




CERTIFIED FOR SUCCESS:

SNOWPRO CERTIFICATION VALUE REPORT



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“ I feel the certification allowed me to become a leading candidate when I applied for my current role.”

INTRODUCTION

As of 2023, 94% of enterprises use cloud services.¹ Snowflake is the cloud service of choice for thousands of those organizations, as it empowers teams to embrace a cross-cloud strategy and realize the full potential of their data. Over the company's 2023 fiscal year (the 12-month period ending January 31, 2023), its customer base grew 31%, and the number of customers operating across Amazon Web Services, Microsoft Azure and Google Cloud grew 207%.² As organizations continue to take advantage of Snowflake's services and features, the call for certified talent to drive adoption and mine the full potential of their data grows louder.

Nearly four out of five global employers reported³ challenges finding skilled employees in 2023. With talent scarcity at a 17-year high,⁴ investing in training and certifications is a cost-effective way for companies to close the skills gap, verify knowledge and achieve market differentiation.

Snowflake's industry professional certification, the SnowPro certifications series, consists of a foundational certification and role-based advanced level certifications. To get a pulse on the impact SnowPro certifications are making on the industry, Snowflake surveyed 10,145 SnowPro-certified individuals about the value of their Snowflake certification.

This report examines those results in detail and reveals that those who have obtained a SnowPro certification are gaining new professional opportunities, enhancing their skills and establishing a competitive edge in a demanding market.

67%

of SnowPro-certified individuals invested in the certification for career advancement

61%

agree that they experienced a greater demand for their skills since becoming SnowPro certified

27%

reported their certification directly contributed to an increase in salary

CAREER IMPACT OF SNOWPRO CERTIFICATIONS

Achieving a global professional technical certification requires hands-on expertise, time and resources. The certification process is an investment and SnowPro-certified individuals report that their credentials support their career goals and progress. In a 2023 Pearson Vue report on the Value of IT Certification, **92%** of surveyed candidates felt more confident in their abilities after earning a certification, **78%** felt more satisfied with their jobs, and **84%** were more determined to succeed professionally.⁵



In their responses to Snowflake's survey, SnowPro-certified individuals reported career advancement and increased credibility among coworkers and industry peers as their motivations for earning certifications.

SNOWPRO CERTIFICATION HOLDERS ALSO REPORTED POSITIVE CAREER IMPACTS

CAREER GROWTH

- **23%** of certified respondents took on additional responsibilities and advanced to a leadership position at a new company
- **10%** of certified respondents earned a promotion within their organization or at another organization
- **68%** of certified respondents received positive recognition of their achievement

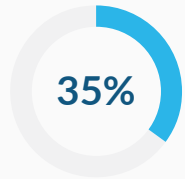
“ I receive[d] leadership position offers in the industry based on my overall experience and the added Snowflake Advanced Architect certification.”

INCREASED EARNING POTENTIAL

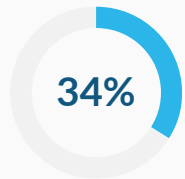
- **27%** of certified respondents reported a salary increase directly related to earning their Snowflake certification
- Nearly half of the candidates who reported earning a salary increase were awarded more than **\$5,000**

“ Certification helped me to change the perspective of my organization's management. It positioned me as a Snowflake expert within the organization, leading to monetary benefits and additional leadership positions.”

GAINED A COMPETITIVE EDGE



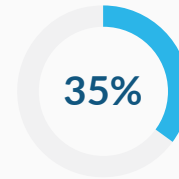
of certified respondents reported that their career opportunities expanded in their current roles



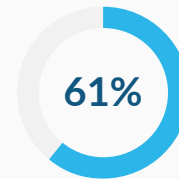
reported better job performance with increased depth of knowledge

“ I’ve had interviews with a few companies, including Snowflake, and having the certification definitely helped to get the interview.”

EXPANDED OPPORTUNITIES FOR NEW CAREER PATHS



reported pursuing the certification to increase other job role opportunities



reported they have experienced a greater demand for their skills

“ [The SnowPro certification] has helped me to meet the market of current job requirements. I am from a mainframe background, and with the SnowPro certification, I can compete with other peers that hold knowledge on cloud technology.”



BUSINESS IMPACT OF SNOWPRO CERTIFICATIONS

Certifications not only make a positive impact on the individual level, but also on the organizational level. As organizations adopt cross-cloud strategies and grow with Snowflake, having certified employees can shorten the time to value. In 2022, cloud computing was the top priority for **41%** of decision-makers⁶ and cited as the hardest positions to fill. Without certified employees, organizations risk implementing solutions incorrectly, may experience slower adoption and miss the opportunity to mobilize their data at scale.

