



IT Certification Research

Results from an Online Survey for Prometric

February 2013

Research Background & Objectives

Prometric surveyed approximately 400 IT professionals, influencers and decision-makers to communicate the value IT training and certification provides both individuals and organizations.

The research objectives included:

- Measure the importance of certification in the hiring process, and its impact on IT employee job satisfaction, confidence, productivity, etc.
- Prioritize the key success factors or desired outcomes from training and/or certification. Does certification strengthen the ability of employees/the organization to deliver better in these areas?
- Understand the relationship between training, certification and on-the-job-experience when it comes to hiring decisions and meeting IT needs. What role do they play in hiring decisions?
- Perform sub-group analysis for all metrics (above) to understand key drivers. These include analysis by:
 - Certification stakeholders: IT professionals, IT decision-makers and HR/hiring/recruiters.
 - Certified vs. uncertified IT professionals to measure “lift”, if any, from certification.

Research Methodology

An online survey was conducted January 29 through February 5, 2013 among IT

Certification stakeholders:

- Respondents were screened and qualified for the survey using this criteria:
 - IT Professionals: IT Support, IT Technician, Network or Computer System Administrator, Network Architect or Engineer, Software or Applications Engineer
 - Decision-makers: Business Owner/President, CTO, CIO, COO that supports IT, IT VP/Director, IT Manager; have role in decision-making and purchase of IT training or certification for staff members
 - HR/Hiring Influencers: HR Manager or Associate, Hiring Manager, Recruiter, COO or Operations Manager that supports HR



- Soft quotas were applied to obtain a good mix of business size (number of IT users in organization)
- The survey averaged 10.5 minutes in length.

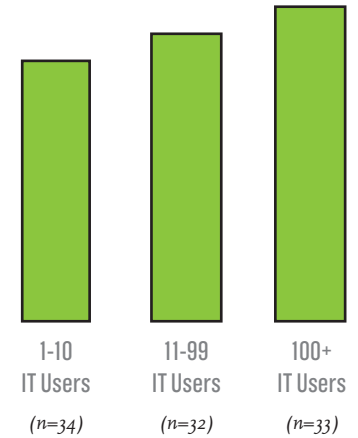
| Certification Stakeholders | Number of Completed Online Interviews |
|----------------------------|---------------------------------------|
| IT Professionals | 212 |
| Decision-makers | 100 |
| HR/Hiring Influencers | 100 |
| TOTAL | 412 |

Executive Summary

- Certification leads to higher job satisfaction among IT professionals and greater confidence in their ability to do their jobs compared to their uncertified peers.
- The perceived benefits of IT certification vary slightly by IT or decision-making level:
 - IT professionals recognize the benefits of IT certification primarily in terms of career enhancement and the personal development of skills and knowledge to do their jobs better.
 - IT decision-makers view certification as a path to employees' skill development and as a productivity tool, improving the reliability and efficiency of the IT environment, and ultimately paying off for the organization as a whole (HR/Influencers have a similar view).
- Decision-makers and HR/Influencers indicate that certification can help a job candidate get their foot in the door by landing an interview or getting the attention of the head of the hiring department.
- IT certification goes hand-in-hand with IT training and on-the-job experience when it comes to developing the skill set to increase productivity and making IT professionals more marketable. (see also challenges).

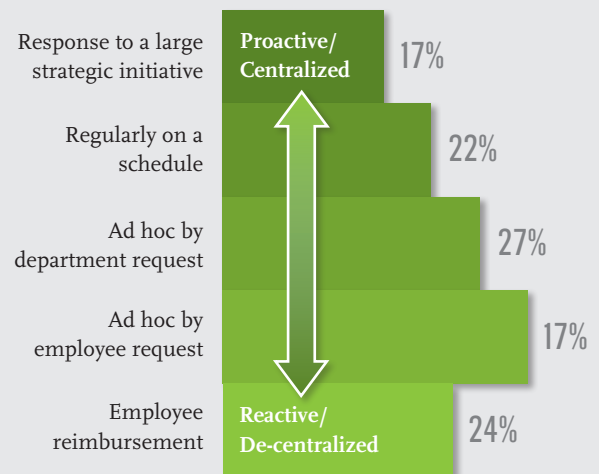
Larger Organizations Are More Likely to Support Training and Certification in General

