



Executive Summary

Brainvisa is a leading global full service learning solutions provider. This document provides a brief overview of Brainvisa's approach to learning solutions in the life sciences industry. It briefly describes Brainvisa's capabilities and services in aligning its solutions to the business challenges of our clients, customization of instructional design solutions, business processes, and the benefits delivered to our clients.

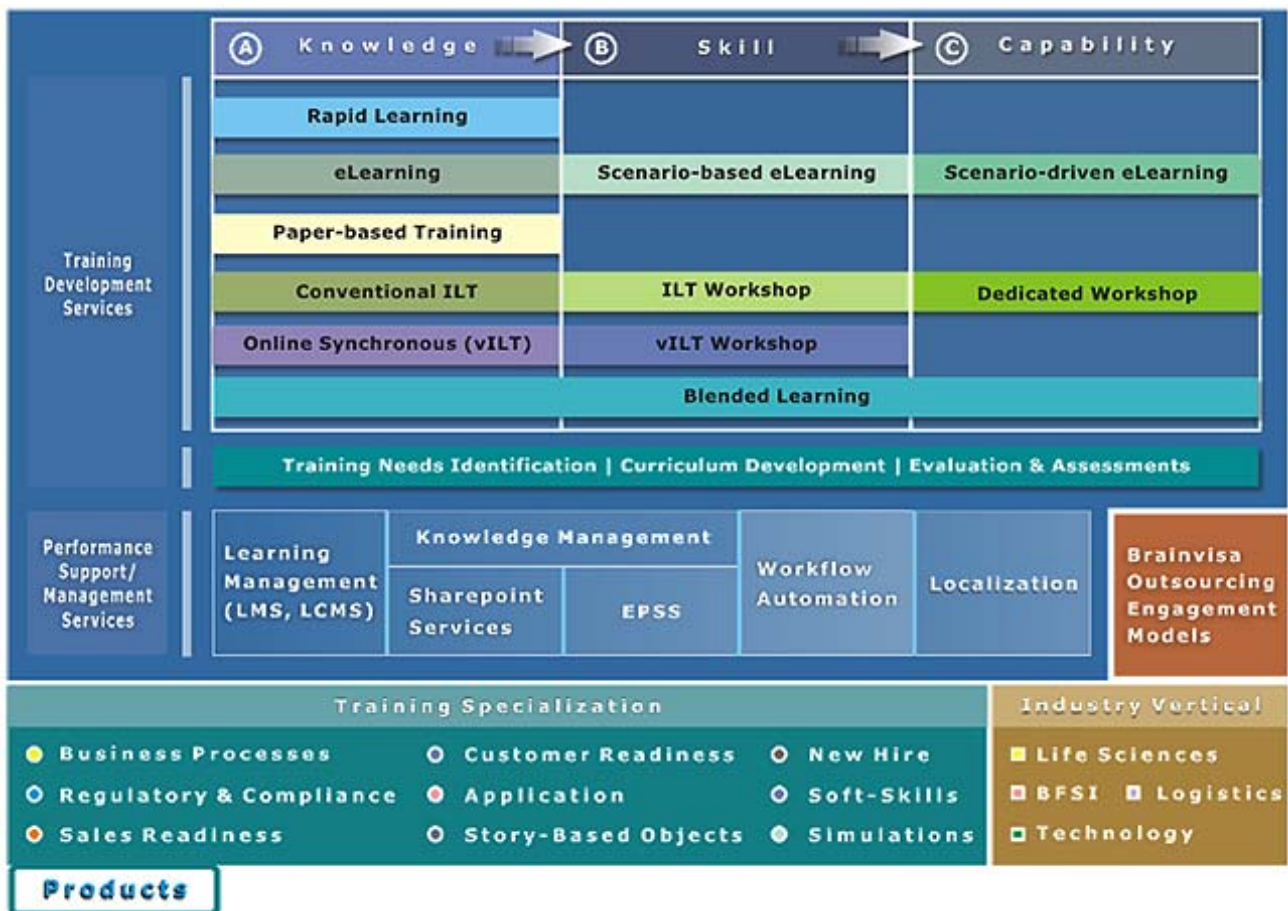
Overview

Incorporated in the year 2000, Brainvisa's efforts are directed towards helping global businesses to increase learning effectiveness, by designing and delivering customized learning solutions aligned to an organization's business objectives. Brainvisa's key competencies are its instructional design and end-to-end learning solutions. Brainvisa today has offices in the US, Europe, and Australia and three state-of-the-art development centers in India, with a 430-strong development team and a core team of domain experts in the life-sciences, financial services, telecom, logistics, and technology industries. Since its inception, Brainvisa has grown at a steady rate every year to become one of the largest global learning solutions providers. Brainvisa is now focused on our USA expansion and merger and acquisition activities after the substantial investment made recently by WestBridge Capital Partners.

Brainvisa has provided end-to-end learning and custom content solutions to top global life sciences and healthcare companies. Brainvisa has designed, developed, and delivered over 18,000 hours of eLearning content and over 3,500 hours of instructor-led training.

The Brainvisa Advantage

Brainvisa currently provides services in the learning business aligned to the three levels of learning: knowledge, skill, and capability. Listed below in the diagram is Brainvisa's complete services portfolio.



