content RAVEN

Juniper Networks Deploys Next-Generation Customer Training and Certification Prep with Content Raven's eLearning Marketplace

INDUSTRY:	ANNUAL REVENUE:	EMPLOYEES:
Technology	$5.03 Billion	9,800

CUSTOMER TRAINING   CONTENT MARKETPLACE   MONETIZE   LEARNING PATHS

PROBLEM

In the networking industry, technology certifications are resume builders for users. Certification programs build customer loyalty for the vendor - it is a win-win for both the customer and the vendor. Therefore, Juniper's senior leadership set a goal to increase the proliferation of Juniper skills and certifications in the market. But the problem for Juniper was that the current application they were running to support their certification program - Junos Genius - was limited in functionality and difficult to navigate. Juniper's training and certification team recognized the need to improve the system. They also recognized the opportunity to make payments easier for users within the training app. Juniper's team required a content marketplace that would:

Centralize disparate content resources in a single place - Many organizations within Juniper create training resources, but those resources were not all accessible within the existing Junos Genius app. Some resources were available on the Juniper website and others on YouTube.

Enable access to all types of content, across devices - Juniper's training videos, called Learning Bytes, were very effective content pieces, but only available on YouTube. In addition the existing Junos Genius app was only available on mobile, which limited effectiveness and reach.

Make a library of assets accessible - It was hard to find content in the existing system, users did not know what to search for and often missed content or needed help finding it.

Empower a highly-educated user base - Juniper sought to create a highly-trained and certified user base of Network Architects who are able to make efficient designs and implementation decisions.

SOLUTION

A Content Marketplace for Users to Access Certification Materials, Training Information and Premium Paid Content

"With Content Raven we found an elearning content marketplace that was more powerful than we thought we needed. We also found a great partnership. Content Raven makes a whole team available to us. They help us in the background to ensure that the system works seamlessly. They also help us to identify the best content and the best way to deliver that content to users," explains Adam Rabidoux, Manager of Juniper Networks Certification Program.

Some of the most critical elements of the Content Raven solution for Juniper, include:

Customized Assessment Engine - Practice tests are still the most consumed assets within Junos Genius. With Content Raven's Quiz module those tests are stand alone assets within the platform.

Subscription-Based Content - With Content Raven's eCommerce Engine, users are able to easily advance from free content to a premium monthly subscription model. It all occurs without the user ever having to leave the Junos Genius experience.

Simple and Fast Search - The Content Raven system leverages taxonomies and easy-to-use search capabilities so that users can easily find the content that they need.

Sophisticated Analytics - Content Raven's advanced analytics solution provides data on the types of content that works, when users abandon content and how long they spend with information, among many other data points. The information is fed directly to Juniper's reporting dashboard. The team uses the data to inform their content strategy, and to identify opportunities for upsell.

BENEFITS

Rabidoux explains, "In my opinion we have seen a significant increase in terms of functionality and in overall user experience with Content Raven, as compared to our previous app. The improvements are vast."

He notes that Juniper receives very few support requests. Users are able to easily navigate Junos Genius on their own, find the content that they need, and complete their certification preparation with little to no help from the Juniper team. This saves time and money for Juniper as the staff can focus on other activities. One of those activities is running smarter and more effective marketing campaigns based off the sophisticated analytics that Content Raven delivers.

WHY OUR CUSTOMERS LOVE US

"We wanted to move Junos Genius from a certification preparation app to an all inclusive learning content marketplace,"

Adam Rabidoux, Manager of Juniper Networks Certification Program

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ABOUT US

Content Raven is the industry leading secure content marketplace platform that helps enable enterprises to execute on their digital transformation strategy. We help corporate training leaders securely distribute any content type to any device, anywhere in the world. Some of the most recognizable Fortune 500 companies use Content Raven to train their employees, partners, and customers.

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