



Carbon Black Uses Moodle by eThink to Improve Onboarding with Role-Based Learning Pathways

What's Inside

Carbon Black is a leading security company that detects malicious behavior and helps organizations defend against them.

In this case study learn how Carbon Black uses Moodle by eThink to improve efficiencies in onboarding and professional development.

With Moodle by eThink, Carbon Black has created a role-based onboarding process, utilizes analytics and reporting for measurable learning, and has a centralized location to organize and easily share market knowledge.



Carbon Black is a security company based in Waltham, Massachusetts, that detects malicious behavior and defends organizations of all sizes from modern-day attacks with its unique zero-gap protection – in the cloud or on premise.

A leader in endpoint security, Carbon Black was voted Best Endpoint Protection by security professionals in the SANS Institute's Best of 2015 Awards.



"Leader" in Endpoint Security by Forrester



#1 Incident Response



#1 Market Share

The Challenge

Before using Moodle, Carbon Black recognized that their knowledge management program for sales training was not the all-encompassing system they would have liked it to be, but instead a "fractured effort."

Carbon Black's educational resources, including presentations, documentation, and other tools were "collecting digital dust online with no way to easily share resources or track if they were being used," said John Hackmeyer, Director of Worldwide Sales Enablement.

Carbon Black recognized a need for a more effective onboarding process, analytics and reporting to understand how training resources are utilized, and a centralized location to organize and easily share market knowledge.

Solution

Fully-Managed Moodle Site

After an extensive review process, Carbon Black selected eThink Education, the fastest growing U.S. based Moodle Partner, to provide a fully-managed Moodle experience covering all needs including:

- ✓ Implementation
- ✓ Hosting
- ✓ Troubleshooting
- ✓ Integrations
- ✓ Unlimited Moodle Modules
- ✓ Consulting
- ✓ Salesforce Integration

Analytics and Reporting

Using Moodle, Carbon Black has real-time access to valuable analytics and reporting to track training progress, course completions, and acquired competencies. Administrators can also gauge employee engagement levels by utilizing quizzes, testing, and other assignments for more verifiable learning.

“Being able to see how new employees are progressing through their training, where they may be struggling or where they are doing well, allows us to offer help where it is needed. We can also ensure that our employees are a good fit for their particular roles.”

John Hackmeyer,

Director of Worldwide Sales Enablement.

Moodle by eThink provides Carbon Black with a centralized repository to house all educational resources, training content, and assessments which are now shared in both synchronous and asynchronous environments.



Results

Organized and Efficient Professional Development

Carbon Black uses Moodle by eThink to give their resources an organized home. With Moodle, they are able to create a library of content to provide employees with continuous professional development and educational opportunities. A course catalog offers a variety of courses that employees can take based on their interests, and analytics allow administrators to track training progress.

Role-Based Onboarding for Sales Team

Using Moodle has given Carbon Black the ability to create role-based learning pathways to provide a more personalized onboarding process. With ten different positions within the Sales Department, using role-based learning pathways ensures each employee receives training that is tailored for their specific position within the company.

Upon hire, new employees now receive an invitation for their specific 12-week onboarding program that provides the appropriate role-based learning pathway.



With **moodle**

Carbon Black is anticipating being able to decrease the length of training programs for new hires by two full weeks.

Utilizing Moodle by eThink has allowed Carbon Black to increase efficiencies in onboarding and professional development, which in turn generates more immediate productivity from employees. Reporting and analytics, role-based onboarding, and an organized professional development program allow Carbon Black to make sure that all employees have the necessary resources to succeed in their roles.

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Learn how Moodle by eThink can help your company:

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