Solution Provider Profile

Mindflash

April 2018

Company Background

Mindflash

Company At-a-Glance	
Name of Product/Modules Offered	Mindflash
Headquarters	Mountain View, CA
Year Founded	1999
Number of Employees	40
Revenue	Confidential
Market Focus	SPP Chart Text
Key Industry Verticals	Professional Services, Real Estate, Software
Geographic Coverage	North America, EMEA, ANZ
Top Customers	Key customers include Bluebeam, Dyson, Uber, VSP, Philadelphia 76ers
Total Users (Cloud)	Confidential
Pricing range per user	$599/mo for Basic, $999/mo for Premium, Contact us for Enterprise
Demo URL	https://welcome.mindflash.com/request-a-demo
Website	https://www.mindflash.com/

Product Overview

Mindflash helps companies solve big business challenges like customer satisfaction, driving revenue growth, channel partner development, certification and accreditation, brand management, contractor and vendor management and more. Their learning management solution enables businesses to deliver value to customers, resellers, contractors and vendors through online training. Customers choose Mindflash for its flexible, intuitive platform that takes the guesswork out of course development.

Mindflash makes it easier for companies to connect thousands of key partners with the tools and information they need to do business better. They have a proven track-record of helping trusted brands build and manage large-scale training programs training programs that drive measurable results. Here are some key functionalities:

Customer Experience – The goal is to deliver unmatched customer experiences from sales to product to service. Their approach places customers first. They want to know what customers need to accomplish to can help them achieve it.

Ease of Use – There's no learning curve with Mindflash. Users can set up courses instantly without training. It's the common theme on customer reviews.

On-demand access – Train from anywhere on desktop, laptop or mobile.

Flexibility – Mindflash offers trainers the flexibility to manage ever-changing content. For companies training thousands of customers, contractors and resellers, this is vital to keeping key stakeholders up to date on critical information. Unlike many learning management systems that require users to start from scratch if changes need to be made, Mindflash's flexible arranger allows users to easily add or hide content, update, arrange, re-arrange courses and push changes live in real time. Users can add of virtually every type of content and arrange it any way they want to build engaging courses for their stakeholders.

Easy Content Creation - Mindflash makes it easy for anyone to create engaging training using the tools to use every day. Users can import virtually any content type, from PowerPoint, PDF, Word, Videos, SCORM, Captivate and other content editors. PowerPoint