Brainvisa focuses on the sales training and customer training areas to build key competencies for the firm in the life sciences and healthcare industries.

Sales Training in the Life Sciences Industry

With life science companies investing so heavily in the area of R&D – \$32 billion were spent in 2002 – a lot is riding on the quality of the sales force and their ability to represent the products well to the marketplace. On an average, companies in this industry spend approximately \$100,000 and close to eight weeks annually to train their sales representatives in live meetings. Most of this cost is for non-productive expenses, such as travel and logistical costs; only 15% is dedicated to actual training curriculum and content. Given this quandary, many companies are looking into new technologies to assist them in controlling costs while maximizing the results for their training spends. Delivering the right amount and mix of training to each representative at the right time, at a lower cost per learner, has become paramount to thriving in this highly regulated and competitive industry. Who can help these organizations achieve their training goals?

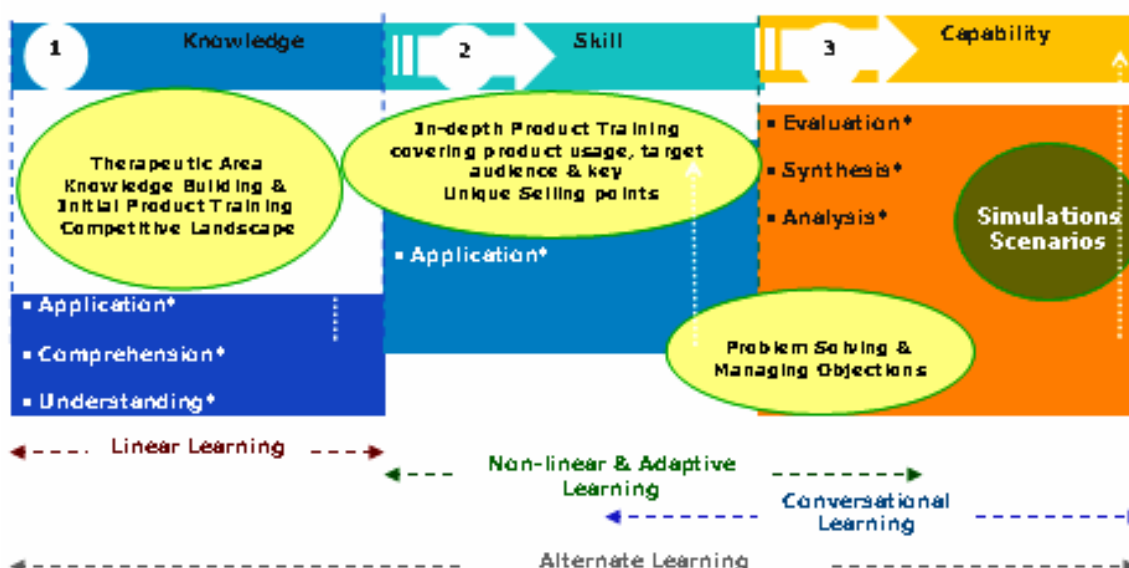
Some of the largest, most successful global companies have turned to Brainvisa to help them answer this complex question. Brainvisa considers learning as a core business strategy that evolves for target audiences to execute and complete tasks effectively. Brainvisa assesses client goals, in most cases defines them, designs ground-up learning programs that combines best practices in technology, content, and services, and provides continuous sales education supporting learning at all critical phases.

