skillable

Case Study

How Hyland™ uses experiential learning to meet one of its fundamental business goals of customer delight.

Hyland™

Company
Hyland Software, Inc.

Industry
Software Development

Employees
4,000+ in 37 locations worldwide

First Skillable lab
Launched 2018

Customer overview

Hyland is a leading enterprise content services provider that enables thousands of organizations to deliver better experiences to their customers with process automation, case management, reporting, analytics and more.

Hyland Software's commitment to customer experience and industry-specific best practices in solution deployment has earned them "leader" status in Gartner's Magic Quadrant for Content Services Platforms for 12 consecutive years. A core component of their solutions includes training and enablement.

For more than a decade, Hyland has also been delivering leading hands-on training experiences to its employee, customer and partner professional development programs.

Led by Senior eLearning Specialist Melissa Warren, Hyland's hands-on labs started in 2012 as a side project challenge for a few developers. In 2018, Melissa reached out to Skillable to scale hands-on labs at Hyland's conferences, events and on-demand training catalog.

Virtual labs now deliver strategic training to Hyland's global learning community, enabling participants to learn, configure and experiment with new Hyland technology without needing their organization's production or test environments.

Through close collaboration with API developers, subject matter experts and content creators, Hyland has created a comprehensive program with more than 750 on-demand labs available to all learners.

Making it easier for users to learn by doing has resulted in enthusiastic user adoption of Hyland's software solutions, and supports Hyland's relentless commitment to 'customer delight'.

Challenge

Reduce the level of effort and resources to keep employees, customers and partners skilled on frequently updated software.

Solution

Implement high-performing, easily accessible hands-on learning experiences to build skills and validate training effectiveness.

Benefits

- Faster skill development and more confident users.
- Real-time skill analytics and intelligence to provide adaptive learning experiences.
- More efficiently and effectively ensure employees, customers and partners are trained on often-updated software.

Quick stats since January 2020.

15,000+

learners

Across all lab use cases, more than 15,000 learners have developed new skills through hands-on experiences.

44%

increase in total labs launched

Employees and customers took an average of six labs in 2022, a 44% increase since 2020.

90%+

labs launched via API

Hyland seamlessly connects to Skillable's platform to pull a variety of real time and analytical skill-related data.

750+

training labs developed and published for consumption.

750+

instructor-led classes incorporating hands-on labs have been taught.

10,000+

students have participated in Instructor-led training with labs.

How Hyland started its pursuit of more effective and agile training.

Hyland's initiative for more robust hands-on experiences started with the need to improve the caliber of its conferences' lab room experiences, beginning with its annual conference, CommunityLIVE. This marquee event enables customers to gain awareness of new and upcoming technology releases, and enables Hyland experts to connect with customers sharing new technologies in a hands-on training environment.

"As a software company, we need our customers, partners and employees to have a tangible understanding and stay on top of our constantly changing platform modules in order to achieve our ultimate goal - our software helping customers optimize their potential," said Melissa.

At the first few conference lab rooms they encountered challenges that many companies face when developing and hosting labs on-premise, including software bugs, environmental resource challenges, users taking over another user's session and more.

"It was an administrative and time-consuming headache to maintain that environment, impacting our ability to create and optimize the labs we knew helped our learners. On top of the performance issues, we had a frustrated internal user base maintaining the environments but were committed to supporting the value of the hands-on experience," said Melissa.

The value was evidenced by the growing number of users who gravitated to the hands-on labs rooms at Hyland's user conferences where any performance issues are acutely felt by attendees and Hyland staff who need to resolve issues quickly.

Dave Amen, Hyland's Director of Research and Development, said, "With limited resources and an on-premise model, we just weren't able to create the software learning experience we envisioned."

This vision not only included providing hands-on learning opportunities at their annual conferences, but also making hands-on learning available 24/7 on Hyland's training website as part of their training subscriptions. Their business case also included:

- Drive customer adoption of Hyland technology by delivering industry-leading, differentiated customer education and partner programs with hands-on learning experiences.
- Increase training engagement with people seeing immediate value in hands-on training, and the ability to demonstrate new or upgraded software capabilities to leadership and business unit owners.
- Provide customers and partners around the globe with valuable hands-on learning.

