



Understanding the Value of Esri Technical Certification

Aaron Zureick

4:15 PM

2019 ESRI PARTNER CONFERENCE
Palm Springs, CA

The information shared in this presentation is
CONFIDENTIAL and MAY NOT BE REDISTRIBUTED.

For details on confidentiality see the Confidentiality clause in your
Esri partnering agreement or the Esri Distributor Agreement.



Competitive Advantage



Skill Validation



Increased Opportunities

Why Pursue Certification?

Primary Goal: Recognize and validate expertise

Certification Program
2018

DESKTOP

ArcGIS Desktop Entry
ArcGIS Desktop Associate
ArcGIS Desktop Professional

ENTERPRISE

ArcGIS Enterprise Administration
Professional
Enterprise Geodata Management
Professional

SPECIALTY

ArcGIS API for JavaScript Specialty
ArcGIS Online Administration Specialty



How Important are Certifications?

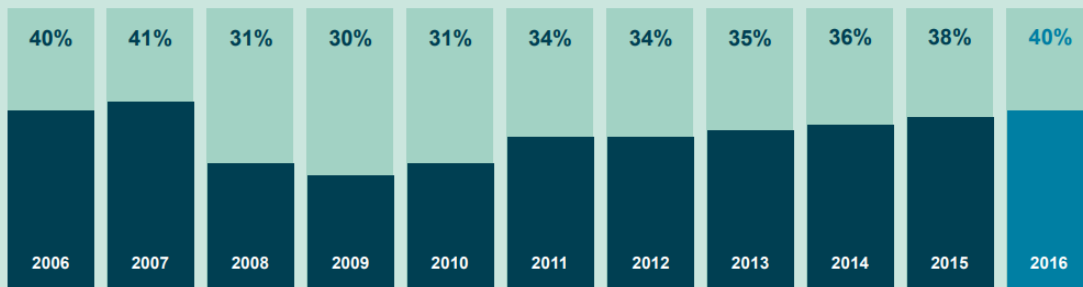
94% [of IT decision-makers] reported that their certified team members bring added value above and beyond the cost of certification.

Employers are Reporting a Global Talent Shortage / Skills Gap

Global Skills Gap

2016/2017 ManpowerGroup® Talent Shortage Survey

Globally, employers report the **HIGHEST TALENT SHORTAGE** since 2007



40% of employers globally are having difficulty filling positions

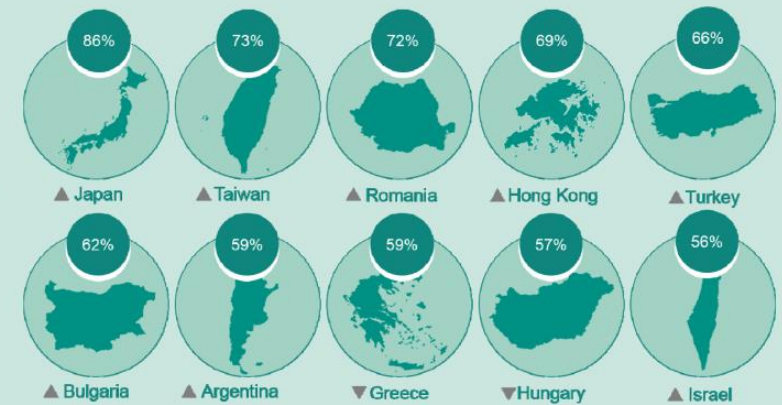
<http://manpowergroup.com/talent-shortage-2016>

Global Skills Gap

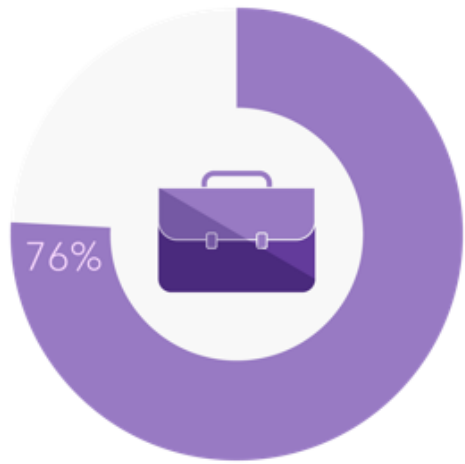
2016/2017 ManpowerGroup® Talent Shortage Survey

