

# Implementation Services

Brainshark's Implementation Services ensure that you realize the maximum value of your Brainshark investment.

## Our Approach

We start every implementation with detailed discussions about the business challenges you are looking to solve, and your key initiatives and milestones. Then we customize the implementation approach based on the results of those discussions, maintaining a focus on getting the solution up and running quickly, guiding you through your initial project, and developing a plan to achieve your long-term business objectives.

## Training and Configuration

Once we have a full understanding of your business objectives, we move into the Training and Configuration phases, covering all of the functional aspects of Brainshark for creating compelling content, as well as administering the Brainshark platform for your specific use case.

During implementation, Brainshark works with:

- Your content authors, showing them how to use Brainshark to create new, engaging content, as well as leverage existing content.
- Your Brainshark Administrators, staff responsible for giving users access to Brainshark, determining what users can and can't see, and so on. With a mix of web based and hands on training, and our best practices consulting, the Administrators will use what they learn to directly configure your Brainshark site.

## Content Strategy

In addition to content creation training, our experts will guide you with your content planning, from looking at what content you currently have, what content you need, and a devising a clear plan for creating new or updating existing content. We will also provide best practices on content distribution strategies and tracking techniques to identify your most viewed and most effective content.

## Testing, Rollout and Adoption Planning

The Testing phase will validate user accounts, groups, and permissions, as well as global site settings. Once you have completed the rollout of your first Brainshark initiative, whether it is a Training program delivered to your Sales team, or a Marketing communication to your customer base, you'll now have all of the tools and knowledge you need to successfully launch your next Brainshark initiative.

Throughout the implementation we will provide you with consultation for driving usage and adoption of Brainshark within your organization. The adoption best practices will focus specifically on your use case and business challenges, and ensure your ongoing success with Brainshark after the implementation is complete.

**"Our experience with Brainshark has been phenomenal. Their implementation services provided us with the guidance and support we needed."**

Erin Hodges, Marketing Coordinator - Decision Point Systems