% Support Training and Certification



Training and Certification is Largely De-Centralized and in Response to Employee Requests

How IT Training and Certification is Offered within the Organization

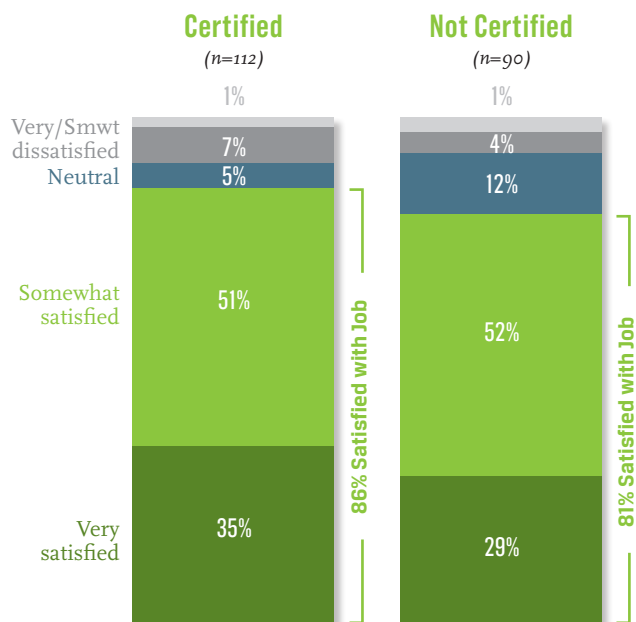


Note: All percentages have been rounded up to the nearest whole number.

Job Satisfaction

86% of certified IT professionals are satisfied with their job. IT professionals that hold one or more certifications have slightly higher job satisfaction than those that do not hold certifications.

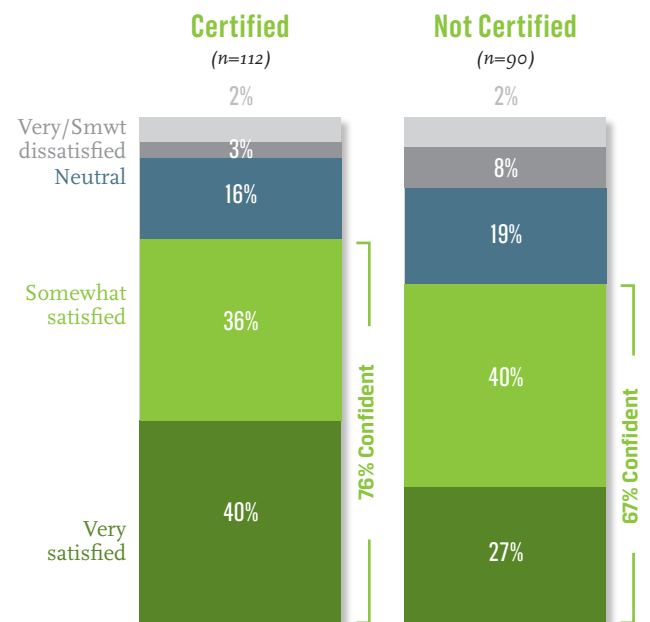
IT Professionals' Job Satisfaction



Confidence in Implementing On-budget and On-time

Certified IT professionals have greater confidence in their ability to implement IT systems on budget and on time.

IT Professionals' Confidence in Implementing On-budget and On-time



Note: All percentages have been rounded up to the nearest whole number.

