



MICHELMAN®

Brainshark vs. Articulate Storyline 2

Cost to Benefit Analysis

Robert Brubaker, Sr. Graphic Design Associate

CONFIDENTIAL: FOR INTERNAL PURPOSES ONLY





PROGRAM TITLE	AUTHOR	REVISED DATE	PROGRAM TIME	# OF SLIDES	09/03/15: ACCRUED VIEWS
History of Michelman	Robert Brubaker	9/3/15	23:11:00	42	11
2015 Values	Gina Colyer	3/26/15	8:44:00	11	33
2015 Michelman Strategic Imperatives	Gina Colyer	3/26/15	8:46:00	7	39
Global Finished Goods Returns Process	Tim Baker	3/12/15	3:59:00	6	19
EBITDA 6.30.12	Gina Colyer	3/12/15	8:53:00	9	21
Introduction to Sales Process & Tools - #2	Steve King	3/12/15	25:33:00	26	24
India Presentation	Gina Colyer	3/12/15	4:20:00	26	6
Michelman Asia Presentation 2014	Steven Wong	3/12/15	4:04:00	25	1
Organization Evolution (Dec 2014)	Gina Colyer	3/12/15	15:08:00	25	218
2014- Harrassment Awareness Training	Gina Colyer	7/31/14	6:30:00	39	36
Commitment to Community	Gina Colyer	6/13/14	4:23:00	35	35
Emulsions 101	John Homelle	5/29/14	53:43:00	75	71
Strategic Selling - The Michelman Way	Steve King	5/29/14	30:01:00	21	61
Staffing Process	Gina Colyer	5/28/14	16:30:00	23	23
What Makes Michelman A Different Kind of Company	Gina Colyer	5/28/14	11:59:00	21	86
Developing the Organization	Scott Steiger	5/28/14	7:53:00	11	22
Email Policy	Scott Steiger	5/28/14	6:29:00	21	19
HR MODEL	Scott Steiger	5/28/14	6:28:00	11	22
Michelman Community Day	Gina Colyer	5/28/14	8:28:00	28	348
Careers at Michelman	Scott Steiger	5/28/14	14:51:00	19	106
Lightyear Award	Scott Steiger	5/28/14	3:52:00	6	66
Meeting Protocol	Scott Steiger	5/28/14	4:51:00	9	10
Conducting Business in Japan	Gina Colyer	5/14/14	8:10:00	62	6
OSHA HAZCOM 2012	Charles Lewis	10/9/13	18:10:00	36	54
HERA Presentation 071812	Charles Lewis	10/8/13	7:34:00	24	14
2014 United Way Campaign	Tim Baker	10/7/13	8:30:00	11	68
Intellectual Property 101 - Dinsmore & Shohl	Cheryl Rogers	9/10/13	0:24:00	2	1
Haz Waste Training	Charles Lewis	8/9/13	5:07:00	20	5
Finished Good Costing Reports	Rick Black	8/14/13	4:44:00	5	13
Performance Management Training - For Brainshark	Scott Steiger	8/14/13	21:13:00	23	16
Processes	Gina Colyer	8/14/13	3:20:00	20	22
GMS Prospect Management, Overview Michelman - April 2013	Steve King	5/6/13	4:10:00	25	1
2 GMS Prospect Management, Overview Michelman - April 2013	Steve King	5/6/13	4:10:00	25	1
Office Move - Townhall Meeting 082812	Scott Steiger	5/2/13	6:45:00	17	3
Michelman Corporate Presentation	Robin Cooper	5/2/13	3:40:00	22	5
Preventing & Addressing Harassment and Violence in the Workplace	Scott Steiger	5/2/13	3:50:00	23	4
China Presentation GSM July 2012	Scott Steiger	5/2/13	4:00:00	24	0
Introduction to Sales Process & Tools - April, 2013	Steve King	4/5/13	4:34:00	25	12
Michelman Supply Chain Overview	Jason Maillet	4/5/13	3:48:00	14	83



NUMBER OF AUTHORS	NUMBER OF PROGRAMS	TOTAL MINUTES	TOTAL HOURS	TOTAL PAGES	ACCRUED VIEWS	AVERAGE VIEWS PER PROGRAM
12	39	390:45:00	6.5	874	1585	40
3 YEAR PERIOD: 2013-2016	ANNUAL COST: \$13,000	X	3 YEARS =	\$39,000	\$24.60 p/view as of 9/3/15	

Brainshark license due to expire: 4/29/16



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12	39	390:45:00	6.5	874	1585	40
3 YEAR PERIOD: 2013-2016	*ONE TIME FEE: \$1,395	X	3 YEARS =	\$1,395	.88 cents p/view as of 9/3/15	

