



# Customer Success Story

BIGGER BRAINS



**Industry:** Education & Technology

**Sector:** Customer Training



## The Results

### Rapid Go To Market

The Litmos system enabled Bigger Brains to rapidly go to market with their training offering by providing an easy-to-use, simple system that does not involve complex implementations. Bigger Brains rolled out six courses within one week to over 220 IT Consulting companies who in turn, now offer it to their clients.

### Cost Savings

Bigger Brains and its customers are realizing considerable cost savings, in some cases up to 50%, with Litmos LMS due to its flexible, active user-based pricing policies and not having the need for complex implementation consultants.

### Easy to Maintain, Integrated System

A backend integration using Litmos's API platform allows Bigger Brains to manage their own eCommerce solution.

“We haven't spent five minutes in making Litmos work. The platform has just worked for us without any hiccups. Litmos Sells!”

**Chip Reaves**  
Bigger Brains

## Litmos Helps Bigger Brains Break New Ground in the IT Consulting eTraining Industry

Bigger Brains is the first online training company focusing on IT professionals providing high quality eLearning solutions for business skills. They produce uniquely engaging online training courses that are both entertaining to watch and highly effective in transferring knowledge. Bigger Brains's library of training courses are available to IT Consultants for their knowledge enhancement and also to sell to their customers. These courses are offered in a teacher/learner format, which replicates the dialogue, interaction and humor of traditional in-person training, while being available on a mobile friendly learning platform, allowing learners to take courses whenever they want, wherever they want

## The Challenge

In order to make its training courses available online, Bigger Brains needed to have a strong learning management system behind the scenes to power its eCommerce site. The founders knew from experience that buying an expensive, cumbersome legacy LMS system would only create more barriers to market launch.

Instead, they wanted a simple, easy-to-use system that allowed them to focus on the business instead of the technology. Additionally, a strong API was required as they wanted to manage their own eCommerce site for customers and integration to the current billing and user management system was a key requirement.

## The Solution

Bigger Brains started with Litmos from the beginning since they had prior experience working with the platform at Chip's prior business, Computer Troubleshooters. After evaluating multiple vendors in the space, they confidently decided that Litmos was still the best solution in the eLearning space for them to partner with. Litmos's robust API allowed a full integration between Litmos LMS and their custom front end eCommerce solution. Some of the key drivers that led Bigger Brains to select Litmos include:

- Ease of use
- Extensive API support
- Best value LMS considering price, features, and support