Brandon Hall
GROUP

BrainCert's Virtual Classroom
Requires No Downloads or Plug-ins

BrainCert
Best Advance in Technology for
Virtual-Classroom or Conferencing Technology
June 2018

Brandon Hall GROUP

EXCELLENCE IN
TECHNOLOGY AWARDS

BRONZE
2017

Company Background

BrainCert
education. simplified.

Company At-a-Glance	
Headquarters	Reston, VA, USA
Year Founded	2013
Revenue	500k+
Employees	24
Global Scale	Asia, Europe, North America, Middle East, Africa and South America.
Customers/Output, etc.	Clients include the United Nations, University of Arkansas, Lyngo, World Bank and ModernLitho.
Industry	All industries, including academic institutions
Website	https://www.braincert.com

Value Proposition

Gone are the days when a simple board meeting required the physical presence of all involved parties – a stressful feat for participants who have to travel from their various geographical locations.
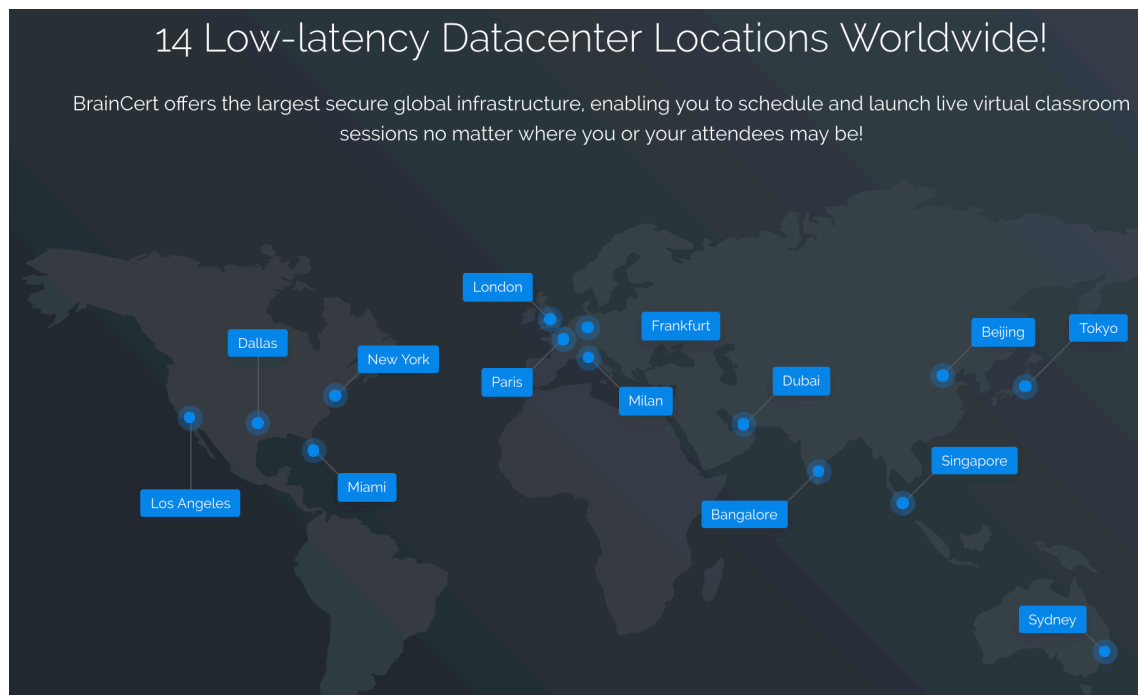
The future, though, is a world where online classrooms, events and meetings are organized with the full participation of all relevant parties regardless of their geographical locations using BrainCert's HTML5 virtual classroom. BrainCert doesn't need any software downloads and installations or browser plug-ins such as Adobe flash or Java.

BrainCert launched the HTML5-based virtual classroom in 50 languages for global adoption and can be optimized for almost any device - Mobile, Web or Tablet. The system offers secure-global infrastructure, enabling customers to schedule and launch live virtual classroom sessions no matter where the attendees may be.

