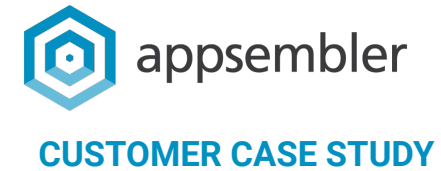




Redis Labs is the home of open source Redis, the world's fastest in-memory database platform and the "Most Loved Database" by developers.



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