Custom
Development Services

Brainshark is a powerful complement to other popular business applications. To extend the value of these applications, Brainshark provides custom development and integration services leveraging the Brainshark APIs. Experts will help you integrate Brainshark product functionality and data into other applications, and build custom portals to distribute information more effectively to your key audiences.

Custom Portals

Whether you'd like to extend the functionality of an existing portal or create a new one from scratch, Brainshark's portal experts can build a solution that is tailored for your needs. Portals can contain both Brainshark and non-Brainshark content, and include multiple filters to facilitate navigation for both desktop and mobile users.

Sales – Brainshark will help you organize and deliver your valuable content through acustom sales portal that appeals to the unique needsof your different sales audiences. This custom interface, along with Brainshark's core functionality, makes it easy to specify portal content for different groups such as director indirect sales people, inside or outside representatives, and others.

Partners – Effectively enabling your channel partners and driving revenues through them is essential. A custom partner portal ("PartnerCenter") will provide a central site for delivering training, sales tools and ongoing communications to improve their success and yours.

Events – Attendance and engagement is critical to the success of your events. To increase the appeal and extend the life of your event content, Brainshark consultants will work with you to design and implement a custom event portal. Aportal can help increase attendance and audience engagement before, during and after each event.

Custom Forms and Reports

Brainshark provides a wide range of built-in forms and reports that the custom development team can tailor to suit your needs. These include custom self-registration forms that reflect the look and feel of your brand and the particular data collection requirements for your application. Brainshark can also help provide custom reports that combine data from multiple standard reports or completely new reports to answer questions about your viewers and their interactions with your Brainshark content.

Integrations

SSO– Brainshark consultants can utilize the Single Sign-On (SSO) solution to integrate the Brainshark login process with an existing portal, system or authentication method, enabling controlled access and minimizing the need for users to maintain separate Brainshark user credentials.

LMS– Brainshark presentations are SCORM and AICC-compliant, so they're often deployed through an existing Learning Management System (LMS) enabling student progress information to be updated automatically. To further increase the return on investment of your LMS, Brainshark consultants can help integrate additional information such as detailed student performance data, course and curriculum data, and more.

Marketing Automation – Brainshark video presentations can be easily distributed through your marketing automation solution, with links personalized to each individual recipient. And with the help of our services professionals, the detailed viewer tracking data Brainshark provides can be automatically passed right into your marketing solution for better customer and prospect behavioral analysis and scoring.

Proprietary and Other Systems – Connections can be built between virtually any web-enabled application and Brainshark. Integration experts will meet with you to discuss your technical specifications and business objectives, work with you to determine the optimal fit between the application's architecture and the Brainshark APIs,and then build the integration according to agreed-upon specifications.

"The Brainshark Professional Services team is doing a great job turning our mobile learning vision into an elegant solution."

Mary L. Duncan
Virtual Learning Center of Excellence
Talent Development Services
Deloitte Services LP

Learn More: www.brainshark.com
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