Pearson

INDUSTRY-RECOGNIZED AI CERTIFICATIONS

CRITICAL CAREER SKILLS
GENERATIVE AI FOUNDATIONS EXAM

INFORMATION TECHNOLOGY SPECIALIST
IT SPECIALIST AI EXAM

Microsoft
MICROSOFT AZURE AI FUNDAMENTALS

90% of HR leaders believe significant reskilling will be needed in the next 5 years due to AI's impact.[1]

94% of leaders say AI initiatives will fail without skilled employees.[2]

79% of business leaders believe they need to adopt AI to stay competitive.[3]

[1]The Skills Crisis Countdown. 2024 Study by Peoplescout & Spotted Zeba
[2]2024 WorkTrend Index Annual Report from Microsoft and LinkedIn
[3]Handshake.com, 2024

EQUIP YOUR WORKFORCE WITH TODAY'S ESSENTIAL AI SKILLS

In today's rapidly evolving technological landscape, artificial intelligence (AI) proficiency is becoming crucial for business success. Pearson offers a portfolio of in-demand certifications to help your employees develop and validate their AI skills, enabling them to:

- Enhance customer experiences
- Build and implement AI tools
- Optimize business processes
- Navigate advanced AI concepts

Investing in AI training can deliver substantial benefits. When employees use AI tools effectively, they're more productive and efficient and can handle more complex responsibilities, producing higher quality work. AI expertise fosters confidence in developing innovative solutions and adapting to evolving technologies, ultimately propelling your company's success in an increasingly AI-driven environment.

ARE YOUR EMPLOYEES READY?

Whether you're upskilling your team on generative AI skills, training them on building AI tools, or covering advanced concepts in AI solutions, we have the certifications to verify these skills in an AI-driven workforce.

CRITICAL CAREER SKILLS

GENERATIVE AI FOUNDATIONS EXAM

FOR THE CANDIDATE WHO NEEDS THE SKILLS TO USE AI SOLUTIONS

- Ethics of AI use as it related to intellectual property and fair use
- No technical or statistical knowledge required
- Understanding of AI development is not the focus nor goal
- For the everyday employee and student

With a certification in **Generative AI Foundations,** learners will be able to distinguish AI types, select the right tools, and produce effective outputs. They'll develop expertise in prompt engineering and refinement while exploring the ethical, legal, and societal impacts of AI. By focusing on practical, brand-agnostic skills, this certification prepares learners to confidently apply AI solutions in their roles.

GENERATIVE AI FOUNDATIONS EXAM

INFORMATION TECHNOLOGY SPECIALIST

IT SPECIALIST AI EXAM

FOR THE CANDIDATE WHO NEEDS SKILLS TO DEVELOP AI SOLUTIONS

- Governance, transparency, and ethics of AI as it relates to development
- Requisite understanding of a programming or scripting language
- AI Development Life Cycle Focus
- For the individual beginning a path to a career in information technology

By taking the **IT Specialist AI** exam, learners will gain essential skills in AI solution development, including governance, ethics, and transparency. They'll also build a strong foundation in programming and scripting while mastering the AI development lifecycle—key knowledge for anyone aspiring towards a career in information technology.

IT SPECIALIST AI EXAM

Microsoft

MICROSOFT AZURE AI FUNDAMENTALS

FOR THE CANDIDATE WHO SEEKS TO ENHANCE THEIR SKILLS IN DEVELOPING AI SOLUTIONS

- Covers AI, natural language processing, and computer vision workloads in relation to Microsoft Azure services
- Requisite understanding of machine learning, AI, and programming
- Prepare for roles like Azure Data Scientist Associate or Azure AI Engineer Associate

A **Microsoft Azure AI** certification validates expertise of common machine learning and AI workloads and how to implement them on Azure. Backed by Microsoft, it ensures a future-ready workforce capable of deploying intelligent, scalable AI solutions that drive efficiency and innovation.

MICROSOFT AZURE AI FUNDAMENTALS

STAYING AHEAD MEANS STAYING SKILLED

Investing in AI certifications equips your employees with the expertise to innovate, adapt, and drive success, giving your company a powerful competitive edge.

GET STARTED TODAY

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