

# The Brainshark Content Portal

Share on-demand, direct-from-the expert content with your important internal and external audiences.

Easily publish your on-demand multimedia presentations to a dynamic web portal. Employees or other important audiences such as customers or partners can access the information and learning they need -- quickly and easily -- and hear directly from company experts.

- Share best practices, communications, training, and enterprise knowledge in a collaborative, hosted environment.
- Provide a central repository for subject matter experts (SMEs) to easily publish on-demand presentations.
- Efficiently distribute business information and learning and develop communities around valued content.
- Use Web 2.0 and social media conventions to share feedback, promote discussion, and gain quantitative and qualitative insight into content value.

## Key Capabilities:

- Content authors can instantly publish their Brainshark-delivered multimedia presentations to a portal environment.
- Enterprise-class features like user permissions and optional content approval workflows enable organizations to manage quality and provide a review process for content before it “goes live” to your audience.
- Portal content is dynamic – new content appears in highlighted sections, eliminating manual updates.
- Web 2.0 feedback mechanisms such as audience ratings, reviews, and comments provide qualitative insight into content effectiveness.
- Company highlights add emphasis to important content. Audiences can also browse the portal by topic, tag, or author; or view recently created presentations, most popular, or most discussed.

## Benefits:

- Accelerate learning delivery with dynamic self-publishing.
- Reduce time spent searching for information and raise visibility of most highly valued, frequently used, and newest content.
- Develop communities around topics and expertise.

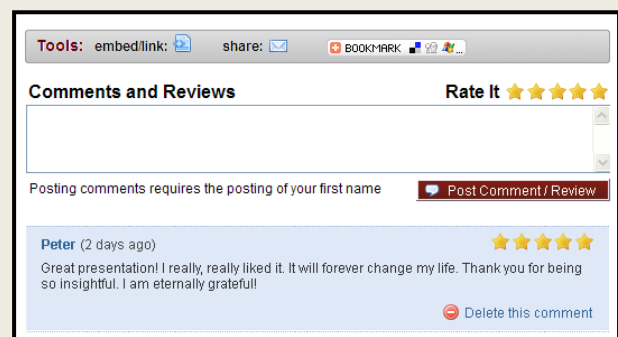
**For more information, contact your Brainshark Account Manager, or call Toll-Free: 866-276-7427**



*Highlight important content within a branded portal.*



*Preview ratings, table of contents, and more...*



*Promote discussion and feedback with social media tools.*