



Brainier's Platform Provides Updated Data, Top Security

Brainier
Best Advance in Unique Technology
February 2018



Company Background



Company At-a-Glance	
Headquarters	Minneapolis, MN
Year Founded	BIW - 1950, Brainier - 1987
Revenue	Confidential
Employees	1,500+
Global Scale	Corporate offices in Australia, Canada, China, UK, and U.S.
Customers/Output, etc.	Brainier serves clients of all sizes in most industries.
Industry	Employee and Customer Engagement. Training & Development.
Website	https://www.brainier.com http://www.biworldwide.com

Value Proposition

Élan is a highly integrated cloud-based learning platform from Brainier with built-in tools to seamlessly connect with other SaaS products, third party databases, and internal systems, regardless of organization size or configuration. When compared to Brainier's competition in the Training and Development marketplace, customers find the ease of use approach, cost-effective solutions, and superior technology provides them with enhanced methods to engage their learners with ways to connect élan to other systems. This allows them to provide the best experience for their employees by reducing the



number of passwords they need to manage with Single Sign-On (SSO), keep all user data updated automatically, and ensure top security, with little support required from Brainier.

Élan's various integrations are easy to setup, which plays an important role in eliminating challenges faced by organizations with a worldwide scope and users with varying degrees of technical literacy. It also allows them to be nimbler, and make changes or updates at any time.

Élan's highly customizable environment allows organizations to automatically pull data from or push data to other platforms including user profile information, divisions, departments, locations, job roles, and any other data point relevant to learning and development needs and goals. This can be done with simple bulk import tools setup on a weekly, nightly, or hourly schedule. It can also be done in real-time using élan's REST APIs. Brainier customers can setup (without Brainier assistance) file feeds or connections to many different platforms simultaneously to support their distributors, dealers, and channel partners.

For example, one Brainier customer has feeds setup from multiple HRIS platforms, each from business units in different countries. This ensures all user learning data in their global enterprise is updated and hosted in one place.

Product or Program Innovation

Connecting with élan is made easy through built-in procedures for Onboarding, SSO, and Data Transfer.

Onboarding fully automates the process of creating and managing user accounts and group structures in élan. This can be done on a regular schedule via a flat file feed or in real-time using web services. This also controls the inheritance of learner assignments, content libraries and all user settings.

The next core integration point uses the industry standard SAML 2.0 for secure Single Sign-On. This allows learners authenticated to another system to automatically access élan without needing to enter their username or password again.

élan's third essential integration component is Data Transfer. The most common data exchanges include content tracking, assignment information, and reports.

With the élan REST API, clients can easily leverage LMS data for solving complex business application and integration needs. Developers can create web services to programmatically push or pull data to and from the élan database in real-time. A popular



example would be synchronizing user transcript completion data from élan to your company database. This is an excellent way to automate workflows and streamline processes for administrators saving time, money, and effort.

Brainier also has formal partnerships with many SaaS vendors providing customers with turn-key integration solutions. By offering so many connections with other popular cloud-based products, élan delivers unparalleled interoperability with HRIS, Applicant Tracking, Content Management Systems, and much more.

As a pioneer in software connectivity, the élan LMS was among the first to officially release full support for the groundbreaking xAPI and cmi5 specification. New cmi5 integrations provide a more predictable framework for tracking and reporting xAPI content. The evolution of this technology will enable future integrations - including those outside of the browser - to communicate with élan's Learning Record Store.

These sometime-complex integrations are made easy by Brainier's strategic partnerships and élan's powerful off-the-shelf tools.

Unique Differentiators

Élan was one of the first LMS platforms to fully support the groundbreaking cmi5 specification. In addition to xAPI, Brainier added the new cmi5 support to élan in January 2017. As strategic partners with Rustici Software for over a decade, Brainier was also an early adopter of SCORM and AICC, and has long supported leading-edge learning standards.

