

## SUCCESS STORY

# HOW XEBIALABS ACCELERATES CUSTOMER ADOPTION WITH INTERACTIVE HANDS-ON CUSTOMER TRAINING



XebiaLabs is the leading end-to-end on-premises, DevOps toolchain orchestration and reporting platform. XebiaLabs' software is designed for complex enterprises with complex pipelines. Customers use solutions such as XL Deploy and XL Release to simplify their DevOps Processes. A one-stop solution for enterprises to connect all DevOps tools, manage their interactions and create a data hub for reporting.

Because XebiaLabs' tools are easy to learn but hard to master, high-quality customer training has always played a massive role in XebiaLabs' customer success playbook.

## TRAINING APPROACHES AND CHALLENGES

As the company grew, trainers were sent worldwide to give classroom training to IT teams in leading enterprises. At the time, XebiaLabs trainers would offer their product training to be run on virtual machines, distributed via USB sticks. Customers would have to install the virtual machines on their corporate laptop.

The routine of running customer training on virtual machines was tiresome. Either their customers' corporate laptops would block VirtualBox from running the virtual machine, or other technical difficulties would occur, such as not being able to install Java. Just setting up the customers' corporate laptops for the training took up about two or three hours, which did not add any value. In 2018 Ben Hählen, Director of Customer Success, was approached by Instruqt about a new way of customer training.



### Fast Facts:

- XebiaLabs is the leading end-to-end DevOps toolchain orchestration and reporting platform.
- Customers are within the top 500 companies in the world
- Burlington, Massachusetts



### Pain Points:

1. Long Training Setup
2. No Easy Access
3. Low Product Engagement
4. Not Scalable
5. Bad Training Experience



### Outcomes:

- Improved Training Experience
- High Scalability
- 3-minute Setup Time
- Averaging retention rate of 93%
- Easy Access To Customer Training

*"On the first day of the training, we couldn't start any kind of self-paced training because it was so intensive to get stuff started up. Our old way of doing the training was not scalable at all. After a 3 hour set up, you cannot get people to do it by themselves. You will find that people lose their enthusiasm after going through all of that to set up the training."*  
- Ben Hählen.

# INSTRUQT SOLUTION: INTERACTIVE, HANDS-ON CUSTOMER TRAINING

After taking into consideration several alternatives, XebiaLabs chose Instruqt's interactive hands-on IT Lab Platform.

## Virtual Instructor-Led or Self-Paced Training

Instruqt offers a powerful browser-based IT learning platform with personal sandbox environments. Instruqt allows Customer Success teams to transform their classroom training to high quality virtual instructor-led or self-paced training.

*"Instruqt is amazing because I don't need to go into everyone's files anymore to check if it's okay. Instruqt does the check for me, and I can specify exactly what Instruqt needs to check for an assignment to be solved/completed, which really helps me."*



"The advantage of Instruqt is that the setup time has decreased from three hours to probably five minutes," explains Ben Hählen. "We can use Instruqt as a Cloud lab, and offer an improved training experience where they can learn on the actual XebiaLabs products."

## High Quality Training with Instant Feedback Loop

XebiaLabs is determined to continue offering high-quality customer training. XebiaLabs uses Instruqt to accelerate customer learning with interactive, hands-on learning that allows the user to learn by doing on real technology.

"We can now provide a higher quality of training with Instruqt's validation feature and make sure that people are doing things right."

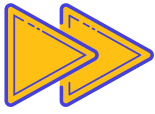
## Bite-Sized Learning

By using Instruqt, XebiaLabs can provide bite-sized training that fits the busy schedules of their customers.

"Ideally, it's one hour long, at most. Some tracks require a bit more time, naturally. On the back-end, we can see how our customers are progressing with our products and training."

Each of their customers gets to learn and do stuff in their lab environment. The courses are driven by the instructions their users need to follow.

## RESULTS AND BENEFITS



### Higher Quality Training

Before using Instruqt, it would take XebiaLabs 3 hours to set up their training. With a simple setup process (no need to transfer VM's anymore), there is less time spent on setting up the training environment, which means more time to learn.

