



NETEXAM Case Study

AMD Transforms Extended Enterprise Training

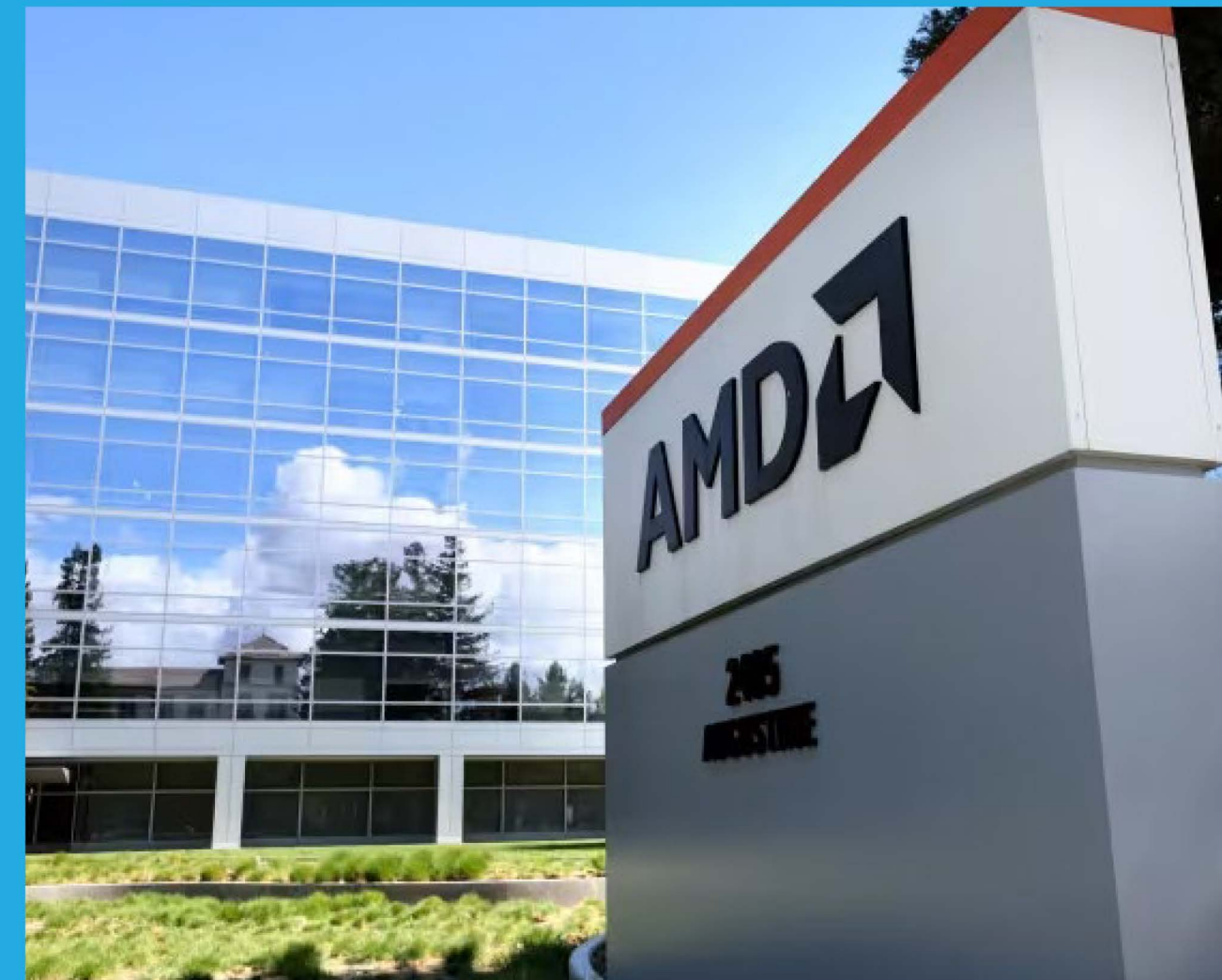
Doubling Participation and Saving 40 Admin Days
Annually with NetExam LMS Partnership





