



# The value of certification for IT professionals

Technology is transforming the landscape of every business in every industry. As organizations become more reliant on complex and specialized technology, the demand for professionals with advanced skills and the latest knowledge grows exponentially.

The most effective, proven way for IT professionals to demonstrate these skills is through certification.

## Earning the certification

- Demonstrates your proficiency in the profession
- Validates your qualifications
- Hones your skills through continuing education requirements
- Provides a personal sense of accomplishment

## Having the certification

- Distinguishes you from your peers
- Gives you professional credibility
- Earns you recognition within the workplace

## Maintaining the certification

- Offers you increased earning potential
- Strengthens your marketability
- Provides you greater job mobility
- Continuously revalidates your knowledge and expertise
- Demonstrates you have the discipline and dedication to your profession

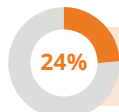
## The real-value of certification



view certification as a positive addition to their career<sup>2</sup>



of IT professionals were able to perform their jobs better after certification<sup>1</sup>



received a salary increase of up to 20% upon earning their certification<sup>1</sup>



would recommend certification to a colleague to advance their career<sup>1</sup>



reported a measureable, positive impact on their professional image after becoming certified<sup>1</sup>



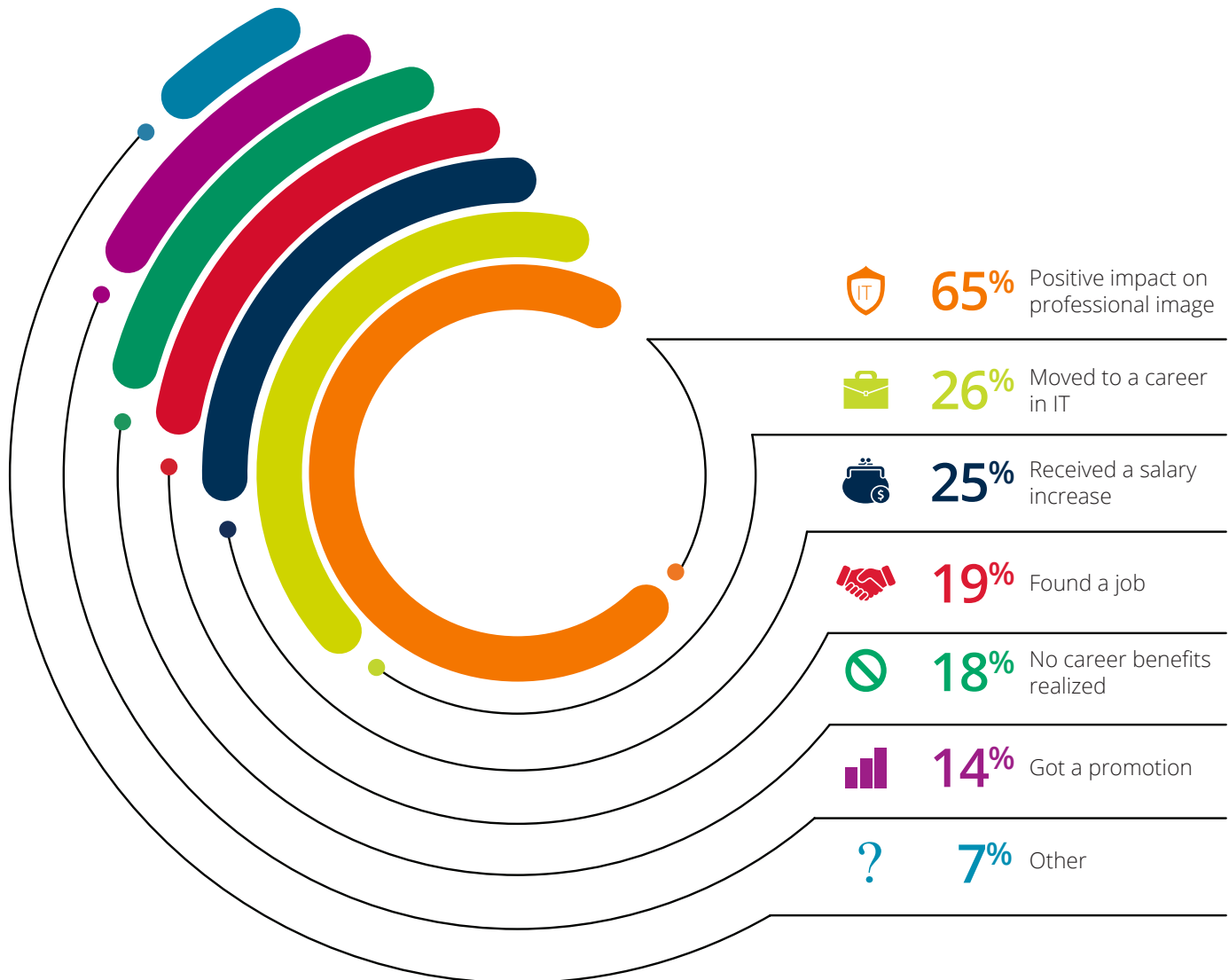
LinkedIn members with a certification get five times more profile views

In addition to the skills and salary benefits, certification improves your professional image, leading to new career prospects and advancement. Certification helps managers identify employees with the latest skills, knowledge and drive to move into leadership positions.

The worldwide growth of IT certification programs is a reflection of the immense demand for validated knowledge and skills...abilities confirmed through certification. Increasingly, employers are placing great emphasis on hiring certified IT professionals. Make sure you're prepared to meet the demand. Get certified.

## Impact of certification<sup>1</sup>

The benefits of completing a certification.



Learn more about the value of certification at [PearsonVUE.com/voc](https://PearsonVUE.com/voc).

Sources: 1, Pearson VUE IT professional survey (2016); 2, 2016 IT Skills Salary Report (Global Knowledge & Windows IT Pro);  
Copyright © 2017 Pearson Education, Inc. or its affiliate(s). All rights reserved. [pvuecopyright@pearson.com](mailto:pvuecopyright@pearson.com)