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**MOVE, MANAGE, AND SECURE  
COLLABORATION CONTENT**

**In The Cloud, On-Premises, and In Hybrid Environments**

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## **Leverage Open edX for Corporate Training**

Cathy Herbert – Director, Training and Enablement

# The Charter of Sales Enablement

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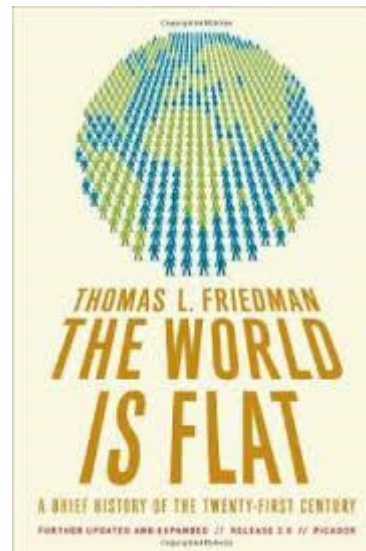
*Sales enablement is a strategic, ongoing process that equips all client-facing **employees (and Partners)** with the ability to consistently and systematically have a **valuable conversation** with the right set of customer stakeholders **at each stage of the customer's problem-solving life cycle** to optimize the return of investment of the selling system.*

*Forrester*

# Changes in the Software Industry

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- Deployment resources are GLOBAL – the world is truly flat
- Cloud Applications
- An informed partner, customer is a successful partner/customer – move to free training



# Business Requirements

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- **On-demand training for Partners, Customers and Employees**
  - 3-7 minute modules
  - 24x7 access + localized content
  - Blended Learning (Ask the expert session)
  - Sales Competitions, Peer Review , Practice your craft
- **Support ALL stages of the software sales/deployment cycle**
  - Sales
  - Technical Fundamentals
  - Advanced Technical Certification (future)
- **Reporting**
  - Track employee, partner program compliance
  - Has the customer/partner who is calling support taken training?
- **Agile environment – Easy to update**
  - Cloud applications change frequently – this impacts training
  - Training update based on Support ticket analysis

# Why Open edX?

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**\$50,000 question – why risk your career on an Open Source Software that was not originally designed for Corporate training?**

- **Intuitive user interface (studio and LMS)**
- **Flexible assessments/labs/homework - learning by doing**
- **Platform supports modular learning**
- **Architecture supports GLOBAL student community**

# Why Open edX?

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- Testing on Azure and Amazon EC2 proved platform stability
- EDX.org is a great reference (proof point)
- Mckinsey, J&J, Pivotal
- Microsoft rolling out courseware on edX.org
- An onboarding class demo to engage executive staff

# The Right Partner - Appsembler

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## Credibility and Trust

- Strong Web presence, click to try, 99.95% uptime guarantee
- Culture – growing company, active social presence (informative blogs)
- Appsembler team – knowledgeable and responsive
- Trial available

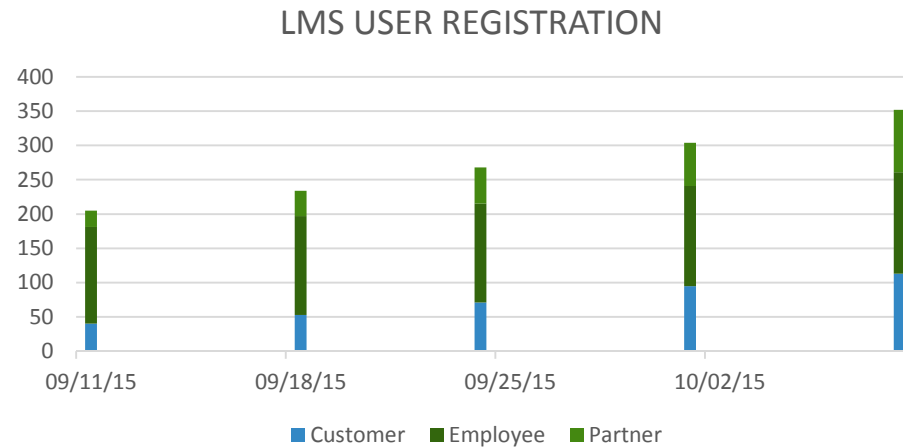
## Partnership – Overcoming Challenges/Upcoming Opportunities

