cloudshare

Ensuring Business Continuity Despite COVID-19

CloudShare Facilitates Remote, Hands-On Learning for Hundreds of Aderant Users

About Aderant

Aderant is a global IT solutions company, implementing software products for law firms of all sizes, including many of the largest and most sophisticated firms in the world. Solutions include Practice and Case Management software, Business Intelligence, eBilling, Knowledge Management, and Compliance.

Usecase

Aderant's Momentum conference has a great reputation, attracting over 500 users each year. This year, COVID-19 hit the headlines just weeks before doors opened, sending the world into lockdown. CloudShare supported Aderant in its shift to a virtual event for 1200 attendees, facilitating product experts in replicating real-world software environments, providing virtual hands-on sessions that could be run remotely for hundreds of users.

The Challenge

Experiencing is believing. Now you can offer prospective clients the opportunity to experience your product in an exact replica of your production environment - all in a single click.

The Solution

Aderant wanted to create a virtual event for software users that allowed attendees to gain real-world training experience. A tall order.

Results

A more cost-effective solution for hands-on training, attracting almost triple the number of attendees, ultimately convincing even those instructors who started off skeptical!

The Challenge

Creating the First Ever Virtual User Meet-up, Complete with Hands-on Training
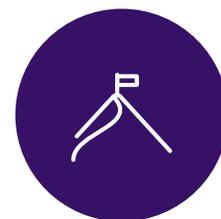
Momentum is Aderant's largest event, an annual user group conference, inviting hundreds of Aderant software users to meet, network, socialize and learn about the latest legal software innovation. Just 6 weeks before the event, COVID-19 forced Aderant to pivot from the originally planned live event in Dallas, TX to a virtual event in a brand-new space. They were the first in their industry to make the shift to virtual, and were sailing in uncharted waters.

Aderant needed tools and technology to help build the first ever virtual Momentum event, and with the fastest possible turnaround. MasterClasses and hands-on sessions were always incredibly popular at the in-person events, and Aderant wanted a way to keep these sessions part of the schedule. The technology needed to be:

1 | Easy to use

The Aderant user-base is both the front- and back-office of law firms, who like many industries, were confronted with making the transition to working remotely. The learning curve had to be as shallow as possible.

2 | Quick to set up

With only weeks to go before the event, Aderant needed technology that was the epitome of plug and play. Users would not have a chance to prep for the event, so no training could be involved in getting started.

3 | Machine agnostic

Users would be tuning in from all over the globe, and would be working from a wide variety of machines. Some might have limited specifications, or be older or slower. The technology needed to work with only an internet connection.

4 | Feature rich

The instructors were also new to the process of virtual teaching, and were used to having their eyes on the students to ensure participation and control. If possible, Aderant wanted to get the instructors the visibility they were used to.

The Solution

Seamless Interactive Training Sessions, Accessed from Anywhere.

Brenna Strickland
Director of Global Training and Development

"What's amazing is seeing clients get more comfortable with the idea of a remote training environment. We used to go to bat with clients to say 'we can't do this remotely, we absolutely have to fly in.' Now it's been turned upside down. We're telling clients 'We absolutely can do this remotely' and we're watching them grow in confidence in the remote tools, and believe in us."

Aderant had already been working with CloudShare for about 2 years, providing hands-on training sessions for customers out of their own environment. The existing use case was for customers that need specific training on a piece of software, but paying for hours of a consultant's time for a handful of users is simply not cost-effective. Through CloudShare, users have been learning the Aderant software in the safe bubble of a virtual machine, and client training can be completed at lower cost and effort.

The Momentum team asked CloudShare to cover the challenge of the virtual event, expanding the platform usage to include hands-on sessions that would be running throughout the week-long user conference. By using CloudShare, Aderant was able to go ahead with its user group event for their clients in a new, virtualized format, charging nominal fees for multiple MasterClasses and short, hands-on sessions, all of which ended up selling out.

Results

CloudShare Enabled Hands-on Sessions Reached Hundreds of Attendees Over the Four-day Event

Megan Haight
Director of Channel Marketing

"CloudShare worked perfectly for the Momentum event.

I don't recall a single time where we had a challenge that stemmed from the technology. Instructors loved the console, that was the real kicker in helping them feel comfortable going into it. Anyone can share their screen, but to be able to see what attendees are doing in real-time? That made all the difference."

While a virtual event was Aderant's 'Plan B', it ended up having a surprising number of benefits. There was a clear reduction in operating costs, as well as in preparation time, as an in-person event usually involves a lot of manual work.

Easy set-up

With CloudShare, the product experts could simply update one environment, schedule the class, and then duplicate that environment the right amount of times for each session.

Improved attendance

The annual event usually attracts about 500 users. With no need for clients to pay for airfare or accommodation, Aderant almost tripled the number of attendees for 2020.

Client validation

While the competition had to cancel conferences, Aderant forged forward instead, and hit their target number of sign-ups within 2 days, a great vote of confidence from their clients.

Increased involvement

Many attendees wouldn't necessarily take a flight to attend just one or two sessions. This year, they were able to get involved and take part remotely, even if just for a specific session.

Instructor comfort

As the week went on, instructors became increasingly comfortable using CloudShare. Those that started off asking for added support were able to go it alone within hours.

Secure and simple

Attendees loved that they could play and test in a sandbox environment, without having to prep their own systems, worry about running a script that could cause issues, or risk messing up their environment.

About CloudShare

The world's easiest-to-use virtual labs for software training, sales demos and POCs

CloudShare provides specialized solutions designed to meet a wide variety of business needs including lab environments for demos and POCs, virtual training, and development and testing. All CloudShare environments are completely customizable and offer on-demand access to infrastructure resources such as servers, storage, networking, and software.

CloudShare customers include many leading software and cybersecurity companies such as Palo Alto Networks, Fortinet, Atlassian, ForgeRock, Salesforce, and Check Point Software Technologies.

To learn more about how CloudShare's advanced lab solutions can benefit your business, visit **www.cloudshare.com.**

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