About AMD

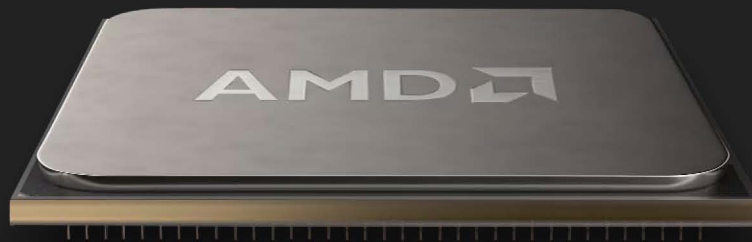
AMD is a multinational corporation that drives innovation in high-performance and adaptive computing, AI, graphics, and visualization technologies for business and consumer markets. Its technologies advance the future of the data center, embedded, gaming, and PC markets.



The Challenge

After AMD acquired Xilinx in 2022, it wanted to build a new customer portal that offered extensive product and systems training to authorized training partners worldwide. The solution it was seeking needed to support on-demand e-learning with smart e-commerce capabilities for promoting and selling the training materials.

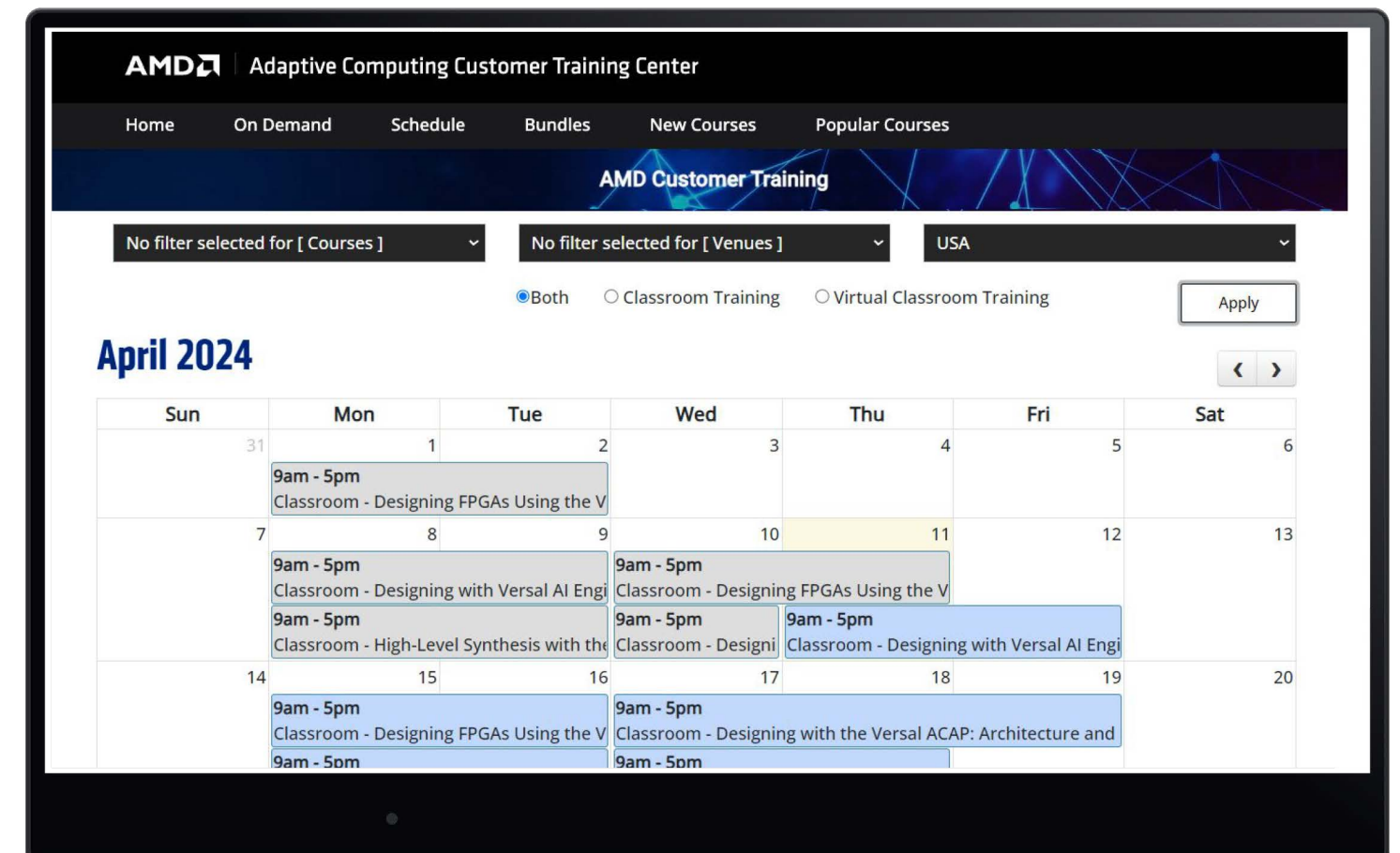
The tool would be used by the sales team in the field, so it needed to be user-friendly and visually appealing. The company also needed to consolidate all of its training materials under the AMD brand, which was going to be a huge task.