The discovery that they could achieve their vision came when a Hyland employee experienced an on-demand, cloud-native hands-on lab delivery at a technology conference. This experience was shared with Melissa and she connected with Skillable's events services team for discovery.

Five business goals to meet by improving the scalability, efficiency and management of hands-on labs.

In discovery, Melissa presented the five business goals Hyland needed to achieve with hands-on labs:

- Reduce the logistics and operational risks with providing hands-on labs at events, including Hyland's annual marquee conference.
- Drive technology adoption by delivering industry-leading differentiated customer education and partner programs with on-demand 24/7 hands-on learning experiences.
- Reduce the reliance and strain on the Hyland information systems (IS) department.
- Reduce the time it takes to develop, deploy and edit labs.
- Increase the ROI and useful life of training content.

Five benefits Hyland training teams realized immediately.

01

Reduced the threat of last-minute changes (or errors) disrupting customer experiences and internal team operations at conferences.

New lab change/deployment process with Skillable:

- Receive change request or ID error.
- Change and save lab image within the VM in Skillable's platform which is immediately deployed for the next lab launch.

> **The Lab Developer can easily make changes on the fly during the conference if needed**
> -Melissa Warren, Senior eLearning Specialist

02

Moved from locally-hosted servers at each event to a launch-from-anywhere cloud solution that extended hands-on labs to Hyland's on-demand training subscription available 24x7.

The Hyland event team previously transported equipment to stand up an on-site datacenter, loaded labs to each machine and then tore it all down post event.

Skillable provides the platform for Hyland to build their labs and make them available whenever needed, also enabling them to embrace a "build once, deploy many" approach.

Greatly improved lab performance, capabilities and user experiences helped Hyland to easily meet its larger vision of bringing hands-on training to its global customer and channel partner education programs through always-on, cloud-based labs available from Hyland University.

Grew from 25 lab seats to 100+ seats at Hyland events.

03

Digitally transformed the on-demand user experience and reduced access issues by streamlining lab instructions and documentation.

Hyland previously provided instructions and access credentials via PDFs, which were difficult to manage.

Skillable's lab platform thoughtfully integrates the virtual environment and an instruction pane on one screen, eliminating the need for physical collateral and enabling users to view instructions, login information and leverage mouse-click-reducing tools such as "Type Text" that drastically reduced login issues and the need for manual credentialing.

04

Reduced the time to create, update and deploy labs.

Skillable helped Hyland reduce their lab update process from a five-plus hours to one.

9 steps eliminated

4+ hours saved per lab change

05

Increase lab ROI and value of Hyland's training subscriptions.

Hyland puts a tremendous emphasis on skill development. Whether a learner is an employee, customer or partner, Hyland has training and learning paths to bolster skills within their ecosystem.

Hands-on labs increase the value of its comprehensive subscription offerings which include a variety of on-demand eLearning courses, certifications, end-user training and tools to support change management and user adoption of new and upgraded Hyland solutions.

Adding labs previously only available at events to Hyland's training subscription immediately grew the market-leading training catalog offerings while improving lab ROI.

Providing quality virtual experiences for a globally-dispersed learning community.

> We want people to have a good lab experience all over the world.
>
> – Melissa Warren, Senior eLearning Specialist

Hyland's more than 4,000 employees, as well as thousands of customers and partners, are located throughout the world. The virtual hands-on environment depends on access to multiple globally dispersed datacenters for optimal user experiences across Hyland's global workforce.

With Skillable, Hyland has access to four strategically-located datacenters around the world. This is important because they have many people outside of North America, including areas such as India and Singapore. Now, regardless of location, international learners can launch labs that are faster and more responsive than ever before.

Engagement reporting and performance analytics.

Customers who use Skillable's API have access to comprehensive usage data, enabling them to become granular in their reporting. Examples include where and when labs are launched, the number of launches, performance, latency, completion progress, student type, course popularity and more. This data helps inform training strategies and content roadmaps.

What Hyland end users are saying.