presentations maintain their original look and feel, including build animations and fonts, unlike other competing solutions.
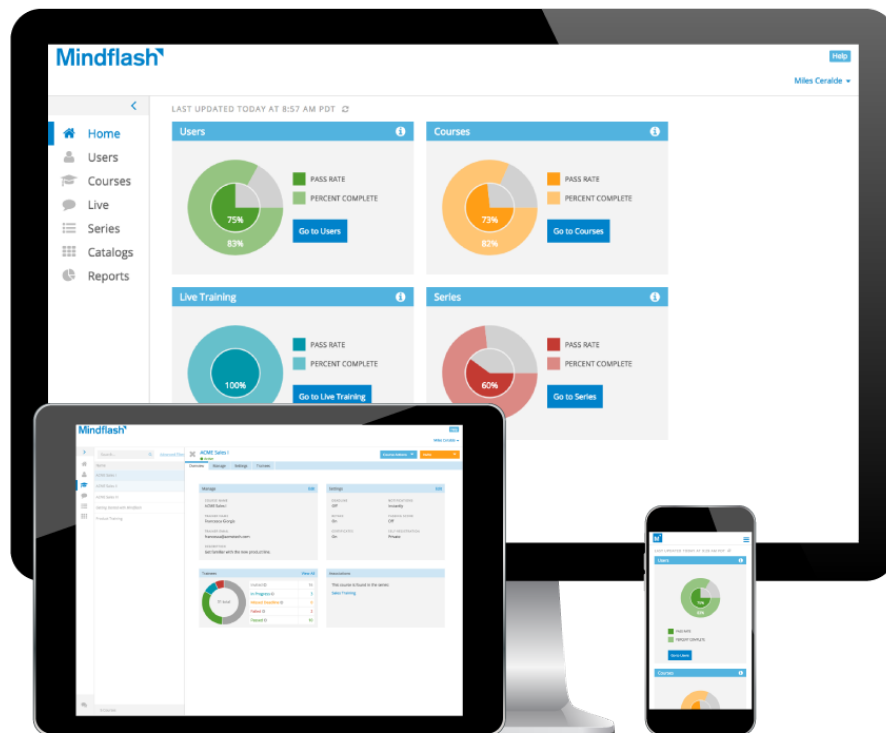
Figure 1: Easy Content Creation
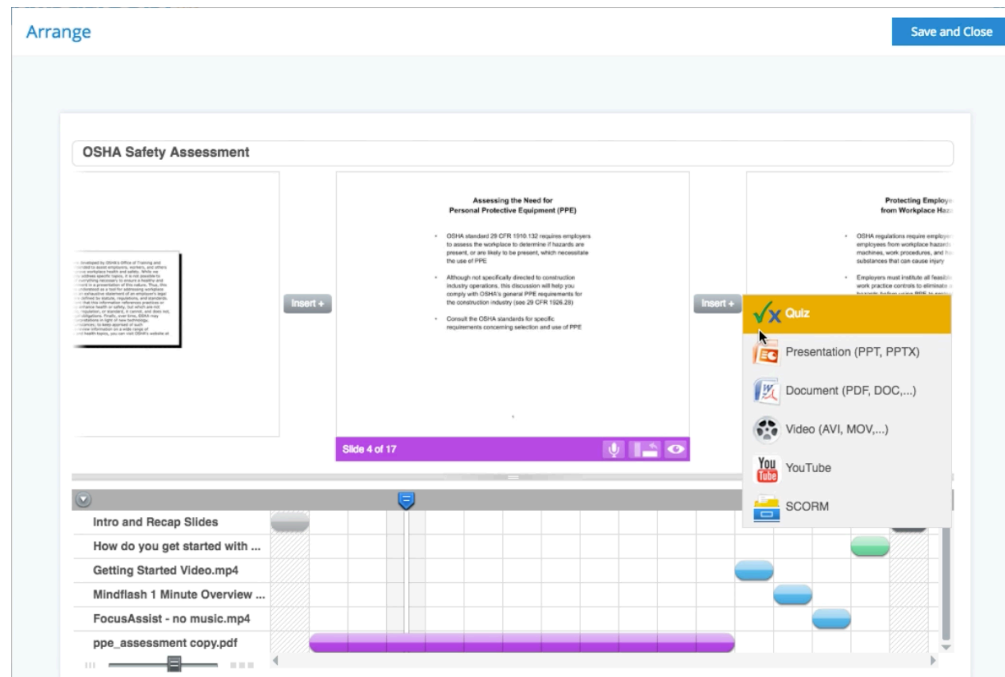
Source: Mindflash

On-Demand Access on Mobile – Customers choose Mindflash because it allows them to make training accessible even when participants are on the go. Contractors, resellers and customers can complete their courses from their smartphone, tablet or a desktop.

Figure 2: Analytics and Reports

Reporting & Dashboards – Users have access to learning analytics and powerful reports to help measure the business impact of training. Dashboards make it easy to see trends, identify outliers, compare courses, groups and more. Trainers can drill-down to granular details like individual quiz responses and course progress, so they know who needs help and when to step in. Users can also schedule weekly reports to be sent to business managers automatically.

The Analysts' Perspective

Mindflash has a straightforward and simple approach to providing training curriculum.

For the trainee

- Provides an anytime, anywhere on any device approach for supporting learners which significantly reduces the complications around accessing learning
- Supports a variety of multi-media courses, videos content and voiceovers and can deploy quizzes as knowledge tests. Quiz scores can be tracked real time which provides immediate feedback for the learner

For the trainer

- A variety of ways to set up your training program by supporting training groups and domains that can be customized to any organizational setting
- Specific rights- and permission-level functionality giving an organization the flexibility to create access tiers by trainer function
- The ability to send out training reminders and course completion emails to keep trainees apprised of where they are in their learning progression

The platform also supports sophisticated training program capability with a variety of options to build curricula. Trainee learning progression can be monitored and tracked individually to ensure compliance with training completion dates. The analytics functionality is powerful and makes it easy for an organization to gather insights into how to optimize their training curriculum and program as a whole. Mindflash offers a robust and comprehensive platform that is uniquely suited for supporting internal and external training needs across a variety of organizational settings.

David Wentworth, Principal Learning Analyst
Michael Rochelle, Chief Strategy Officer and Principal HCM Analyst

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.

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.