

## CASE STUDY

# Brooks Automation elevated their training program with Docebo



“Docebo’s customization and scalability have transformed our training program, allowing us to deliver high-quality, efficient training to our global workforce and customers. The platform’s flexibility ensures we can meet the evolving needs of our business and continue to innovate in the training space.”

**Chad Meyer**

Senior Technical Training Manager,  
Brooks Automation

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## RESULTS

40%

increase in elearning completion  
by Field Service Engineers

30%

reduction in Engineer training  
time required for new equipment  
configurations

20%

reduction in training costs

## SOLUTION

### Docebo Learn

- Easily create and upload your own content
- Flexible, customizable platform
- Intuitive interface and simple backend experience
- Cost-effective digital training courses
- Navigate change with confidence

## Customer

### BROOKS AUTOMATION

Since 1979, [Brooks Automation](#) has been a pioneer in manufacturing. Brooks specializes in creating robots, vacuum solutions, and automation systems essential for semiconductor production, empowering their customers with the precision and reliability they need.

Chad Meyer, Senior Technical Training Manager, and Michael Yan, Curriculum Developer, are the driving forces behind Brooks Automation's innovative training program.

## Challenge

### DELIVERING SCALABLE, CUSTOMIZABLE LEARNING TO A GLOBAL AUDIENCE

Brooks Automation faced significant challenges with their previous learning management system (LMS), which couldn't support both internal and external training needs. Their primary platform didn't have the necessary security features or customization options, limiting Brooks' ability to deliver comprehensive training to their customers and employees.

With a global workforce and a complex product line, Brooks Automation needed a solution that could:

- Deliver personalized learning experiences to both internal employees and external customers, but with centralized management
- Automate administrative tasks to reduce overhead and save time
- Offer extensive customization to cater to different branches and job functions
- Support scalable growth as the company expanded.

# Solution

## LEVERAGING DOCEBO FOR COMPREHENSIVE AND CUSTOMIZABLE TRAINING

After an extensive evaluation process, Brooks Automation selected Docebo as their new learning platform. The top reasons? Robust customization, scalability, and the support for multiple use cases.

After a smooth implementation, here's what Brooks Automation achieved with Docebo:

1. **Customization and personalization:** Brooks created tailored homepages and course catalogs, so learners could find the most relevant content without being overwhelmed. Personalization features let them create unique experiences for different audiences based on things like role and region.
2. **Automated administrative processes:** By integrating Docebo with their business tools, Brooks automated processes like notifications, course enrollments, exporting compliance information, and more. Streamlining these time-intensive tasks has freed up the Brooks team to focus on more valuable strategic work.
3. **Enhanced learning experiences:** Brooks has developed a blended learning approach that combines elearning, instructor-led training (ILT), and virtual instructor-led training (vILT). This approach ensures that learners engage with material in multiple formats, increasing retention and practical application.
4. **Data-driven decisions:** Docebo's analytics provided valuable insights into training effectiveness and learner progress. Now Brooks can track and measure learning initiatives to continuously improve their training programs and make sure they're aligned with business objectives.

# Results

## SIGNIFICANT IMPROVEMENTS IN TRAINING EFFICIENCY AND EFFECTIVENESS

Since implementing Docebo, Brooks Automation has achieved incredible results:

- Their course completion rate for field service engineers increased by 40% and their people are now better prepared and more knowledgeable about the latest equipment and procedures.

- The time required to train engineers on new equipment configurations was reduced by 30%, enabling faster deployment and integration of new technologies.
- Training costs were reduced by 20%, thanks to streamlined processes and the efficiencies of a blended learning approach.