Brainvisa offers **Continuous Sales Education** as a program encompassing three levels of learning, with knowledge building, skill building, and problem solving courseware, because sales personnel's ability to sell products effectively depends on their understanding of details related to the product.

The three-step learning process of Brainvisa involves:

- Knowledge Building
- Skill Building and
- Capability Building (enabling problem solving)

This three-step learning process maps to the defined training needs classification of Brainvisa.



The knowledge is built by content chunks related to Initial Product information and includes learning modules from understanding the basics of the therapeutic areas to the basics of the product.

Skills are built by In-depth Product Training which includes scenario-based learning on the product-effectiveness and usage by end-customers. This phase may also include clinical or hospital-related training on product usage, environment safety, etc.

Capability is built by inculcating skills which help in Objection Management. This section is focused on problem-solving using specific scenarios during a sales process. Learners use scenarios and recommended strategies to close sales. Objection Management modules may also be attended offline during travel, or on PDAs.

Brainvisa also enhances the Objection management skills by use of customized alternate learning methods such as learning portals. These learning portals are based on the concept of Just-in-Time Learning, and on the run sales professionals are fed with relevant knowledge chunks. These learning portals, in some instances, are integrated with SFA and CRM applications like Siebel and Dendrite, and promote collaborative learning and allow easy access of learning material to time starved sales professionals.

Customer Training

Brainvisa has designed advanced courseware for product simulations for end-users. These modules have animated ShowMe simulations which learners can see and asses. The TryMe simulations in the modules allow the learners to perform the actions of the product using the interface of the course. These courses are at the advanced skill level of learning. These modules are on a variety of topics such as insulin needle usage for nurse training, invasive surgery equipment usage for clinical purposes, scalpel usage, and so on. An example can be seen below:

Brainvisa Services - High Level Overview

Brainvisa offers the following services:

- **Training Architecture**
 - ➔ Training needs identification
 - ➔ Training plan and curriculum design
 - ➔ Identification and implementation of learning solutions (eLearning, Blended Learning, ILTs, vILTs)
- **Training Development**
 - ➔ Courseware design and plan
 - ➔ Courseware production
 - ➔ Courseware acceptance and deployment
- **Training Evaluation**
 - ➔ Measurement and analysis of training effectiveness
 - ➔ Identification and implementation of training improvement areas and roadmap
 - ➔ Measurement and improvement of training ROI
- **Training Team Development**
 - ➔ Improving training team efficiency using Instructional and Technical workflows
 - ➔ Identification of areas for improvement and application of rapid development mechanisms

Brainvisa is a fast emerging global market leader in the learning solutions industry. With a strong team of over 450 specialists and with the experience of over 18,000 learning hours of courseware development, Brainvisa efficiently and expertly caters to all your training development, performance management, and learning technology development needs

We at Brainvisa believe that outsourcing is more than a cost-reduction exercise for our clients. We continuously work towards making outsourcing a value creation exercise.

Our philosophy is to help our client achieve transformational capacity within their learning development initiatives and training delivery processes. We achieve this by diligently designing and delivering cutting-edge learning solutions, which are closely aligned to the client's business objectives.

Brainvisa has a global presence with offices strategically located to service clients round the clock in maximum time zones.

For more information please contact us at sales@brainvisa.com



Seattle



Jersey City



London



Pune



Sydney



Where learning counts, we matter.