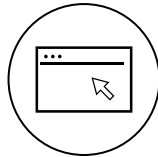


Seamless hands-on product training for sales teams



Flexible, isolated learning environments for every student



Easy-to-use interface for managing training labs, end to end



Significant savings on infrastructure and travel costs



Better learning outcomes than traditional methods

How Xerox Turned a New Leaf in Virtual Learning

Driving a big ship in a new direction is no easy feat when you're a century-old market leader like Xerox.

But Xerox, which offers workplace solutions, document management and digital printing technology, understood the way it delivers internal and external training was due for a change. For some time, Xerox tried to stay ahead of the pack and embrace virtual training using tools like Remote Desktop, but there were too many technical limitations, and the experience for learners and instructors just wasn't seamless. When it adopted VMware Lab Platform (VLP), it was able to finally realize the virtues of virtual learning: simplicity, consistency, flexibility, scalability and cost efficiency.

Now, Xerox takes a virtual-first approach to all its training programs.

The breakthrough moment

Xerox's Virtual Learning Services Delivery Manager, Danny McCray, says after some trial and error using Remote Desktop connections, it became clear there were too many kinks getting in the way of a seamless experience for learners and instructors. That's why Xerox considered investing in developing a brand new learning interface from scratch. But, at a cost of about US\$250,000 to set up and at least \$100,000 per year to maintain, this option wasn't ideal.



Xerox Corporation is a workplace, document management and digital printing solutions company that builds and integrates software and hardware for enterprise customers managing information across digital and physical platforms. From inventing the copier, to Ethernet and the laser printer, Xerox has long defined the modern work experience.



DANNY MCCRAY
Virtual Learning Services Delivery Manager, Xerox Corporation

INDUSTRY
Technology

HEADQUARTERS
Norwalk, Connecticut, U.S.

VMWARE FOOTPRINT
VMware Lab Platform

Then, in a moment of serendipity, one of Xerox's engineers came across VMware Lab Platform whilst taking a VMware course. She shared her discovery with McCray, who knew right away they'd finally found what they needed. "It was life-changing at that point," McCray recalls. "It transformed everything we do in learning."

'The synergy we needed'

In the quest to find a better way to train employees and partners, McCray and his team were seeking a solution that would make learning environments easy to set up, access, use, modify, customize and scale – all while being cost-effective. As a one-stop-shop for managing these lab environments, VLP ticked all the boxes.

One of the standout benefits of VLP, according to McCray, is the ability to develop, import and update lab manuals on the platform, which makes training and learning much easier.

"We didn't want students to flip flop back and forth between multiple screens or print out a 300-page document. So, this was an added bonus."

Where before virtualization was an afterthought, today it's Xerox's primary delivery vehicle for training.

"VMware Lab Platform completely transformed our global delivery mechanism. It was the synergy we needed to deliver training to students in a way that was seamless, easy to use, visually appealing and didn't cause a ton of technical problems."

DANNY MCCRAY
VIRTUAL LEARNING SERVICES DELIVERY MANAGER
XEROX CORPORATION

Did you know?

\$1.6m

Average annual savings from using VMware Lab Platform.¹

57%

of learning & development professionals expect to spend more on online learning.²

1. Internal data. Xerox, 2020.

2. "2020 Workplace Learning Report." LinkedIn, 2020.

The savings pay for the platform

McCray says one of the biggest benefits of using VLP is the cost savings from having the technology stack taken care of. With VLP ensuring lab environments are fully available and ready to go for learners at any time, Xerox can now focus on the quality of its content, while only paying for the learners who participate in the training.

In fact, McCray reveals Xerox has saved on average \$1.6 million per year, including in travel costs, since the organization switched to VLP.

"With VLP, you don't have to pay for bandwidth or CPU usage. And we're a Bring Your Own Cloud organization, so those infrastructure costs have already been sustained. Essentially, the product pays for itself through the savings it delivers."

Hands-on learning that reaches new horizons

Since Xerox transitioned to VLP, learners have been vocally happier with their experience.

For the first time, Xerox is able to provide high-quality hands-on, virtual product training to sales teams, thanks to VLP. This has helped instil a deeper understanding of the software used and sold across the organization.

"Before, our salespeople would just get a sell sheet or a PowerPoint presentation from a subject matter expert, but they never got their hands on the product," McCray says.

Getting users excited

For those who are considering pitching a solution like VLP to their organization, McCray's advice is to take the time to develop a process for educating end users about the solution. "What I did was create value propositions for internal stakeholders to help them understand the actual value of VLP. Those who were detractors in the beginning soon became advocates."

"I find that I have more learners wanting to come back to learn in this virtual environment than I've ever had before. And we're able to accommodate that, cost-effectively."

DANNY MCCRAY
VIRTUAL LEARNING SERVICES DELIVERY MANAGER
XEROX CORPORATION

Discover how [VMware Lab Platform](#) can help you deliver hands-on training in isolated IT labs to anyone on the planet, at cloud scale.

Looking for more info? Talk to a VMware Lab Platform expert today.