- Salesforce Integration for automated registration – met very short deadline
- Enhanced reporting
- Microsoft O365 sign on
- Branded subsites for large partners
- Mobile access

# Metalogix Academy

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- **Soft Launch August 31, 2015**
- **16 Courses – Sales and Technical Fundamental**
- **350+ users**

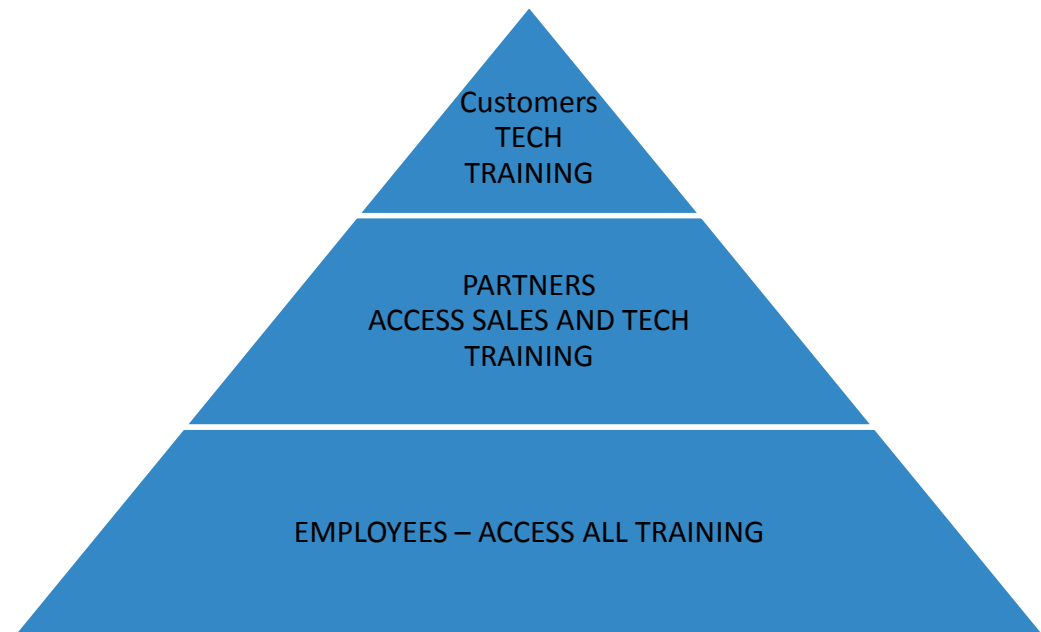




# Automated Registration - Salesforce

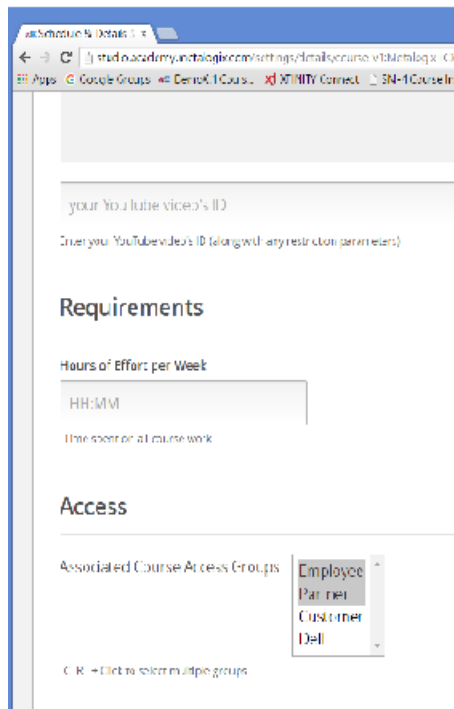
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Automated Registration checks Salesforce for recognized email domain which determines the users access rights.



