The Impact of Continuous Learning & Salesforce Certifications
April 2021 IDC Study

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General Stats
Salesforce Certifications Drive Business Impact
Certified professionals have greater skills and influence

5.5X
more influential

90%
more productive

35%
more impactful

Source: IDC, April 2021
Skilled Employees Drive Success
Continuous learning drives an agile and efficient workforce

30% faster time to value

68% more efficient

Source: IDC, April 2021
Salesforce Certifications Improve Developer Efficiency
Salesforce Certified Developers are more productive and efficient

- 90% more productive at building code
- 60% more efficient at reusing code
- 10% fewer errors in coding
- 3X faster code development

Source: IDC, April 2021
Salesforce Certified Developers Thrive With Continuous Learning

68%
More Productive

30%
Faster

Salesforce Certified Developers are faster at mapping process requirements

Salesforce Certified Developers produce more code

Source: IDC, April 2021
Administrator Stats
Salesforce Certifications Improve Admin Productivity

- 15% faster at building reports, dashboards, and workflows
- 15% faster at troubleshooting user account issues