

Comparative Product Analysis – Brainshark vs Flimp

Brainshark is a templated powerpoint plug-in software that converts powerpoint presentations to audiovisual web pages with limited content flexibility, tracking, branding and distribution. Client presentations are hosted from the Brainshark website with a Brainshark URL. FLIMP has a fully customizable interface and supports video and fully interactive multimedia content. Flimp data distribution tools, data collection and reporting are much more sophisticated but also more geared to marketing/communications campaigns.

Features/Benefits Comparison Chart

	Brainshark	FLIMP
Purpose	Create, deliver, track simple audio powerpoint presentations	Create, deliver, track rich media videosites for web marketing, sales and communications campaigns
Intended Use	Sales and training presentations with powerpoint presentations	Interactive video marketing, sales prospecting and communications
User Interface (GUI)	Standard Powerpoint Player Template	Completely Customizable “Flash” Videosite interface
Pricing	Accounts start at \$8,500 + usage (2004)	Accounts start at \$2,000 plus \$250/mo
Content supported	Audio Powerpoint presentation	True multimedia - Audio, video, animation, weblinks, Customizable
URL Name	Always plays from Brainshark website	Plays from Viewit.cc or Client URL if embedded
Content Creation	Any user can create powerpoint with audio voiceover	Any user can create interactive “flash” microsites provided they have available content files
Control over message content	Sales Department	Marketing Department
Digital Asset Management library –videos, graphics etc,	Limited	Yes
Integrated Distribution tools	Limited to link within an email	Integrated email marketing platform and other web distribution and website integration tools
Large scale distribution	Intended for small audiences	Can distribute to one or a million
Reports all viewer activity tracking by email address	No	Yes – contains sophisticated tracking and reporting dashboard with exportable data to CRM
Reports viral viewer activity by email address	No	Yes
Viewer activity reporting by distribution campaign	No	Yes
Embedded links and action buttons tracked by viewer	No	Yes
Integration within client website(s)	No	Yes
Campaign creation time less than 24 hours	Yes	Yes
Hosted Software as a Service available	Yes	Yes
Installed Software available	No	Yes