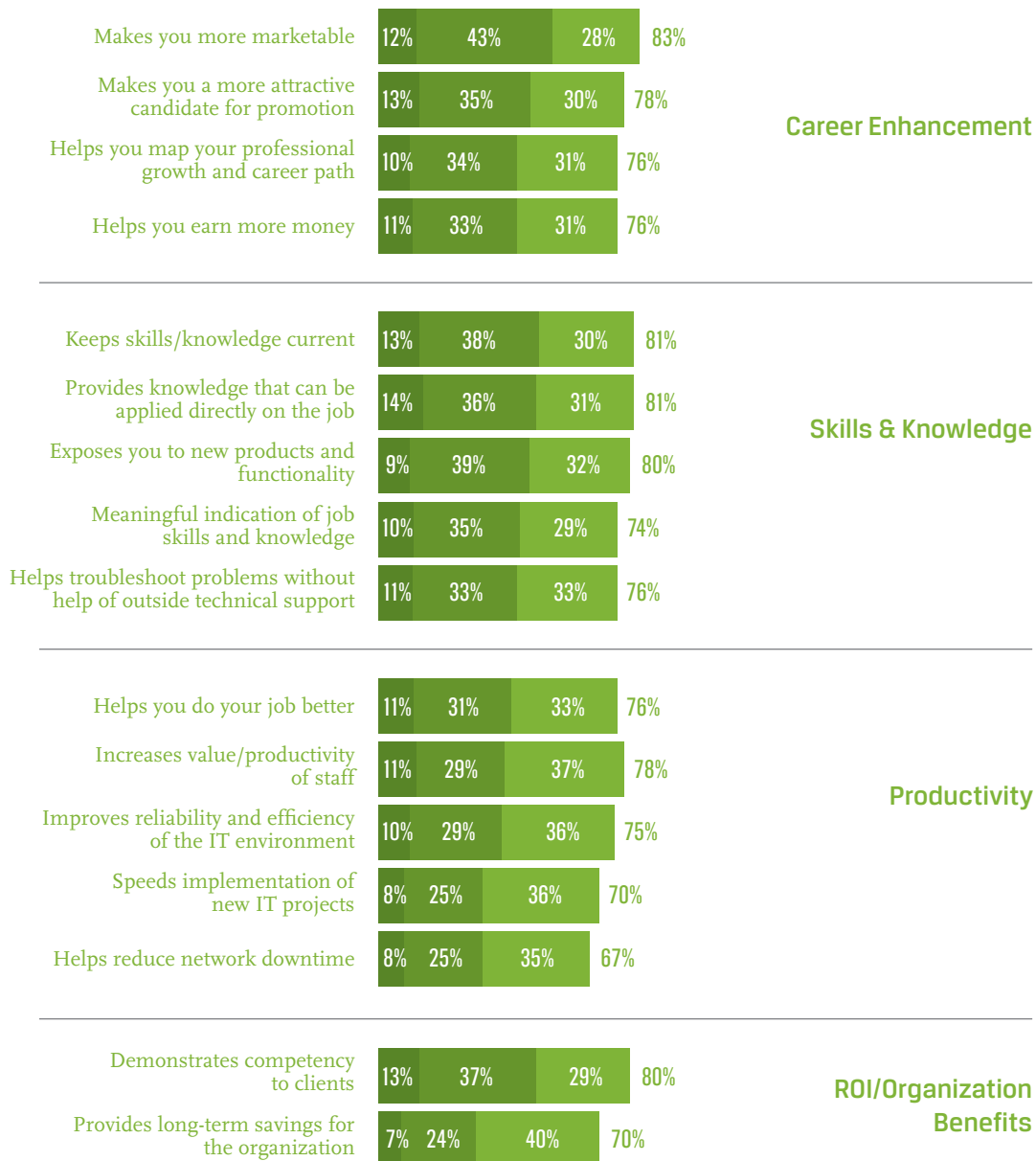
Key Benefits of Certification Vary by Level

While IT professionals look to certification for career enhancement and developing their skill set, IT decision-makers and hiring influencers look to the long-term productivity and benefits that certification provides to the overall organization.

