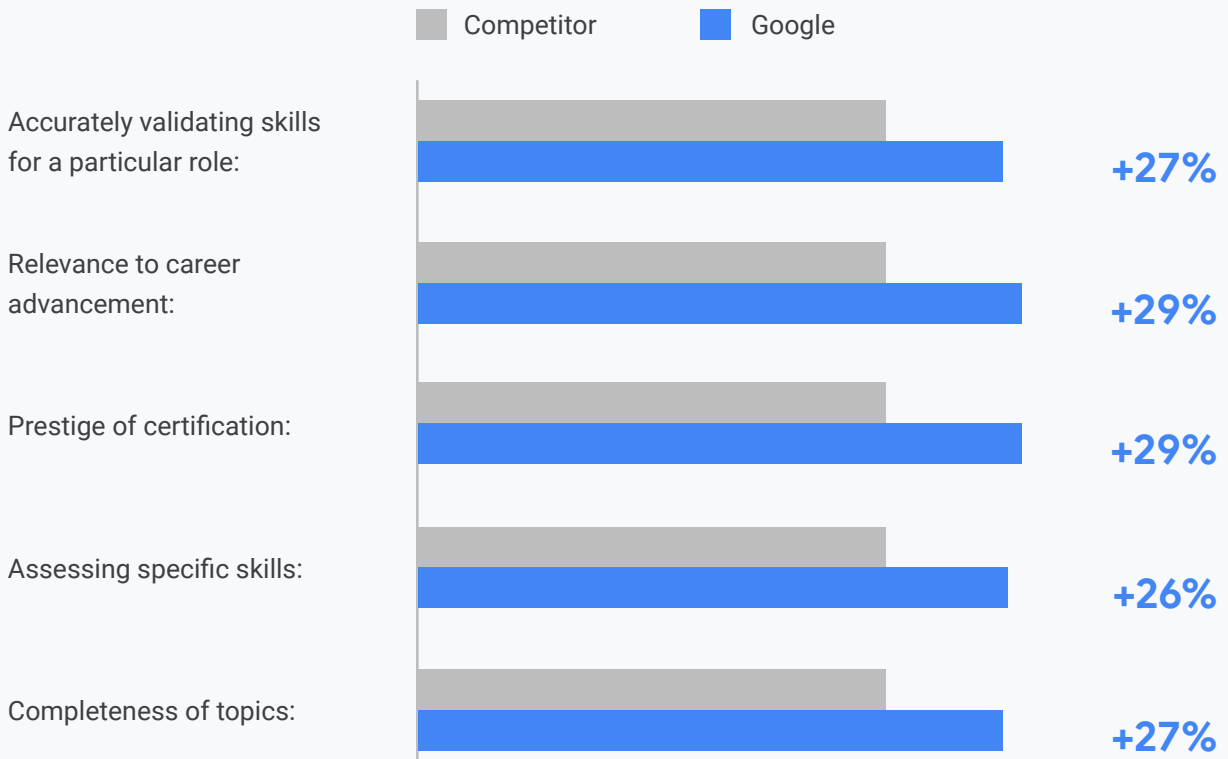
2. Business impact of Google Cloud certifications

By 2020, 90 percent of organizations will have adjusted project plans, delayed product and service releases, incurred costs or lost revenue because of a lack of IT skills, leading to \$390 billion in losses annually worldwide⁴. The survey results found that Google Cloud certifications can help companies address these challenges.

Google Cloud certified professionals have the real-world cloud skills businesses need

Of the managers who authorized training in the past 12 months, 67 percent did so to prepare their team members for certification or recertification⁵. To earn their Google Cloud certifications, individuals must prove their knowledge of the business use cases they may encounter in their real day-to-day jobs and how to best build cloud solutions to address business needs. In fact, 78 percent of survey participants are satisfied with how accurately Google Cloud certifications validated their skills for a particular role. Moreover, when comparing Google Cloud certifications to other cloud certifications, more than 1 in 4 survey respondents say Google Cloud certifications more accurately validated skills for a particular role.