Universities, organizations and tutoring companies harness the power of the BrainCert platform by selecting a data center according to the geographical location of the attendees, then scheduling and launching live-virtual classroom sessions using RESTful API calls. BrainCert data-center regions offer low-latency connections to exclusive networks in various parts of the world.

The ability to schedule live sessions virtually anywhere in the world also increases redundancy and fault tolerance in case of a disaster, providing an additional layer of business continuity.

Figure 1: Secure Global Infrastructure

Source: BrainCert

Furthermore, BrainCert's state-of-the-art virtual classroom comes built-in with its eLearning Platform and Enterprise LMS products that provide unified access to other core platforms, such as the courses platform, online testing platform, and content

management system. The result means significant cost savings, increased productivity, and a secure, seamless and enhanced user experience across all platforms.

Figure 2: Client Testimonials from GetApp

Ready to go live! a cloud based LMS platform with a ton of capabilities at a fraction of cost

★★★★★ Reviewed 7th of April by Integration Manager, EAB Development (Information Technology and Services company, 1001-5000 employees)

Industry: Information Technology and Services
Company size: 1001-5000

✓ Verified Reviewer
✎ 1 review
📅 Joined Apr 2017

Pros

I really like virtual classroom, courses platform with online testing capabilities. White labeling capabilities will allow enterprise clients to customize per their branding standards. Out-of-box platform utilization reporting capabilities are very powerful to track effectiveness of course offerings. Having worked on various bulky ERP/LMS systems, I am finding Braincert platform very powerful and a great buy for your organizations small scale as well as large scale LMS or training/testing needs.

Cons

many features are available out of box, curious to see which one is highly utilized by end users....

Rating breakdown

★★★★★ Value for money
★★★★★ Ease of use
★★★★★ Features

Jackie Bassett   **Industry:** Unknown   **Company size:** Unknown

Brilliant, Agile and Purpose-Built Platform

★★★★★   Used **weekly** for **less than 6 months**

⊘ Reviewed 2017-01-24
Source: GetApp

We knew exactly what we needed, and thought for sure we'd have to build our own. Then we read every review of what was already built, and BrainCert was a perfect fit - and then some. We were so impressed with the ease of use of the free version, that we quickly went to the upgraded version. In a week, we were able to provide our online Live Instructor virtual courses - seamlessly! The beauty of purpose-built products is they deliver everything one needs today, and every capability one hadn't even known they could have too.Purpose-built with so many more capabilities already designed in that you're able to advance the courseware too. Super responsive, experienced, intelligent customer support (we trialed over the holiday w/e) Great pricing for all that you get. We're very pleased with our choice of BrainCert

Pros
Purpose-built with so many more capabilities already designed in that you're able to advance the courseware too. Super responsive, experienced, intelligent customer support (we trialed over the holiday w/e) Great pricing for all that you get. We're very pleased with our choice of BrainCert

Rating breakdown

★★★★★ Value for money
★★★★★ Ease of use
★★★★★ Features
★★★★★ Customer support

Source: BrainCert

Product or Program Innovation

BrainCert Virtual Classroom does not use browser plug-ins like Adobe Flash or Java or require any software downloads to participate in a live virtual-classroom session. HTML5 is an open-source markup language that does not require a plug-in to run its applications. Removing the need for proprietary plug-ins closes a common attack vector. And, because HTML5 updates are delivered through browser updates, they're far more likely to be applied than patches for plug-ins.

BrainCert's web-based virtual classroom emulates the aura of physical classrooms. Participants can access live and recorded sessions and take part in premium face-to-face video and audio conferences with interactive whiteboards. The platform's availability in 50 languages means students from almost any country can take part.

BrainCert has created a secure, low-latency infrastructure and state-of-the-art HTML5 platform equipped to offer live classes, webinars, conferences, and meetings to audience anywhere. The new WebRTC technology enables a participant to use a web browser like an effective video-conference endpoint, eliminating the need for a browser plug-in.