| IT Professionals | IT DMs | HR/Hiring | <i>Top perceived benefits by audience are shown</i> |
|---|--|--|---|
| <p>Career Enhancement</p> <ul style="list-style-type: none"> • More marketable • Candidate for promotion • Map career path/growth • Earn more money | <p>Skills & Knowledge</p> <ul style="list-style-type: none"> • Keeps skills current • Apply knowledge to job • Staff exposed to new products • Troubleshoot problems without help of outside support • Indicator of skills/knowledge | <p>Skills & Knowledge</p> <ul style="list-style-type: none"> • Apply knowledge to job • Keeps skills current • Troubleshoot problems without help of outside support • Indicator of skills/knowledge • Staff exposed to new products | |
| <p>Skills & Knowledge</p> <ul style="list-style-type: none"> • Keeps skills current • Apply knowledge to job • Exposure to new products • Indicator of skills/knowledge • Troubleshoot problems without help of outside support | <p>Productivity</p> <ul style="list-style-type: none"> • Helps staff do their job better • Faster implementation • Reliability/Efficiency of IT environment • Reduce network down time • Staff value/productivity | <p>Productivity</p> <ul style="list-style-type: none"> • Helps staff do their job better • Staff value/productivity • Reduce network down time • Faster implementation • Reliability/Efficiency of IT environment | |
| | <p>ROI/Organization benefits</p> <ul style="list-style-type: none"> • Demonstrates competency to clients • Makes staff more valuable to org | <p>ROI/Organization benefits</p> <ul style="list-style-type: none"> • Makes staff more valuable to org • Long-term savings • Demonstrates competency to clients | |

IT Professionals: Perceived Benefits

IT professionals perceive certification to primarily deliver on career enhancement and developing their skill set.