Customer feedback via Hyland's class surveys

> These labs are absolutely great! I learned a ton by going through the processes hands-on.
>
> – ECM Sales, Healthcare

> This is great to be able to have a test environment that is LIVE!
>
> – Code Enforcement Officer, Government

Customer feedback via third-party review sites

> Documentation and training is very good... there's digestible training for all levels.
>
> – G2, 08/2019

> The Hyland training department and the material provided is first class...
>
> – TrustRadius, 02/2021

Challenges Hyland and Skillable have solved together.

New opportunities and challenges surface each day, making team agility and having a reliable partner paramount. Here are additional examples of how Skillable and Hyland tackled challenges together:

Reduced the strains on Hyland operations teams when managing last-minute enrollees, especially in conference and in-person settings.

Challenge: Operations and IS teams had to scramble to build and spin up additional Virtual Machines (VMs) for last-minute learner registrations at conferences and in-person classes.

Solution: Skillable's platform enabled Hyland to create training keys that Instructors can distribute to grant immediate access to labs. This removes the time-sensitive burden and strain on multiple teams.

Enhanced Instructor efficacy by providing virtual over-the-shoulder learning capabilities and enabling more class preparation time.

Challenge: Instructors were limited in the support they could provide learners during lab exercises.

Solution: Skillable provided Hyland access to our own learning management system, Skillable TMS, which equips Instructors with more personalized learning experiences and faster support. The "over-the-shoulder" monitoring capability provides Instructors with a dashboard of all student labs and enables them to jump into a specific learner's lab for valuable one-on-one teaching moments.

Enhanced Self-Paced Course offerings and customer learning experiences by allowing learners to save their lab work and progress.

Challenge: Customers of Hyland's 30-day Self-Paced Courses were requesting the ability to save their lab progress, so they didn't have to restart the lab from scratch each time. Additionally, users in different regions were suffering from latency and other performance issues.

Solution: Hyland took advantage of Skillable's TMS and API to streamline how learners spin up a lab within a Self-Paced Course. People also have the ability to save their lab activity as they progress through an on-demand course. The access to additional datacenters meant that regardless of geographic region, users experienced faster loading and higher performing labs.

Reduced the friction of managing numerous VMs which resulted in Hyland's ability to maintain training for multiple versions of its software.

Challenge: When SaaS organizations rapidly release features, they are faced with the time-consuming challenge of maintaining training materials, like Hyland's Hands-On Labs which depend on the correct configurations to ensure optimal performance.

Because of this, Hyland used to only provide training on the latest version of software even though multiple versions were in market.

Solution: Skillable's Lab Profiles enable customers to easily save lab configurations for multiple versions. Lab Authors and Lab Developers can easily save lab configurations as templates so they (or whoever has access) can easily create new VMs for any version with the exact same configurations, preserving performance and quality.

Over the past five years, what has surprised you the most about working with Skillable?

How truly solution focused they are. Skillable helped us become more solution focused and we're only scratching the surface of their encompassing solution set. They make it easy for us to grow and scale our operations. They are eager to spend time with us kicking around ideas, brainstorming how we can make training more hands-on.

– Melissa Warren,
Senior eLearning Specialist

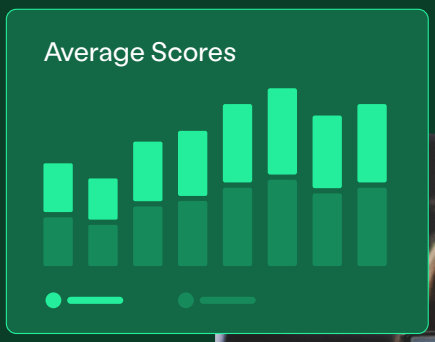
Move to a more robust hands-on learning approach that develops and validates user skills.

Hyland's story provides a prime example of how you can use virtual labs in one facet of your business and easily scale into other use cases over time.

Learn more about how Skillable can help you build best-in-class hands-on experiences for your events, improve your Instructors' effectiveness and create adaptive and agile training for employee, partner and customer education programs at skillable.com/solutions.

Ready to see our platform in action?

Request a free demo



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