Countries where employers are having the **MOST DIFFICULTY** filling roles

<http://manpowergroup.com/talent-shortage-2016>

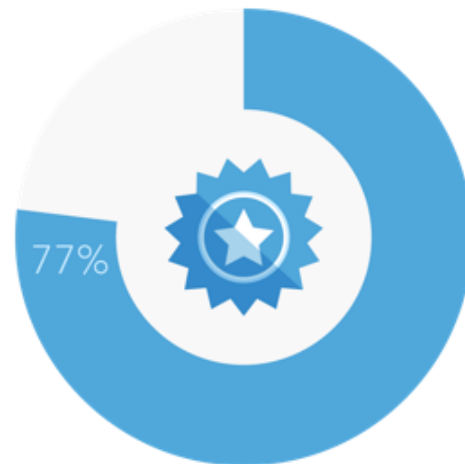


▲ More than previous year
▼ Less than previous year



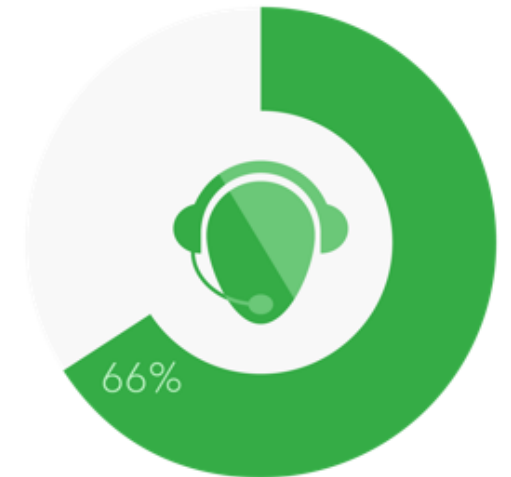
of certified individuals believe their Esri Technical Certification positioned them for career advancement.

Esri Certified Survey, June 2017



of certified individuals are likely to pursue another Esri Technical Certification.

Esri Certified Survey, June 2017



of managers believe that certifications improve the level of support and service of IT end-users and customers.

CompTIA Survey, June 2009

By the Numbers

The Salary Survey 75

This year's Salary Survey included more than 900 certifications. (Seriously, people, stop creating new IT certifications.) This list of 75, ranked by average base salary among U.S. credential holders in 2017, was drawn from the most statistically relevant certs in the survey — those held by the largest numbers of survey respondents. Yes, even years after the last time that you rented a powder blue tuxedo or bought a new dress for the high school prom, life is still a popularity contest. (Some things never change.) The Salary Survey is global, but 56 percent of all respondents this year checked in from the United States, roughly 6 times as many as came from any other country. Accordingly, our results are shown with average U.S. salaries listed separately, followed by an average of all non-U.S. salaries, followed by a global average that combines those two groups. Because of the high volume of U.S. respondents, some certifications yielded a U.S. average but were not held by enough IT professionals from other nations to produce global averages.

