



Amazon Web Services (AWS) is a leading global cloud computing provider offering a broad suite of on-demand services, enabling businesses to innovate and reduce IT costs. Its scalable and reliable infrastructure powers organizations worldwide.

## Results

**4000+** learners for GenAI Essentials in months

**96%** of students rated "Excellent" or "Good"

**98%** improved their understanding of GenAI on AWS

**4.8/5.0** Average Trainer CSAT

# How to Train 4,000+ Partners in GenAI and Achieve 98% Satisfaction



**"This is the BEST technical training I've had in years!"**

- Technical Lead, Systems Integrator

## The Challenge

AWS operates in a market where good isn't good enough. They'd built a leading GenAI platform, but faced a critical gap: How to make thousands of partners GenAI experts...*fast*.

GenAI was evolving at breakneck speed, and with customers expecting expertise, partners needed deep technical knowledge on even the newest stuff. Every day without training meant more missed opportunities.

AWS faced a choice: Find a way to deliver truly world-class GenAI training at a massive scale, or risk partners falling behind in the AI race.



**"Even as a non-technical person, I felt confident and included."**

- Business Analyst, Systems Integrator

## The Solution

After evaluating their options, AWS selected ROI Training to deliver GenAI Essentials on AWS. While ROI did not have the lowest price, they had something others didn't: the proven ability to scale engaging, high impact training solutions again and again.

ROI brought expert AWS Authorized Instructors, ramped on the GenAI curriculum, and created infrastructure to train thousands virtually. Most importantly, they treated quality as non-negotiable.

The execution was swift. ROI launched GenAI Essentials on AWS to meet explosive demand. They delivered the first public "Machine Learning Engineering on AWS" course with exceptional results. They scaled programs to handle hundreds of students per session while maintaining high quality.



**"Helped me explain GenAI to clients with clarity and purpose."**

- Systems Integrator Consultant

## Why This Matters

AWS got exactly what they needed: partners who could actually sell and implement GenAI. AWS partners used their real GenAI expertise to implement advanced solutions, win competitive deals, and drive customer success.

The partnership with ROI produced multiple victories: GenAI Essentials on AWS launched successfully. The ML Engineering course set new quality benchmarks. And, ROI continues to serve as a critical engine behind AWS training success.