Showpad

A CLOUD GURU
A PLURALSIGHT COMPANY

CASE STUDY

A standout AWS cloud success story

Results Snapshot

SUCESSFUL CERTIFICATIONS

AWS certifications among staff increased over

10X

within a year of using ACG

RAPID ARCHITECTURE UPGRADES

Within **months** of earning certifications, Showpad migrated critical components of its architecture to managed AWS services

HEALTHY ACG ADOPTION

Showpad's VP of Technology reports a high percentage of their

100+ engineers

now use ACG daily

See page 4 for more on Showpad's results.

Showpad

Headquarters
Ghent (Belgium) & Chicago (USA)

Industry
Software (B2B SaaS)

Founded
2011

Employees
450 (100+ engineers)

Showpad's Challenges

Known as "The Platform for Modern Selling," Showpad's B2B SaaS platform makes buying and selling easier.

Pulling together advanced data and insights for thousands of companies takes serious technology, however, something Vice President of Technology Danilo Machado knew when he started at Showpad in early 2020.

The company had some exposure to AWS services, but just five AWS certifications across the company's 100+ engineers and newly-formed Cloud Ops team.

To Danilo, it was clear what Showpad's cloud challenges were.

To overcome these challenges, Machado turned to A Cloud Guru, which he'd used with his team while working at AWS — and which had an official listing in the AWS Marketplace.

SHOWPAD'S CLOUD CHALLENGES

Adopt additional AWS services quickly.

Showpad had basic uses of AWS in its infrastructure setup, but there was clear room for improvement and leveraging of additional AWS services in order to level up and create better customer experiences.

Utilize AWS Marketplace.

Showpad's relationship with AWS gave them access to an Enterprise Discount Program (EDP). More commitment to AWS services enabled deeper discounts through the EDP on top of the technology benefits.

Build a culture of cloud learning — organically.

From the start, Showpad's new VP of Technology wanted cloud learning to grow organically among engineers and within the company culture rather than force a new tool on them.

> "We wanted cloud learning to feel natural and **grow organically** at the company. It needed to start with the engineers themselves and not feel like a tool was being forced on them. We didn't want it any other way."

Danilo Machado
VP of Technology

Showpad's Results

Within Showpad's first year of adopting A Cloud Guru, here's what they saw:

An explosion of AWS certifications.

At a recent fireside chat with ACG, Danilo revealed he now has over 50 AWS certifications among his staff, a more than 10x increase within a year. "I saw some individuals on my teams earning as many as six certifications within the first months," he happily reported.

A quickly-upgraded AWS architecture.

As the number of AWS certifications exploded at Showpad, Danilo's teams quickly and confidently adopted more AWS management services, saving Showpad time and money by not having to build these parts of the infrastructure from scratch. "Our teams have introduced things like machine learning, transcribing, and more — people are doing amazing things by leveraging AWS services today," Danilo says.

Massive interest and adoption of A Cloud Guru.

Showpad's adoption of A Cloud Guru through the AWS Marketplace gives them a frictionless way to scale up and add seats after starting a small internal pilot. "Today, we have a culture of people trying to innovate and experiment. [ACG and AWS] are the means for them to do so," says Danilo, who adds that he's had to double the number of seats on ACG since starting due to internal interest. "A high percentage of our people use ACG daily."

DID YOU KNOW?

Companies get more from AWS contracts with A Cloud Guru!

Want to learn more about using ACG with your AWS contract?

See us on AWS Marketplace

If your company has an enterprise contract with AWS, it likely has a committed amount it spends each year in the contract's terms — and access to the AWS Enterprise Discount Program (EDP), which gives deeper discounts for using services listed in the AWS Marketplace.

Showpad took advantage of A Cloud Guru's AWS Marketplace listing to:

- Use some of the committed spend toward their AWS contract
- Deepen the discount unlocked through the EDP
- Quickly scale the number of ACG seats as needed — no additional contracts or sales processes required!

Showpad's Keys to a Culture of Cloud Success

An explosion of AWS certifications. A complete level-up of the AWS infrastructure. An engineering culture that loves learning. Showpad isn't seeing these results by getting lucky — in a fireside chat with ACG, the company's VP of Technology the keys to success any company can use to create a culture of cloud learning:

KEYS TO A CULTURE OF CLOUD SUCCESS

Find a pilot.

Showpad started small with ACG by piloting the program with a group of hand raisers. This allowed them to gather feedback early and plant a seed of interest on the team that grew organically over time.

Shop the AWS Marketplace.

Like many companies with AWS contracts, Showpad had a committed annual AWS spend and discounts unlocked through their EDP. Between these and the ability to easily scale seats on ACG through the marketplace, it was easy to get leadership buy-in for ACG internally.

Communicate often.

Showpad set up things like a dedicated Slack channel for ACG users and occasional internal surveys, allowing people to ask and answer questions, coordinate learning efforts, or discuss progress. These communication channels helped the program flourish.