The Solution

The extended enterprise training offered by AMD is a tailored blended program comprising on-demand e-learning, Instructor-Led Training (ILT), and Virtual ILT (delivered by Authorized Training Partners (ATPs) worldwide), underpinned by the NetExam Learning Management System (LMS), with a coaching service coming later in 2024.

AMD ILT and Virtual ILT training calendar with filters for courses, venues, and countries



*AMD has offered bundles of training, which are considerably less expensive than buying courses and content individually, offering cost savings of up to 65%.
--- Kimberly Powell, AMD*

On-demand course available to purchase via credit card, vouchers, or credits.



Training Purchases Made Easy

AMD uses credits and vouchers to enable customers to purchase training via the NetExam ecommerce functionality. While many organizations have each learner purchase training with their credit card, AMD customers find it more convenient to put in a purchase order to buy vouchers for training credits.

In the last two years, AMD has offered bundles of training, which are considerably less expensive than buying courses and content individually, offering cost savings of up to 65%. These were created based on customer demand, as customers wanted a convenient, cost-effective way to purchase training. These bundles are tiered, with each tier offering better value than the last, offering the best possible value for money for AMD training customers.

About the NetExam LMS

For large extended enterprises, NetExam stands out as the go-to LMS tailored for customer and partner channel education. It automates the intricacies of external training and certification, offering robust functionality and top-tier support—all at an affordable price point.

