



Delivery Under Pressure  
The Redwood Systems Case Study

“ *Suddenly under pressure we needed a fast way of multiplying Redwoods technical and sales resource to get our solution message out to our global staff and partner base. Cabling Science co-produced a series of courses within months that we could deliver via the CommScope Infrastructure Academy site they manage for us.* ”

**James Donovan**  
**VP Education Services – CommScope**



15 Years of  
Training  
Support

60 Cataloged  
Courses

25 000  
Courses Sold  
Annually

# Background

Businesses are becoming smarter about how they plan, allocate and manage their workspace and real estate investments. The Redwood Systems Building Intelligence Platform is a game-changer in smart technology, transforming data about your facilities and buildings into actionable intelligence to help you improve space utilization, reduce energy costs, and enhance workforce productivity.

# Challenges/Solutions

A recent merge provided this innovative company with sudden access to a much larger global distribution channel but with it brought some immediate challenges to resolve:

- The need to educate sales teams both internally and partners in the channel externally about the solution
- The new global channel needed additional education in the specialist intelligent building and lighting markets before successfully positioning the solution
- The technical support expertise in design and specification was very concentrated and this needed to be devolved urgently throughout the channel to take advantage of the many sales opportunities and reduce the risk of overload on key personnel
- In this fast evolving market there would be need to respond with frequent updates to the products, solution and messaging

## Our solution:

- Produce a strategy to launch the solution internally and externally almost entirely through training
- The Redwood Solutions team were brimming with expertise in the market and design/specification so we worked with them to produce draft course content
- Taking this series of basic slides our Pubs teams added graphics and animation, pro-voicing and course structure, course descriptions and assessments
- The series of 5 courses were launched in priority order just weeks after inception onto a branded training site offering translation assist for sale to the partner channel globally
- A certification program was built around the courses that required assessment qualification and provided certification and ID badging for those qualified

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## Outcome:

Our solution was importantly used to 'scale' and devolve centralized solution expertise and resources globally..... and fast. The cost commitment to Redwood solutions in terms of resources and CAPEX was minimal. The outcome was a saving in solution support that would otherwise have restricted the time to market. It created a qualified expert base that is consistent globally and provides a platform to deliver product and solution changes into the future.

The courses include:

- SP7301 LED Lighting Fundamentals
- SP7302 How to Sell the Redwood Solution
- SP7310 Redwood Sales Engineering
- SP7320 Redwood Project Management and Planning
- SP7340 Redwood Systems Installation and Commissioning