

CASE STUDY

How Comcast Saved Hundreds per seat with an Efficient, Scalable Training Program by CBT Nuggets



IMAGE SOURCE: JOBS.COMCAST.COM

SUMMARY

Comcast's Sales Engineering division has a highly technical job, and needed a training solution that could keep up. CBT Nuggets helped them reduce their per-SE training cost by hundreds per seat, and is now the training standard across 10 out of 13 Comcast SE regions.

Traditionally, their training centered on boot camps and certification exams, which were expensive and unpredictable. They tried other online training providers, but found the content hard to fit into the flow of work. Fast forward, and Comcast has built a structured five-level career curriculum tied to CBT Nuggets content, eliminated certification fees, and seen individual engineers accelerate their careers in measurable ways.

Keep reading to find out how.

INDUSTRY
Enterprise
Tech / Telecom

LOCATION
Florida, U.S.

CUSTOMER SINCE
2024

TEAM SIZE
29

THE RESULTS

- ✓ Replaced costly exams with CBT Nuggets' certificates of completion
- ✓ Reduced per-engineer training cost by hundreds
- ✓ 10 of 13 U.S. regions standardized on CBT Nuggets
- ✓ Onboarding and promotions tied to CBT Nuggets training pathways
- ✓ SEs prepped on Cisco Meraki ahead of a major product launch

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WHY CBT NUGGETS

Why CBT Nuggets: format, value, and fit

Comcast's Sales Engineers (SEs) have a highly technical job. They provide world-class expertise and solutions design for Ethernet, voice, managed services, and cybersecurity products. When Chris Layfield, Director of Engineering at Comcast Business, first got a look at the CBT Nuggets platform, the decision was pretty straightforward.

“

We were already using InfoSec, but then we got to see [the platform]. We're like, wow, this is really good content. We like how it's delivered."

Chris Layfield

The nugget-sized lessons matched how the team learned best: in 10-to-15-minute windows. “The short, bursty approach is what most people’s attention spans are,” Chris noted. “It’s worked out really well.”

With transparent pricing and valuable features included, CBT Nuggets offered a forecastable cost that could be approved without debate. Due to the high quality of the content and the features included in the cost of a team subscription, Comcast ultimately implemented CBT Nuggets as the primary learning pathway for onboarding, promotions, and team advancement.

THREE FEATURES THAT STOOD OUT

01

Bite-sized training format

Engaging 10-to-15 minute videos fit into the natural flow of work for busy SEs. Getting to complete each micro-lesson meant better learning retention.

02

Certificates of completion

Instead of using certification exams as proof that a learner had completed a course, Comcast used CBT Nuggets certificates of completion, which saved them hundreds in exam fees.

03

IT-focused training catalog

Comcast needed to train on OSI models, Network+, Meraki, and more. CBT Nuggets catalog let them stay prepared for technical conversations.

THE CHALLENGE

Beating unpredictable costs and fragmented standards

Comcast's Florida division is a team of 29 sales engineers and operates as one of 13 U.S. regions. With staff spanning 5 levels of technical expertise, developing and retaining talent was a strategic priority and also a logistical challenge. They had mostly relied on the traditional certification playbook: send engineers to boot camps, pay for vendor exams, and hope for passing grades.

Meanwhile, the content format itself was working against learners. Long-form training sessions from other online training providers often lasted 30 to 90 minutes, which was tough for busy SEs to fit into their day-to-day.

With a high-stakes distributed team like this, leadership needed an effective, streamlined way to standardize training.

“

You don't know who's going to go to the boot camp and not take the certification. You don't know who's going to take the certification, pass it, or want another one if they don't. It's a mess to deal with.

Chris Layfield

Tired of IT training chaos?

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A STRUCTURED CURRICULUM

A five-level career curriculum built with CBT Nuggets

Comcast built a structured curriculum that maps CBT Nuggets courses directly to their five SE designation levels, from SE1 through SE5. Each level specifies which certifications are required to advance.

SE Level 1

- OSI Model
- Routing & Switching
- CompTIA Network+

SE Level 2

- CompTIA Security+
- CISSP

SE Levels 3-5

- Cisco Meraki
- Fortinet NSE 1-3
- Agentic AI

"We can tell them directly: this is the next certification you're going to go for," Chris explained. The curriculum makes the expectation concrete and removes ambiguity about what "growth" looks like at each stage.

Critically, Comcast leveraged CBT Nuggets' certificates of completion for internal advancement. In the end, using CBT Nuggets certificates of completion (which are included with every license) **lowered their per-SE training cost by eliminating ~\$250-400 exam fees.** The program ultimately saved the team thousands. There were no external charges, no boot camp travel expenses, and no fallout if someone failed a certification attempt. "In the end, we just want them to get the knowledge," Chris said. "Whether they get the official certification or not, that's secondary."

