

BeyondTrust Scales While Cutting Inefficiencies 60% with Absorb LMS



CUSTOMER

BeyondTrust Software

CHALLENGE

Find a scalable LMS to automate processes while serving thousands of global learners.

SOLUTION

Absorb LMS.

RESULTS

BeyondTrust cut manual processing time by 60% using Absorb LMS and grew from 100 to 16,000+ learners in 6 years.

Challenge

BeyondTrust defends against data breaches and sensitive information falling into the wrong hands with a suite of privileged access management solutions. The company offers password management, endpoint privilege management, privileged remote access and remote support for half of the Fortune 100 companies.

Tasked with protecting over 20,000 customers such as Honeywell, Starbucks and ADP, BeyondTrust's success relies on how effectively it can train and educate internal and external learners about cybersecurity best practices.

"We were looking for an LMS that could grow with us. We needed to scale from 100 learners to thousands who spoke different languages," said Sandra Hanna, Senior Director of Global Education Services at BeyondTrust. "The LMS had to be very intuitive, allowing my team to administer training, so I didn't have to do all the work myself."

“ We were looking for an LMS that could grow with us. We needed to scale from 100 learners to thousands. ”
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With a small team and ambitious growth goals, Hanna knew the lack of automation features within their old LMS would hinder scalability. To maximize profitability, the

Solution

After making an extensive spreadsheet detailing specific needs and comparing LMS options, the solution was clear for Hanna and her colleagues. “The only way we could onboard and scale with a technical audience was to use the Absorb system.”

She and her team relied on their Absorb customer success manager to establish more efficient processes and empower external administrators, such as automating course registration with enrollment keys. The LMS now automatically sends an enrollment key to external administrators, who can then forward that key to hundreds of learners. “That makes it so much better for the administrators and for us because we’re not managing the attendee list,” Hanna noted.

Adopting Absorb LMS enabled BeyondTrust to cater to younger technical workers who

education services department planned to grow the number of global learners without hiring more staff —meaning automation would be more critical than ever. They specifically needed to enable automatic course enrollment and integrate an LMS with other tools, like their existing Customer Relationship Management system.

Since BeyondTrust serves external learners through eLearning course sales, appealing to prospective customers was also necessary. Offering Single-Sign-On support, custom branding options and an excellent user interface were key components to driving more course sales and increasing overall company profitability.

perform self-led training. Hanna explained Absorb LMS offers the immediate feedback many of the younger workers have come to expect. Workers can take quick exams, review user-transcripts and compete with other learners through leaderboards, creating an engaging eLearning experience for all.

Absorb also advanced BeyondTrust’s business objectives by increasing product sales. Hanna explained most external audiences who buy their technical cybersecurity software don’t understand all the features. But after receiving training through Absorb LMS (branded as BeyondTrust) they have a better understanding of how to use the product. And that elevated understanding leads external audiences to buy more BeyondTrust products.



Results

Scaling training and education services at BeyondTrust at such a rapid rate wouldn't have been possible without Absorb LMS.

“ Automating enrollment key distribution has reduced manual processing by 60%. ”

– BeyondTrust

out of 5 stars for the courses hosted on Absorb LMS—putting BeyondTrust in a prime position to capitalize on these high satisfaction rates and sell more courses.

“I've always been able to prove to stakeholders that Absorb is the best value for the money,” said Hanna, noting they grew from 100 learners to over 16,000 learners in about six years. “We've been able to scale without hiring additional staff.”

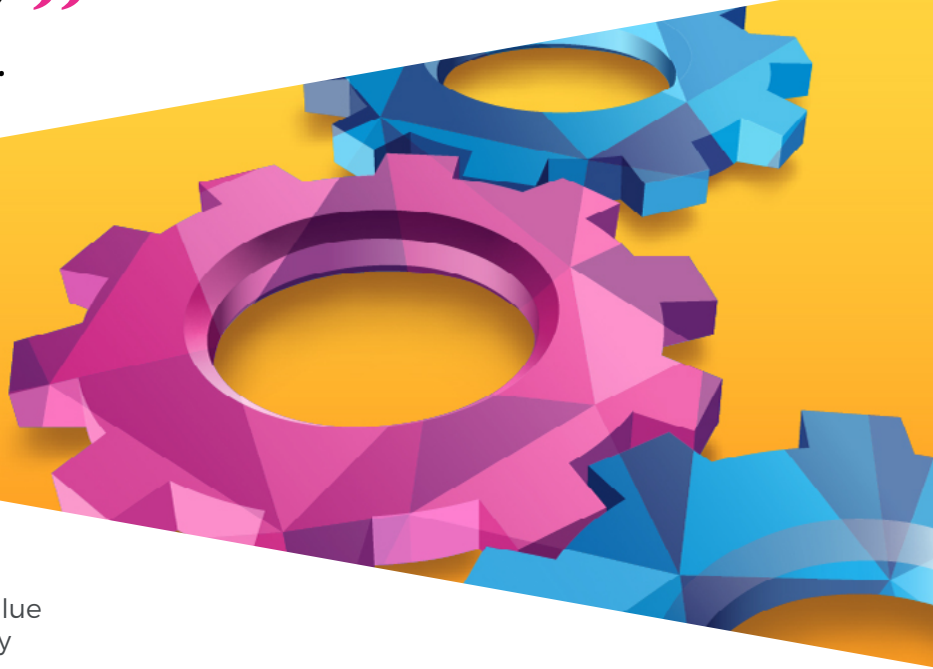
Absorb LMS also saved BeyondTrust time, with automation features reducing manual processes by 60 percent. Since the company needs to train different audience segments, Absorb LMS made branding and customizing learning easy. “I didn't have to spend two weeks trying to design portals for different learners. It only took a day,” said Hanna, remarking other systems take much longer to brand and deploy.

BeyondTrust takes customer satisfaction seriously and Absorb LMS has aided with elevating it. The company measures customer satisfaction using a Net Promoter Score® as well as a customer survey built into the LMS. On average, external learners gave a convenience rating of 4.5

Hanna credits Absorb LMS for empowering her company to successfully scale and serve a variety of different learners across the globe. An Absorb advocate, she offered the following insights for anyone considering the LMS: “There are so many great features.

“ External learners gave courses hosted on Absorb LMS a 4.5 out of 5-star rating for convenience. ”

– BeyondTrust



You can automate everything using the API, which is very important if you're going to scale your learning management system. The customer services and care Absorb provides as a company is very, very good and cannot be overlooked."

By harnessing the power of Absorb LMS, BeyondTrust will continue to educate more learners across the globe—mitigating cybersecurity breaches and protecting sensitive information for the world's biggest companies.

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About BeyondTrust Software

BeyondTrust is the worldwide leader in Privileged Access Management, offering the most seamless approach to preventing data breaches related to stolen credentials, misused privileges and compromised remote access. Serving 20,000 customers, BeyondTrust gives organizations the visibility and control they need to reduce risk, achieve compliance objectives and boost operational performance.



Absorb Software

Absorb Software is a learning technology company based in Calgary, Alberta Canada, with global offices in London, Dublin, Shanghai, Sydney, Boston, Tampa and Salt Lake City. Absorb offers both Absorb Infuse, the first Learning Experience Platform (LXP) to offer a true in-the-flow learning experience, and its flagship product, Absorb LMS, an industry-leading and award-winning Learning Management System for businesses, higher education, government and non-profit agencies around the world.

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