

Virtual IT Labs for Product Growth – Requirement Document Template

For software companies, the customer journey is becoming more complex than ever. Modern buyers demand self-service and self-education. Meet your buyers where they are. It's time to enable people to explore your product, guided by scenarios designed specifically for their needs; and provide active feedback based on their actions – all without any barriers!

What are virtual IT labs?

Virtual IT labs provide users with hands-on sandbox environments where they can learn about products and technology. Sandboxes are self-contained environments created using actual products/technology to match real-world scenarios, exposed to the user using just a web browser. In these sandboxes, users can learn and experiment with a wide range of tools and technology without worrying about breaking their production environment.

What makes virtual IT labs so effective?

Nothing beats hands-on experience in the live environment when it comes to product adoption. Virtual IT labs enable you to transform the way you educate and sell to modern buyers with a guided hands-on product experience.

Questions to consider as you build a product growth strategy with virtual IT labs

How will you use virtual IT labs?

- Product workshops at events (virtual or in-person)
- Self-paced labs on your website
- Gated product tutorials for lead generation
- Demos and POCs
- On-demand customer training
- (Virtual) Instructor-led training

How will you to ensure both customers and content creators have a superior user experience?

Customer experience

- Browser-based
- No software downloads
- No configuration
- No setup time
- Hands-on learning experience
- Scalable and stable lab performance
- Holistic experience in one place

Content creator experience

- Easy content creation
- Levers for cost control
- Sandbox flexibility
- Integration with tools
- Reporting and analytics
- Feedback system
- Integration with existing tools
- Embed labs on LMS, website, documentation

Here're 12 must-have features in virtual IT labs for product growth.

Rank the features you need

- Hands-on capabilities with validation of actions
- Easy content creation using both web UI and CLI
- Embeddable on LMS, Website, and Documentation
- Works with all technologies. Real-time access to multi-cloud.
- Automatic cleanup of sandboxes that save you costs, time, and stress
- Integration with CRM, Marketing Automation, and LMS
- Support for all content formats in one place
- A quantitative and qualitative feedback system
- Reporting and analytics to measure the impact of your labs
- Automated virtual lab testing for quality assurance
- Scalable lab performance that can accommodate the burst workload
- Quick setup-time with pre-started virtual IT labs

Budget Tips

Find a provider that offers usage-based pricing that gives you the flexibility to grow as your needs for virtual IT labs grow.

Wrap Up

Virtual IT labs platform is a long-term investment to drive product adoption. From our experience, once you're seeing success in one use case, it's likely that other teams within your company will take an interest in using that to achieve their business goals. The first content created on the platform enables the rest of the company to take advantage of to ramp up their use cases.



"Instruqt's Cloud Sandboxes – An elegant solution to a complex problem. We spent many hours trying to get this right with our homegrown solution when we could have been building content. With these features in place, we were able to rapidly roll out new cloud-enabled tracks with relative ease, keeping cost control and security at the forefront."

Lance Larsen
Head of Emerging Products Solutions Engineering at Hashicorp

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