



EMEA Training Partner Conference

Virtual experience | 13 October, 2021





Value of Certifications

Red Hat certifications span our entire technology portfolio, bringing confidence to individuals and organizations alike.

Randy Russell
Director of Certification

Business value of Red Hat® Certification, an IDC whitepaper



IDC, the premier global market intelligence firm, explored the business value of Red Hat Certification and the impact Red Hat–certified IT professionals can have on IT operations and on infrastructure costs.

On average, interviewed companies had:

30,961 employees

665 IT staff

136 business applications

387 physical servers

US\$25.08 billion annual revenue

and were from:

Six countries: United States (3), Argentina, Brazil, Germany, India, and Italy

And five industries: IT services (3), financial services (3), government, oil and gas, and retail

Red Hat certified professionals stand out



Red Hat certified professionals can handle more challenging and complex tasks, which translates into higher productivity levels.

- ▶ **Apply knowledge and best practices** of Red Hat solutions and technologies to manage and run Red Hat environments more efficiently.
- ▶ **Leverage** containers, Kubernetes, and other technologies to support more agile and effective development activities.
- ▶ **Put in place** more cost-effective and resilient IT architectures to optimize IT costs and ensure the highest levels of business continuity.

Customer return on investment from certification

409% 3-year ROI

IDC conducted a study to explore the business value of Red Hat Certification and the impact Red Hat-certified IT professionals can have on IT operations and on infrastructure costs. They found that certified staff differentiate themselves from other employees in terms of both skills and organizational value, can handle more challenging and complex tasks, and have increased capability and higher productivity levels.

In addition, Red Hat certified staff:



47%
more VMs per IT
staff member



24%
more productive
development teams



23-51%
faster deployment
of IT
infrastructure



13%
lower cost of
infrastructure



Impact of certification on employee performance and retention



Certified new hires

reach full productivity 7 weeks faster than non-certified new hires.



Certified employees

stay 10% longer than non-certified team members.



Certified employees

are 23% more likely to be rehired than non-certified team.



"Certified staff understand the technology and have a greater level of satisfaction. I can say that certified staff are happier with their jobs and their contribution to the organization. That reflects on their job performance and overall enthusiasm."

Study participant

IT staff with Red Hat Certifications are more efficient



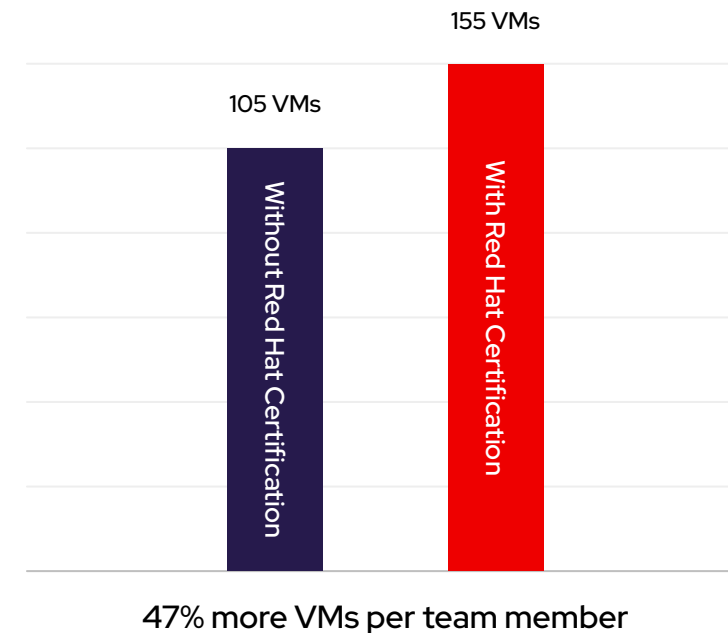
Certified staff members are an average of 32% more efficient

Red Hat-certified teams with an average of 10.7 employees can handle the work volume of 15.7 non-certified employees.



"If somebody is managing infrastructure, it is important that they have the knowledge to do these things, and Red Hat Certification gives us the certainty that they have this. We look at certification as the closing of a circle. It's an assurance that there is a certain amount of knowledge that we can count on."

Study participant



Impact of Red Hat Certifications on IT agility

Implement solutions quicker

Staff responsible for infrastructure and development can make better use of technologies and functionalities embedded in their Red Hat and IT environment, including containers, Kubernetes, and automation.



“Red Hat–certified staff know how to use the correct functions to deploy applications ... Having Red Hat Certification also allows us to implement solutions both quickly and with high quality. This helps us save money in how we run our business.”

Study participant



51%

Reduced time to deploy
new virtual server



44%

Reduced time to deploy
new physical server



28%

Reduced time to deploy
new storage server



23%

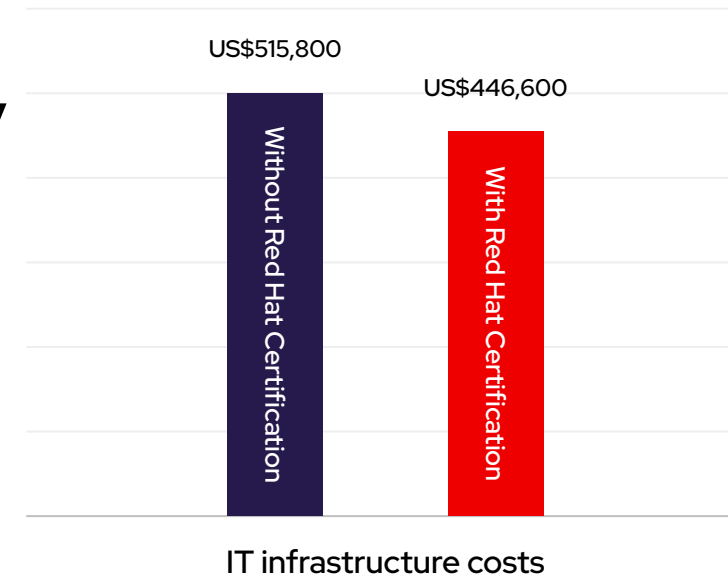
Reduced time to deploy
new container

Lower IT infrastructure costs

Red Hat Certification helps staff establish more cost-effective and resilient IT infrastructures



13% lower cost of infrastructure,
avoiding nine servers at
US\$7,500 per server,
10% annual warranty cost



Return on investment of Red Hat Certification

Increase individual capability and the ultimate business value of supported technology



US\$79,400 average 3-year benefits per certified employee through higher productivity levels and the ability to optimize IT infrastructure requirements



"Certification gives us confidence in managing complex infrastructure and automating complex processes."

Study participant

Thank you!

Red Hat is the world's leading provider of enterprise open source software solutions. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500.



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