BrainCert's Virtual Classroom is offered as a SaaS solution for enterprise customers. It can be easily integrated with existing applications using BrainCert's developer API. Customers choose BrainCert for the following features:
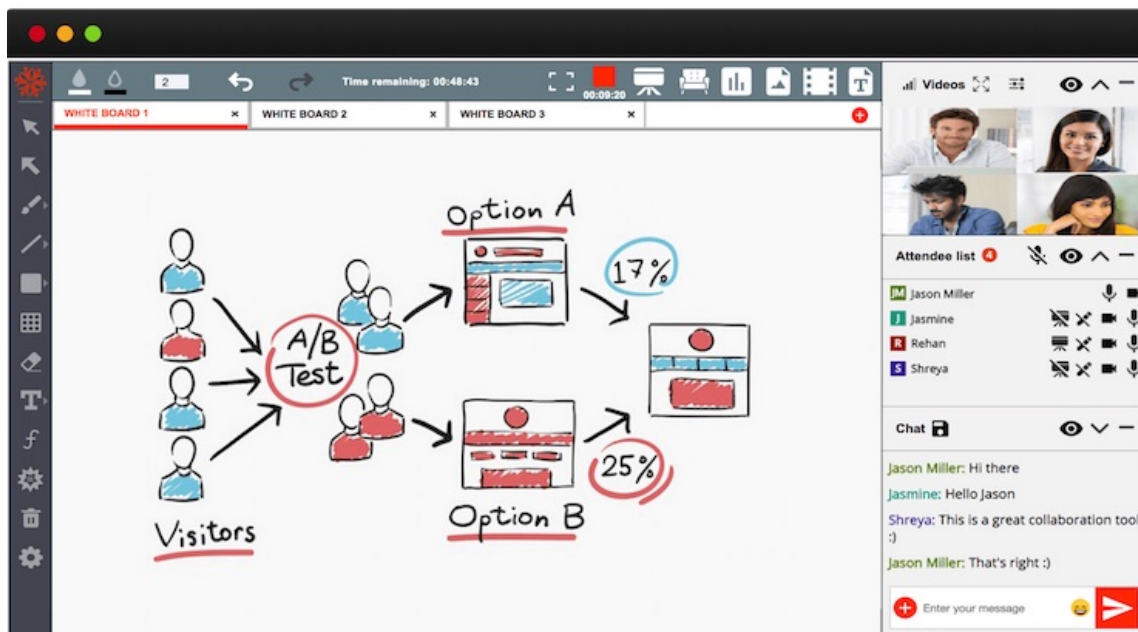
- BrainCert provides a RESTful interface to the resources in the Virtual Classroom, e.g. schedule classes and download video recordings, using developer API.

- Enterprise global network designed to optimize security, performance and reliability.

- 120+ points of presence (PoP) around the world where users can terminate their SSL for faster performance.

- Free SSL certificate for SaaS customers. With that highly-secure SSL certificate, customers can CNAME the host name, for example, https://live.brandonhall.com, to the BrainCert API endpoint, api.braincert.com, to receive the performance and security benefits of BrainCert.
  - No need for a client to send BrainCert the SSL certificate key or CSR. Once the CNAME is in place, BrainCert takes care of the rest, provisioning the hostname for forwarding to the specified origin, acquiring SSL certificates to enable HTTPS and HTTP/2, and protecting against DDoS or L7 attacks that may target the custom hostname.

o All the benefits of BrainCert's enterprise network, including CDN and content optimization, are extended to the custom hostname without a client having to do anything other than adding a simple DNS record.

Unique Differentiators

BrainCert's Virtual Classroom bridges the gap between online and offline learning. It is a white-label solution. "White label" refers to a fully-supported product or service that's made by BrainCert but re-branded under customers' name. An organization can customize the Virtual Classroom with logo, theme, domain and identity, allowing customers to associate the product with the own brand.