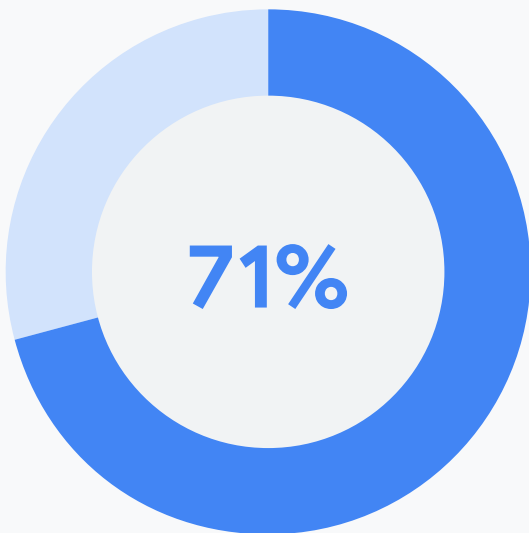
Individuals completing both Google and a competitive cloud certification rated Google much stronger than the competitive certification on:



Organizations modernize faster and increase business impact with certified individuals

According to Global Knowledge, certified professionals close organizational skills gaps, and are better at meeting client requirements, increasing productivity, reducing time to troubleshoot, and completing projects more quickly⁶. 71 percent of Google Cloud Certified individuals report becoming certified enabled or will enable their employer to get more business, increase work with existing customers, or help scale up their business.

Number of people who enabled or will enable their employer to get more business, increase work with existing customers, or help scale up their business:



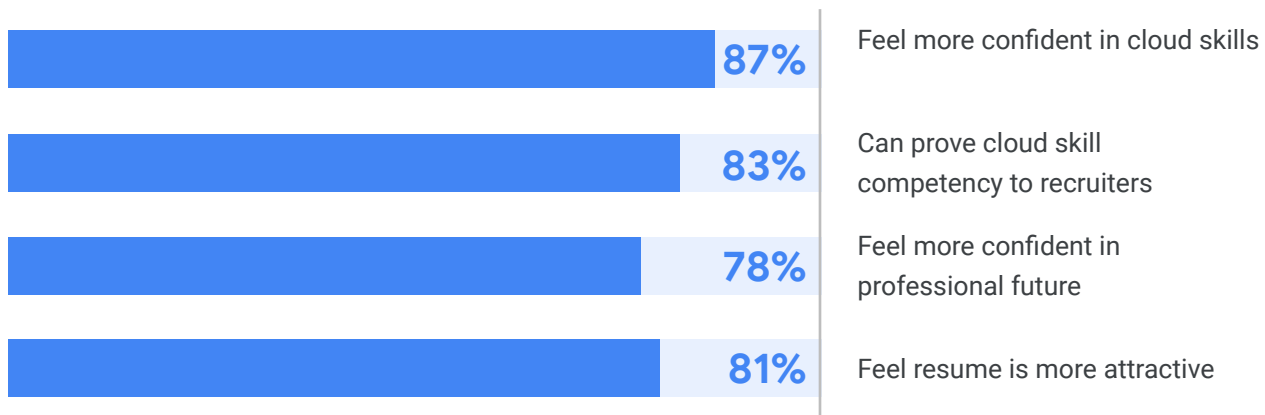


3. Career impact of Google Cloud certifications

The survey results also show that Google Cloud certifications help individuals validate their expertise in the latest cloud skills and become in-demand, high-impact IT professionals.

