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## Skytap Virtual IT Labs Case Study: **ASG Technologies bolsters training and demo environments**

### **Background**

When building a new partner network, ASG Technologies, now a Rocket Software company, had the difficult but critical task of getting partners to understand, place and implement its product suites. The company also needed solutions for conducting internal sales training for its pre-sales engineers and creating customer demo environments while controlling access and costs.

### **Challenge**

In 2017, ASG Technologies, now a Rocket Software company, began building and expanding its partner network. The company needed its partners to understand, place and implement its product suites with their own customer bases, a requirement which was tantamount to the success of these partnerships and also one of the most challenging tasks the company faced in getting its new network off the ground. Crucially, ASG needed a way to provide partners with access to virtual labs for sales enablement and product demo purposes.

In a highly competitive global industry and dealing with its recent acquisition by Rocket Software, ASG Technologies needed to provide demos for internal seller training as well as for prospective customers. Whichever solution it picked, it wanted to modernize IT infrastructure, bolster global availability, improve scalability, reduce the internal resource strains on IT staffing and overhead as well as save money on capital expenditure.

### **Overview**

#### **INDUSTRY:**

Information Management and IT Solutions Provider

#### **OBJECTIVE:**

Support high-quality, scalable virtual demos and training

#### **USE CASE:**

Sales Demos, Training and Sales Enablement

### **About the Company**

ASG Technologies is the only solutions provider for both Information Management and IT Systems Management. Its Information Management solutions capture, manage, govern and enable companies to understand and support all types of information. ASG provides mission-critical technology solutions for hybrid enterprises around the world.

# Solution

In considering a solution, ASG Technologies selected Skytap Virtual IT Labs due to the following product features and capabilities:

- Increased scalability
- On-demand delivery
- Greater instructor access and controls
- Global availability
- Ability to quickly provision environments
- Ability to support 1000s of VMs concurrently

Skytap's Course Manager solution, an add-on of the Skytap Virtual IT Labs offering, was also appealing because it helped make the training and demo experience even more customer friendly and effective.



“Skytap’s value is demonstrated by the number of templates available [and] its speed in deploying even complex environments, not only on the endpoint level, but especially at the network level.”

– Lothar Wilhelm, Rocket Software Senior Director of Learning and Development

## Outcomes

ASG Technologies addressed partner and customer lab access requirements with Skytap quickly, over the course of weeks, and as the company went through a period of rapid growth. The ASG Partner Enablement team leveraged Skytap’s templates and cloning functionality to scale to meet the demand of its growing partner network.

By using Skytap, ASG was able to create “more customer friendly and effective” training programs for the most relevant products much more quickly than if each had to be created manually, according to Rocket Software Senior Director of Learning and Development Lothar Wilhelm. Skytap enabled Lothar’s team to train and properly equip partners’ salespeople, pre-sales engineers and technical consultants with the knowledge they needed to best evangelize ASG to their customers.

After experiencing rapid success with its new partner network, ASG soon deployed Skytap training for its own internal pre-sales engineers, “who used it to create complex IT landscapes with a mouse click for product demos for sales and on technical levels, as well as to perform POCs for customers,” explained Lothar.

Added to this is the great flexibility in making environments available to customers who have strict policies on accessing third party systems. With Skytap sharing portals and native cost control capabilities, ASG has greater control over access and spend, making Skytap a perfect fit for the growing company.

After this successful project, ASG is now considering expanding Skytap usage to encompass product beta testing and quality assurance as part of its go-to-market strategy, as well as product trials for potential customers. As Lothar puts it, “the journey with Skytap is not over.”



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**Learn more about  
how Skytap Virtual  
IT Labs can support  
your organization’s  
training needs**

Skytap is a cloud service purpose-built to run specialized workloads in Microsoft Azure and IBM Cloud. As the best cloud service to support AIX, IBM i, and Linux on IBM Power together with x86, Skytap makes it easy to evolve traditional workloads by rapidly migrating them to the cloud. Enterprises around the world use Skytap for production workloads, disaster recovery, virtual training labs, and application development. Skytap’s cloud environment simplifies management, reduces IT costs, speeds up application development, and allows organizations of all sizes to modernize at the pace of their business. Skytap is a Kyndryl company. To learn more or schedule a demo, visit [www.skytap.com](http://www.skytap.com).