

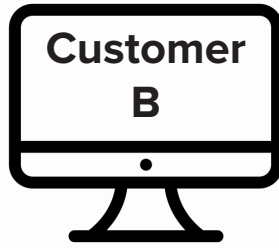




American Multinational Software Company

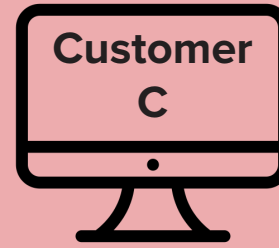
This customer was a software vendor that sought to increase awareness and deployment of a cutting edge DevOps tool. Fast Lane quickly assembled the related content, scheduled and marketed a 4-hour introductory Immersion Workshop to a broad technical audience through our own and external marketing vehicles.

The event was delivered by an expert instructor with extensive audience interaction, and post-workshop follow-up included a dedicated call-down to the participants to learn more about their interests and potentially schedule them for enablement training.



Global Manufacturing Company

This Immersion Workshop was built by Fast Lane for a Fortune 50 company transitioning from one major cloud services vendor to another. They had a specific use case that was proving challenging for their cloud administrators and for which no formal technical training existed. Fast Lane teamed closely with the technical experts of the company to develop and deliver to their large internal audience a half-day technical workshop with demonstration labs that covered the use case, company policy and the recommended process for addressing that specific technical challenge.



Multinational Technology Conglomerate

In this instance, our customer had put their technical experts through an extensive formal training curriculum to provide them with the key knowledge and skills needed for their next iteration of technical deployment. The customer wanted to cap off their program with a special event. Fast Lane was asked to develop a "hackathon" style event where the experts were organized into teams to tackle a challenging scenario leveraging Fast Lane's advanced lab infrastructure in order to build team unity and fully demonstrate the application of their aforementioned training.

For channel partners, Immersion Workshops are very useful as lead generation events. A partner looking to grow sales opportunities can bring in Fast Lane to deliver a training event on a target product and invite customers to their location to learn more about the product from a third-party training organization. A very different proposition than a "sales pitch".

Fast Lane can take care of all of the aspects of these Immersion Workshops including:

- Gathering requirements and teaming with customer experts on objectives
- Program design, including customization around the customer's technologies, processes, policies and implementation recommendations
- Marketing of the event internally and/or externally as appropriate utilizing multiple methods of communication
- Delivery with expert instructors and advanced labs, if required
- Recording of the event for future playback and review
- Follow-up with the attendees for feedback and to establish next steps

For Channel Partners