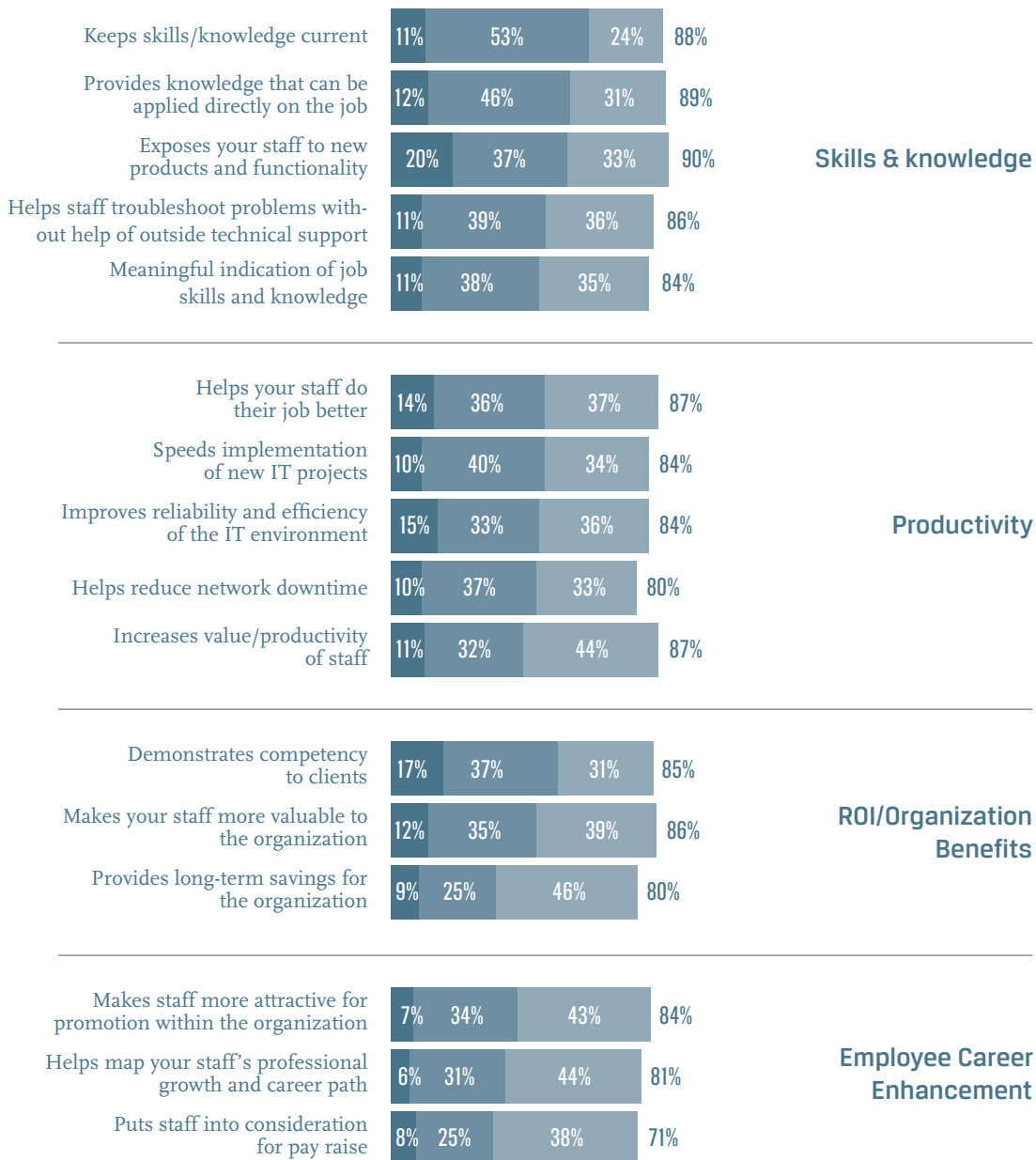


■ 5=Excellent ■ 4 ■ 3

Rank ordered by top 2 box score ('5-4' rating on a 5-point Excellent-Poor scale)

IT Decision-makers: Perceived Benefits

IT decision-makers perceive certification as a way to strengthen staff's skill and knowledge and increase productivity within the IT organization.