Individuals build strong cloud skills with Google Cloud certifications

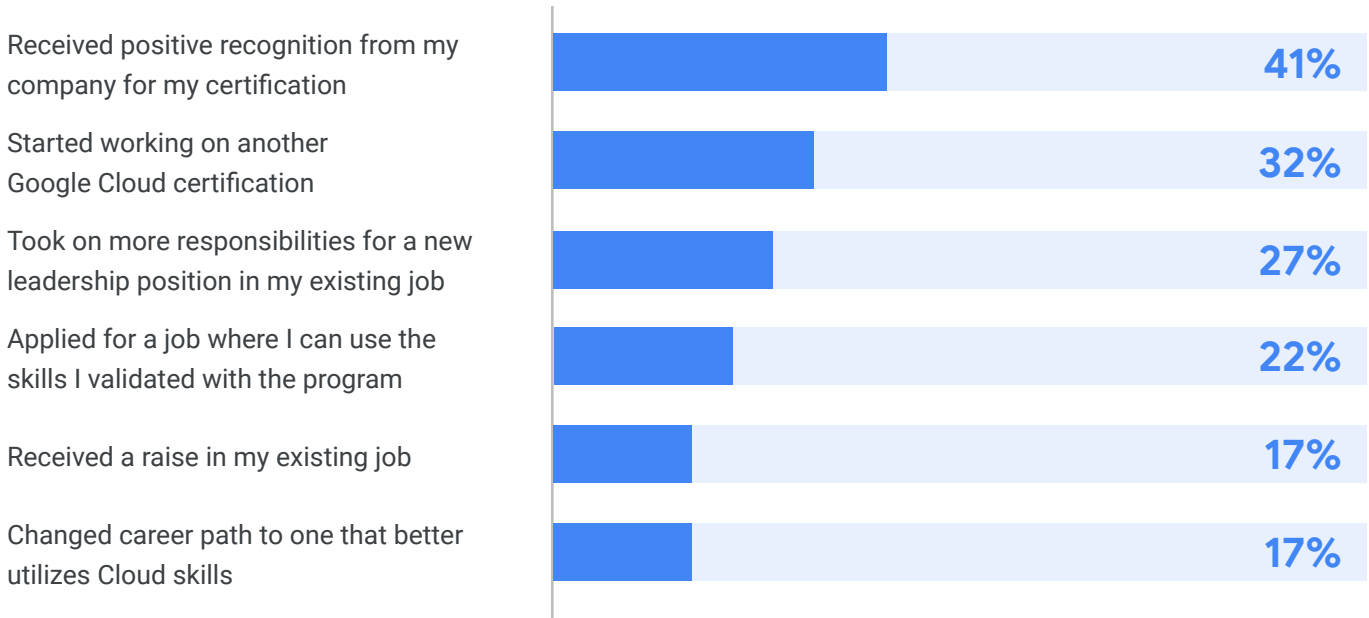
Google Cloud certifications give individuals confidence in their mastery of new cloud skills with 87 percent stating they feel more confident about their cloud skills.

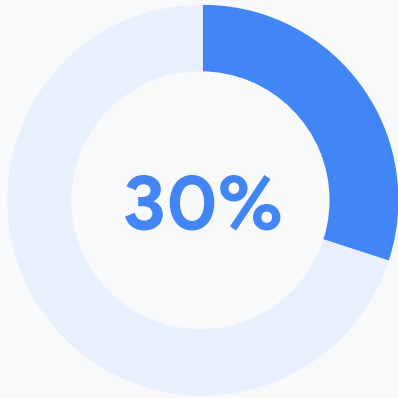


Certifications help with promotions, raises, and career changes

The majority of those who pursued a certification, did so with the intention to increase opportunities in their current job, which materialized for most. More than 1 in 4 Google Cloud certified individuals took on more responsibilities or leadership roles while almost 1 in 5 received a raise. Furthermore, 30 percent of Google Cloud certified individuals applied for a new role, of which 70 percent received at least one job offer.

