BRAINSHARK VS. ARTICULATE - AUDIO SCRIPT

Written and Performed by Robert A. Brubaker

SEPTEMBER 30, 2015
MICHELMAN INC.

SLIDE-01
This comparative study will demonstrate both advantages and disadvantages of switching from Brainshark as a PowerPoint content and distribution platform to Articulate Storyline 2. While each program offers unique benefits, the evidence provided in this analysis will strongly suggest moving away from the services provided by Brainshark to the more reasonable, cost effective solution(s) provided by Articulate Storyline 2 and Articulate On-Line.

SLIDE-02
Currently there are 39 Michelman Program titles available on Brainshark. Each of the Michelman programs in this list can be found using the URL listed below: http://www.brainshark.com/michelman/

CLICK the Laptop ICON to go to Michelman's Brainshark Site

As you look through this list you will notice that from April 2013 to September 2015, Michelman has had 12 authors submit program material; several of those authors are no longer associated with Michelman.

With an average of 22 slides, each presentation takes approximately ten minutes to view.
Many Brainshark programs require content and rebrand updates.

With as few as 0–10 views, some programs may be deemed irrelevant for training but valuable for reference.

The next slide will outlines the comparative costs between the BRAINSHARK and ARTCULATE STORYLINE 2

SLIDE-03
As of September 3rd, 2015, 12 authors, created 39 programs containing 874 slides for total of 6½ hours of program material.

Michelman's Brainshark programs were viewed 1,585 times for an average of 40 views per program.

The Annual cost for Brainshark is $13,000. Michelman's license is due to expire 4/29/16.

For the three year contract period between April 2013 to April 2016 Michelman paid $39,000 for Brainshark.

With 1,585 views through September 3rd, 2015 this works out to an average of $24.60 p/view.

Contrast this with a *one time purchase of $1395.00 (without upgrades) and the cost of Articulate Storyline over the same period works out to an average of .88 cents per view.

SLIDE-04
Optionally for a price $2,097, (or $700 more) three-upgrades can be purchased that will save $769 over buying the same upgrades at the standard price.
Articulate will at times offer royalty free character packs ($999 value) at NO CHARGE as part of your purchase.
Character Packs are photographs and illustrations of people interacting with each other for use role play, scenarios or more interesting interactions.

Articulate is the winner of several prestigious E-learning program awards.

SLIDE-05
For archival purposes, current Brainshark Programs can be converted to MP4 and Gp3 Video file types for play on the web and/or mobile devices.

The History of Michelman Brainshark program was used as a test model to determine approximate time requirements for converting a larger 42 page/slide program to video. Both MP4 and Gp3 video file types altogether were produced within 8 minutes.

Converting Brainshark Programs to interactive Articulate Storyline 2 programs require downloading all the original audio files and the original PowerPoint(s). For The History of Michelman, there were a total of 42 slides, each taking approximately 45 seconds to download.

SLIDE-06
It took a total of 5 hours to convert the larger 42 slide Brainshark Program to an Articulate Storyline 2 Program. Inside the gray box (on the left) you will find a breakdown of the workflow and time requirements to convert. To ensure continuity with the original design intent, care was taken to match all transition and audio file timings. To compare Brainshark with Articulate click the title card images to the right – Each are linked to their respective programs.

SLIDE-07
Links on this page will provide insight on only a few of the many exciting features Articulate offers over Brainshark.

The video link to the farthest right is presented only as a design style option for interactive HR Training, Marketing and integration with Prezi presentations.

At $600.00 p/year GO-Animate offers an on-line service for those less familiar with animation.

SLIDE-08
This slide lists both the Advantages and Disadvantages to each program with the most obvious difference being the price.

SLIDE-09
BRAINSHARK:

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.

ARTICULATE:

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.

SLIDE-10
RECOMMENDATION
STAGE ONE DEVELOPMENT

Based upon this analysis the following actions are recommended:

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.

7. Determine cost savings in terminating our contract early or allow our current Brainshark license to expire upon maturity?

SLIDE-11
RECOMMENDATION
STAGE TWO: ON-LINE TRACKING & ANALYTICS

The following recommendations are reserved for the time when Michelman has determined the need to TRACK, ANALYZE and EVALUATE data associated with each program.

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.

    For more details click on the link below:
    CLICK HERE FOR MORE DETAILS

Should you have any questions or concerns please feel free to contact Robert Brubaker, Sr. Graphic Design Associate at Michelman.

Thank you for your time and consideration.