| CERTIFICATION | SALARY (U.S. ONLY) | SALARY (ALL NON-U.S.) | SALARY (U.S. AND WORLD) |
|--|--------------------|-----------------------|-------------------------|
| 1) Amazon Web Services Certified Solutions Architect – Associate | \$146,960 | \$55,380 | \$91,580 |
| 2) (ISC)² Certified Information Systems Security Professional (CISSP) Engineering | \$145,940 | N/A | N/A |
| 3) (ISC)² Certified Information Systems Security Professional (CISSP) Architecture | \$144,700 | N/A | N/A |
| 4) Check Point Certified Security Administrator (CCSA) | \$144,580 | \$65,840 | \$108,750 |
| 5) ISACA Certified in Risk and Information Systems Control (CRISC) | \$143,810 | \$107,630 | \$131,960 |
| 6) ISACA Certified in the Governance of Enterprise IT (CGEIT) | \$142,500 | \$103,750 | \$127,020 |
| 7) IAPP Certified Information Privacy Professional (CIPP) U.S. Privacy | \$139,380 | N/A | N/A |
| 8) (ISC)² Certified Cloud Security Professional (CCSP) | \$138,610 | N/A | N/A |
| 9) Cisco Certified Design Professional (CCDP) | \$138,500 | N/A | N/A |
| 10) GIAC Penetration Tester (GPEN) | \$137,500 | N/A | N/A |
| 11) ISACA Certified Information Systems Auditor (CISA) | \$136,500 | N/A | N/A |
| 12) GIAC Certified Information Systems Auditor (GISA) | \$136,500 | N/A | N/A |
| 13) Microsoft Certified Solutions Specialist (MCSS) | \$135,500 | N/A | N/A |
| 14) ISACA Certified Information Security Manager (CISM) | \$133,500 | N/A | N/A |
| 15) Cisco Certified Network Associate (CCNA) Routing and Switching | \$133,500 | N/A | N/A |
| 16) Microsoft Certified Solutions Associate (MCSA) Windows Server 2012 | \$133,500 | N/A | N/A |
| 17) Microsoft Certified Solutions Associate (MCSA) Office 365 | \$132,500 | N/A | N/A |
| 18) Microsoft Certified Solutions Associate (MCSA) Office 365 | \$132,500 | N/A | N/A |
| 19) Microsoft Certified Solutions Associate (MCSA) Office 365 | \$131,500 | N/A | N/A |
| 20) Microsoft Certified Solutions Associate (MCSA) Office 365 | \$131,500 | N/A | N/A |
| 21) Pega Certified System Architect (PegaCSA) | \$130,500 | N/A | N/A |
| 22) FS Certified Technology Specialist (F5-CTS) APM | \$130,500 | N/A | N/A |
| 23) PMI Project Management Professional (PMP) | \$129,500 | N/A | N/A |
| 24) GIAC Certified Information Security Incident Handler (GISCIH) | \$129,500 | N/A | N/A |
| 25) GIAC Certified Information Security Incident Handler (GISCIH) | \$128,500 | N/A | N/A |
| 26) Red Hat Certified Engineer (RHCE) | \$128,500 | N/A | N/A |
| 27) Cisco Certified Networking Professional (CCNP) Routing and Switching | \$128,510 | \$63,500 | \$94,530 |
| 28) HP ATP – Storage Solutions | \$128,210 | \$55,400 | \$76,640 |
| 29) Microsoft Certified Solution Expert (MCSE) Cloud Platform and Infrastructure | \$127,980 | \$62,320 | \$94,390 |
| 30) Cisco Certified Design Associate (CCDA) | \$127,880 | \$62,390 | \$96,100 |
| 31) Red Hat Certified System Administrator (RHCSA) | \$126,730 | \$44,460 | \$65,020 |
| 32) FS Certified Technology Specialist (F5-CTS) APM | \$126,250 | \$77,560 | \$92,330 |
| 33) Pegasystems Certified Lead System Architect (CLSA) | \$124,770 | \$56,890 | \$85,610 |
| 34) Oracle Database Professional | \$123,410 | \$46,110 | \$86,600 |
| 35) FS Certified (F5-CA) BIG-IP Administrator | \$123,390 | \$66,830 | \$87,670 |
| 36) EC-Council Certified Ethical Hacker (CEH) | \$122,470 | \$59,400 | \$104,500 |
| 37) EC-Council Computer Hacking Forensic Investigator (CHFI) | \$122,330 | \$80,420 | \$101,790 |
| 38) Pegasystems Certified Customer Service Systems Architect (CCSA) | \$121,670 | \$44,570 | \$62,830 |

