



Instructure creates a personalized revenue enablement experience for a global SaaS workforce.



Instructure, a leading SaaS company in the education sector, needed to personalize their employee experience. Their teams, spread across multiple continents, needed a streamlined way of finding relevant information for their country or region. They also needed a modern intranet solution to facilitate engagement and allow teams to collaborate, share ideas, and document strategies for selling Instructure solutions.

In April 2022, Instructure tapped LumApps to reinvigorate their employee experience with two solutions within one platform - a company-wide intranet, PandaNet 2.0, and a one-stop-shop revenue enablement center, Instructure 360.



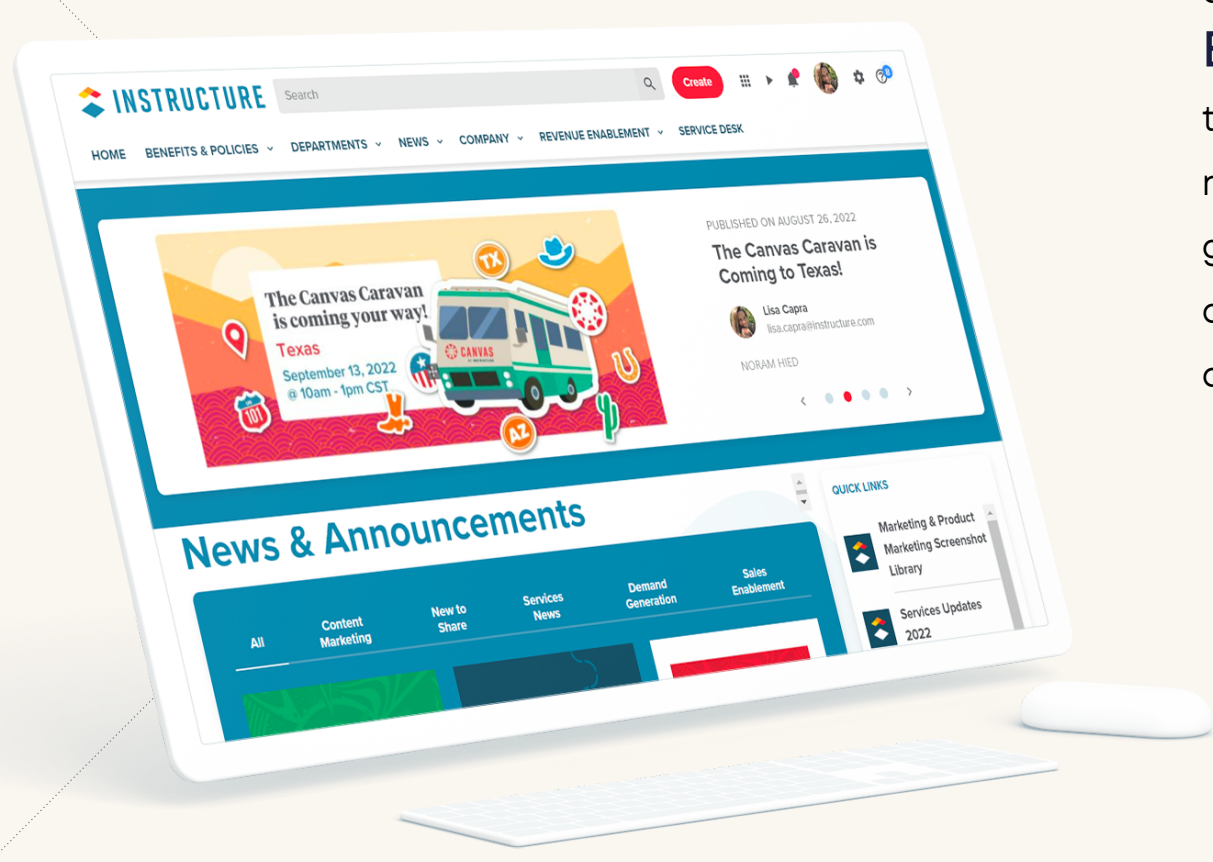
About Instructure

Founded in 2008, Instructure is one of the biggest names in education technology. Their flagship product, Canvas LMS, benefits millions of students and teachers worldwide, every single day. By 2019, Instructure surpassed 30 million global users, hit a \$1 billion market cap, performed multiple successful acquisitions and expanded into markets around the world.

The Challenge

Instructure previously used Google sites for intranet and employee experience purposes. The setup was limited, offering only top-down communication. On the revenue enablement side, information was scattered and not localized. Sales, marketing and product reps have unique regulations to follow depending on their region and country, so localization is a business-critical need. Instructure needed a modern communication platform that would scale as their enterprise continues to grow.

Employees needed to interact with their peers and their management team in meaningful ways. They also needed a knowledge sharing system able to serve a global network of revenue-focused reps in different departments and countries. LumApps addressed both challenges, all within a unified and intuitive platform.



Why Instructure Chose LumApps

LumApps was the only technology solution that could address both challenges within one platform. Additionally, LumApps provided the ability to leverage metadata for a sophisticated organizational structure with global teams. These capabilities allowed Instructure to create a personalized employee experience across their workforce.

Lastly, LumApps brought the must-have SaaS features to enable their team, such as a cloud-native architecture, social features within communities, customizable widgets, and seamless integrations with Google and Slack - among others.

