

Case study:

## ESET: Sales channel training

Interview with Alejandro Salvatori | Training Manager ESET Latin America

*“It allowed us to have great flexibility when selling our computer security products, in an industry which is in constant evolution”*

*Alejandro Salvatori, Training Manager*

### Which was the necessity that led you to use Wormhole?

Some years ago we discovered the necessity of training all ESET product dealers and service providers scattered across Latin America; not only the new members that incorporate to the company, but also those who are already consolidated and **need constant update to provide the best service to our customers**. So, we began to search for a solution that would enable us to train new sales channels, and that is how we found Wormhole.

On the other hand, we believe that it is really important to educate the community on computer security, since even though we sell preventive products, there is another fundamental aspect as regards threats, which is related to the use that each individual gives to their devices. Apart from having an antivirus installed, users need to have certain precautions when surfing the Internet. **We believe that it is very important to raise users' awareness of the necessary precautions** they need to take when using these technologies.

Upon this need, **we started to work with other platforms, but they were defective due to the great number of participants**. That meant a tedious work in the management of the courses and, besides, the quality of the simultaneous connections was not good enough. When, from the Training area, we decided to hire Wormhole to train our sales force, we also took advantage of the opportunity to use it for our brand positioning campaign, through which we try to educate computer users on good practices in computer security.

**Client:** ESET

**Sector:** Software and information security

**Type:** Multinational company

**Students in the community campus:** 27553

**Sales reps training in the campus:** 1363

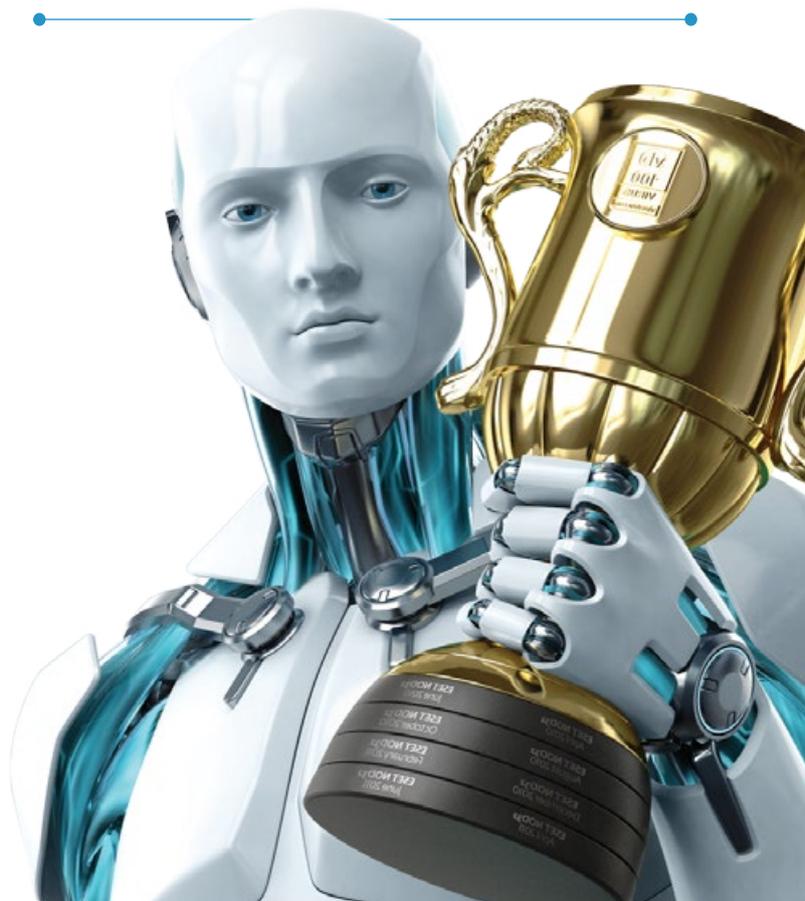
**Students in ESET Academy:** 66

**Country:** Argentina

**Operating network:** Latin America

**Website:** [www.eset-la.com](http://www.eset-la.com)

**Solution:** Wormhole Campus



## How did you solve it?

What finally convinced us of choosing Wormhole was the technological possibility that **thousands of people could simultaneously participate in the training**. Apart from that, we appreciated the quick adaptation of the company to our requirements as customers. It was crucial to know that, besides providing the service we need, they are always prepared to constantly improve to help us to accomplish our corporate objectives.

At the beginning, the product did not cover one of our main needs: enable vendors to access the contents at any time. The company quickly adapted to cover our needs and then Wormhole Campus arrived with new functions that **perfectly accommodated to what we**

**were looking for, both for the business training area and the community education area.**

Likewise, after implementing Wormhole in our Training area, we decided to migrate to the education platform for the community.

## Which benefits has your organization received from the use of Wormhole products?

Without any doubts, the use of an online training platform **allowed us to have great flexibility when selling our computer security products**. This is a very important aspect since, on the one hand, the products are characterized for their constant evolution and, besides, many vendors join the network each month.

Since we have sales channels from Mexico to Argentina, different situations arise in each country and, thus, the market enormously changes around the region. **In order to quickly adapt, we need vendors to have a certain flexibility** to face different business situations. For that reason, we decided to have a platform with certain contents available specially oriented to the Latin American market, providing vendors with the tools to talk about the products.

Especially for the new selling partners that are constantly joining us in Latin America, **we have developed in the platform an induction course aimed at those who start commercializing our products**, so that they know what to say and how to implement the products correctly before they have contact with the final consumer.

From the area of education open to the community, the platform is not tied to the products, so we do not expect this action to mean a lineal growth in sales. Even though



**ESET  
TRAINING  
PROGRAM**

after taking our courses, many participants are interested in the products, **our purpose in educating the community is to position ESET as a leader in computer security raising people's awareness on good practices** of use for basic users and, up to now, we have achieved excellent results.

Nowadays, in the sales channel training platform, we have more than 1000 active users in the entire region.

We have been using the platform for many years and it proves to be better and better each day, since vendors have it into account when involving into the market.

### What other uses have you found for Wormhole's platform?

Once we have lived the experience of educating the common user, we thought about the possibility of **generating more technical security contents that may be specifically applied for system administrators in companies** for which security is a fundamental aspect.

In this way, **we have created ESET Academy, a new business unit aimed at corporate customers** for whom we offer security courses for network administrators with an advanced technical content. The courses, available as of March 2014, have the Live Learning modality which facilitates the access of users all around the region. Trainings have theoretical-practical contents, boosting practice as a key factor in the learning process.



*Alejandro Salvatori, Training Manager ESET*

#### About ESET

ESET is a global company that provides high-performing security solutions against computing threats. S

Since 2004, the company operates for Latin America in Buenos Aires, Argentina, where it has a team of professionals trained to concisely and immediately satisfy market demands, and an investigation laboratory focused on the proactive discovery of several computing threats.

The Training area has the main objective of keeping business partners informed and trained as regards all aspects of the company: products, security and business aspects.

#### About Wormhole

Creators of the first Live Learning platform, the simplest way to offer online classes and training.

Thousands of companies, education institutions and nonprofit organizations daily choose it to provide classes and training through the Internet. It is focused on improving the interaction between people to create the most effective virtual environments of distance training.

Wormhole provides the best products to manage educational programs, create virtual campuses and strengthen the teacher-student relationship from any computer or mobile device.