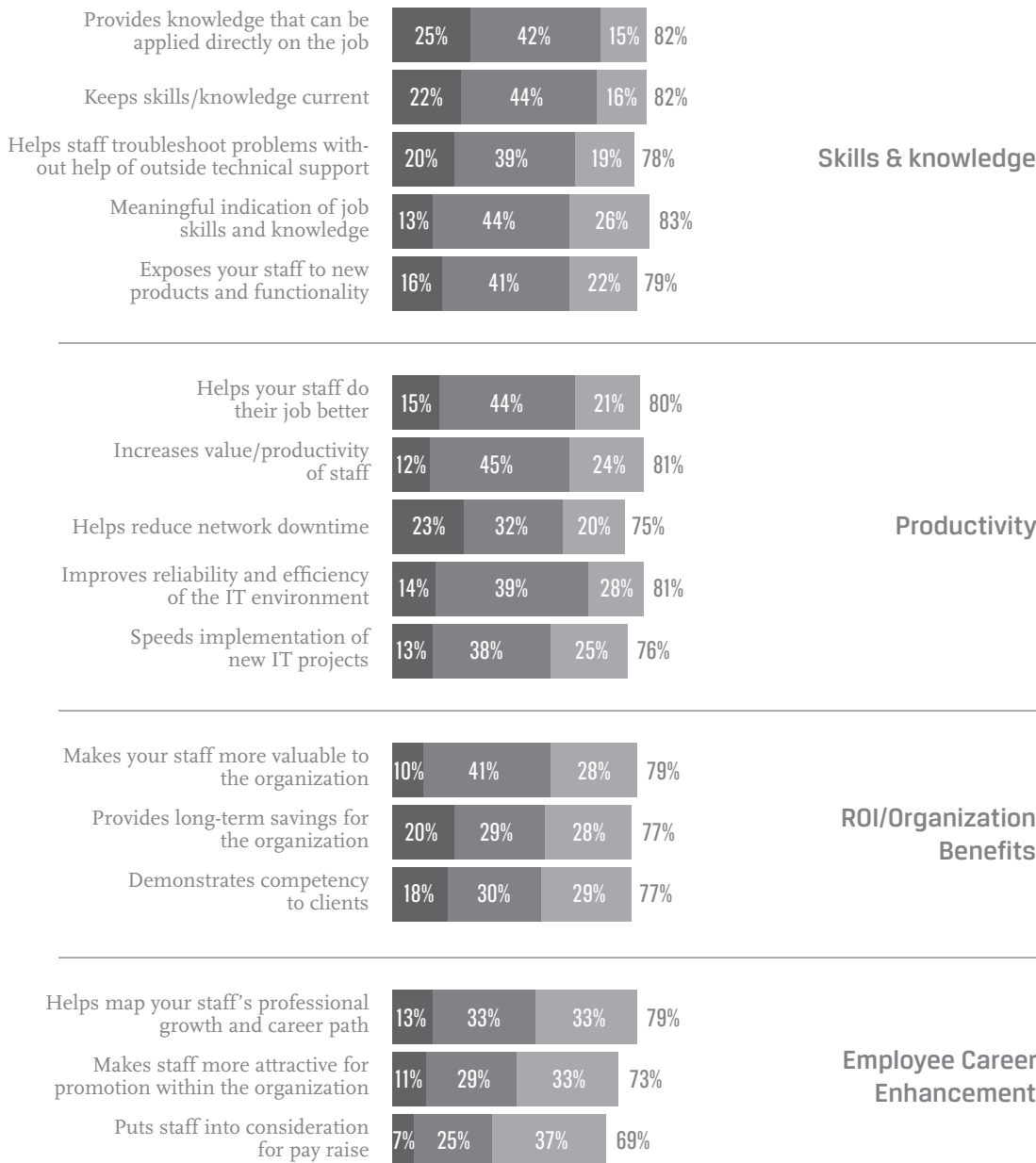


■ 5=Excellent ■ 4 ■ 3

Rank ordered by top 2 box score ('5-4' rating on a 5-point Excellent-Poor scale)

HR/Hiring Influencers: Perceived Benefits

HR/hiring influencers view certification as a barometer of an IT employee's skills and knowledge, as well as increasing IT productivity and providing benefits to the overall organization (ROI).



■ 5=Excellent ■ 4 ■ 3

Rank ordered by top 2 box score ('5-4' rating on a 5-point Excellent-Poor scale)

IT Certification and Hiring

IT certification is an important qualification in the hiring process and can make a difference in scoring an initial interview.

IT Decision-Makers

85% of IT decision-makers would set up an interview or put the person with IT certification into consideration for an interview

+ 18% interview
+ 67% consideration

69% of IT decision-makers say IT certifications are **'very or somewhat important'** in the hiring process

+ 29% say "very important"

61% of IT decision-makers say they are **'very or somewhat confident'** in the ability of job candidates with IT certifications to meet the responsibilities of the position

+ 11% say "very confident"

HR/Hiring Influencers

74% of HR/hiring influencers would set up an interview or put the person with IT certification into consideration for an interview

+ 15% fwd to dept head
+ 26% interview
+ 33% consideration

68% of HR/hiring influencers say IT certifications are **'very or somewhat important'** in the hiring process

+ 36% say "very important"

61% of HR/hiring influencers say IT certifications are **'very or somewhat confident'** in the ability of job candidates with IT certifications to meet the responsibilities of the position

+ 14% say "very confident"

IT Certification is Important in the Hiring Process because...

