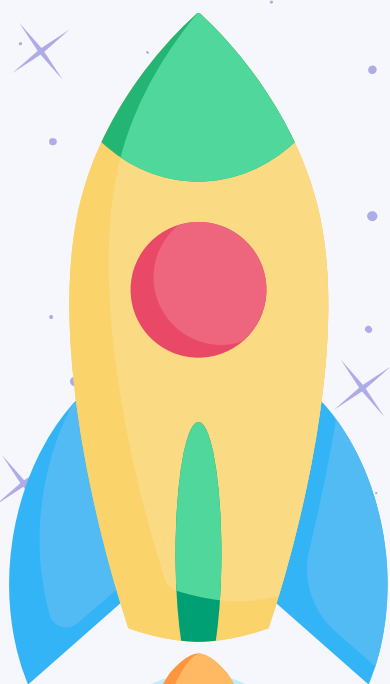


SUCCESS STORY

HashiCorp Redefines the Virtual Sales Experience with Hands-on Virtual IT Labs



instruct

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Making adoption of new tooling simple

HashiCorp is the leader in infrastructure automation for multi-cloud environments. HashiCorp builds solutions that enable innovation at global enterprises, offering them a common cloud operating model via consistent workflows to provision, secure, connect, and run their infrastructure with any application.

Their foundational technologies are open source and developed openly, and have been since their founding. HashiCorp's mission is to develop tools that unlock the cloud operating model for every business and enable their digital transformation strategies to succeed.



Fast Facts:

- HashiCorp is the leader in infrastructure automation for multi-cloud environments.
- 100+ customers in Fortune 500 list.
- Based in San Francisco, California



Challenge

Host enjoyable HashiCorp product workshops to boost product adoption of multi-cloud functionality for enterprise prospects and customers.



Pain Points:

Homegrown virtual IT lab was slow to build, unreliable, boring, and couldn't scale to support marketing and sales activities like:

- Boost product adoption
- Grow product engagement
- Fuel lead generation



Solution:

Redefining Virtual IT Labs for workshops and Demos Experiences with Instruqt.

Outcomes in 6 months :

- Exponential increase in audience reach
- 15% increase in total sales pipeline
- 90% Positive workshop feedback

HashiCorp Customers



Challenge: Host enjoyable HashiCorp product workshops to boost product adoption of multi-cloud functionality for enterprise prospects and customers.

Product education plays a key role in sales. HashiCorp focuses on creating memorable and effective prospect events to support pre-sales and sales, such as workshops and demos. Before Instruqt, HashiCorp's sales team would store all of their sales and field enablement content in Github repositories.

Their team of solutions engineers and technical staff were responsible for creating the technical boilerplate for environments, bootstrapping their products, and providing step by step instructions for their most popular use cases in READMEs.

Their solution for provisioning was bash, and a few of their own tools: Terraform, Packer, and Vagrant. This solution was pragmatic and effective until it no longer was.

HashiCorp had to lead a large workshop with over 100 attendees with one of their customers. Everything was working as planned until their training infrastructure fell apart half an hour before the workshop session. What had happened? Their Wetty console broke for web-based ssh access due to a package update. As a result, the their team was scrambling to build a jump host from scratch due to the customer's firewall at the workshop location.



Unpragmatic flow

In large sessions, it became extremely difficult for their instructors to debug issues on their participants' laptops and cloud accounts. Cloud policies, misconfigurations, and a mix of operating systems presented a myriad of problems that frustrated participants and withdrew from HashiCorp's overall product narratives.



Cloud Resource Crisis

HashiCorp's products are directly tied to cloud outcomes, and deploying to those environments is fundamental to their enablement effort. To reduce friction they have created dedicated training cloud accounts and subscriptions for their trainees, which required a lot of time and effort to implement controls for security and manage resource lifecycle for cost. The complexity they introduced ultimately led to a heavy operational burden on their team.



Framework Failure

As an organization, HashiCorp saw value in standardized learning content, but as their catalog grew, they struggled to maintain reliability and consistency in their content. They were never able to implement a testing framework in-house due to their shifting priorities. These inconsistencies led to a lack of broad adoption internally.

Why Instruqt: Redefining Virtual IT Labs for Workshops and Demos Experiences

After evaluating other alternatives, HashiCorp chose Instruqt to support their sales enablement with interactive and virtual workshops and demos.

Instruqt offers an interactive, challenge-driven IT learning platform that focuses on supporting bite-sized learning content. With the Instruqt Platform, HashiCorp has the tools to provide modern learning experiences with a powerful CLI, features that allow easy testing, cloud resources, and flexibility to create and learn content. Plus, a content creation experience that is both easy and fun.

Challenge-Driven Learning Makes it Fun

"We use Instruqt to break complex technical concepts into bite-sized challenges that any user can do right in their web browser. The user feels a sense of accomplishment each time they complete a challenge, and this inspires them to complete more challenging tasks."

Differentiate Your Virtual Workshops

By using Instruqt, HashiCorp has transformed the way they interact with practitioners in the field, by allowing Technical Staff and Solutions Engineers to build a scalable framework that is effective and powerful.

Scale Your Workshops

Instruqt has had an enormous impact on their ability to deliver workshops at scale. Previously they could only support around twenty or thirty students at a time, but with Instruqt, they can host instructor-led virtual workshops for over 200 concurrent users.

Ensure content is working and always ready for use with Built-in testing

HashiCorp is able to have a bot that runs through every single track each night, simulating a student working through the lab exercises. If there are any problems or issues with their content, they can fix it right away. Instruqt has been a great accelerator for HashiCorp's workshops.



