

## MINDFLASH CASE STUDY: BLUEBEAM SOFTWARE



## Online Reseller Training Spurs 2X to 4X increase in Software Sales

### Overview

#### **Situation:**

To save time and money on channel partner training, this collaboration software provider for the architecture, engineering and construction industries sought a compelling online learning solution.

#### **Solution:**

The company now delivers three-tiered video training accessible anywhere, anytime, on any device with fun incentives to help drive participation.

#### **Results:**

Mindflash helped Bluebeam Software train more than 4,000 resellers and distributors, drive sales growth 400 percent and realize cost savings on course creation, deployment and tracking.

“Mindflash has been a phenomenal tool to get our resellers excited to learn about our product. The interface is very easy to use and it’s getting better all the time.”

**Aaron Courdy**  
Channel Manager  
Bluebeam Software, Inc.

### Situation

Market leader Bluebeam Software develops and sells software for PDF creation, editing and collaboration with significant market share in the architecture, engineering and construction industries. The Pasadena, California-based company sells its products directly and also through resellers and distributors.

Realizing that the best way to sell a product is to show it, Bluebeam has long invested in in-person product training for its national reseller network. But as the company grew rapidly, live training and hour-long webinars became harder to schedule. Their salespeople often

couldn't find time to travel, and even getting their attention and attendance for an hour-long call was difficult. To bring urgently needed flexibility to its existing training program, the company deployed Mindflash.

## Solution

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"Our goal was to get the resellers excited to go through the training," says Aaron Courdy, Channel Manager, Bluebeam Software, Inc. With this goal in mind, the company designed its new online learning program around video and segmented the content across three levels of expertise. Tier 1 training is an overview of everything resellers need to know to sell the product. Tier 2 provides in-depth training on how to use the software, while Tier 3 describes use cases for distinct vertical markets.

As an incentive, Bluebeam awards gift cards, electronics and other prizes to resellers for completing various phases of the curriculum, a strategy that worked well to get the new training program off the ground. Trainees can take Mindflash training anywhere, anytime, on any device. According to Courdy, "People say, 'I can do this on my own schedule and get a gift card afterward? That works for me.'"

Bluebeam still offers live classroom training and webinars, since the personal touch is critical for building relationships with its partners. Yet, by adding Mindflash to their training mix Bluebeam can train more people faster ... and save countless staff hours previously spent scheduling meetings and tracking completions. Mindflash-hosted courses are available on demand, and Mindflash automatically sends and tracks invites, individual progress and individual completions.

"Mindflash has been a phenomenal tool to get our resellers excited to learn about our product," says Courdy. "The interface is very easy to use and it's getting better all the time."

## Results

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4,000 reseller salespeople completed Mindflash-hosted courses.



On average, sales by Tier 1 trainees increased 100%.



Tier 3 trainees recorded sales growth of 400%.



Bluebeam Software now trains more people faster and saves countless staff hours on scheduling and tracking.

Questions? Call us at [+1.877.771.1900](tel:+18777711900)