Happened as a result of Google Cloud certification

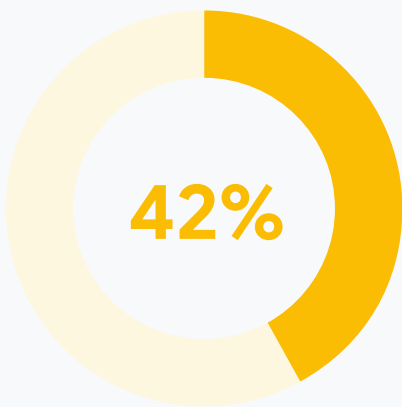




of Google Cloud certified individuals applied for a new role



of these applicants received at least one job offer



of applicants received two or more job offers

Re-certification is seen as the best way to future-proof roles

Technological innovations are emerging at a faster rate than ever and recertifying ensures people have the latest skills to make the greatest impact. 65 percent of certified individuals plan to recertify at the end of the two-year certification term.

Plan to recertify after two-year certification term



65%

Yes

26%

Maybe/Don't know

9%

No

4. Conclusion

To take advantage of everything the latest cloud technology has to offer, organizations must be able to find people with the right combination of skills. When organizations invest in Google Cloud certifications for their employees, they cost-effectively create the skilled workforce they need to meaningfully transform their business with Google Cloud technology. When people invest in earning their Google Cloud certifications, they develop the latest, in-demand cloud skills they need to take their career to the next level.