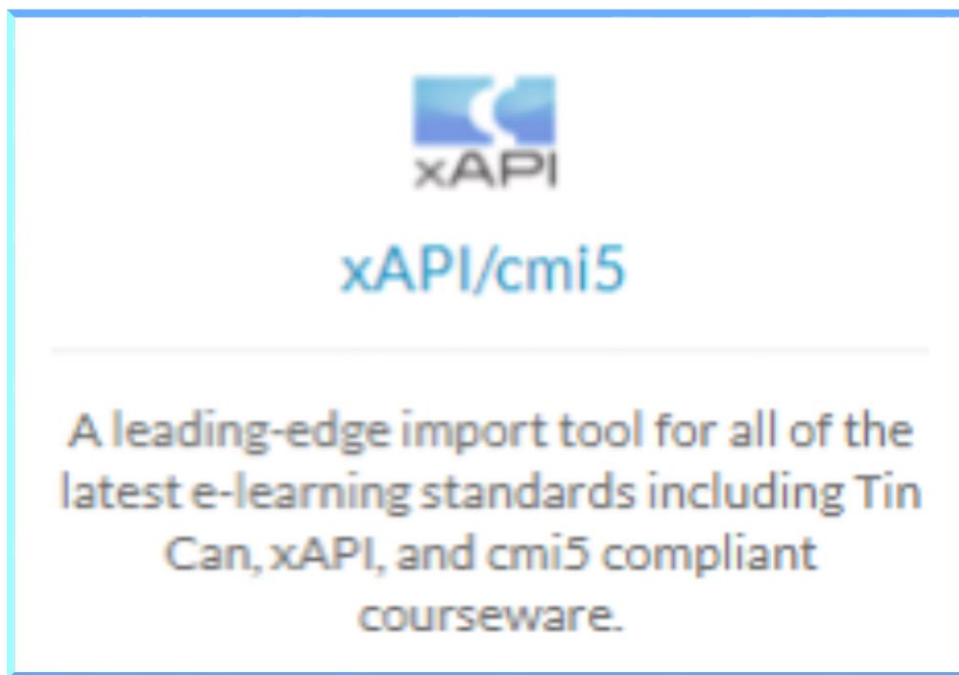
Widely considered to be the next generation of SCORM, xAPI promises future support for learning outside of the browser, including native mobile apps, games, simulations, real-world and offline tracking.

“In our decade-plus long relationship with Brainier, we’ve come to know them as a forward-thinking partner. It’s no surprise to see they are the first Rustici Software client to deploy cmi5 support in SCORM Engine within their élan LMS.” – Tim Martin, CEO, Rustici Software

When launching content from within the élan LMS, new cmi5 published learning courses provide a more predictable framework for tracking and reporting xAPI content, and those results are sent to élan’s Learning Record Store (LRS).



Figure 1: xAPI

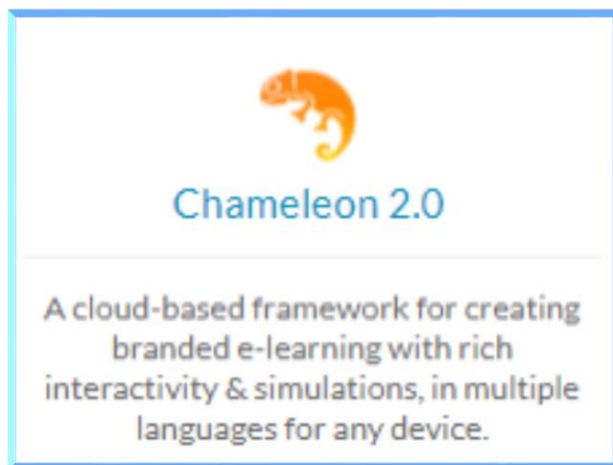


Source: Brainier 2018

Élan's built-in cloud-based authoring tool, Chameleon, allows organizations to build branded learning modules with rich interactivity, export them in multiple formats, including SCORM and xAPI formats and easily upload them to élan. This allows organizations to easily build content that is optimized for multiple languages with skins for every device while simplifying and streamlining the administration and content creation process, which saves time.



Figure 2: Chameleon 2.0



Source: Brainier 2018

Another key differentiator is out-of-the-box integrations with other software. Due to the company's many partnerships, this has been done with systems that include Human Capital Management Software, Human Resource Information Systems, Applicant Tracking Solutions, Virtual Mentoring Platforms and Middleware. These integrations include user provisioning, automatic data transfer, and SSO. A selected list of partners includes Ultimate Software, iCIMS, Informatica, and ProSitions. These integrations help users seamlessly pass from one platform to élan and ensure that user data is updated automatically.

Élan also has REST APIs, which allow organizations to programmatically send information to élan or have élan send information to another platform via web services, all in real-time.

Figure 3: ElanREST API

The screenshot shows a web interface for configuring the Elan REST API. At the top left, it says "Elan REST API" and at the top right, there is a green "ON" toggle switch. Below this, a link reads "Enable the Elan REST API. (DevCenter Portal Login)". The main area contains two input fields: "Company ID" and "Customer Key". At the bottom left of the form is an orange button labeled "Generate Credentials".

Source: Brainier 2018

Brainier has replaced traditional LMS barriers with doorways to make access and education easier and more effective with élan.

Measurable Results

Example 1

A luxury sunglass manufacturer uses an SSO link from élan to a custom landing page once users have successfully completed training modules where they receive a promo code that will give them a discounted price on sunglasses.

This expands their brand name in their direct and indirect sales channels, and streamlines the integration of learning and incentives.

Example 2

A business services company uses an SSO link from their HRIS to allow users to enter élan without having to login a separate time. Once in élan, they can select another link to be brought into a social mentoring platform.

This ensures a smooth user experience, keeps all user data in each system automatically synchronized, and creates a tight connection between learning and mentoring in their organization.

Example 3

A world leader in the distribution of chemistry and related products uses APIs for data distribution. This includes passing user data to élan automatically for onboarding. They also pull compliance and certification records from élan to display in their customer facing software.

These integrations allow them to programmatically interact with élan, saving time and money – and fulfilling a business requirement that was missing with their previous learning platform.

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