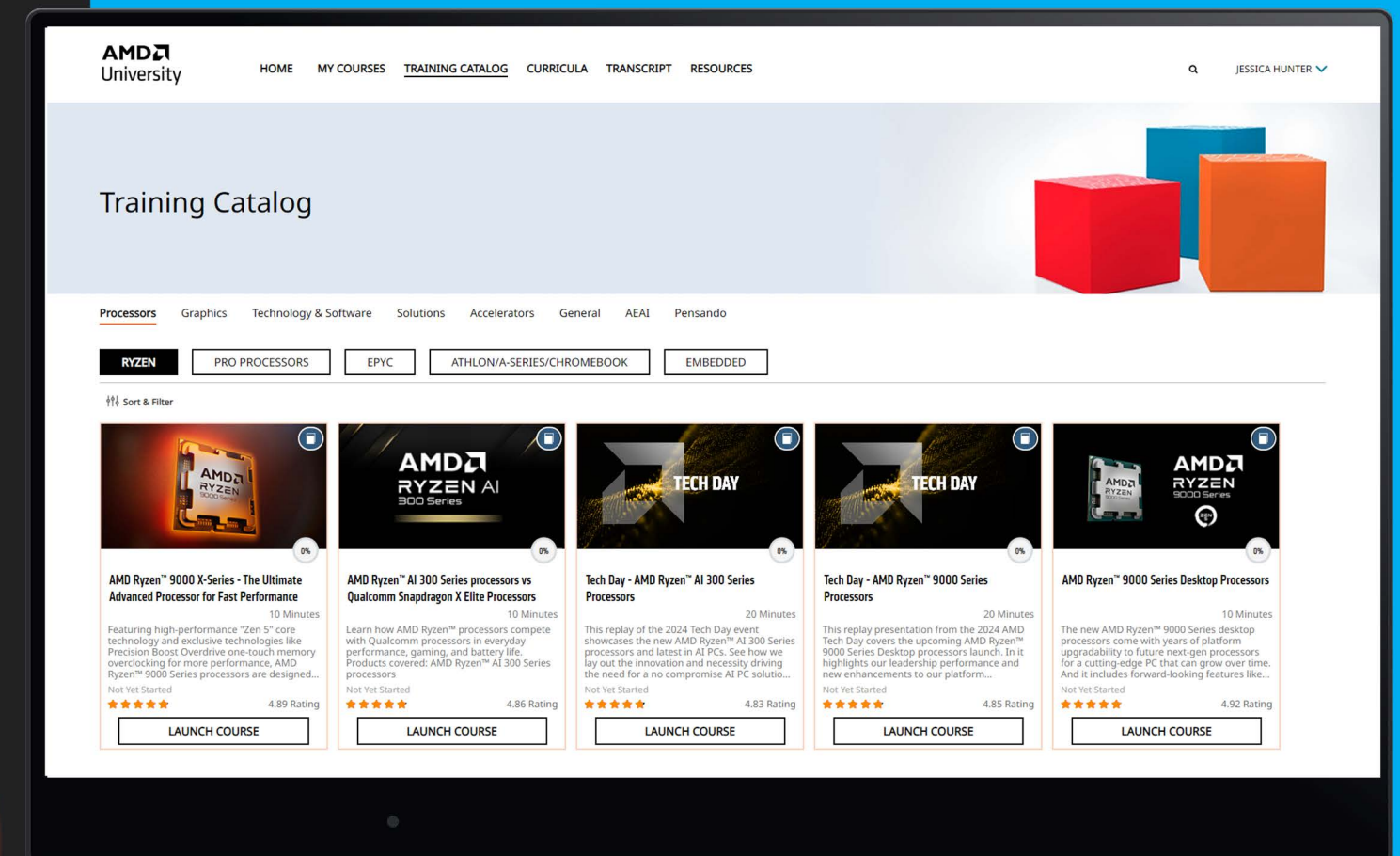


Content for Every Customer Need

There are currently 44 e-learning courses available, which are updated twice a year to reflect changes and new launches in the AMD product line. This helps customers rest assured that they are always taking training based on the most up-to-date, relevant information, maximizing the impact of every training purchase.

A “course” in the AMD training platform is a certification with around 20 topic clusters, which translates to around 40-50 hours of training per course. Within these courses, learners will find self-service e-learning, and the course is integrated with CloudShare, enabling them to participate in virtual labs. In these labs, learners can explore and train in a virtual environment.

These courses are available in two formats: instructor-led or on-demand e-learning. Each course is first developed as interactive e-learning with visuals, voiceovers, animations, and clickable hotspots allowing customers to further explore a specific topic. The interactive labs also allow e-learning to take place either in a cloud-based virtual lab or on the customer’s computer. Assessments take place at the end of each course to test the customer’s understanding.