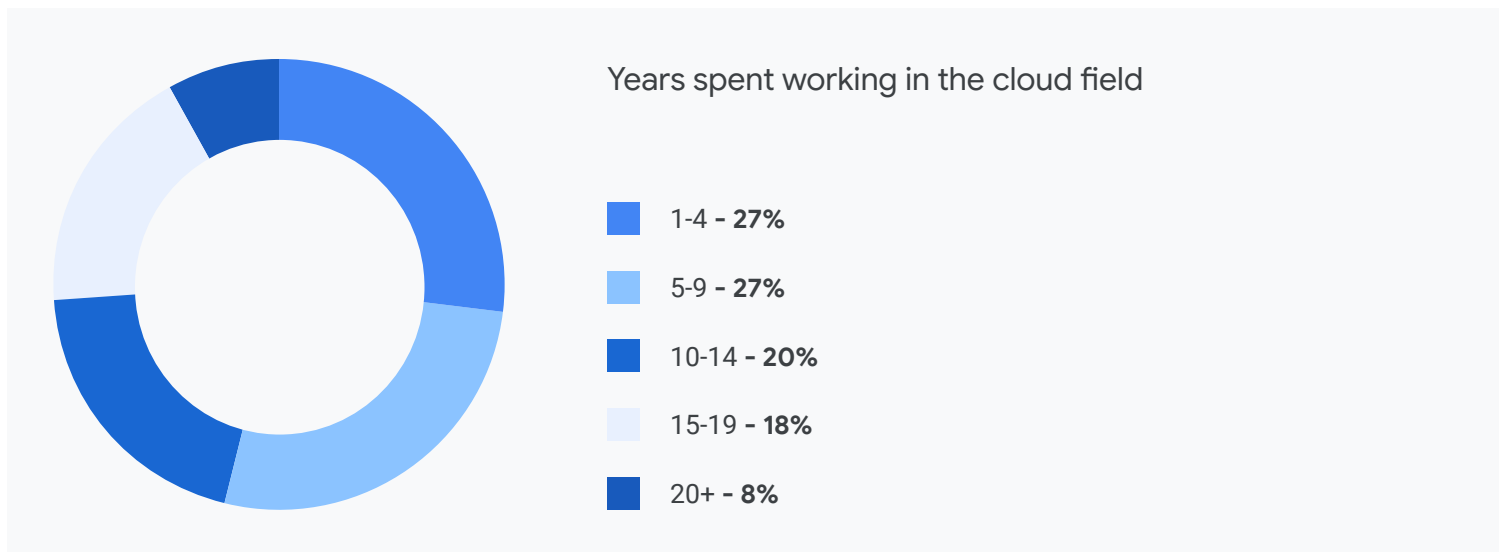
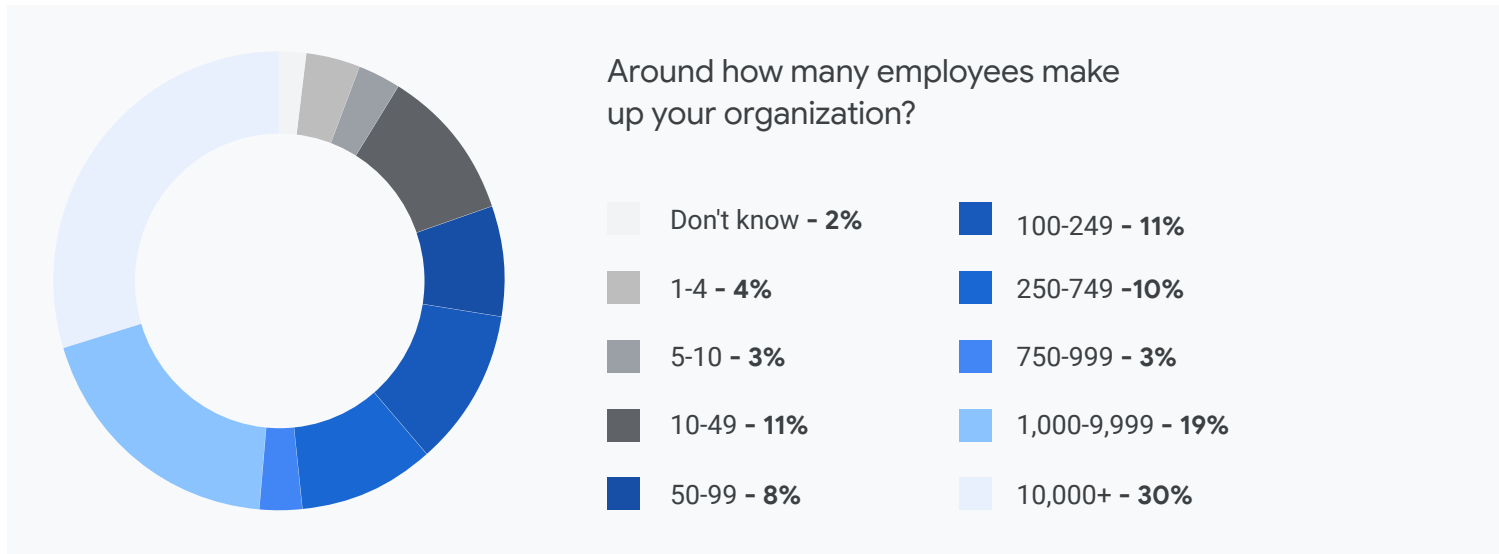
Interested in beginning your certification preparation journey? You can get started [here](#).



Survey methodology

This report is based on survey insights from 1,789 non-Google-employee Google Cloud certified individuals who completed their certification at least six months prior to being invited to take the web survey. Surveys were conducted in three waves between February 26, 2019 and February 7, 2020. All non-Google-employed individuals who met the certification criteria were sent an email invitation to take the survey.

Participant profile



Appendix

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- 1 Gartner, [Cloud Shift Impacts All IT Markets](#), January 2019
- 2 Global Knowledge, [2019 Global IT Skills and Salary Report](#), March 2019
- 3 Global Knowledge, [2019 Global IT Skills and Salary Report](#), March 2019

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- 4 IDC, [2019 IT Training Buyer Survey Spotlight: Impact of Skills Gap and the Need for Strategic IT Skills Development](#), March 2019
- 5 Global Knowledge, [2019 Global IT Skills and Salary Report](#), March 2019

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- 6 Global Knowledge, [2019 Global IT Skills and Salary Report](#), March 2019