

Global Cybersecurity Leader Turns Hands-On Product Experiences into a Pipeline Engine with CloudShare



Overview

Our customer is one of the world's largest cybersecurity companies, with a portfolio spanning network security, secure access service edge (SASE), security operations, and cloud-delivered security services — not the kind of technology enterprise buyers are going to purchase based on a slide deck presentation. They want to get their hands on it, configure it, break it, and see how it holds up under conditions that look like their own.

That's exactly what our customer delivers, at remarkable scale. **Using CloudShare, its field and channel teams run hands-on test drive workshops that put roughly 27,000 prospects and partners a year inside real product environments across four sales regions and a fast-growing virtual program.**

This is not a training story. It's the story of a revenue engine, and CloudShare is the machine that runs it.

26,970

prospects and partners
put hands-on in 12 months

115,756

in-environment user
hours delivered

86.1%

overall attendance rate
across all sessions

4,760

hands-on experiences,
about 19 per business day

99.2%

attendance for virtual
instructor-led sessions

+152%

half-over-half growth in
LATAM prospect reach



Challenge

Cybersecurity platforms are among the hardest products in software to demonstrate. A next-generation firewall inspecting live traffic, a security operations platform correlating incidents, and a SASE deployment spanning cloud and branch: none of these can be faked convincingly, and none fit into a scripted demo, yet every serious buyer wants proof before they commit.

The company needed to give thousands of prospects that proof, every month, in every region. Each workshop requires a complete, realistic environment: multi-component deployments with live traffic, attack simulations, and management consoles, all behaving exactly like production. Building and rebuilding those environments by hand for every session would consume the field engineering organization long before it moved the pipeline.

The channel added a second dimension. A large share of the company's revenue flows through partners, and those channel sellers need the same hands-on fluency as the direct field. Enabling both audiences (direct prospects and partner sellers) meant delivering thousands of concurrent, isolated environments on a predictable cadence, with attendance and engagement metrics the team could actually measure.

And the goalposts kept moving. With growth accelerating in Latin America and North America, alongside a strategic push to sell the full platform rather than individual products, the program had to scale geographically and expand its catalog at the same time, without a proportional increase in headcount.



Solution

The company built its global test drive program on CloudShare, using the platform as the environment layer beneath every hands-on prospect and partner experience it runs.



Replica Environments on Demand

Complex, multi-component security environments are captured once as templates, then spun up in minutes for every workshop. Instructors launch full classes of isolated sandboxes instantly, giving attendees a complete, zero-install product replica right in their browser.



One Platform, Two Motions

The same infrastructure powers both sides of the go-to-market strategy. Demand generation workshops put prospects directly into product environments, while a dedicated partner track equips channel sellers to run those same workshops. Last year's focus was 61% demand generation and 39% partner enablement, while traditional training accounted for virtually zero.



Virtual, Instructor-Led Reach

A virtual tier extends the program beyond the four core sales regions. Last year, just three instructors ran 314 virtual sessions, reaching 2,501 prospects. CloudShare handled provisioning, access, and cleanup, enabling a small team to achieve global scale.



Telemetry the Business Can Read

Running every session through CloudShare provides full visibility across the entire funnel. With real-time metrics on attendance, active lab hours, and product-specific engagement, program owners can easily identify top-performing workshops and their next capacity investment targets.



Results

Over the last 12 months, the numbers describe something closer to infrastructure than tooling: the program delivered 4,760 hands-on experiences—about 19 every business day—reaching 20,813 unique users across 26,970 attended prospect and partner sessions (out of 31,035 invitations). That 86.1% attendance rate places it among the highest-performing field programs of its kind. Attendees logged 115,756 hours inside CloudShare environments, working directly with the products the company sells.



Every week, roughly 520 prospects get hands-on with the company's products through CloudShare. That is not a tooling cost. That is top-of-funnel doing push-ups.

The engine is growing where the business is growing. Overall participation rose about 14% half over half, led by the growth markets: prospect reach in Latin America jumped 152%, from 427 to 1,074 participants in six months, and North America grew 35%. Demand generation climbed from 43% of platform volume to a steady 65%, meaning direct prospect reach, the highest-intent activity in the funnel, is the fastest-growing use of the platform. The record month saw 2,949 users, with 1,879 of them demand generation participants.

The virtual tier proved to be the most efficient seller-free channel the company runs. Virtual sessions converted invitations to attendance at a rate of 99.2%, reaching 2,500 prospects with just three instructors. Telemetry also surfaced a strategic signal: while the flagship firewall remains the single most-used workshop at 11,904 viewer hours, the newer platform offerings—SASE, security operations, and cloud-delivered security services—now carry more combined engagement than the firewall alone. Prospects are test-driving the platform story, not just the product that made the company famous.

The data also shows the channel maturing on the platform. The most established product line is now 50% partner-delivered, while newer offerings are still carried primarily by the direct field. As products mature, partners take over their delivery, freeing field teams to push the newest plays. That handoff, visible workshop by workshop, is exactly how a scaled channel strategy is supposed to work.

Looking Forward

The next phase is about multiplying what already works. Cloud-delivered firewall workshops for AWS and Azure are built and ready to scale alongside the platform narrative that prospects are already voting for. The team plans to extend the virtual program with a self-paced, always-on tier—taking the channel that converts at 99.2% and making it available around the clock without growing instructor headcount. And with Latin America growing at triple digits and North America at double digits, capacity planning for the growth regions is already underway.

For a company whose products defend the world's largest enterprises, the lesson is simple: the fastest way to win a security buyer is to hand them the product. CloudShare is the layer that makes that possible 19 times a business day, in every region, for tens of thousands of buyers a year.



About CloudShare

CloudShare is the market-leading virtual hands-on lab for software training, sales demos, and POCs, replicating real-world scenarios in safe and secure "play & break" environments. Our solution has been delivered to millions of users worldwide by customers automating the creation of environments at scale.

With a proven track record of technological excellence and innovation spanning almost 20 years, CloudShare provides a fast, easy way to spin up wonderfully collaborative sales, training, and innovation experiences in minutes. We proudly serve enterprise companies around the world.

For more information, visit www.cloudshare.com.