| CERTIFICATION | SALARY (U.S. ONLY) | SALARY (ALL NON-U.S.) | SALARY (U.S. AND WORLD) |
|--|--------------------|-----------------------|-------------------------|
| 39) CompTIA CTT+ | \$120,180 | \$58,040 | \$92,840 |
| 40) Teradata 14 Certified Professional | \$119,380 | \$44,780 | \$55,300 |
| 41) GIAC Security Essentials Certification (GSEC) | \$118,660 | \$91,750 | \$114,450 |
| 42) FS Certified Technology Specialist (F5-CTS) LTM | \$118,130 | \$70,700 | \$91,780 |
| 43) Microsoft Certified Solutions Associate (MCSA) Windows Server 2012 | \$114,740 | \$49,960 | \$79,680 |
| 44) Pegasystems Certified Senior System Architect (CSSA) | \$114,600 | \$36,940 | \$56,350 |
| 45) Microsoft Office Specialist | \$94,730 | N/A | N/A |
| 46) Microsoft Office Specialist | \$92,920 | N/A | N/A |
| 47) Microsoft Certified Solutions Associate: Windows 10 | \$90,180 | N/A | N/A |
| 48) Cisco Certified Entry Networking Technician (CCENT) | \$88,710 | N/A | N/A |
| 49) Microsoft Certified Solutions Associate: Office 365 | \$88,060 | N/A | N/A |
| 50) SAS Certified Advanced Programmer | \$87,050 | N/A | N/A |
| 51) SAS Certified Base Programmer | \$86,560 | N/A | N/A |
| 52) Esri Enterprise Administration Associate | \$86,040 | N/A | N/A |
| 53) Esri ArcGIS Desktop Associate | \$78,970 | N/A | N/A |
| 54) Microsoft Office Specialist | \$92,920 | N/A | N/A |
| 55) Microsoft Certified Solutions Associate: Windows 10 | \$90,180 | \$35,590 | \$64,810 |
| 56) Cisco Certified Entry Networking Technician (CCENT) | \$88,710 | \$37,520 | \$74,420 |
| 57) Microsoft Certified Solutions Associate: Office 365 | \$88,060 | \$55,740 | \$67,860 |
| 58) SAS Certified Advanced Programmer | \$87,050 | \$49,190 | \$64,610 |
| 59) SAS Certified Base Programmer | \$86,560 | \$40,200 | \$64,130 |
| 60) Esri Enterprise Administration Associate | \$86,040 | \$52,660 | \$66,960 |
| 61) Esri ArcGIS Desktop Associate | \$78,970 | \$51,670 | \$64,560 |
| 62) TestOut Network Pro | \$64,360 | N/A | N/A |
| 63) TestOut Security Pro | \$60,150 | N/A | N/A |
| 64) TestOut PC Pro | \$52,740 | N/A | N/A |