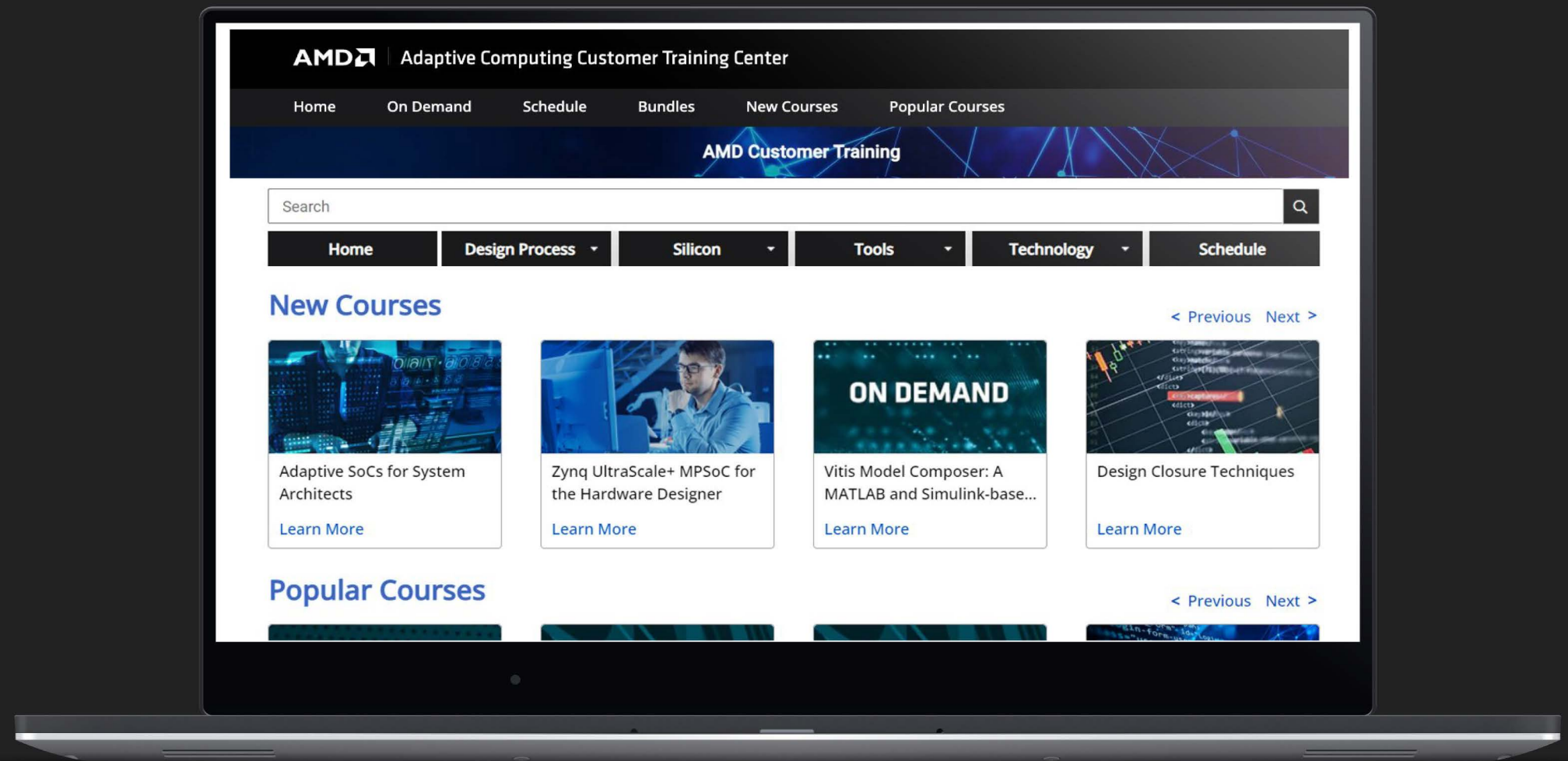


Customized Training Mixes Modalities

Instructor-led courses are derived from the e-learning content to better facilitate in-person instruction, with a simple “next” button for the ATP to move to the next animation or topic. ATPs create their own ILT and VILT sessions based on the e-learning content, with each ATP specializing in its own delivery style, meaning every customer can find an ATP that suits its preferences.

There is a blend of modalities in each training course, including demos, labs, videos, PDFs, tests, and more. Each content cluster contains a variety of these formats, alongside the comprehensive e-learning, accommodating the learning preferences of each customer and allowing learners to constantly reinforce their knowledge via a range of formats.

New and popular courses, making it easy for customers to explore the latest, most relevant training content



The Results

Since launching the extended enterprise training platform, AMD has put in countless special features and customizations to cut down on admin time by replacing manual processes with automated ones.

Prior to 2016, course participation remained relatively flat, averaging ~40,000 Trained Student Days (TSD) a year. Following the launch of the NetExam Customer Training Center, AMD saw course participation jump 33% in just two years, from ~36,000 TSD in 2019 to ~48,000 TSD in 2021.

Recognizing the advantage of NetExam in extending the program's reach, AMD introduced a number of free VILT events in 2022 and 2023 that have driven a further increase up to ~68,000 TSD in 2023 - almost doubling the number of Trained Student Days from 2019.

Additionally, since deploying the customer learning portal with NetExam, AMD has seen its yearly trained student count climb from ~16,000 in 2018 to ~31,000 in 2023, almost doubling in just five years, owing to the ease of use of the NetExam solution and a larger learner population.

Beyond the learning impact, this solution has had a powerful effect on the wider AMD business results. The customizations arising from its close partnership with NetExam has resulted in ~20 hours saved for learning admins every week, or ~40 days a year.

