



“ I’m able to make each customer feel like our only customer, because I can quickly find the data that I need to serve them the best.

Taryn Petzel, Education Coordinator, Marketo University

### Company

Adobe

### Industry

Technology (Marketing Software)

### Company Size

Enterprise (10,000+ employees)

### Customer Profile

Adobe is changing the world through digital experiences.

### Website

adobe.com

### Business Situation

Marketo Engage's customer training and certification program, Marketo University, needed a better way to track customer enrollment and training workflows, such as scheduling, attendance tracking, and payment.

### Solution

Through SmartSheet, Marketo University gained the ability to scale customer education services as they expanded to support more enterprise organizations, improved Smartsheet visibility through dashboards and reporting, and reduced the time it takes to compile and deliver reports from two weeks down to 48 hours.

### Benefits

- **Reduced time** it takes to compile and deliver executive reports from **two weeks to 48 hours**
- **Improved visibility** through Smartsheet dashboards and reporting leads, increasing **faster responses to customer needs**
- Access to instantaneous, **real-time data** that takes less time to compile, which helps **streamline workflows**
- Able to **scale customer education services** as Marketo University expands to support more enterprise organizations

## Marketo University Helps Customers 'Win at Scale' With Smartsheet

Marketo Engage, part of Adobe Experience Cloud, is focused on helping businesses transform customer experiences. Marketo Engage is designed to help B2B marketers orchestrate personalized experiences, optimize content, and measure business impact across every channel, from acquisition to advocacy. The team responsible for their customer training and certification program, Marketo University, adopted Smartsheet to minimize time spent on operational tasks, improving response time in assisting both external and internal customers.

### Situation:

Marketo University needed a better way to track customer enrollment and training workflows, such as scheduling, attendance tracking, and payment. The team wanted to reduce the time it takes to build reports and improve visibility into real-time data, so they could spend more time on the frontline assisting customers.

### Solution:

By adopting SmartSheet, Marketo University gained the ability to scale its customer education services as they expanded to support more enterprise organizations, improved visibility through dashboards and reporting and reduced the time it takes to compile and deliver reports from two weeks down to 48 hours.

### Benefits:

Marketo University's mission is to train customers, enterprise clients, and employees on how to use Marketo Engage through product education and certification. "At Adobe, digital transformation means constant innovation and helping our customers drive business impact at scale," says Jeff Foster, Education Specialist. "To really be successful, it helps if marketers can blend technical skills together with best practices.

And that's what Marketo University strives to deliver."

**Customer Advocacy at Scale:** "It's my job to make sure that our customers are getting the right training and world-class customer service every time they engage with Marketo University," said Taryn Petzel, Education Coordinator. SmartSheet is enabling the Marketo University team to scale their processes to match the company's growth, especially since joining Adobe.

**'Making Each Customer Feel Like Our Only Customer':** When Petzel joined in 2017 she inherited tools that made customer enrollment and training workflows such as scheduling, attendance tracking, and processing payments a challenge to manage.

The original platform required Petzel to look in multiple systems every week to update enrollment numbers. The adoption of Smartsheet has helped their team access real-time data that takes less time to compile, which helps streamline their workflows.

With Smartsheet, Petzel was able to take a process that used to take

multiple emails back and forth with stakeholders to just one email by implementing SmartSheet forms and automated approval requests.

Removing these communication and process barriers empowered Petzel to accelerate work execution, so she can better connect with real-time training data and customers, seeking product education. "I'm able to make each customer feel like our only customer because I can find all the data that I need to serve them the best much faster," added Petzel.

In addition, Foster says they are now able to develop operational systems that allow them to interact with customers as people, instead of accounts.

**Transformed Reporting Increases Visibility:** Smartsheet reports help their team cut the time it takes to compile detailed, granular executive reports from two weeks to 48 hours. With the combination of reports and dashboards, Foster takes relevant data and surfaces the metrics that leadership wants to track. More importantly, the dashboard is updated all the time and there are no files to share,

which gives executives consistent visibility into key metrics and real-time data.

"Smartsheet allows me to minimize my time doing my operational tasks so that I can spend more time figuring out the best way to help our customers," said Foster. "If we didn't use Smartsheet, we would have to hire another person on our team to do the tasks Smartsheet performs."

## About Smartsheet

Smartsheet (NYSE:SMAR) is a leading cloud-based platform for work execution, enabling teams and organizations to plan, capture, manage, automate, and report on work at scale, resulting in more efficient processes and better business outcomes. Today over 95,000 customers, including more than 77,000 domain-based customers and over 70% of the companies in the Fortune 500, rely on Smartsheet to implement, manage, and automate processes across a broad array of departments and use cases.

To learn more about Smartsheet, visit [www.smartsheet.com](http://www.smartsheet.com)