# Automated Registration - Salesforce

- Simple, flexible implementation
- Studio/Settings/Schedule and Details



# Automated Registration - Salesforce

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Registration Accepted	Registration Denied
Valid Partner email domain	Hotmail, gmail, yahoo, etc.
Valid Customer email domain	Competitors email domains
Employee email domain	Domains not in Salesforce

- Salesforce – in each account record we capture website and email domain.
- If registration is not automatically accepted we will manually review the request

*Automated registration provides students IMMEDIATE access to the RIGHT classes within seconds of registering for the system.*

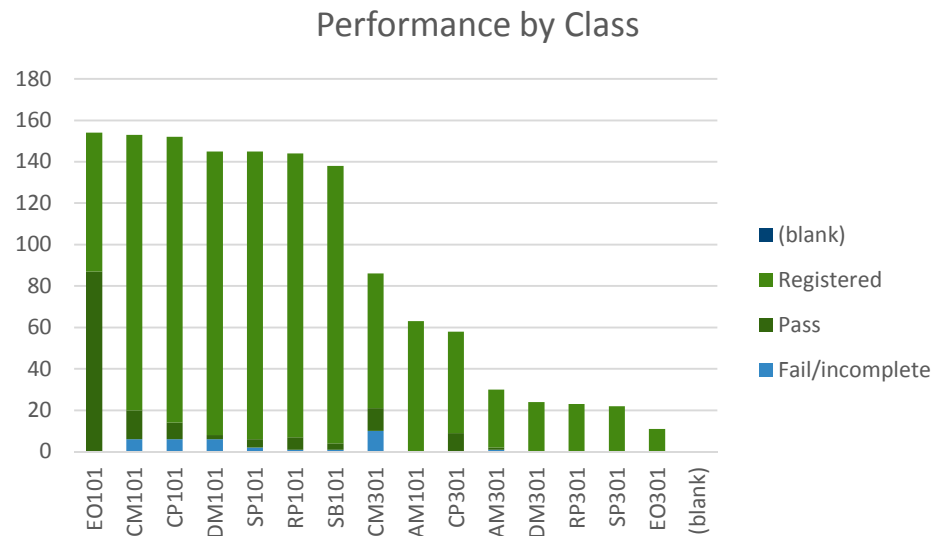
# Metalogix Academy – Sales Execution

Modular training – encourages reuse

The screenshot displays a web browser window with the URL [academy.metalogix.com/courses/course-v1:Metalogix+CM101+2015/courseware/e4fa867113d04a4b926325724fa636c0/8a79f2c0930f4a96af3ce77d86bd926b/](http://academy.metalogix.com/courses/course-v1:Metalogix+CM101+2015/courseware/e4fa867113d04a4b926325724fa636c0/8a79f2c0930f4a96af3ce77d86bd926b/). The page features the Metalogix logo and navigation options like 'Sales: CM101 Content Matrix Sales Fundamentals', 'Find Courses', and a user profile 'Cherbert'. A dropdown menu shows 'View this course as: Student'. The main content area includes tabs for 'Courseware', 'Course Info', 'Course Slides', 'Discussion', and 'Progress'. A sidebar on the left lists course topics under 'Content Matrix Sales Training', with 'Business Problem' selected. The main video player shows a presenter in a checkered shirt standing next to a whiteboard with the Metalogix logo. The Windows taskbar at the bottom shows the time as 10:21 PM on 10/11/2015.

# Metalogix Academy Reporting

- Tracking Performance by class
- Filter created for customer/partner name



# The Vision

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- Partners and Employees having valuable conversations with customers at every stage of the sales/deployment process
- An agile LMS that can be easily updated to keep up with the rapid innovation that occurs in Cloud Applications (this is why short training modules are so important)
- 1000's of partners leveraging the training globally (certificates and badges in the future)
- Peer grading, Sales Contests – community engagement
- Streamlined/consistent employee and partner onboarding experience