

# Maximize Your Software Investment With Training



Knowledge is a critical organizational asset, regardless of industry or purpose. By investing in training your organization can get a competitive advantage, boost revenues, improve employee retention and increase productivity.

Still, many organizations shortchange training, which ultimately hinders performance. When left to a learn-as-you-go approach, users who are untrained or undertrained tend to only scratch the surface of the software's full capability.

There's value in professional software training. But don't just take our word for it. The following highlights key benefits according to third-party research, concluding that training can be a real differentiator for your organization.

"Classes teach you ... at a deeper level how records are read, variables are created and tables are merged, so that you can code faster and more efficiently."

– Thomas Foster  
Statistician

"The trainings are well structured and presented very effectively ... business examples are always given to drive points home, which is very helpful."

– Ashley Taylor  
Data Mining Manager

### Increased profitability

Research shows that when it comes to increasing efficiency and improving profit margins, few activities have the positive effects training does for an organization's bottom line.



The American Society for Training and Development (ASTD) collected training information from more than 2,500 firms and found that companies that spend more than \$1,500 per employee per year:

- Enjoy a 24 percent higher profit margin than those who don't reach that threshold.
- Have 218 percent higher income per employee.<sup>1</sup>



Another study from a leading research firm specializing in enterprise learning and strategic HR solutions said investing in building the knowledge of their employees has a measurable effect on the bottom line.<sup>2</sup>

"Organizations with high-impact learning delivered profit growth three times greater than their competitors."

### Improved employee satisfaction and retention

Study after study shows that frequency and quality of training is one of the best indicators of job satisfaction. It also has a direct correlation on retention rates.



According to recent studies, 74 percent of employees believed they were unable to achieve their full potential at work because of a lack of training and development opportunities. Nearly 33 percent of new employees will leave an organization before the end of their first year for the same reason, and only 32 percent of employees across the board feel engaged at their jobs.<sup>3</sup>



Many employees say employee development is the single most important factor in their workplace satisfaction. According to employee engagement and loyalty data cited in a blog from Access Perks, 68 percent of workers say training and development are the most important workplace policies.<sup>4</sup>

“Training improves your knowledge no matter what level of experience or expertise you start with.”

– Jordana Thomas  
Health Care Analyst

## Greater employee productivity

Industry research confirms that trained employees are more productive and of greater value to their organizations.



In a study conducted by the National Center on the Educational Quality of the Workforce, increases in workforce education level were far more effective at increasing productivity than increases in the value of equipment (a 10 percent increase in both produced a productivity gain of 8.6 percent for education vs. a mere 3.4 percent increase for upgraded equipment).<sup>5</sup>



When it comes to analytical skills development, there’s no better investment you can make for your organization or yourself than building your SAS® skills. In fact, according to a massive study from Money and Payscale.com, SAS analytics skills are the most valuable skills to have in today’s job market, with an average pay boost of 6.1 percent.<sup>7</sup>



Research also shows that each hour of effective training is worth five hours to the employing organization. This is attributed to well-trained users reaching the required skill level in a quarter of the time, needing less support from peers and help desks, and spending less time correcting errors.<sup>6</sup>

“[Training has] enabled me to perform more advanced reporting functions of my job.”

– Chris Cox  
VP and Senior Tech Manager - Systems Engineering and Analysis

## Benefits of training with SAS

To better understand the value of SAS training for our users, we surveyed more than 12,000 former SAS training customers. The results were impressive.\*

From managers:

- 89 percent said their team members add more value to the organization after SAS training.
- 88 percent said their team members became better at their jobs after SAS training.
- 83 percent said they would recommend SAS training to a colleague or peer.

From students:

- 83 percent of all SAS users said they are better at their jobs after SAS training.
- 90 percent of users with six or more years of SAS experience felt better at their jobs.
- 84 percent of users said they believe SAS training is a good investment and makes them better at their jobs.
- 83 percent of users said they would recommend SAS training to a colleague or peer.



<sup>1</sup> "Not Investing in Employee Training Is Risky Business," Emad Rizkalla, June 30, 2014. HuffPost.

<sup>2</sup> "The Importance of Training and Development in the Workplace," James Boobyer, Aug. 6, 2017. Certus.

<sup>3</sup> "[Employee Training: The Best Investment Your Company Can Make](#)," Chet Neal, Aug. 11, 2016. VAR Insights.

<sup>4</sup> "[2016 Employee Engagement and Loyalty Statistics](#)," Brandon Carter, Dec. 31, 2016. Access Perks.

<sup>5</sup> "[Employee Training Pays for Itself](#)," Erin Roberts-Hall, Nov. 5, 2015. Employee Training Institute.

<sup>6</sup> "[End-User Training: An Afterthought or the Key to ERP Success?](#)" Hannah Dockery, June 5, 2014. Training

<sup>7</sup> "[The 21 Most Valuable Career Skills Now](#)," Kerri Anne Renzulli, Cybele Weisser and Megan Leonhardt, May 16, 2016. Money.

\* Survey results from 557 respondents to the 2017 Value of SAS Training survey conducted by SAS and published to more than 14,000 SAS training customers.

To learn more, visit [sas.com/learn](https://sas.com/learn).

