Transforming Global Training Operations to Drive Growth and Efficiency

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Overview

Red Hat is the world's leading provider of enterprise open-source software—including Linux®, hybrid cloud, AI, and automation technologies.

"Most importantly, their attention to customer service and responsiveness is unmatched. Seertech is a true partner - not just a vendor."
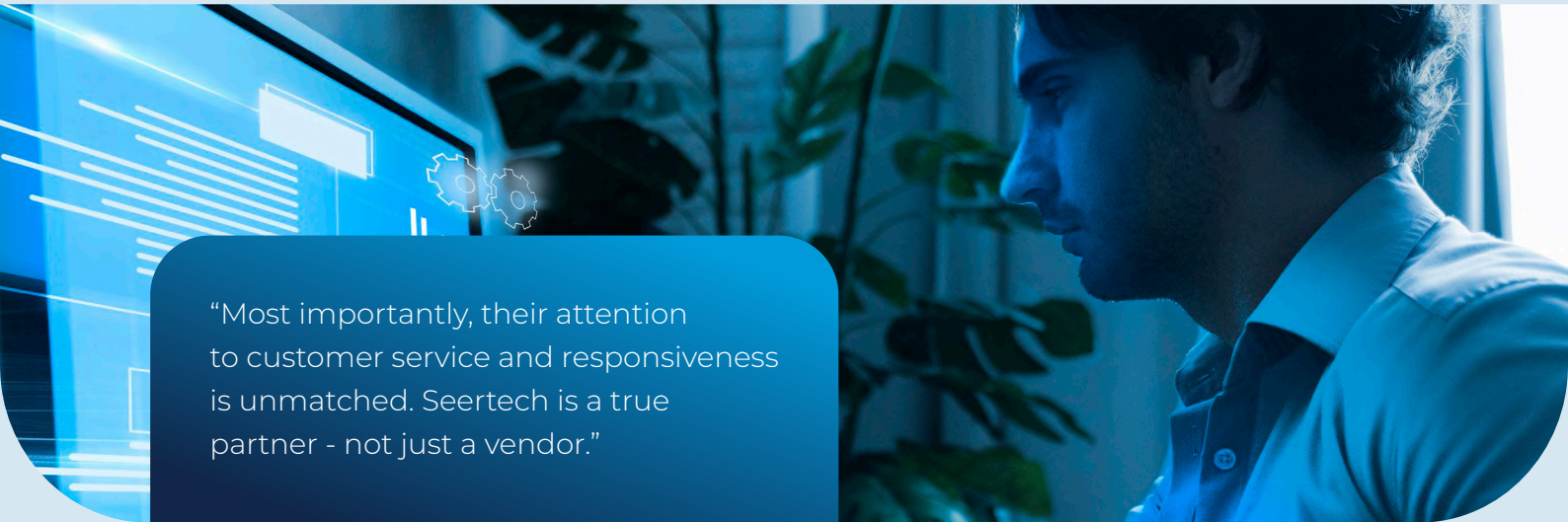
Customer Snapshot

Customer since	Location	Employees	Industry	Use Cases
2015	Raleigh, NC, USA	24,000	Computer Software	Extended Enterprise Training And Training Monetization For Cyber Security Courses.

Challenges

Red Hat faced significant challenges due to fragmented and ineffective learning technology that lacked integration and cohesion.

This inefficiency hindered the cost-effective scaling of its global training sales operations, made it difficult to consistently scale partner training and accreditation to drive business growth, and limited employee skills development.

Solutions

Seertech's platform enables unified access to courses and data across Red Hat's three distinct portals—e-commerce, Partners, and Employees—streamlining operations and centralizing learning resources.

Seamless system and third-party tool integration and application consolidation minimizes cost and drastically improves the user experience.

Powerful eCommerce module handles complex pricing structures, diverse tax requirements, and multiple currencies with ease to facilitate customer engagement and encourage course completion.

Results

1. Cost Savings Through Smart Consolidation

Streamlined systems and processes to eliminate inefficiencies, reduce operational complexity, and cut over $11M in direct costs—freeing up resources to drive business growth.

2. Unprecedented Growth Fueled by Global Reach

Drove over 1,000% B2B/C training sales growth by optimizing global markets and scaling operations.

3. Drove Sales Growth Through Global Expansion

Enhanced competitiveness by empowering employees with a unified, flexible skills-based development framework.

Key Metrics

$11M
Savings in 9 years by consolidating 25+ systems

1,000%
Growth delivered, growth, supporting 1M+ users

seertech

MISSION CRITICAL LEARNING

A learning solution that can handle complexity

Managing training in a heavily regulated, compliance-driven industry is a complex task. Lucky for you, we thrive on solving for complexity. Our learning solution is flexible yet powerful, handling even the most complex learning needs.

Let's chat