"CBT Nuggets is interesting because they can give you these little certificates that say, hey, you completed this content and got certified. As a policy, we accept that."

Chris Layfield

Need to build a training plan for audit readiness or a vendor migration? Let's get your team ready.

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MEASURABLE IMPACT

Results roundup



Career Advancement

Sean was a sales engineer who had strong instincts but lacked the technical depth to hold his own. "If he met up with a real network engineer, he would get dressed down pretty quick," Chris said. The CBT Nuggets curriculum (specifically foundational content like OSI model, network routing, and switching) gave Sean what he'd been missing. Since training with CBT Nuggets, Sean has been promoted twice. **"I can definitely say CBT Nuggets helped change the trajectory of his career."**



Budget and Forecasting

The shift from boot camps to CBT Nuggets fundamentally changed how Comcast plans and justifies its training investment. **One per-seat rate replaced an unpredictable mix of boot camp registrations, exam fees, and potential retakes.** The team now receives a single consolidated invoice across regions, making it far easier to present training ROI to senior leadership and defend the spend year over year.



Product Launch Readiness

When Comcast launched Cisco Meraki to a major segment of its business, the team was able to complete the relevant CBT Nuggets content in advance and showed up to Cisco's formal training already knowing the right questions to ask. "It was really helpful," he said. The platform directly accelerated product knowledge transfer at scale across the team.



National Standardization

Perhaps the most significant outcome is the one that's hardest to quantify: for the first time, the **majority of Comcast's 13 SE regions are operating from the same training playbook.** "The messaging is easier to drive if it's one thing," Chris explained. "We're creatures of habit. If this is the one thing I want you to do, it's easy to message that."

KEY OUTCOMES

Real-world results across 10 U.S. regions

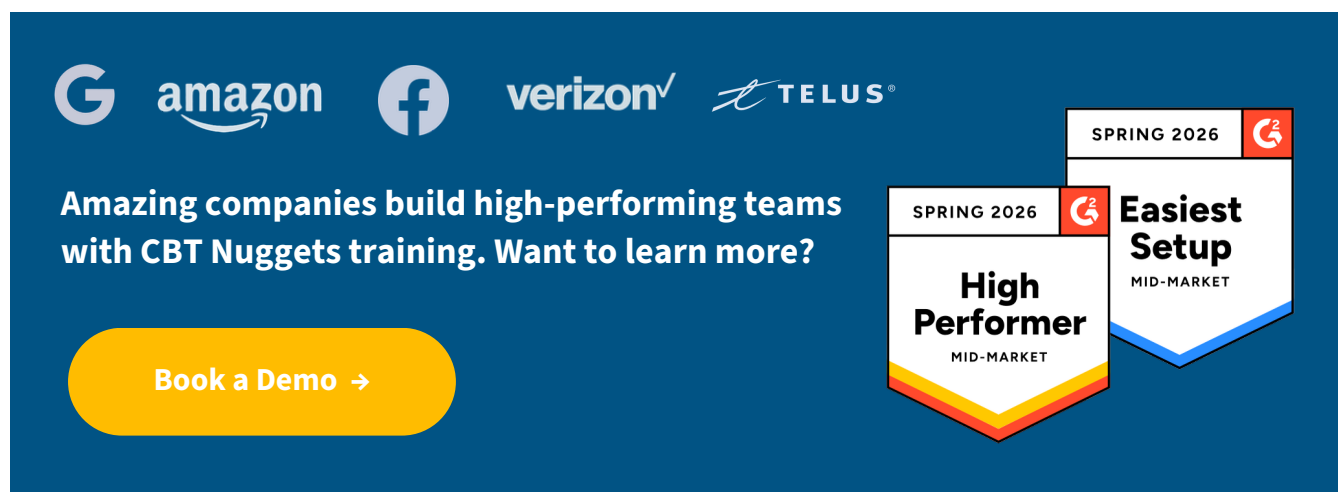
- ✓ **Reduced per-engineer training cost** by hundreds using certificates of completion
- ✓ **Team prepped on Cisco Meraki** ahead of a major product launch
- ✓ **Network+, Security+, Fortinet NSE** pursued across the team
- ✓ **10 of 13 U.S. regions** standardized on CBT Nuggets

Training that works as hard as you do

What Comcast's story demonstrates is that effective IT training doesn't require expensive boot camps or high-pressure certification mandates. It requires a curriculum that's clear, content that fits how people actually work, and platform value that makes the investment easy to justify.

"Since Nelly Pitocco [the VP of Sales Engineering] took over, she standardized CBT Nuggets across the United States for Comcast as a way that we get training for all five of our SE designations. It gives you that stairway to move forward, and it's a good way to standardize."

CBT Nuggets gave Comcast the structure to do exactly that: standardize at scale, across 13 regions, for technical SEs at every level of their career.



Amazing companies build high-performing teams with CBT Nuggets training. Want to learn more?

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