Overview

This document serves as a comprehensive guide for AEs and SAs to leverage training with new customers to expedite onboarding and pull forward consumption.

The goal of this guide is to provide clear instructions and resources, enabling you to understand **when** to bring up training, **what** offerings to extend and recommend and **how** to drive and track actual training attendance and consumption.

Why drive training?

Training is a lever and leading indicator for consumption. Training **expedites user onboarding by 20%**, and **increases account consumption by 20 – 33%** in a 12-month period without adding new users or new use cases.

New Customer Account Playbook: Leverage Training to Expedite Onboarding and Pull Forward Consumption

Account status –
- Completed POC; new (Commit or PAYGO) customer with at least one use case at or near tech win confirmed and working on implementation plan (UCO 3)
  - Hunters and Core; post ACC

Goal of this playbook is to use training in the early stages of the Use Case Journey to –
- Increase Use Case Journey velocity and momentum by getting tech evaluators and influencers trained on platform
  - Training is your co-selling partner; sending your users to training is like getting a technical resource (the instructor) sell on your behalf

- Once your tech evaluators and influencers have gone through training, they become your internal advocates to educate economic decision makers and inspire other users

- Establish a learning plan before Commit and Onboarding to ensure there is time and budget planned to properly onboard users
    - It is especially important to properly onboard the first set of users of any use case to ensure the environment is set up appropriately and best practices are deployed, and the workspace and experience is set up for long-term success and consumption growth

Hit Pro Status: Make a learning plan for the account and not for a use case. Strive for Center of Excellence bundle (Training/Enablement, PS/RSA or SI, Technical Strategy/DSA).

Use training to position Databricks as their strategic business partner for holistic data and AI transformation by also upskilling their data team.

The learning plan should –
- Address the data team talent transformation and training needs of the customer / account as a whole – across different use cases
- Take into consideration the training needs of the immediate users as well as any future users of this use case
- Be a blend of free and paid training offerings
    - What's free –
        - [All onboarding training](#) across personas and in both live, instructor-led format as well as self-paced videos
        - [Entire catalog of self-paced training videos](#) across personas and across all skills levels (onboarding, intermediate, advanced)
    - What's paid –
        - Packages – Learning Subscriptions, Skills @ Scale
            - See ["Packages" tab on the Enablement Offerings page](#)

Use Case Stage 2 (Scoping): Invest Databricks Academy Labs

Objective: Expedite and lower SA-time cost on technical discovery by providing guided, hands-on experience of Databricks through Databricks Academy Labs

Offering:
- "Databricks Academy Labs" is a subscription to a catalog of guided, hands-on labs training, which could also be used as a test environment for prospects and could be positioned as pre-trial or follow up to demo
  - Apache Spark Programming with Databricks
  - Advanced Data Engineering with Databricks
  - Data Analysis with Databricks SQL
  - Data Engineering with Databricks
  - Data Preparation for Machine Learning
  - Deep Learning with Databricks
  - Generative AI Application Deployment and Monitoring
  - Generative AI Application Development
  - Generative AI Application Evaluation and Governance
  - Generative AI Engineering with Databricks
  - Generative AI Solution Development
  - Get Started with Databricks for Data Engineering
  - Get Started with Databricks for Machine Learning
  - Introduction to Python for Data Science and Data Engineering
  - Machine Learning Model Deployment
  - Machine Learning with Databricks
  - New Capability Overview: Databricks Assistant

Actions:
- Use this Outreach email sequence to offer to request for Databricks Academy Labs access on the target's behalf

- Once the customer commits to taking the labs training, submit a request to get coupon codes for free 30-days access to Databricks Academy Labs
  - Max 5 coupons per Greenfield account to unlock free 30-day access to Databricks Academy Labs
  - List price / investment cost: Databricks Academy Labs annual subscription = $200

- You will receive an email with your Databricks Academy Labs codes as well as an email template for your Prospect and instructions for them on how to use the code

Use Case Stage 3 (Evaluating): Land the Account Learning Plan

Objective: As part of implementation and success planning, create a learning plan with the customer to expedite onboarding and ensure long-term success of the organization as a whole

Actions:
- See learning plan best practices

- **For DB200/DB400 accounts** – Reach out to your Customer Enablement Architect to
    - Develop thought leadership and executive positioning for talent transformation
    - Launch a comprehensive talent assessment (see go/LNA) based on skills needed for target use case(s) with a productivity gains justifications
    - Expertly package blend of free and paid enablement offerings to ensure best-of selection based on the customer's specific needs and learning preferences; leverage Training Investment Program
        - As part of the overall learning plan pitch, let the customer know that we want to invest in their success and you'd be willing to request for training investment on their behalf IF they are able to commit to the learning plan
        - With the Training Investment Program, you could request for seats to Half-Day (4hr) Classes and/or Databricks Academy Labs 30-days access
            - List price / investment cost: Half-Day public instructor-led class = $750/seat
            - List price / investment cost: Databricks Academy Labs annual subscription = $200
    - Host a tailored walkthrough of Databricks Academy and other enablement resources

- **For the "frozen middle" or "opportunity middle" accounts –**
    - Select from Course Recommendations Based On Use Cases

- OR deploy a [Learning Needs Assessment (LNA)](#) to survey target users and map out a tailored training plan
- Then, plug in the learning plan (from templated course recommendations OR LNA) into the templated [Enablement Pitch Deck](#)
  - As part of the overall learning plan pitch, let the customer know that we want to invest in their success and you'd be willing to request for training investment on their behalf IF they are able to commit to the learning plan.
  - With the [Training Investment Program](#), you could request for seats to [Half-Day (4hr) Classes](#) and/or [Databricks Academy Labs](#) 30-days access
    - List price / investment cost: Half-Day public instructor-led class = $750/seat
    - List price / investment cost: Databricks Academy Labs annual subscription = $200
  - TRACKING: On [Training Investment Dashboard](#), scroll to "Account Requests" and run search for your account name to see if your codes have been used by users
- File an ASQ – Enablement if you need support / consultation, or Slack #training-team

- **For the "long tail" accounts –**
  - Share [Databricks Academy overview](#); submit [this form](#) to request for free Databricks Academy access for customers
  - Point contacts to the [Databricks Training Catalog](#) to see all free and paid courses

Use Case Stage 4 (Confirming): Confirm Implementation + Learning Plan

Objective: Set up customer for long-term success and consumption growth by getting commitment on an account-wide learning plan

Action:

- Confirm that learning plan has a blend of free and paid training that addresses the needs of immediate user population and future / upcoming user population; present Learning Needs Assessment output if you conducted an LNA survey
  - Consider training needs for onboarding, continual upskills and/or for new product workshops
  - [Click on **"Packages"** tab](#) for an overview of Enablement Offerings

Use Case Stage 5 (Onboarding): Execute Implementation + Learning Plan

Objective: Expedite consumption by driving training attendance and participation

Action:
- Track learning status of account on [go/C360 – "Learning & Enablement" tab](#)
- Track users and which courses taken, see [Training Insights Dashboard](#) – search for your customer under "Account Name" filter