AMD was able to achieve a 70% increase in TSD over the last 10 years, despite the fact the training budget has been significantly reduced in this time. This is a testament to the cost-effectiveness of its NetExam solution, alongside the

efficiencies realized thanks to the platform customizations.

Following the shift to on-demand training in 2020, necessitated by global lockdowns, AMD has seen a 20 percentage point increase in aggregate training experience NPS from 2020 to 2024. It was relatively easy for AMD to make the switch from primarily live training to on-demand, virtual training thanks to the groundwork laid by the initial customer portal deployment.

AMD was able to achieve a 70% increase in TSD over the last 10 years



87% increase in trained student days



20 admin hours saved per week



20%PT increase in student satisfaction



15K additional trained students

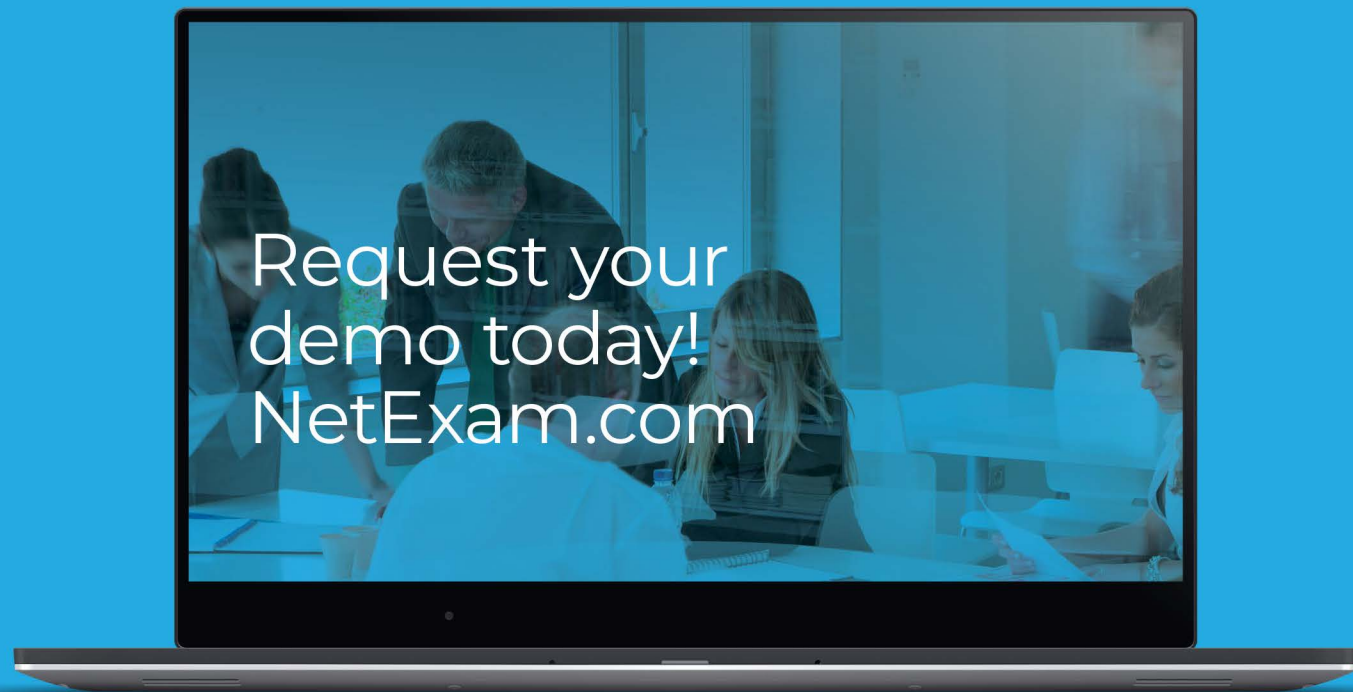


40% budget cut

Since launching the training platform, our results speak volumes: the more students trained, happier learners, and significant efficiency gains, all while navigating budget constraints.

Ready to transform your customer and channel partner education?

Experience the power of NetExam LMS firsthand with a personalized demo tailored to your needs. Unlock double the participation and save valuable admin time.



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