Skytap

Rocket software

Skytap Virtual IT Labs Case Study:

ASG Technologies bolsters training and demo environments

Background

When building a new partner network, ASG Technologies, now a Rocket Software company, had the difficult but critical task of getting partners to understand, place and implement its product suites. The company also needed solutions for conducting internal sales training for its pre-sales engineers and creating customer demo environments while controlling access and costs.

Challenge

In 2017, ASG Technologies, now a Rocket Software company, began building and expanding its partner network. The company needed its partners to understand, place and implement its product suites with their own customer bases, a requirement which was tantamount to the success of these partnerships and also one of the most challenging tasks the company faced in getting its new network off the ground. Crucially, ASG needed a way to provide partners with access to virtual labs for sales enablement and product demo purposes.

In a highly competitive global industry and dealing with its recent acquisition by Rocket Software, ASG Technologies needed to provide demos for internal seller training as well as for prospective customers. Whichever solution it picked, it wanted to modernize IT infrastructure, bolster global availability, improve scalability, reduce the internal resource strains on IT staffing and overhead as well as save money on capital expenditure.

Overview

INDUSTRY:
Information Management and IT Solutions Provider

OBJECTIVE:
Support high-quality, scalable virtual demos and training

USE CASE:
Sales Demos, Training and Sales Enablement

About the Company

ASG Technologies is the only solutions provider for both Information Management and IT Systems Management. Its Information Management solutions capture, manage, govern and enable companies to understand and support all types of information. ASG provides mission-critical technology solutions for hybrid enterprises around the world.

Solution

In considering a solution, ASG Technologies selected Skytap Virtual IT Labs due to the following product features and capabilities:

- Increased scalability
- On-demand delivery
- Greater instructor access and controls

- Global availability
- Ability to quickly provision environments
- Ability to support 1000s of VMs concurrently

Skytap's Course Manager solution, an add-on of the Skytap Virtual IT Labs offering, was also appealing because it helped make the training and demo experience even more customer friendly and effective.

> " "Skytap's value is demonstrated by the number of templates available [and] its speed in deploying even complex environments, not only on the endpoint level, but especially at the network level."
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> – Lothar Wilhelm, Rocket Software Senior Director of Learning and Development

Outcomes

ASG Technologies addressed partner and customer lab access requirements with Skytap quickly, over the course of weeks, and as the company went through a period of rapid growth. The ASG Partner Enablement team leveraged Skytap's templates and cloning functionality to scale to meet the demand of its growing partner network.

By using Skytap, ASG was able to create "more customer friendly and effective" training programs for the most relevant products much more quickly than if each had to be created manually, according to Rocket Software Senior Director of Learning and Development Lothar Wilhelm. Skytap enabled Lothar's team to train and properly equip partners' salespeople, pre-sales engineers and technical consultants with the knowledge they needed to best evangelize ASG to their customers.

After experiencing rapid success with its new partner network, ASG soon deployed Skytap training for its own internal pre-sales engineers, "who used it to create complex IT landscapes with a mouse click for product demos for sales and on technical levels, as well as to perform POCs for customers," explained Lothar.

Added to this is the great flexibility in making environments available to customers who have strict policies on accessing third party systems. With Skytap sharing portals and native cost control capabilities, ASG has greater control over access and spend, making Skytap a perfect fit for the growing company.

After this successful project, ASG is now considering expanding Skytap usage to encompass product beta testing and quality assurance as part of its go-to-market strategy, as well as product trials for potential customers. As Lothar puts it, "the journey with Skytap is not over."

Learn more about how Skytap Virtual IT Labs can support your organization's training needs

Skytap is a cloud service purpose-built to natively run traditional systems in the cloud. Our customers use Skytap for running production, disaster recovery, virtual training labs, and development workloads. We are the only cloud service to support AIX, IBM i, and Linux on IBM Power together with x86 workloads, enabling businesses to accelerate their journey to the cloud and increase innovation. To learn more about Skytap or schedule a demo, visit www.skytap.com.