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INFORMATION
TECHNOLOGY

The Real Value of IT Certification

Facts, Figures, and Perceptions on IT Certification from IT Managers and IT Professionals

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The Value of Certifications for IT Managers

The axiom that companies must “do more with less” always enjoys increased popularity in tough economic times.

Fortunately, effectively using technology that a company already owns remains one of the fastest and most cost effective ways to increase productivity. Most companies never use existing technologies to their full potential, simply because the employees don't know how.

Simply investing in training employees on effectively deploying and utilizing existing technologies can provide a huge boost to productivity, enabling employees to do more in less time.

The expertise of the IT staff is fundamental to achieving organizational efficiency, and IT certifications are a key part of recognizing and ensuring this expertise.



CERTIFICATION FACTS

- **75%** of managers believe that certifications are important to team performance
- **66%** of managers believe that certifications improve the level of service and support of IT end-users and customers.
- Certification reduces downtime by **18%**.
- Certified teams are **28%** percent more productive.
- When hiring IT professionals almost all HR managers prefer certified professionals.
- Projects that met most or all of their objectives had twice the amount of training as those projects that achieved only little or partial success.
- IT teams that include more than **50%** of the team holding relevant certifications show **15.17%** improvement in capabilities.

Sources: IDC Studies 2006 & 2008

The Unseen Advantage of Certifications

Beyond the development of technical skills, IT certifications often produce more well-rounded employees. For example, according to a 2009 CompTIA survey of 1,185 certification holders, nearly 1 in 4 certification holders believe they have better customer skills. 37% feel certification enhanced their productivity directly, but the bigger positive impact to productivity stems from more insightful problem solving (47%).

This is a situation where the employee may not fully realize the benefits of the knowledge gained from certification prep, but it certainly has an impact on the workplace.



Top Ways IT Certification Impacts Job Performance

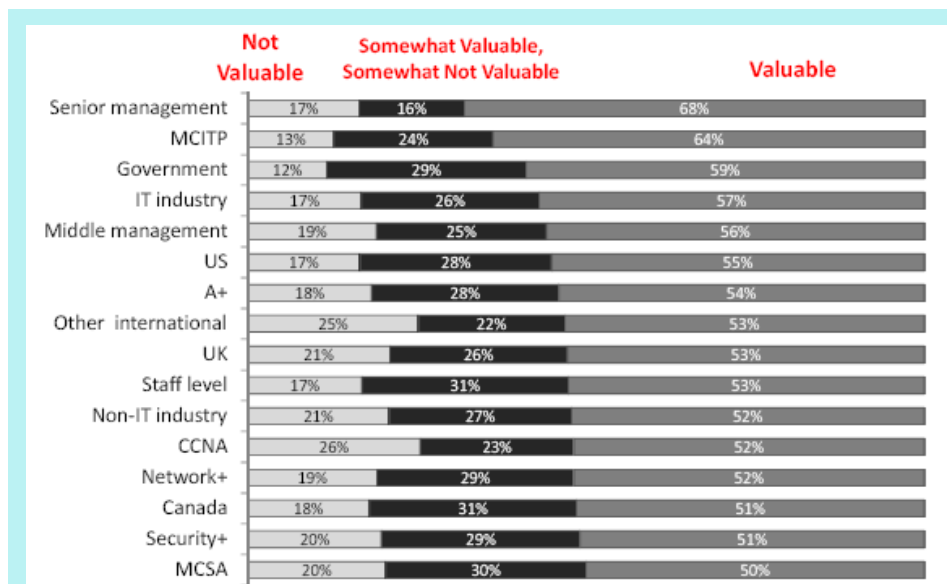
- **47%** More insightful problem solving
- **37%** Better able to understand new or complex technologies
- **31%** Improved career advancement opportunities
- **30%** Higher productivity
- **23%** Higher customer satisfaction
- **23%** Better communication with co-workers/clients

Source: CompTIA Survey July 2009

Value of Certifications for IT Professionals

IT professionals must continually upgrade their skills to stay current in their fields and keep themselves marketable. The single thing that distinguishes an IT professional when he or she is competing with peers is certification.

A third party endorsement that proves you really know what you say you know goes a long way towards keeping you on the shortlist. Not only do certifications help an IT Professional stand out from the crowd, it lets everyone around them know that they are committed to their cause, and have invested their time and monetary resources to stay at the top of their game.



The Value of IT Certification by Segment

The above chart from a 2009 CompTIA survey of 1,185 IT certification holders illustrates the perceived value of certification by key market segment.

The universal trend is clear – IT Professionals place a great deal of value in their certifications.

Looking Ahead to Future Demand

With a rapidly changing technology landscape, on-going training and education is not a luxury, but a necessity. This certainly applies to IT workers, but also, pretty much any knowledge worker. Interest in pursuing future certifications reflects perceptions of usefulness, market demand and potential ROI.

The greatest number of IT certification holders expect to pursue additional training in the area of security, and the related fields of ethical hacking and computer forensics. Because security threats continue to become more pervasive and dangerous, it makes sense many IT professionals view this as a must have for career advancement or even job preservation.

Interest in Pursuing Certifications over Next 5 Years	
Interest by Topic	Interest by Certifying Body
37% Security	47% Microsoft certification
18% Ethical hacking	33% CompTIA certification
13% Forensics	30% Cisco certification
7% Green IT	4% Sun certification
5% Health Care IT	4% Oracle certification
5% Mobile	17% Other certification

Source: CompTIA Survey July 2009

Workers new to the workforce express the most interest in pursuing additional certifications. In contrast, relatively few workers with 20+ years of experience expect to pursue additional credentials (21% vs. 45% for workers with 5 years or less). Nevertheless, as workers of all levels discovered no job is safe during a severe recession, experienced workers may be more receptive to reminders about the need for on-going education and training.

Learn more about IT Training & Certification

For more information about training and certification with NetCom, contact an experienced Educational Consultant via email at info@netcominfo.com or call us at 1-888-563-8266.

Links you may find useful

- [Discover NetCom's Las Vegas Boot Camp Experience](#)
- [Download the complete NetCom Course Catalog](#)
- [Schedule a Free Training Consult with a NetCom Educational Consultant](#)

Sources used in this Report

CompTIA Survey July 2009

This quantitative survey by Computing Technology Industry Association (CompTIA) was administered via a web-based survey instrument to a sample of 1,537 IT professionals during the period July 13 – 31, 2009.

IDC Study 2008

IDC looked at the organizational performance of 5,540 IT teams, examining the relationship of team performance to the percentage of the team certified on a variety of technologies.

IDC Study 2006

Value of Certification: Team Certification and Organizational Performance survey on IT organizational performance of 1,200 teams managed by more than 400 IT managers.

About NetCom

NetCom Information Technology is The Technical Training Leader™. Recently recognized by Microsoft as their Worldwide Training Partner of the Year, and named to Inc. Magazine's [Inc. 5000] list of fastest growing private companies in America, NetCom offers authorized training and certification preparation for the most in-demand computer technologies and disciplines.

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