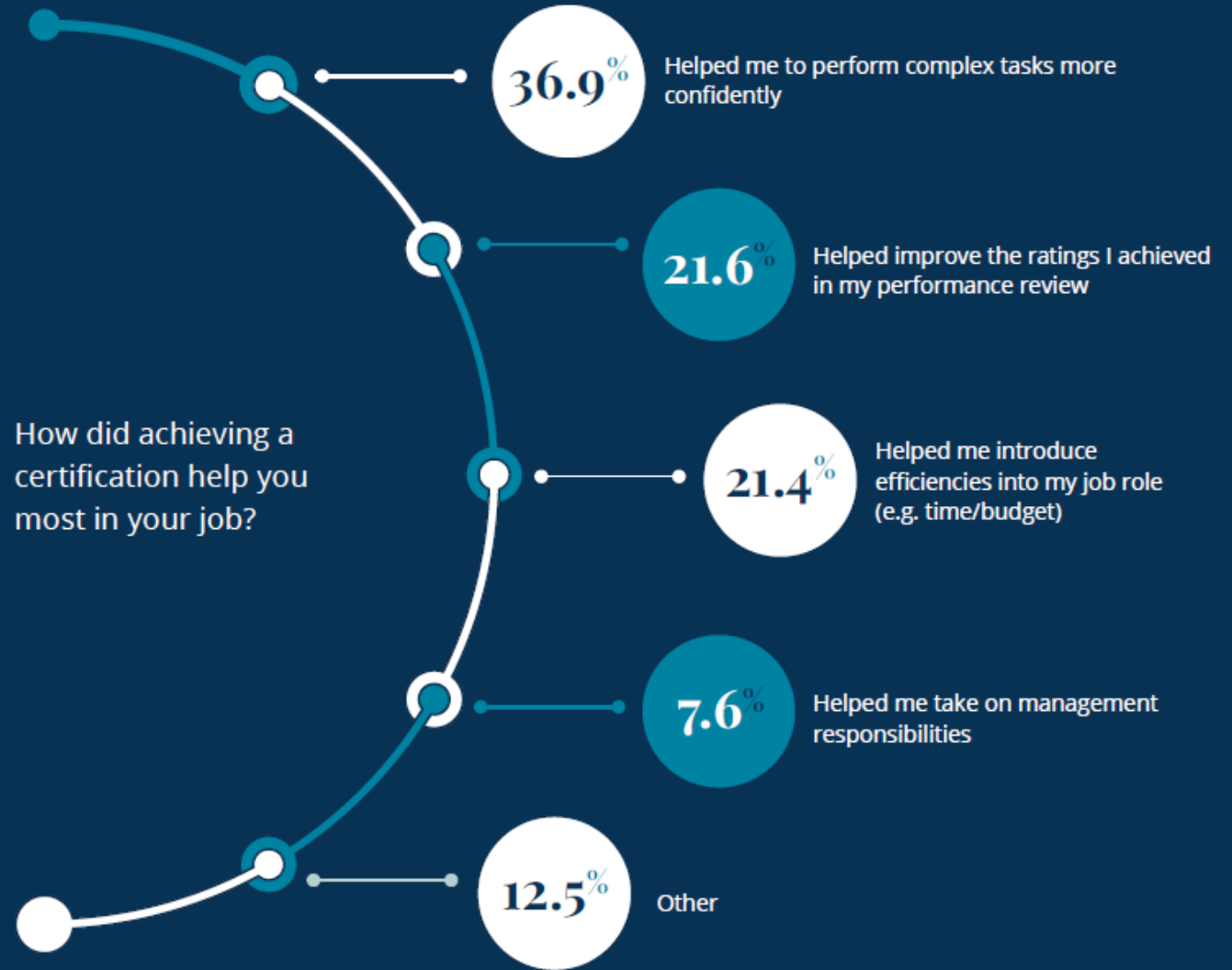
Certification Magazine Spotlight

20

Pearson VUE 2017 Value of IT Certification Survey

Results
summary

How did achieving a
certification help you
most in your job?



What's Next?

Stay Current

<http://www.esri.com/training/main/certification>

Stay Connected

Email certification@esri.com

Join us on GeoNet and LinkedIn

Chatter – Follow #certification

Share Your Story and Achievement

Certification Success Stories

Esri Technical Certification has helped individuals around the world advance their professional and personal goals. Here is a collection of their stories, in their words.

Has certification helped you achieve a goal?

[Share Your Story](#)

Success Stories

Find out how these individuals achieved their success.



Adrien Hafner

GIS Analyst IV

Duquesne Light Company



Zuhair Jarrar

GIS Training Lead

Esri

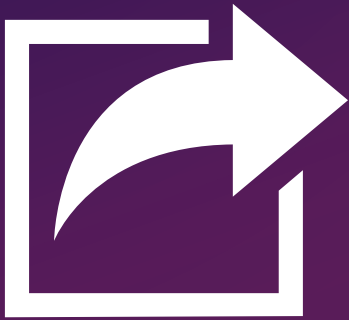


Bryan Ferri

GIS Specialist II

KSN Inc.

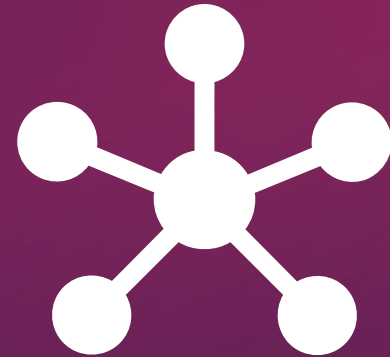
Enhance Your Personal and Organizational Brand



2900 issued



5500 views



1800 shares

Esri Technical Certification

Partner and Developer Summit

Validate Your Expertise with ArcGIS Software



Esri Technical Certification Exams at Partner and Developer Summit

Reserve your seat today!

Submit the form to receive more registration information via email.

Caliente Room - Hilton Palm Springs

- Monday, March 4 | 8 a.m. - 3 p.m.
- Tuesday, March 5 | 8 a.m. - 3 p.m.
- Wednesday, March 6 | 8 a.m. - 3 p.m.