"It is a way to prove qualification."
– HR/Hiring Influencer

"It shows that the candidate has the desire and ability to advance personal knowledge and to stay current with industry advances."
– IT Decision-Maker

"It got me a 10K bump over others when I was hired."
– IT Professional

"We need people ready to work, this shows effort to better themselves and familiarity with work."
– HR/Hiring Influencer

"IT certifications receive additional points when scoring the applicant."
– IT Professional

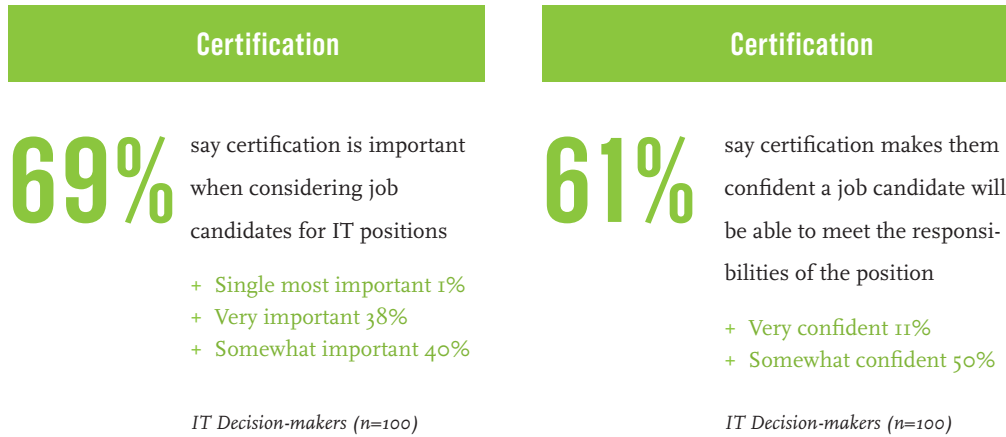
"Certification shows an aptitude for a specific program."
– HR/Hiring Influencer

"Because it takes money and work to get certified, which shows the candidate has initiative and worked for the certification."
– IT Professional

"Without it, there is no way to be sure of training and experience."
– IT Decision-Maker

Importance of Certification in the Hiring Process

Certification is an important factor, but not the only one, in the hiring process.



Measuring Effectiveness of Certification

Improved job performance, using specific skills, and passing knowledge onto others are the top measures of certification's effectiveness; passing the exam alone is not an indicator of success.

| | |
|--|-----|
| Improved job performance | 66% |
| Used specific learned skills on a project | 65% |
| Employee trains others within the organization | 55% |
| Employee passes the certification exam | 35% |
| Not sure | 6% |

Firmographics

| | IT Prof. | IT DMs | HR/Hiring |
|-------------------------------|----------|--------|-----------|
| Employment | | | |
| Employed full-time | 77% | 54% | 65% |
| Self-employed | 13% | 39% | 28% |
| Employed part-time | 8% | 5% | 6% |
| Recently retired | 2% | 2% | 1% |
| External Consultant | | | |
| Yes | 24% | 38% | 18% |
| No | 75% | 61% | 82% |
| Primary Dept. Served | | | |
| Owner/President | – | 55% | 2% |
| Finance/Accounting | 2% | 9% | 29% |
| Human Resources | – | 8% | 51% |
| Information Technology | 100% | 59% | 18% |
| Learning & Development | – | 7% | 39% |
| Legal | – | 3% | 11% |
| Marketing | 1% | 8% | 24% |
| Operations | – | 13% | 32% |
| Prod. Development or R&D | 3% | 8% | 7% |
| Other | – | – | 7% |
| Decision-making Role | | | |
| Primary role | – | 51% | – |
| Secondary role | – | 31% | – |
| Influential or oversight role | – | 18% | – |
| Professional Title | | | |
| IT Help Desk/SupportSpec. | 22% | – | – |
| IT Technician | 23% | – | – |
| Network/Comp Sys. Admin. | 17% | – | – |
| Network Architect/Engineer | 4% | – | – |
| Software/Applica.Engineer | 3% | – | – |
| IT Manager | – | 80% | – |
| IT VP/Director | – | 9% | – |
| CTO | – | 9% | – |
| CIO | – | 2% | – |
| HR Mgror Associate | – | – | 18% |
| Hiring Mgror Associate | – | – | 5% |
| Recruiter/Headhunter | – | – | 4% |
| Operations Mgror COO | – | – | 13% |
| 2012 Salary | | | |
| Less than \$35,000 | 14% | – | – |
| \$35,000-\$39,999 | 5% | – | – |
| \$40,000-\$49,999 | 7% | – | – |
| \$50,000-\$59,999 | 10% | – | – |
| \$60,000-\$69,999 | 7% | – | – |
| \$70,000-\$79,999 | 8% | – | – |
| \$80,000-\$99,999 | 12% | – | – |
| \$100,000-\$119,999 | 6% | – | – |
| \$120,000 or more | 5% | – | – |
| Rather not say | 27% | – | – |