Figure 3: Virtual Classroom
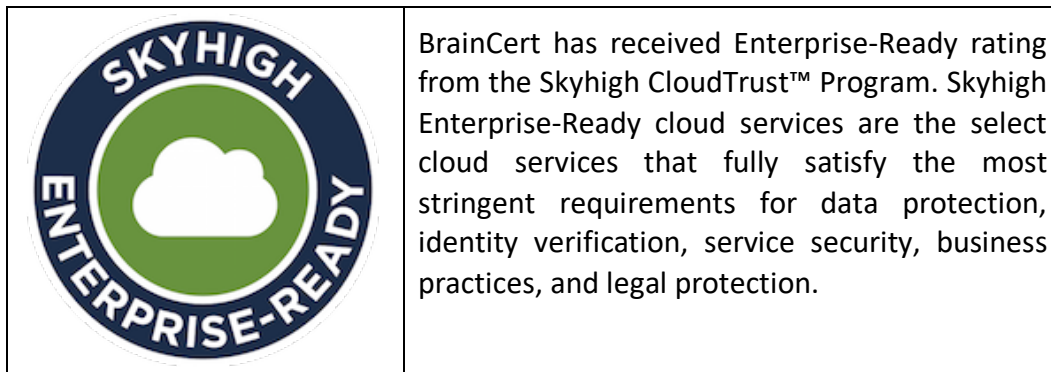

Source: BrainCert 2018

BrainCert follows important design principles for its cloud-based Virtual Classroom solution:

- **Security and data integrity.** Strong encryption is used for data at rest and in transit for resources within the virtual-classroom application to secure customer data.

- **All classroom connections.** Logged server-side, and the data can be requested using API calls to generate reports.

- **Flat subscription fee.** Saves time and money for customers and eliminates all other costs, such as hosting, hardware, bandwidth, monitoring and engineering resources. BrainCert takes care of cloud hosting, complex hardware resources, video processing, server-side recording (SSR), document conversion, premium bandwidth, servers for high-definition WebRTC audio/video conferencing.

Figure 4: Enterprise-Ready Rating

SKYHIGH ENTERPRISE-READY	BrainCert has received Enterprise-Ready rating from the Skyhigh CloudTrust™ Program. Skyhigh Enterprise-Ready cloud services are the select cloud services that fully satisfy the most stringent requirements for data protection, identity verification, service security, business practices, and legal protection.

Source: BrainCert

Measurable Result

BrainCert's WebRTC-powered HTML5 Virtual Classroom can help bridge the gap and functions in nearly the same way as a traditional physical classroom. Virtual classrooms have a far-greater potential to reach students across geographies.
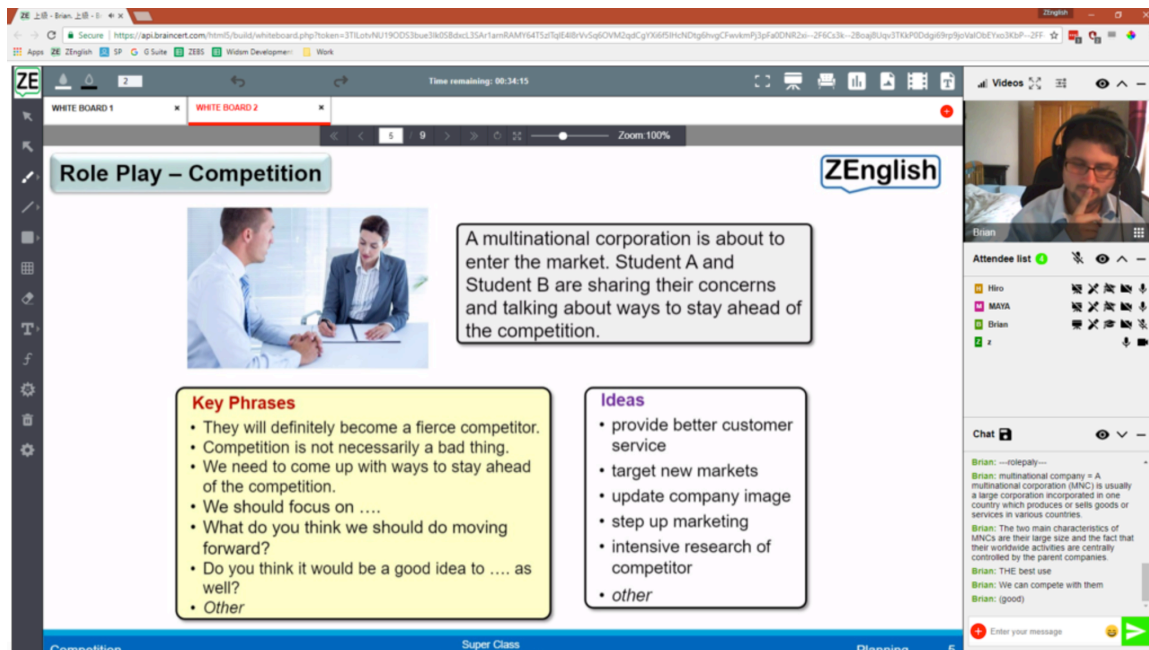
Customer Case Study: Lyngo

