

CASE STUDY

How **Asset Reality** Transformed a Training Vision into a Scalable, Revenue- Driving Academy with Intellum



How Asset Reality
Transformed a
Training Vision
into a Scalable,
Revenue-Driving
Academy with
Intellum

How Asset Reality Transformed a Training Vision into a Scalable, Revenue-Driving Academy with Intellum

The Challenge

When Ches Jones, VP of Learning and Development, and Kylee Hudson, Director of Instructional Design and Learning Experience, joined Asset Reality, they were tasked with building a strategic education program capable of scaling with the business and delivering measurable impact. Their objective was clear: create a branded, professional learning environment that could engage customers, increase product knowledge, and contribute to revenue growth.

At the time, the organization was using a learning management system (LMS) that delivered a dated learner experience and lacked the design flexibility required to meet the needs of the Academy. Internal teams found it difficult to manage, and launching a polished Academy site or hosting live events would have required developer resources the team didn't have. Most critically, the platform couldn't support the company's broader vision of education as a strategic marketing asset. With the contract approaching renewal, the team needed to make a change.

The Solution

Asset Reality approached the LMS selection process with a clear understanding of what they needed: a platform that could support their long-term vision of education as both a customer engagement strategy and a revenue driver. After evaluating several vendors, they chose Intellum. The choice was not made solely based on technical capabilities, but because of Intellum's alignment with Asset Reality's strategic priorities.



How Asset Reality
Transformed a
Training Vision
into a Scalable,
Revenue-Driving
Academy with
Intellum

What stood out most, was Intellum's ability to deliver:

- A modern, intuitive user experience for both learners and admins, with simple navigation and a clean, branded interface out of the box.
- Strategic certification workflows that drive learner engagement, generate brand visibility through LinkedIn sharing, and contribute directly to product adoption and revenue growth.
- A scalable platform with support for live events, growing audiences, and streamlined content delivery through structured learning paths and bite-sized content.

With Intellum, the team at Asset Reality has launched a professional, fully branded Academy experience without relying on developer resources. They quickly structured learning paths based on real customer use cases, delivering learning opportunities that are product-agnostic, scalable, and highly relevant.

Certifications are a core component of the Academy's design, helping learners build confidence and validate their progress. By leveraging Intellum's built-in social sharing features, Asset Reality makes it easy for learners to showcase achievements on LinkedIn. While the primary focus remains on delivering relevant, skills-based education, this added visibility has organically extended the Academy's reach and encouraged new learners to start their own learning journey.



During the buying journey, I often take into account the mindset of the team selling to me. From the very beginning, the team focused on understanding our goals and not just selling a platform. That mindset made all the difference,



Ches Jones
Vice President of Training



How Asset Reality
Transformed a
Training Vision
into a Scalable,
Revenue-Driving
Academy with
Intellum

Internally, the team has been able to streamline operations by integrating their knowledge base, training content, and product access through single sign-on (SSO). This consolidation has reduced friction for users and allowed the Academy to serve as a centralized learning destination.

The Results

Today, Asset Reality has a thriving academy built on Intellum that's delivering a seamless user experience and real business impact. Certification sharing has driven significant organic reach: some posts generating 122+ reactions and thousands of impressions. Learners are also enjoying short, highly consumable courses, and administrators benefit from a clean, powerful backend that simplifies everything from event setup to content delivery.

By moving to Intellum, Asset Reality replaced the limitations of their former LMS with a scalable, modern Academy that now fuels customer engagement, drives awareness, and lays the groundwork for future revenue streams. With leadership support and plans to launch Ecommerce, the Academy is positioned to drive even more growth.



Explore the Asset Reality Academy

Experience the Future of Learning with Intellum

Discover how the Intellum Platform can transform your learning strategy and drive business growth.

SCHEDULE A 15 MINUTE MEETING →