

Implementation Services

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Brainshark's Implementation Services ensure that you realize the maximum value of your Brainshark solution as quickly as possible.

Our Approach

We start every implementation with discussions about the business challenges you need to address, along with 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, driving adoption and achieving your business objectives.

Readiness and Configuration

Once we understand your business objectives, we move into the Readiness and Configuration phases of the implementation. With a mix of web-based and hands-on training, and our best practices consulting, we'll cover all of the functional aspects of using Brainshark to create and deliver compelling content, as well as administering the Brainshark platform for your specific use case. We'll work with:

- **Your content authors**, showing them how to use Brainshark to create new, engaging content, as well as leverage existing content.
- **Your Brainshark Administrators**, setting up users and permissions, and performing hands-on configuration of your Brainshark solution to meet your business needs.
- **Your Salesforce Administrator**, reviewing integration and configuration steps if you are allowing direct access for your sales reps to Brainshark features from Salesforce.

Questions? Contact your Brainshark Account Manager for more information.

Content Strategy

In addition to learning how to create content with Brainshark, you will learn how to approach content planning: evaluating what content you currently have, what content you need, and 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.

Validation and Go-Live

Prior to Go-Live, testing will occur to 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 and Coaching program delivered to your Sales team, or a Marketing communication to your customer base, you will have all of the tools and knowledge you need to successfully launch your next Brainshark initiative.

Rollout and Adoption Planning

Throughout the implementation we will provide you with the tools necessary for ensuring a successful rollout and for driving adoption within your organization. These include templates for comprehensive communication and training plans as well as a detailed timeline and milestones to ensure your success for both go-live and after the implementation is complete.

Success

Once you have rolled out the solution, your Brainshark team doesn't go away. You will have access to both live and online resources through our Customer Support Center to assist you with any questions you have post-implementation. In addition, our Customer Success Team will partner with you to ensure you achieve the long-term goals that were identified at the start of the implementation.

Content Creation & Enhancement Services

Brainshark has a team of experienced project managers, graphic designers, producers, and multimedia specialists available to develop presentations and other content to meet your needs.

Brainshark offers a full suite of content services, including:

- Creative Consultation
- Instructional Design
- Scripting
- Multimedia Design
- Storyboarding
- Professional Narration
- Video Production
- Webinar Capture Services
- Translation Services

Content Creation

Whether it's to power a new marketing campaign, sales enablement initiative or internal communications program, Brainshark's creative experts can develop compelling content and powerful sales tools that leverage your Brainshark implementation in the best ways possible.

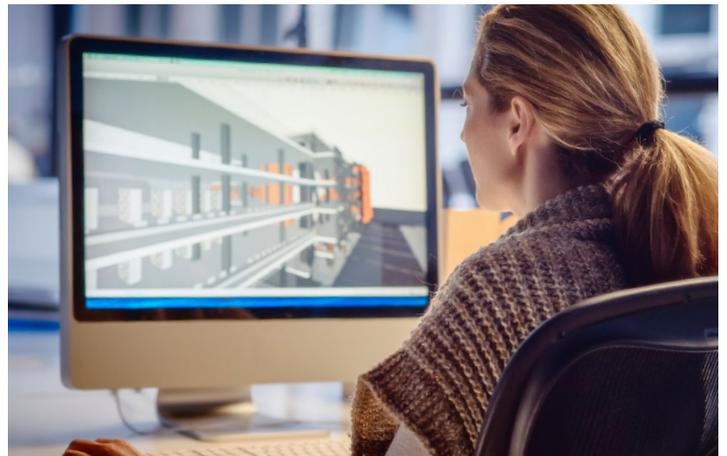
Brainshark can also create eLearning courses and curricula to help ramp up your employees or channel partners faster, hone their skills, and keep them up-to-date on new products, policies and programs.

Your assigned Brainshark production team will work with you to understand the objectives for each project and ensure your content is aligned with your company brand. They will then apply their experience and expertise to create content that you can be proud of, while also aiming to engage your audience and drive better results.

“Brainshark’s Professional Services team always delivers what they promise and makes expert recommendations. What more could you want from a vendor?”

Michael Helton

Director of Training and Technology
Combined Insurance



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 desktop and mobile users.

Sales – Brainshark will help you organize and deliver your valuable content through a custom sales portal that appeals to the unique needs of 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 direct or 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. A portal 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

Contact Sales: 866-276-7427