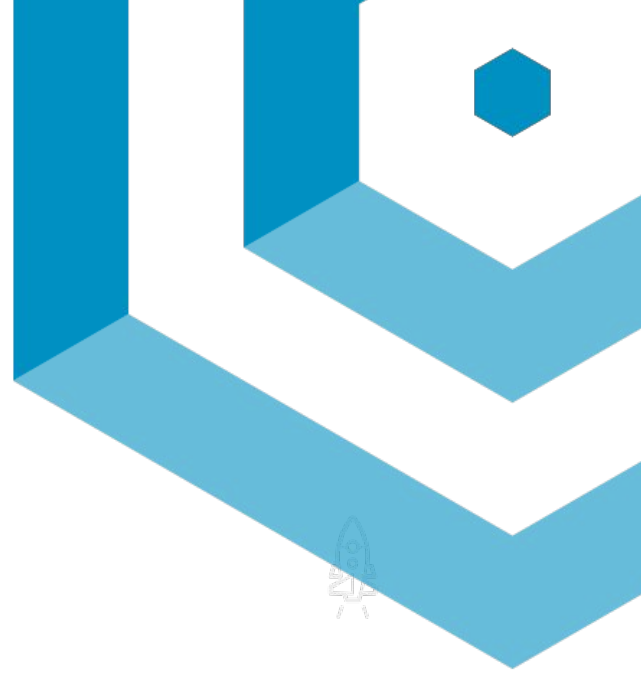


Appsembler


Customer Case Studies



What ROI have
companies seen with
Appsembler?

ROI Summary Slide

 \$2.5 million of cost savings within 12 months

 600+ high-value leads in 2 days

 150,000 Marketing Qualified Leads (MQLs) trained

 +100% increase in customer and partner attendance

 80% improvement in training department productivity

 Improved customer and partner product adoption rates



Challenges

- **Unable to capture lead information** from web visitors.
- Leads **couldn't experience Chef's products** in their training.
- **Traditional marketing was not working** for Chef's technical buyers of software developers and devops professionals.



Solution

- **Lead Generation:** capture lead information as leads enroll in courses.
- **Instant Lab Environments:** Leads can trial Chef's products instantaneously.
- **Effective Marketing:** Leads are automatically enrolled in campaigns based on activity.



Results

- Chef has **trained over 150,000 developers** through their Learn Chef Site.
- Learners get **instant, hands-on product trials** of Chef's Software.
- The Learn Chef platform, powered by Appsembler, is now **a reliable and high-volume source of leads**.

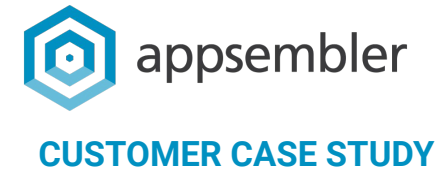


*"The Learn Chef platform will make a meaningful difference for the thousands of Chef practitioners who can **grow their careers and experience more success in their jobs.**"*

Matt Carter | Senior Director of Product Marketing | Chef Software



Redis Labs is the home of open source Redis, the world's fastest in-memory database platform and the "Most Loved Database" by developers.



Challenges

- Redis Labs wanted to expand their reach, **acquire new users** and educate users on their open source software.
- Provide users with an easy way to complete **hands-on, software exercises** during online training.
- **Make hands-on training at live events easier**, and remove the learner setup and configuration process.



Solution

- **Scalable Platform:** Migration to one platform, built with new user acquisition in mind, to train new and existing Redis users.
- **Instant lab environments:** Virtual labs lets learners easily complete real, hands-on exercises via a web browser without setup or configuration.
- **Lead generation:** A branded Redis University site to attract and educate potential users.



Results

- Grew to **5500+ registered learners and 8500+ course enrollments** in the first 12 months after launching.
- **Offers courses focused on new user acquisition**, including *Introduction to Redis Data Structures*.
- Successful in-person training workshops, where **users can use Redis' software within seconds**.



"With Appsembler Virtual Labs we can ... **give our users quick wins very early**. They just launch the browser, log in, and instantly they're using Redis."

