

We've got this

Bright is built by Aura Software LLC, and this is all we do. Bright recently hit it's 114000th registration on all manner of SCORM Cloud-based projects.

Working at Aura, we know SCORM Cloud and the people who produce it. We have a few tricks up our sleeves that you won't find in the SCORM Cloud documentation, and when you use Bright, you get access to seasoned e-learning professionals who know their way around. Our flexible services model means we tailor our solutions to your needs, whatever they might be.

We like to consider ourselves the world preminent vendor for building SCORM Cloud integrations. And we know that others think the same...

Need more details? Got questions? Want to try it out? Just want to say hi?

www.aura-software.com/bright

"You make our SCORM Cloud experience perfect"

Dave Wise, Digital Media Manager,
Outcome Engenuity.

"This is the most flexible piece of e-learning software we've ever seen"

Marriott

"With Bright I can do anything I want"

@tburg, Socialware



Bright ... Supercharge Your SCORM Cloud Implementation

SCORM Cloud is awesome, amazing and worthy of much love. It lets you deliver standards-based e-learning (SCORM, xAPI, AICC) literally anywhere via its cloud-based API model. Or you can just direct your learners to the SCORM Cloud web site. You get a worthy reporting tool in Reportage, and the most mature and widely used content player available. For many organizations, SCORM Cloud gives them a reliable and affordable alternative to using a commercial LMS. For them less is more. But what if you want just a little bit extra? In a world of Build vs. Buy, isn't there some middle ground?

We like to think Bright gives you some puzzle pieces SCORM Cloud doesn't and we make awesome even more awesomer? Yup, that's it.



Beautiful and Flexible User Interface and Experience

With Bright, your e-learning project gets an attractive alternative to sending users to SCORM Cloud, hacking on one of their pre-built integrations, or coding something from scratch.

Bright includes a complete template-based UI builder for SCORM Cloud on the **WordPress** platform, where the simple is simple and the complex is attainable; with a reliable partner to lead you through the process of making your e-learning project sizzle.

How flexible? Bright is built from the ground-up to be completely customizable, and you can define every aspect of **where** your content appears, **how** it looks, and gives you total control of the “**who, when, and why**” of your e-learning.

Don't want all that? **It works great right out of the box** with a set of pre-built, well documented, and ready to go templates for things like course launchers, course lists, learning paths, certificates, and reports. You just might not need that LMS after all....

Our extensions model is so **extensive**, we literally can't tell you all about it here. But our goal is that your project should never hit the wall ... where we have to say “sorry, you can't do that.” That is our passion, as it is simply impossible to know all of your future requirements.

Sold!

SCORM Cloud not only tracks your learners, but it can also be used to control access to your content. But what about selling it? Again, Bright gives you a ready-made alternative to rolling your own e-commerce solution, or giving up all the SCORM Cloud goodness for a commercial LMS system. Pick between **Shopify** or **WooCommerce** and start selling your SCORM Cloud based content today.

Location, Location

SCORM Cloud is hosted in the Amazon Web Services in Virginia. This is accessible with minimal latency and network interruptions from North American locations. Internationally based SCORM Cloud applications can suffer from the additional network latency.

Bright's web services API can be installed locally or you can use one of our existing international hosting sites. This can slash your network latency costs, because as we know, poor performance can kill your user experience.

Don't measure your learner's performance with lousy performance!

SCORM Cloud provides you with a powerful Web Services API, but it make take your application some time to get the data it needs. Let's say you want to show 10 courses on a page, and show the learners current status on those ten courses. That's 20 API calls to SCORM Cloud, which in our testing can take several seconds to fetch just the learning data, not to mention render the page!

8 seconds may not sound like a lot, but in the web world, it's an eternity. According to Kissmetrics, 47% of users expect web pages to respond in 2 seconds or less. Page abandonment for a 10 second page load approaches 50%.

Bright uses an intermediate cache that averages ~35ms response time in a multi-tenant environment, and as low as ~15ms for private environment, plus our own performance-optimized API that can turn those 20 SCORM Cloud API calls into one. We know how to make your SCORM Cloud integration cook. Building our SCORM Cloud cache has been a multi-year effort, and we're always working to make it just a little bit faster. You could build your own, but you just might end up like us, throwing your first attempt completely out. **We've learned, and we've been there, done that.**

Where's my cheese?

SCORM Cloud gives you a great tool to get started with exploring and delivering your e-learning data, Reportage. That being said, you'll need to live by SCORM Cloud's rules in terms of form and functionality.

Bright gives you a mature and robust mechanism to deliver custom reporting in a variety of ways, from right on the content delivery site to somewhere else. Our services staff has been around the block when it comes to collecting your custom requirements, and delivering the solution required by YOUR business.

If you want to deliver a custom data set or visualization, but still use the SCORM Cloud player [and you should], Bright can be a great solution. You'll have flexibility on the format, but you also can define and embed your own business rules. Don't you want your own view of your data?

