TIDWIT   Adobe
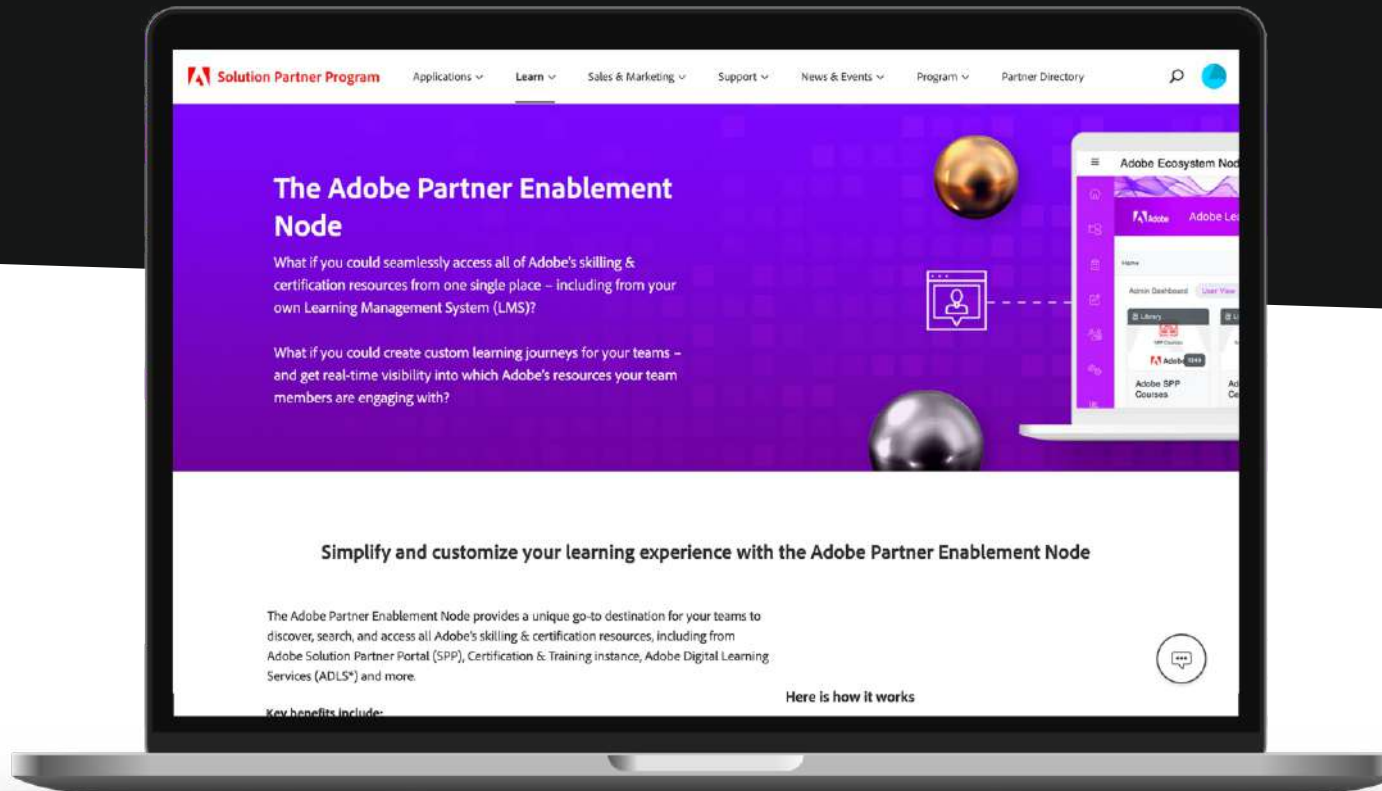
ADOBE: ENHANCING THE LEARNING EXPERIENCE FOR PARTNERS

TIDWIT's Enterprise Ecosystem Increases Learning and Enables a More Engaging Experience for Partners.

The Adobe Partner Enablement Node

What if you could seamlessly access all of Adobe's skilling & certification resources from one single place – including from your own Learning Management System (LMS)?

What if you could create custom learning journeys for your teams – and get real-time visibility into which Adobe's resources your team members are engaging with?

Simplify and customize your learning experience with the Adobe Partner Enablement Node

The Adobe Partner Enablement Node provides a unique go-to destination for your teams to discover, search, and access all Adobe's skilling & certification resources, including from Adobe Solution Partner Portal (SPP), Certification & Training instance, Adobe Digital Learning Services (ADLS*) and more.