Kyle Davis | Former Head of Developer Advocacy | Redis Labs



Challenges

- With **thousands of users** globally, Cybereason's in-person training program was time-consuming, costly, and hard to scale.
- Needed an **agile training solution** for easy content creation and scalability.
- Training with tools like **slides & webinars were ineffective** for learners and trainers, and content quickly became outdated.



Solution

- **Scalable Platform:** One platform for training employees, customers, and partners.
- **Content creation:** Build-in course creation tool providing ease of use for course authors to iterate and update course material.
- **Custom Branding:** A fully branded, self-service learning portal for users to onboard or upskill, via desktop or mobile.



Results

- Grew to **9000+ course enrollments and 2500+ course completions** in 12 months.
- **Saved more than \$2.5 million on onboarding and training** within 12 months. Trainers are spending less time building instructional programs.
- Engaging, mobile-responsive learning experiences are available to users on **any device at any time.**

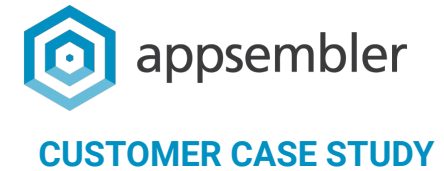


"With Appsembler, we've been able to **build a scalable learning machine** that makes our customers, employees, and partners more successful."

Mark Hoeber | Director, Training & Enablement | Cybereason



Itential provides powerful network automation software to companies worldwide — from Fortune 500 telecommunications and financial service companies to enterprises of all sizes; Itential is trusted to automate their most critical networks.



Challenges

- Itential trainers were **spending 360 days/year traveling** to customer's sites for training.
- Because all of their time was spent on instructor-led training, Itential had **difficulty keeping their material up-to-date**.
- Not all customers could attend live training, leading to **low training enrollment rates**.



Solution

- **Time Save:** Once a self-paced training portal was launched, time became immediately available to focus on developing and improving new content.
- **Up-to-date materials:** Appsembler makes it easy to create new course content and update old content.
- **Improved training attendance:** With self-paced training available, customers and prospects can learn on their own time without the need for a live instructor.



Results

- The training team **recovered 80% of their time**, which was then used for course creation and updates.
- Customers and prospects **training enrollment and attendance more than doubling**.
- Proper, hands-on training led to **higher adoption rates and product usage**.



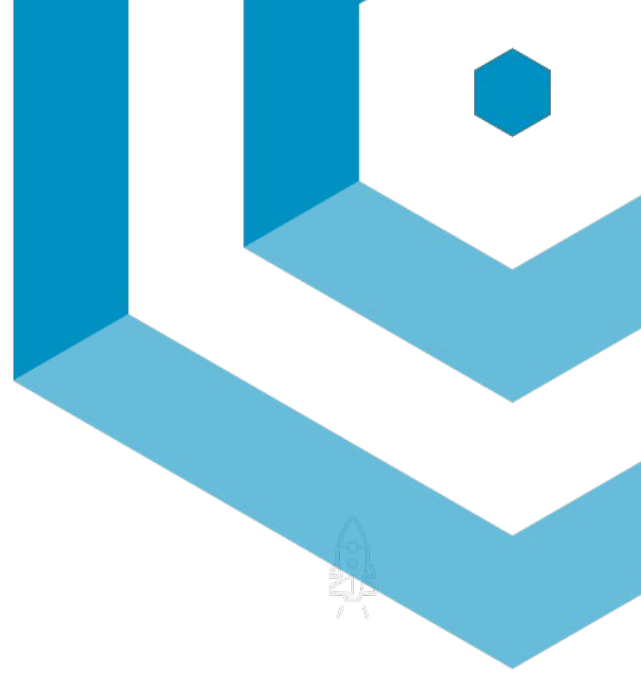
*"Itential **recovered 80% of the training team's time**, which is now used to develop and improve new course material for customers."*

Andrew Austin | Director of Itential Academy | Itential

Appsembler

Build it with education

Appsembler is transforming how companies interact with their audiences and unleashes the impact of education to build a more empowered world. Our solutions are driving the world's knowledge transformation forward by uniting traditional learning experiences with the power of immersive, hands-on environments.



sales@appsembler.com