As the demand for certified talent continues to increase, employers are investing in their workforce and prioritizing upskilling efforts to build a robust internal talent pipeline; **71%** of employers report⁷ they are upskilling or reskilling their workforce and **50%** say they are creating alternative career paths.

In Snowflake's survey, we discovered that SnowPro-certified individuals pursued certifications to uplevel their performance or maximize opportunities at their current company rather than pursue a new role at a different company.

SNOWPRO CERTIFICATIONS HAVE POSITIVE BUSINESS IMPACTS ON ORGANIZATIONS

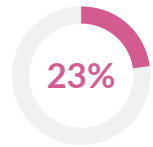
INCREASED PRODUCTIVITY

- **34%** of current employees have better, more efficient work deliverables from increased depth of knowledge, and better job performance
- Employees with IT certifications outperform their non-credentialed peers, leading to a measurable return on employer investment; **66%** of IT managers said employees with IT certifications produce higher-quality work.⁸ Salary aside, those who have recently earned an IT certification show increased job effectiveness with **36%** of certified individuals saying they are faster at performing their jobs.⁹

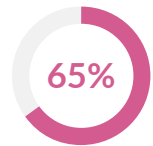
“With Snowflake being a newer platform in our company, the certifications have helped with my overall understanding around implementation, administration and consulting. Being able to speak confidently about the product has helped with others' comfort levels as they get started using Snowflake.”



INCREASED EMPLOYEE ENGAGEMENT



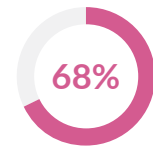
took on additional responsibilities in a leadership position in their existing jobs



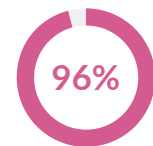
of IT managers say IT certifications enhance an employee's ability to guide and mentor others by staying abreast of the latest technologies¹⁰

“When you get certified, not only do you upskill yourself, you ... [can] go out and look for other opportunities within the company and for the company.”

INCREASED EMPLOYEE SATISFACTION



received positive recognition for achieving the certification



of global IT decision-makers believe that certified staff add value to their organization. When asked to put a dollar figure on the value a certified employee adds to their organization, nearly **25%** of respondents said **\$30,000** or more¹¹

“In my company, I am considered the reference [point] in Snowflake since I am certified, and every proposal and project where Snowflake is involved, I am asked for technical advisory [assistance].”

68%
would strongly recommend SnowPro certifications to a friend or colleague.

CONCLUSION

Taking advantage of an innovative cross-cloud strategy allows both individuals and organizations to gain knowledge and skills that promote transformation. Snowflake certifications empower SnowPros to become skilled resources that can transform the individual, organization and industry.

Of the surveyed SnowPro certification holders, **16%** report they have already started working on their next SnowPro certification.

Are you ready to kick off the certification journey? You can get started here. If you'd like to explore more about SnowPro certification exams, please visit [SnowPro Certifications: Stay ahead of the curve by validating your Snowflake Data Cloud skills.](#)

SURVEY METHODOLOGY

This report is based on survey insights taken from 668 respondents. Survey responses did not include current Snowflake employees who hold SnowPro certifications. All respondents held the certification at the time of survey completion. Surveys were conducted online in three waves between May 2, 2023 and May 19, 2023. The survey was also available to SnowPro certified individuals in person during the annual Snowflake Summit from June 26-29, 2023.



“ After achieving SnowPro status, clients have confidence in our organization and we are getting multiple leads and opportunities related to Snowflake.”



ABOUT SNOWFLAKE

Snowflake enables every organization to mobilize their data with Snowflake's Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, and execute diverse artificial intelligence (AI) / machine learning (ML) and analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies. Thousands of customers across many industries, including 639 of the 2023 Forbes Global 2000 (G2K) as of July 31, 2023, use the Snowflake Data Cloud to power their businesses.

Learn more at [snowflake.com](https://www.snowflake.com)



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CITATIONS

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- ³ "The Talent Shortage," ManpowerGroup, 2023
- ⁴ "The Talent Shortage," ManpowerGroup, 2023
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- ⁶ "Skillsoft IT SKILLS & SALARY REPORT," Skillsoft, 2022
- ⁷ "CEO perspectives on talent challenges," Deloitte, 2022
- ⁸ "2023 Value of IT Certification | Candidate Report," Pearson, 2023
- ⁹ "Most Popular IT Certifications for 2023," CompTIA, 2023
- ¹⁰ "2023 Value of IT Certification | Candidate Report," Pearson, 2023
- ¹¹ "Skillsoft IT SKILLS & SALARY REPORT," Skillsoft, 2022