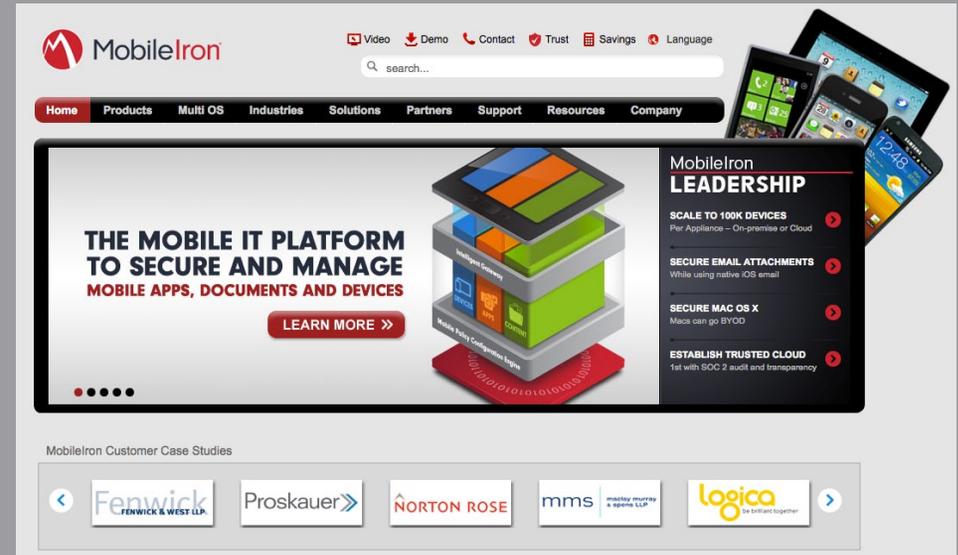




# Adobe® Connect™ & MobileIron



## eLearning as competitive differentiator

Recognized by leading market research advisory firm IDC as the fastest growing mobile enterprise management vendor in the world, MobileIron has been chosen by more than 4,000 organizations that are transforming their businesses through enterprise mobility. In order to support the growing demand from customers for education on delivering mobile apps within a secure, enterprise environment, the company developed MobileIron University, the industry's first training and certification center for Mobile IT professionals.

MobileIron University is a self-service eLearning solution that is delivered with Adobe Connect, and integrated to Salesforce.com using Envisiontel's Connect Your Salesteam product. It provides certification and technical training to MobileIron customers and channel partners, as well as MobileIron's internal sales, support, and engineering teams. MobileIron University has made customers and partners more successful and has demonstrated the company's commitment to providing tools and training in Mobile IT and its related technologies in addition to extensive courses on the MobileIron platform.



*"MobileIron University is embracing the end-to-end Adobe Connect solution and deep integration with the Adobe eLearning Suite to deliver persistent, top-quality on-demand training. We see the results in more closed deals and more revenue opportunities."*

## Rich interactivity engages learners

MobileIron adopted Adobe Connect to deliver on-demand training to its sales and support engineers. After successfully building and delivering eLearning to employees, the company expanded the offering as a complimentary service for its customers and partners.

In the last 12 months, 7,290 participants enrolled in MobileIron University to take advantage of the 60,660 training courses created using Adobe Presenter and Adobe Captivate® software. Using Adobe Connect, MobileIron University easily targets training to specific audiences and disciplines. Training sessions range from basic product overviews to in-depth technical training courses for sales engineers which leverage the multimedia capabilities of Adobe Connect. Now, eLearning content is created as part of the product lifecycle. When milestones are hit, templates enable subject matter experts to quickly create high-quality content for the internal sales team and the support engineers. Ultimately the content is made available to partners and customers and timed with the release of the new solutions.

"MobileIron University is embracing the end-to-end Adobe Connect solution and deep integration with the Adobe eLearning Suite to deliver persistent, top-quality, on-demand training. We see the results in more closed deals

and more revenue opportunities," says Richard Lewis, director of education and training at MobileIron. "We can monitor and measure attendance and participation, and track certification for our partners."

Integrations between Adobe Connect, Envisiontel, and Salesforce.com provides support for new leads and enables the sales team to launch web conferencing sessions directly from the application. MobileIron University has generated at least 3,000 new leads as a result of people looking for education on Mobile IT. "Adobe Connect allows us to deliver the industry's most complete training in a comprehensive, scalable, and cost-effective way," says Lewis.

### Results

- Developed the industry's first training and certification center for Mobile IT professionals
- Delivered training to 7,290 external customers and partners
- Generated 3,000 new sales leads within six months
- Enabled global, mobile workforce
- Improved customer and partner retention

### For more information

[www.adobe.com/products/adobeconnect](http://www.adobe.com/products/adobeconnect)