Firmographics

| | IT Prof. | IT DMs | HR/Hiring |
|----------------------------------|----------|--------|-----------|
| # IT Employees in Org | | | |
| 1 | 9% | 27% | 23% |
| 2 | 8% | 15% | 20% |
| 3-5 | 14% | 16% | 20% |
| 6-10 | 14% | 11% | 7% |
| 11-50 | 21% | 11% | 9% |
| 51-100 | 8% | 8% | 2% |
| 101+ | 25% | 9% | 7% |
| IT Users Supported by Org | | | |
| 1-19 | 25% | 34% | 38% |
| 20-99 | 32% | 32% | 28% |
| 100-249 | 20% | 18% | 19% |
| 250+ | 23% | 15% | 13% |
| Total Revenue | | | |
| Less than \$100,000 | 11% | 14% | 18% |
| \$100,000-\$249,999 | 2% | 7% | 13% |
| \$250,000-\$499,999 | 2% | 7% | 13% |
| \$500,000-\$999,999 | 4% | 9% | 4% |
| \$1 million-\$4,999,999 | 5% | 12% | 12% |
| \$5 million-\$9,999,999 | 5% | 9% | 8% |
| \$10 million-\$19,999,999 | 5% | 3% | 1% |
| \$20 million-\$29,999,999 | 2% | 2% | 3% |
| \$30 million-\$39,999,999 | - | 2% | 2% |
| \$40 million-\$49,999,999 | 1% | 4% | 2% |
| \$50 million-\$74,999,999 | 2% | 1% | 2% |
| \$75 million-\$99,999,999 | 2% | 1% | 2% |
| \$100 million or more | 15% | 8% | 3% |
| Not sure/Rather not say | 43% | 21% | 25% |
| Industry | | | |
| Agriculture | - | 1% | 2% |
| Business Consulting | 1% | 15% | 7% |
| Business/Personal Services | 3% | 4% | 1% |
| Charitable/Non-Profit | 2% | 2% | 2% |
| Construction and Design | 1% | 2% | - |
| Education | 5% | 4% | 12% |
| Engineering | 4% | 1% | - |
| Entertainment | 1% | 2% | 1% |
| Finance | 5% | 4% | 4% |
| Gov't: Local | 5% | 3% | 3% |
| Gov't: National/Federal | 4% | 2% | 2% |
| Gov't: State-Province | 4% | 1% | 2% |
| Health Care | 7% | 3% | 11% |
| Insurance | 5% | 1% | 2% |
| Legal | 2% | 3% | 1% |
| Manufacturing | 5% | 5% | 4% |
| Personnel Services | - | 1% | 2% |
| Pharmaceuticals | 1% | 1% | - |
| Professional Services | 4% | 12% | 2% |
| Publishing/Printing | 1% | - | 3% |
| Real Estate | - | 4% | 1% |
| Retail/Wholesale | 5% | 11% | 12% |
| Service Provider | 5% | 4% | 5% |
| Technology | 15% | 8% | 6% |
| Telecommunications | 4% | - | 2% |
| Transportation | 1% | 1% | 3% |
| Other | 7% | 4% | 8% |



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