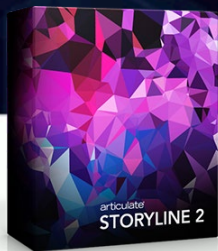
***TOTAL IMPLIED SAVINGS OVER 3 YEAR PERIOD USING ARTICULATE: \$37,605**

***Optional Upgrade Plans Available:**
www.articulate.com

ANNUAL Purchase (multiple authors)

Special through 9/15: **\$13,000**

License due to expire: 4/29/16



One Time Purchase (2 computers)

Special through 9/30: **\$1,395**

OPTIONAL:

Future-proof your purchase and save big. Buy **major upgrades** now at dramatic discounts with our Platinum Membership Plan (PMP). Plus, you'll get Platinum support for free.

www.articulate.com

Three-Upgrade Platinum Membership Plan

Three Upgrades Cost	Plan Cost	You Save!
\$2,097	\$1,328	\$769



LIMITED TIME OFFER

- * Volume 1 Character Bundle (\$999 Value) - FREE
- ARTICULATE REPLAY –(Screen Recording and Editing Software - FREE



BRAINSHARK VIDEO CONVERSION

VIDEO SAMPLE

SAMPLE VIDEO (FROM BRAINSHARK) DOWNLOAD CONVERSION TIMES:

MP4: 5 minutes 70.5mbs

Gp3 : 3 minutes 37.5mbs

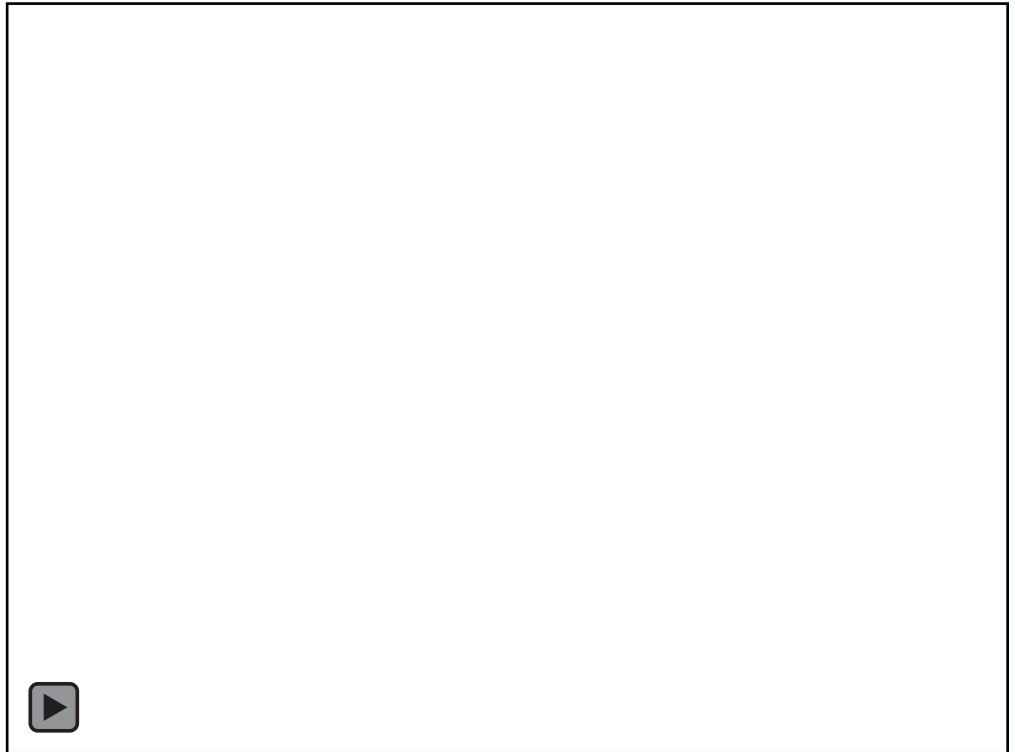
AUDIO DOWNLOAD TIMES:

AUDIO FILES (42 SLIDES):

*Average 45 seconds each

*varies based on sound recording length and file size

Downloaded videos can be uploaded to YouTube for public view, placed on the intranet or be included (in whole or part) of an Articulate Storyline 2 E-Learning Program or Marketing Tool.



ARTICULATE COMPLETE PROGRAM CONVERSION

2015 History of Michelman

CONVERSION TIMES and WORKFLOWS:

TRANSFER POWERPOINT to ARTICULATE:

5 minutes

DOWNLOAD AUDIO FILES (42 SLIDES):

30 minutes - *Average 45 seconds each. (Varies based on sound recording length and file size).