Lyngo, which helps people develop and improve their skills in a second language, uses BrainCert to deliver live English-tutoring lessons to thousands of students in Japan. Virtual Classroom API integration with https://zenglish.club platform to deliver live English tutoring lessons to thousands of students in Japan.

BrainCert's virtual classroom has been rebranded as the https://zenglish.club website, offering seamless user experience for Lyngo customers. RESTful API makes it easy to schedule and launch live classes with video conferencing, whiteboards, screen sharing, document sharing, group chat, polls, breakrooms and other standard features.

The best way to learn a language is to speak it. So Lyngo uses BrainCert Virtual Classroom to create a community of people who can talk with each other and to offer live classes with both bilingual and native English speakers.

Lyngo instantly records and stores videos in BrainCert's secure cloud, so students can view a missed lecture 24x7.

Figure 5: Role Play

<div align="right">Source: BrainCert</div>

Using BrainCert's Virtual Classroom, Lyngo distinguished itself with a highly-interactive and custom-branded, web-conferencing and collaboration platform that significantly reduced operational costs and improved student participation.

About Brandon Hall Group

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

Inspiring a Better Workplace Experience

Our mission: Empower excellence in organizations around the world through our research and tools each and every day. At the core of our offerings is a Membership Program that combines research, benchmarking and unlimited access to data and analysts. The Membership Program offers insights and best practices to enable executives and practitioners to make the right decisions about people, processes, and systems, coalesced with analyst advisory services which aim to put the research into action in a way that is practical and efficient.

Membership Offers Tailored Support

Our membership delivers much more than research. Membership provides you direct access to our seasoned team of thought leaders dedicated to your success, backed by a rich member community, and proactive support from our client services team.

RESEARCH ACCESS & EVENTS
• Reports
• Case Studies, Frameworks & Tools
• DataNow® & TotalTech®
• Webinars and Research Spotlights
• Annual HCM Conference

ADVISORY SUPPORT
• Ask the Expert
• 1 on 1 Consultations
• Research Briefings
• Benchmarking

CLIENT SUCCESS PLAN
• Your Priorities
• Executive Sponsor
• Client Associate
• Monthly Meetings

Strategic Consulting Offers Expert Solution Development

Our consulting draws on constantly updated research and hundreds of case studies from around the globe. We provide services that simplify and target efforts to produce business results.

BENCHMARKING
• Competitive/Comparative
• Maturity Model
• Custom Research

STRATEGY
• Business Case
• Planning
• Organization & Governance

TECHNOLOGY SELECTION
• Vendor Selection
• Architecture Design
• Systems Evaluation

DEVELOPMENT & INTEGRATION
• Program Design
• Assessment
• Survey
• Process Integration

For more information, contact us at success@brandonhall.com.