"Powerful lifecycle management - Each stage of the lead lifecycle has Instruqt learning tracks to support them. Allowing sales teams to laser-point the participant's focus on the value proposition at key points in a sales pipeline."

- Lance Larsen, Staff Technical Specialist, HashiCorp



Seamless, browser-based access

The Instruqt UX is amazing. All you need is a browser and a good attitude, and you can start learning ASAP. Friction is one of the biggest enemies of the bounce rate and poor enablement outcomes.

"With Instruqt, we can **reduce the barrier to entry for our content to almost zero.**" - Lance Larsen, Staff Technical Specialist, HashiCorp



Access to Cloud Environments

HashiCorp's solutions engineers and technical staff can offload the creation and management of their cloud enablement sandboxes to the Instruqt platform.

"Participants love learning in a familiar cloud environment, and **we get security and cost control completely out of the box.**" - Lance Larsen, Staff Technical Specialist, HashiCorp

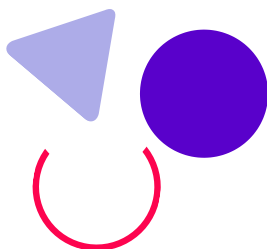


Framework Testing

Instruqt's testing feature enables HashiCorp's team to know that all of their content is working correctly. Instruqt is fully woven into their pipeline jobs to test all content nightly and when changes are made. This feature allows them to have a small team, of fewer than 10 people, **asynchronously supporting content for 100s of internal stakeholders.**

Results

In the first two quarters, after implementing Instruqt, HashiCorp has:



3000+

unique participants
for Product Workshops

15%

of new total pipeline
accounted to Instruqt

90%+

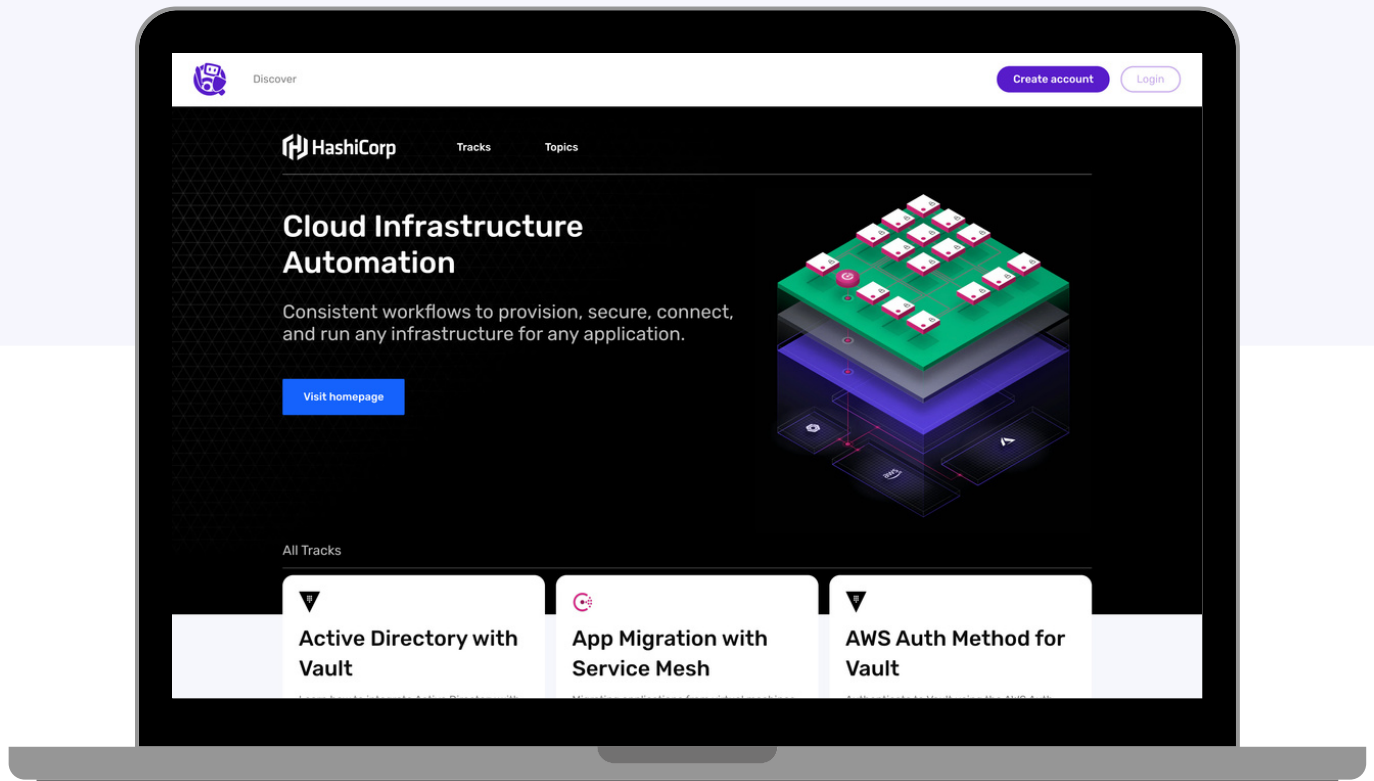
positive Workshop
Experience Feedback

15+

on-demand product
workshops on Instruqt



THE NEW WAY OF VIRTUAL SALES ENABLEMENT



OUR SUPER POWERS

Turn Problem Solvers into Product Advocates

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

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.