SYNC AUDIO WITH w/42 Slides:

1.25 hours

CONFORM TO ORIGINAL INTENT:

1.5 hours

TEST PROGRAM FUNCTIONALITY:

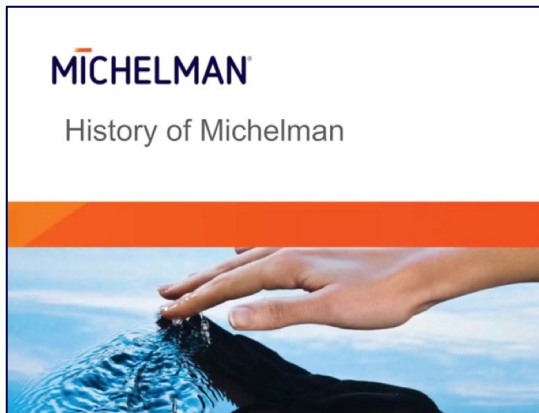
1.25 hours

FINAL & PUBLISH:

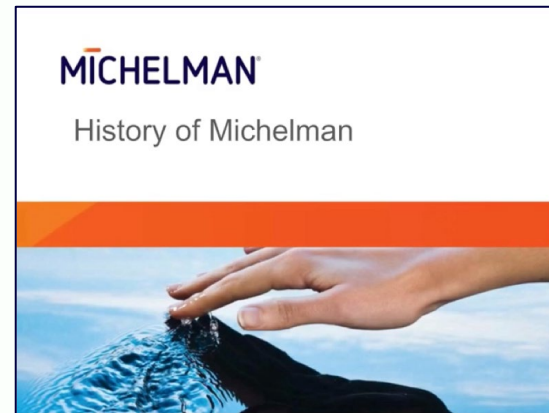
15 minutes

TOTAL CONVERSION TIME:

5 hours (SAMPLE INCLUDES ORIGINAL INTENT ONLY)



BRAINSHARK PROGRAM



ARTICULATE STORYLINE 2 PROGRAM

= TO COMPARISON

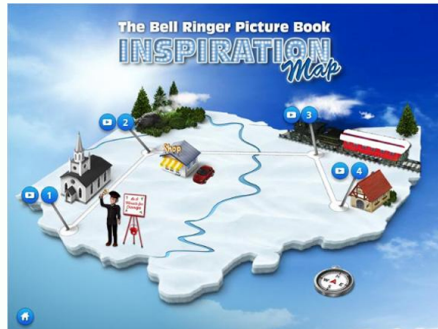
ARTICULATE: SAMPLE PROGRAMS & QUIZZES



STERIS UNIVERSITY



BEST WESTERN (ENGLISH)



THE BELLRINGER BOOK WEBSITE



BEST WESTERN (FRENCH)



STYLE OPTION FOR TRAINING / MARKETING / PREZI
Produced using Crazy Talk Animation Software. [GO Animate](#) also offers on-line animation software for those less familiar with animation processes for \$600.00 p/year.

BETTER THAN COMPARISON

ADVANTAGES & DISADVANTAGES



ADVANTAGES

DISADVANTAGES

Conversion of Program material to MP4 and GP3 video formats

HIGHER COST: \$13,000.00
Annual fee

Easy to use. Program in PowerPoint, import and add audio to Brainshark timeline. Lower Learning Curve.

Considered a PowerPoint "Spin Product" that relies heavily on PowerPoint to produce most interactions, transitions and programming.

Group authoring & Slide Management

Forces heavy reliance on Brainshark for distribution. Does not provide download of interactive programming.

Backend tracking system for Marketing data and E-LEARNING progress reports.

Limited, built-in testing and assessment (partnership with Question Mark as separate application).

Low quality audio, voice-over streaming via a standard telephone.

Very little flexibility: Overly simplified timeline editing controls that lack precision.

ADVANTAGES

DISADVANTAGES

LOWER BASE COST: \$1395.00

Per Version 2 computers (* with optional upgrades)
Single license provides several years of development on two computers

Programming can be produced entirely within Articulate or easily combined with imported PowerPoint programs, videos, flash, animation, music, template interactions and preformatted quizzes.

Once produced, interactive program material can be distributed to nearly any platform including the web and CDs.

Sophisticated Interactive Quiz and Story formatting includes greater precision & control over media and timing of elements.

Add audio from any source. Includes built-in audio editing feature for professional quality narration.

Live screen capture capabilities

Greater interactive options for the production of highly polished programs.

Does not allow for program conversion to video; **however this feature is unnecessary as the entire interactive program can be exported to a variety of other platforms.**

Greater learning curve

Only two computer installs per license.