Celebrate success.

As AWS certifications rolled in and employees showcased their learning, Showpad not only recognized them publicly but developed custom rewards and swag for ACG learners, stoking interest organically across the company.

Enable experimentation.

Through recurring workshops at Showpad and features within the ACG platform such as Study Groups or Cloud Playground, Showpad employees were encouraged to experiment, leading to accelerated success with AWS and a strengthened culture of cloud innovation.

> In the near future, we want to **triple the number of AWS certifications** at Showpad and even work A Cloud Guru into new employee onboarding. This has been a change of culture; we've changed the way we think about and use the cloud."

Danilo Machado, VP of Technology

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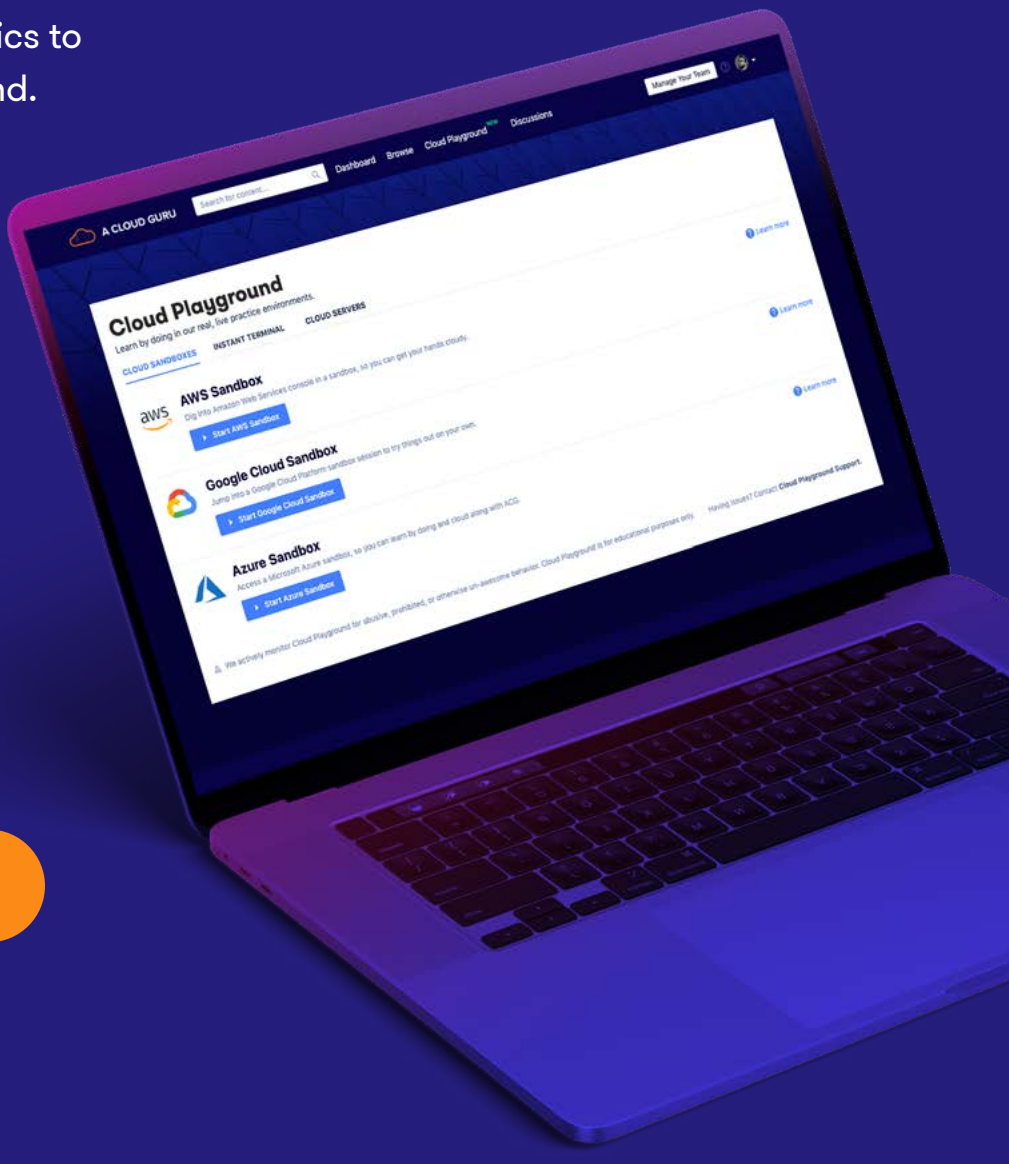
Why A Cloud Guru for Business?

ACG For Business can help enterprises effectively scale learning and develop a culture of cloud innovation through self-paced, hands-on skills development; role-based learning paths; sprint-based tools to motivate; and analytics to measure ROI and justify spend.



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