



**BIGGER
BRAINS**

Simplex-IT enhances internal training and client offerings with BrainStation, a comprehensive learning portal from Bigger Brains

Case Study

Simplex-IT



Managed service provider



Customer since 2017



BrainStation

Situation

In 2007, Simplex-IT emerged as a Northeast Ohio managed service provider, concentrating on secure IT services. As a company that values learning and professional development, Simplex-IT sought a training platform that could enhance its internal learning culture while providing additional value to its clients.

“We like to think of ourselves as a learning hospital,” explained Patti Smerk, Chief Operating Officer at Simplex-IT. “Mentoring and training are a big part of our culture, but we were very informal with it.”



“We wanted a platform we could trust. We wanted something of high quality.”

The problem was that they lacked a proper platform for structuring their learning initiatives and tracking progress. Without such a platform, the company struggled to maintain consistency in its training programs, measure employee progress, ensure that essential skills were being developed across the organization, and provide clients with value-added services.

“Of course, there are a number of training options out there. You can always go to YouTube. You can always find some video showing you how to do something,” Patti noted. “But we wanted a platform we could trust. We wanted something of high quality.”

Both Patti and the company founder, Bob Coppedge, have backgrounds in training, so they were highly selective when evaluating eLearning options. They sought an engaging, polished solution that could both train their internal team and enhance their service offerings for clients.



Being able to offer BrainStation sets us apart in our market. It’s easy to use, easy to implement, and easy to add your own content, which you can’t do with a lot of other platforms.



Patti Smerk


Chief Operating Officer
Simplex-IT

Solution

After evaluating several options, Simplex-IT partnered with Bigger Brains to implement BrainStation, a comprehensive learning portal that offered the quality and flexibility they sought.

"We really like the way everything is laid out. We liked the platform. We liked the way they recorded the training videos and how they actually had a teacher talking to the camera. They have a learner going through the material, then they'll pan to the desktop and show what's going on there," Patti explained. "We found that the addition of that human interaction on both parts, the teacher and the learner, increased engagement."

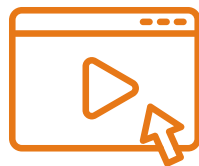
With the help of the Bigger Brains team, Simplex-IT integrated the BrainStation platform into their systems and transformed their training approach with:



✔ **Custom Learning Paths:** "We created customized Learning Paths for new and existing employees. We also have basic, intermediate, and advanced learning paths set up for our managers," said Patti.

✔ **Tracking Capabilities:** The platform allows managers to assign courses and monitor progress. "The fact that managers can assign lessons and track progress is one of the biggest selling points to our clients," Patti noted. "It's sort of that trust but verify concept."

✔ **Comprehensive Training Coverage:** Simplex-IT discovered they could access the Bigger Brains course library instead of purchasing additional training through their HR system. "We looked within Bigger Brains, and there was an equivalent course for every course that our HR company recommended," said Patti.



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✔ **Custom Content Creation:** In addition to the extensive course library, BrainStation allows users to create and upload their own training content, providing even more flexibility. "It's easy to use, easy to implement, and easy to add your own content, which you can't do with a lot of other platforms," Patti explained.

✔ **Microsoft Teams Integration:** BrainStation's integration with Microsoft Teams makes it easy to demonstrate and deploy the service to clients. "It's even easier now that there is the Teams integration. It makes it very easy for us to demonstrate how easy it is for our clients to use," said Patti.

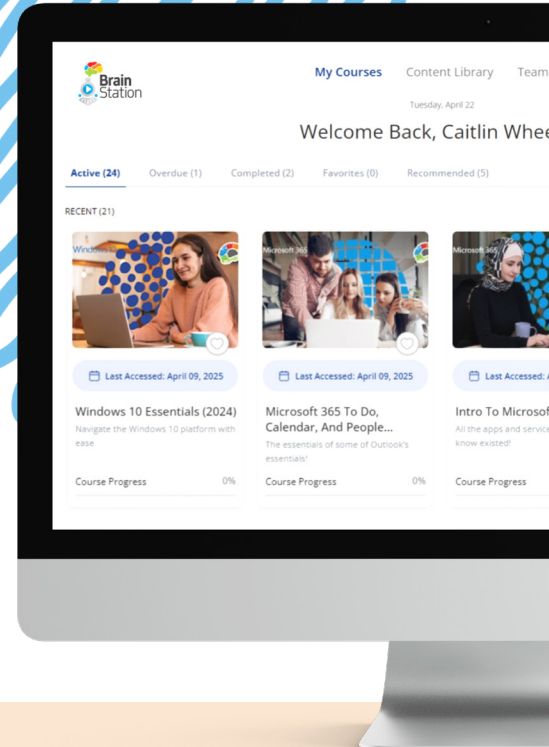
For their clients, Simplex-IT created default Learning Paths that can be easily customized according to specific needs, making the onboarding process straightforward. The Reseller Portal allows Simplex-IT to efficiently manage client accounts, allowing for either Simplex-IT or the clients themselves to handle administration.

Customer Success Story

One of Simplex-IT's clients has embraced the platform in an innovative way, using it to create custom training for their field technicians. "They make their own videos and explanatory lessons, and then they upload those videos to BrainStation so their technicians can learn how to troubleshoot and repair some of their equipment," Patti explained.

This usage has been particularly valuable because the equipment vendors don't provide this type of training. As a smaller company without the resources for an in-house learning platform, they've leveraged BrainStation to create "How Do I" videos that their technicians can access on-site when facing challenges.

This success story has become a powerful example during Simplex-IT's sales process, demonstrating the platform's versatility and potential return on investment.



Results



Enhanced Internal Training

Implementing BrainStation has formalized Simplex-IT's training culture, providing structured Learning Paths for employees at all levels. The learning portal has become integral to their onboarding process and ongoing professional development.

"We use it internally with our employees. We have Learning Paths set up for employees, and then we have other Learning Paths set up for our managers," Patti explained.



Cost Savings on HR Training

By leveraging Bigger Brains' existing course library, Simplex-IT avoided additional investments in its HR system's training courses. "We use BrainStation for all of our HR training," said Patti. "That saved us money from buying another component within this HR system that we have."



Competitive Differentiation

Offering a comprehensive training platform has helped Simplex-IT stand out as an IT service provider in their market. "Being able to offer Bigger Brains eLearning does set us apart from the competition," noted Patti. "While adoption rates vary among clients, having the service available demonstrates Simplex-IT's commitment to providing value-added services beyond typical IT support."