Separate utility for tracking results (when not using an LMS)

NOTE: ON-LINE LMS offered by Articulate would serve as a low cost alternative for tracking quizzes and client views and is nearly 1/3 the cost of Brainshark's on-line service).

SUMMARY



1. Historically Michelman has used Brainshark as a distribution platform where audio is added to current PowerPoint presentations over the phone. Though analytics are offered as part of the service, this feature is rarely used at Michelman. Over the past three years, at an annual cost of \$13,000.00 Michelman has spent \$39,000.00 in licensing fees for services that can be easily replaced with a lower-cost alternative.
2. While Brainshark excels as a DISTRIBUTION PLATFORM with analytics for tracking PowerPoint presentations and video over the web, from an E-learning Design perspective, Brainshark is little more than a PowerPoint “Spin Product” that relies heavily on PowerPoint to produce most interactions, transitions and programming.
3. Brainshark’s record narration/podcast from “any phone” option usually results in low-fidelity “answering-machine” style of audio that distracts away from content.
4. As a “simple-to-use” platform, Brainshark lacks many of the quality time-line editing features necessary to produce precise, best-in-class interactive E-learning/Marketing experiences.



1. ARTICULATE STORYLINE 2 provides a complete E-learning development solution that allows the developer to upload and edit PowerPoints, animations, flash documents, professional audio, video and a wide variety of web objects like Google Maps into an “easy-to-use” interface. It also allows for highly interactive quizzes, animation and puzzles. Published content can be incorporated into any existing website for public or private access. At only \$1395.00 per license it is only 10.7% the cost of BRAINSHARK’S annual subscription.
2. ARTICULATE STORYLINE 2 offers a lower cost on-line alternative for tracking and analytics with their premium package price being \$6,000 annually it is less than half the cost of Brainshark’s annual subscription price.
3. As part of the purchase, ARTICULATE STORYLINE 2 comes packaged with ARTICULATE REPLAY which records both screen and webcam performances and includes a built in editor for both audio and video.
4. ARTICULATE STORYLINE 2 includes precision time line editing features that allow for the production of best-in-class interactive E-learning/Marketing experiences.

RECOMMENDATION

STAGE ONE: DEVELOPMENT

1. Convert all current Brainshark programs to MP4 video for archives and transfer select videos to YouTube.
2. Purchase one Articulate Storyline license for the Marketing department.
3. Determine which of the current Brainshark presentations to convert to the Articulate Storyline format.
4. Determine the location on a server to store presentation data.
5. Set up a simple web interface for private and/or public access to all converted material.
6. Update all selected material with new Michelman branding and convert the material to the Articulate Storyline format.

Is there is a cost savings in terminating our contract early or should we allow our current Brainshark license to lapse?

RECOMMENDATION

STAGE TWO: ON-LINE TRACKING & ANALYTICS

1. **ARTICULATE ON-LINE SUBSCRIPTION:**

Once Michelman has produced several E-learning presentations, it may become necessary to track outcomes as they relate to our marketing and training approach.

2. Individual employees and business units of large organizations can quickly and easily publish content with one click, deliver content directly to the intended audience, track e-learning activity online, and get detailed reports without the bureaucratic hassle.

3. Articulate offers a low cost alternative to expensive LMS systems. With no setup or termination fees. At **\$499.00 a month (\$6,000.00 annual)** their PREMIUM ACCOUNT is **less than one half** the cost of BRAINSHARK and can be cancelled anytime.

[CLICK HERE FOR MORE DETAILS](#)

No set-up fee, no termination fee, cancel any time.

Articulate Online plans never have set-up or termination fees. And since all plans are billed month to month, you can cancel at any time and never be charged again. Pick the plan that works for you. Not sure which one to choose or need more? [Contact us](#)— we'll help you pick the perfect plan. With all-inclusive plans starting at only \$199 per month, there's no reason to miss out on crucial e-learning intelligence any longer.



	Our Best Plan	Most Popular Business Plans		Additional Plans	
	Premium \$499/mo	Pro \$399/mo	Standard \$299/mo	Basic \$199/mo	30-Day Free Trial
Private User Accounts ⓘ	500	250	100	50	100
Content Items ⓘ	100	50	20	10	15
Publishers ⓘ	10	5	2	1	1
Views ⓘ	Unlimited	Unlimited	Unlimited	Unlimited	500
Public Viewers ⓘ	Unlimited	Unlimited	Unlimited	Unlimited	500
API ⓘ (Learn more)	✓	✓	✓	✓	✓
Custom Account URL ⓘ	✓	✓	—	—	—

MICHELMAN®

Thank you for your time!

