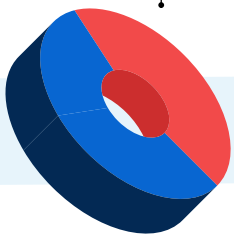# GET YOUR TEAM SAS® CERTIFIED

WHY CERTIFY YOUR TEAM?

The analytics landscape is constantly evolving, with new AI and advanced analytics technology transforming the way we work.

① CERTIFIED TEAM MEMBERS CAN HELP YOUR ORGANIZATION ADAPT AND INNOVATE …

58% of IT managers said certified employees are significantly more innovative.

③ AND BOOST YOUR BOTTOM LINE

The ROI per credentialed employee is estimated as high as **$30K**.

② STAY AHEAD OF YOUR COMPETITION …

50% said having certified individuals on staff gives them a competitive edge.

CERTIFIED EMPLOYEES ADD MORE VALUE TO YOUR TEAM

66% of candidates with a SAS certification produce higher quality work.

65% of managers said certified employees have a greater ability to guide and mentor others.

66% of managers believe that certification improves the level of service and support offered to end users and customers.

Data from How to Upskill Your Tech Teams: A Guide to Certifications (Udemy) and 2021 Value of IT Certification Report (Pearson VUE)

INVESTING IN CERTIFICATION IS PROVEN TO BOOST EMPLOYEE RETENTION

When employers covered the costs for certification, employees were less likely to seek new opportunities outside of the company.
(Pearson VUE 2021 Value of IT Certification Report)

Organizations that invest in employee certification **increase retention by up to 15%**.
(IDC Infobrief, 2022)

When you certify your team, everyone benefits. Learn how your team can get SAS® certified at **sas.com/talentdevelopment**.

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