Key benefits include:

CONTACT US | Call or email us to find out how TIDWIT will help your organization better meet its digital ecosystem needs, or if you're interested in a no-obligation demo:

📞 703.761.7600   ✉ sales@tidwit.com   🌐 www.tidwit.com

Adobe

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Adobe sought to enhance their partner learning experience by leveraging TIDWIT's ecosystem expertise and scalable integration capabilities, addressing the complex needs, particularly of major GSIs.

CHALLENGE

Adobe had developed a learning environment (portal) for their partners but faced significant integration challenges. The top request from their Platinum partner community, which includes major Global System Integrators (GSIs) like IBM, Infosys, and Accenture, was for the Adobe to be fully integrated with their own internal learning systems. Adobe, however, was not equipped to handle these custom integrations due to two main reasons:

- Custom integrations were outside Adobe's core business expertise.

- Lack of capacity to manage integrations at the scale required by their extensive partner community.

To address this critical request and enhance the learning experience for their partners, Adobe turned to TIDWIT.

> " The ecosystem flexibility is incredible. Content interaction, personalized learning recommendations, content synthesis. And all at scale.
>
> Aditya Basu
> Adobe Partners Program

SOLUTION

Adobe leveraged TIDWIT's Enterprise Ecosystem platform to bridge the gap between their backend learning systems and their partners' internal learning systems. TIDWIT provided a quick, flexible, and scalable solution that allowed Adobe to launch an ecosystem and integrate all its backend and resources seamlessly. It then launched nodes for each of its partners to integrate with their respective back-end systems, push curated catalogs, provide SSO, and deliver metrics in real time.

- **Initial Deployment:** GSIs such as IBM, Infosys, and Accenture were among the first to connect to the TIDWIT-enabled Adobe Learning Ecosystem.

- **Expansion:** In less than a year, Adobe extended this unique ecosystem to all its Platinum and Gold partner community. Currently, more than 70 partners are connected through Adobe's ecosystem on TIDWIT.

The TIDWT ecosystem solution facilitated a more unified and efficient learning experience for Adobe and its partners, who can now access ALL of Adobe's resources from one single source that comfortably connects to their very own learning management systems. They do so securely with SSO and can obtain metrics in real time of the activities of all the users.

> With the help of TIDWIT ecosystem platform solutions, Adobe seamlessly integrated their enablement environment with partners' systems, providing a seamless learning experience to more than 70 Gold and Platinum partners.

TIDWIT

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RESULTS

Adobe's partnership with TIDWIT has significantly expanded Adobe's enablement initiatives by speeding up partner onboarding, increasing user footprint within each partner, which is now increasing the usage of Adobe's learning resources and certification. The TIDWIT ecosystem platform has provided Adobe greater flexibility in deploying other workloads in addition to learning, such as marketing, sales enablement, live events, among others. Most importantly, Adobe's ecosystem on TIDWIT delivers reporting and insights of data that was previously too disparate and manual. All these improvements are helping Adobe's program managers foster more engaging business relationships with the partners as opposed to wasting time on painfully laborious functions. The ecosystem has streamlined connectivity, automated workloads, and is delivering metrics. It has also helped Adobe's IT department offload a ton of integrations that it would have had to commit to doing. Most importantly, it has given Adobe's partner management end-to-end visibility of all the ecosystem activities of all the partners to be able to make educated decisions on go-to-markets, etc.

As Adobe continues to expand its ecosystem to more and more partners, the benefits of the TIDWIT platform will help it stay on top of the growth, further solidifying Adobe's commitment to partner success and innovation. Adobe expects to reach hundreds of its key ecosystem partners and thousands of their users.

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TIDWIT's ecosystem platform has enhanced Adobe's partner experience by providing seamless connectivity, automation, and metrics. Each partner can now connect to Adobe with Single Sign-On, flexibly curate the content they need, integrate it within their backend LMS, while maintaining end-to-end visibility and data insights. This has resulted in more exposure for Adobe, a more engaging enablement experience for partners, increased usage, and better KPIs.

HIGHLIGHTS

- **Rapid adoption and scalability:** The collaboration extended from the major GSIs (Adobe Platinum Partners) to 65 Gold Partners within a year.

- **Efficiency and effectiveness:** Creation of 73 nodes in less than two months.

- Adobe partners can access **hundreds of on-demand courses** and register for over a **thousand live instructor-led sessions**.

- **Close collaboration and support** from both Adobe and TIDWIT teams ensure a seamless and beneficial implementation for all parties involved.

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