Contact Us

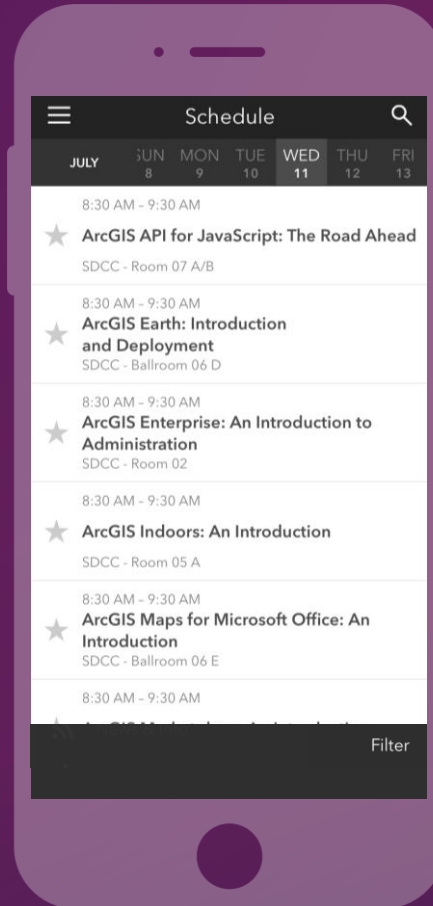
- <http://www.esri.com/training/main/certification>
- Email certification@esri.com
- Join us on GeoNet and LinkedIn
- Chatter – Follow #certification

Please Take Our Survey on the App

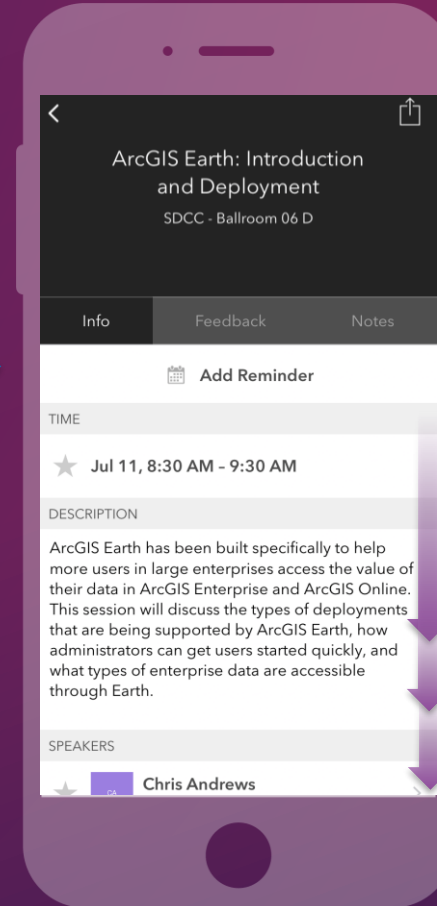
Download the Esri Events app and find your event



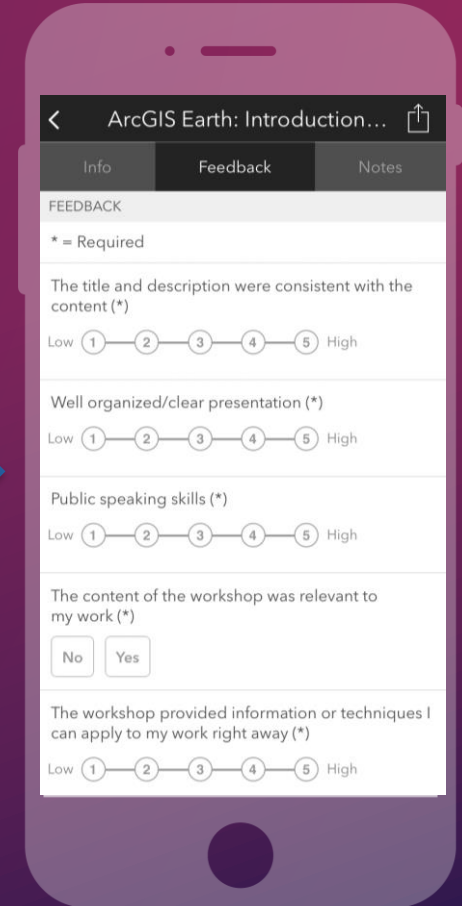
Select the session you attended



Scroll down to find the feedback section



Complete answers and select "Submit"





esri

**THE
SCIENCE
OF
WHERE**