Key Use Cases

✓ Knowledge base

- Stakeholders from multiple departments all access the revenue enablement center (Instructure 360) to find job-critical materials.

✓ Localization

- Using metadata and flexible widgets, Instructure can deliver a personalized content strategy for revenue enablement reps in NORAM, LATAM, EMEA and APAC.

✓ Single source of truth

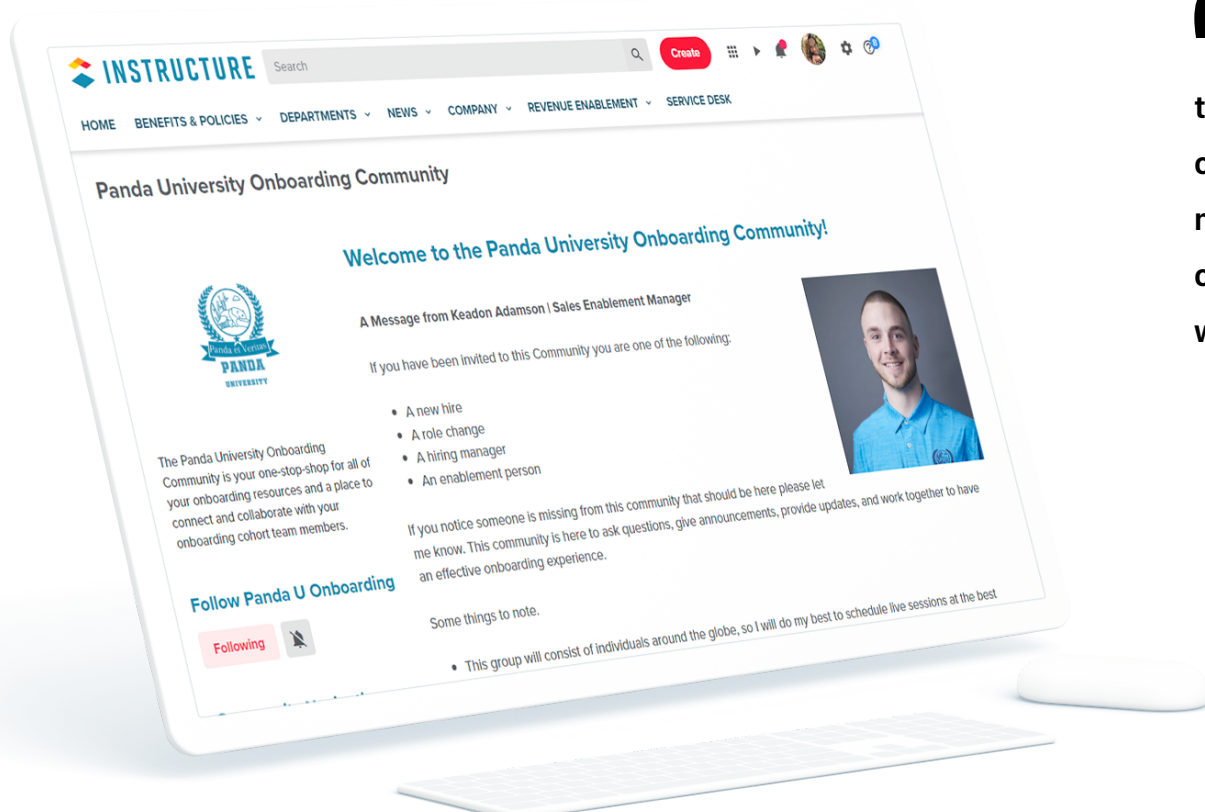
- With PandaNet 2.0 and Instructure 360 integrated into one platform, employees know where and how to find information and get answers to questions.

✓ Customization, personalization and targeting

- Through Instructure 360, metadata and customized content lists surface relevant information for specific audiences.

✓ Mergers and acquisitions

- Instructure is able to quickly onboard and manage new employees post-acquisition with LumApps.



“We heard repeatedly that APAC, EMEA and LATAM revenue teams were spending valuable time combing through information that may or may not be applicable to their region. We wanted a solution that would customize the user experience and provide true personalization.”

Lisa Capra,
Revenue Knowledge Strategy Manager
at Instructure

The Results

As Instructure launched less than 6 months ago, results are still reaching maturity. Surveys and interviews with employees have uncovered some key results already.

✓ Enablement via integrations

- Plug-and-play connections with Google Workspace, Slack, and more enable employees to be more productive and collaborate effectively.

✓ Enhanced user experience

- From the branding options to personalization and findability, Instructure employees noted a much improved user experience with LumApps.

✓ Increased employee engagement

- Views, session time, content posts and interactions have all increased with the new platform, even with the initial period of change management.

✓ Technical and backend improvement

- On the IT side, LumApps offers data governance and management features far superior to the previous solution (Google Sites).

“The response from the company has also been very positive. The site looks a lot more modern than our old Google Sites intranet. It has been nice to have integrations like Slack to make our content more cohesive. It's also been nice from a software management standpoint, to have admin roles that allow employees to edit content for their department's portion of the site. I can't wait to see where the future of LumApps takes us.”

Ashley Taylor,
Jr Systems Administrator
at Instructure



LumApps helps leading SaaS enterprises share knowledge globally, communicate effectively and personalize their employee experience.

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