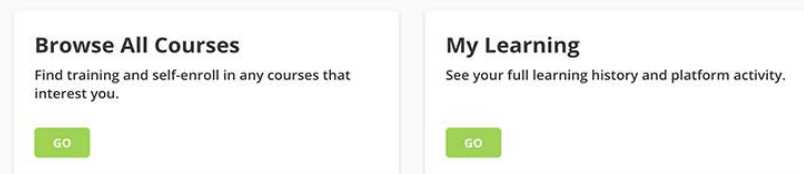
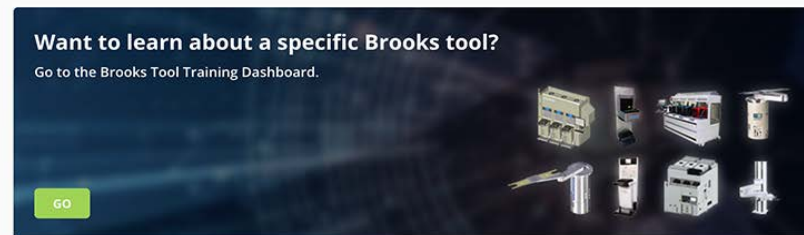
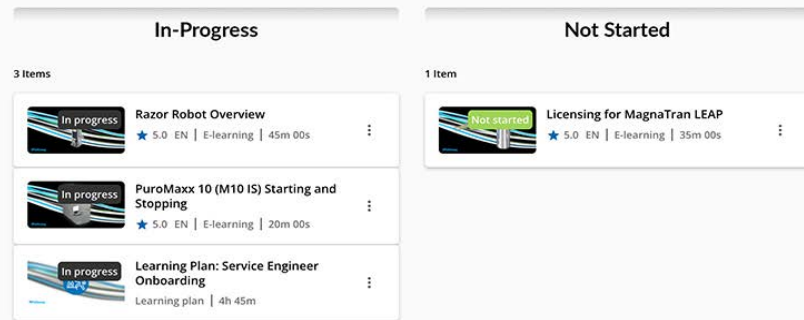
Additionally, Brooks has seen substantial revenue growth from their training programs. By offering elearning and instructor-led training as paid services, Brooks has created a new revenue stream. They have implemented a subscription model, giving customers continuous access to up-to-date training materials. This not only supports customers in maintaining their equipment but also drives recurring revenue.


In the first year alone, the revenue generated from training services has contributed significantly to the company's overall financial performance. This additional income allowed Brooks to reinvest in their training programs, further enhancing the quality and reach of training. The scalable nature of Docebo has enabled Brooks Automation to expand their training programs to new markets and customer segments, ensuring sustained growth and profitability.

## Future

### SCALING TRAINING INITIATIVES AND EXPANDING USE CASES

Brooks Automation plans to continue leveraging Docebo to scale their training programs and extend them to other departments within the organization. The initial success with the service team has garnered positive visibility, and plans are in place to expand Docebo's implementation across different job functions by 2025.





The goal is to create a comprehensive training ecosystem that supports the entire organization, from engineering to sales and customer support. This will ensure that all employees have access to high-quality, relevant training materials, promoting a culture of continuous learning and development.

With Docebo's scalable and customizable platform, Brooks aims to further enhance their training programs, drive revenue through training subscriptions, and maintain their leadership position in automation, robotics, and vacuum technologies.

By integrating Docebo, Brooks Automation has revolutionized their training approach, ensuring their team is well-equipped to meet the demands of the fast-paced semiconductor industry while maintaining high standards of quality and efficiency.

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“Our journey with Docebo has been transformative. The platform's ease of use, combined with its powerful customization options, has allowed us to create a tailored learning experience that meets the unique needs of our diverse audience. The support from Docebo's team has been exceptional, guiding us through the implementation process and helping us maximize the platform's potential.”

- Michael Yan, Curriculum Developer, Brooks Automation

This testimonial highlights the positive impact Docebo has had on Brooks Automation's training initiatives, emphasizing the platform's role in enhancing training efficiency, effectiveness, and overall learner satisfaction.

By leveraging Docebo, Brooks Automation has not only improved their training outcomes but also positioned themselves for sustained growth and success in the competitive semiconductor industry.

# docebo

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employees with training that fits.

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