Old Setup Time: 3 hours | New Setup Time: 3 minutes | Reduction ~ 97%



### Self-Paced Training

Because of the complexity of the training environment in XebiaLabs' old setup, it wasn't easy to provide self-paced training. Using Instruqt, XebiaLabs can deliver self-paced training, as the complexity is eliminated for the end-user.



### Improved Training Experience

As the challenges are available in the browser, everything has become a more pleasing experience for their customers, and the feedback they have received is very positive.



### High Scalability

The ability to provide self-paced training and the simplicity of the setup for customers has allowed XebiaLabs to scale customer training and be less dependent on sending instructors to clients to deliver training.

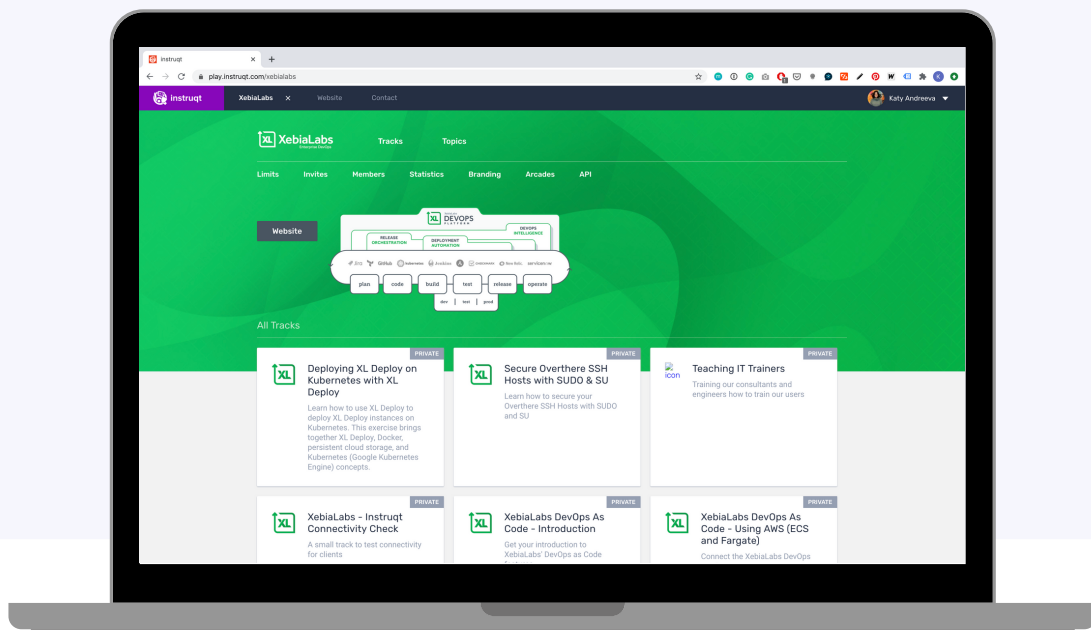
## FUTURE PLANS

Ultimately XebiaLabs will be using the Instruqt Learning Platform to offer its customers entirely self-paced training courses. "So we're also working on getting a proper certification program running where people can learn without their actual instructor in front of them: Here's our environment. It's broken. Fix-It."

*"For all of these organizations that are out there trying to upskill or reskill hundreds if not thousands of people, we have one customer that is doing a reskilling of 1,000 people. Yeah, thousand people at least on Instruqt. And at this moment, we're thrilled with the platform."*



## THE NEW WAY OF VIRTUAL CUSTOMER TRAINING



## OUR SUPER POWERS

### Turn Problem Solvers into Avid Product Users

IT engineers are problem solvers first, coders second. The best way to engage with them is by using interactive, hands-on, challenge- driven learning.

### Train on Real Technology & Real Infrastructure

We configure the infrastructure you want eg. Docker containers, Virtual Machines or an entire cloud project. We will spin that up for you.

### Simplify the Way you Run Training & Product Demos

Leverage the power of the cloud. Open SDK supports multiple content formats. Reduce training set-up time by 95% and increase customer satisfaction by 100%.

### Boost Knowledge Retention Among Users

Beat the Forgetting Curve with learning by doing and microlearning. Enable effective learning at the point of need.

## Ready to Accelerate Your Customer Adoption?

Talk to with our  
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Michiel Zeinstra, Today



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