



learn

validate

adoption

Creating a bright affect

knowledge
on demand

engaging

immersive

any

platform

cost
effective



We're all about *improving* learning experience and outcomes

With roots in sales, marketing and training, our team understand that traditional face-to-face training methods have a number of pitfalls and so we developed our very own bright affect solution.

With our international, multi-sector training experience, we're able to offer new and more powerful ways to understand and use Veeva and Salesforce CRM systems.

From our UK base we offer regional, national and international training resources which are built on well-researched learning principles.



Our cost-effective, packaged solutions have been carefully developed and expertly tailored, because delivering exceptional products that drive software adoption is our number one priority.

Delivering learning

The learning content you receive goes way beyond the traditional "online slide show". We provide studio quality web based learning that engages the user.

Not only does it look great, capturing the attention of the student, but it's developed around the business application, not just which buttons need pressing.

We are committed to ensuring end users benefit from technology to be even more effective in their work. We make sure the tools support the business and are not an overhead or adding to the burden of the user.

We focus on key requirements ensuring **everyone** comes along and understands the "why" as well as the "how".

At the core of our business are learning solutions and applications built on Salesforce.com and Veeva along with mobile App's that deliver high quality, engaging learning content.



Supporting change

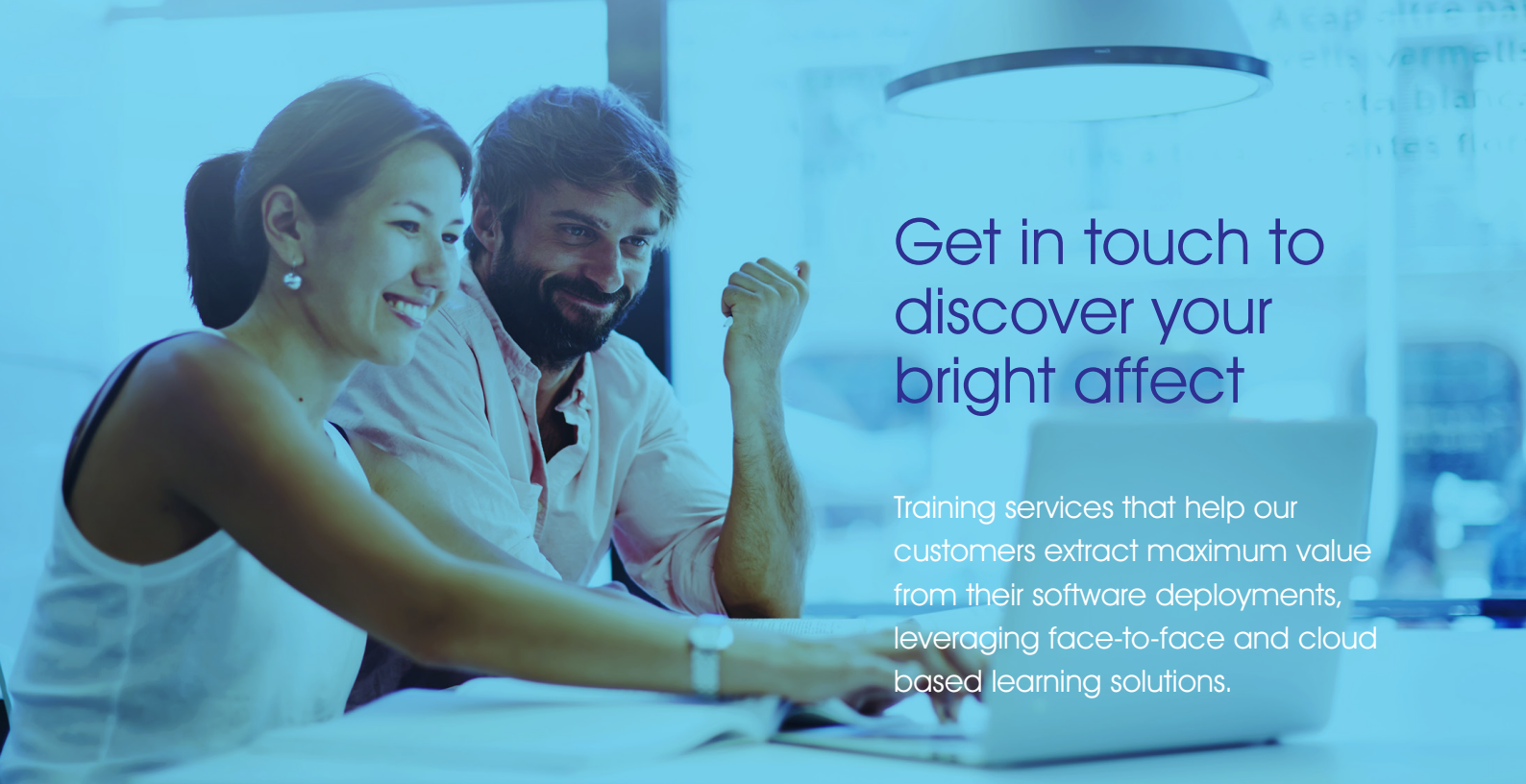
At Bright Affect we believe many things can be made better. We see opportunities every day to improve the way people communicate, learn and do business.

We are a learning and knowledge management provider that deliver engaging, high impact training leading to successful adoption, increased utilisation and lower time to efficiency for end users of software systems.

- Delivering learning, not just training
- Maximise time to value of software deployment
- Use multiple media to accelerate understanding
- Support organisational change with learning
- Accelerating adoption, realising business benefit.

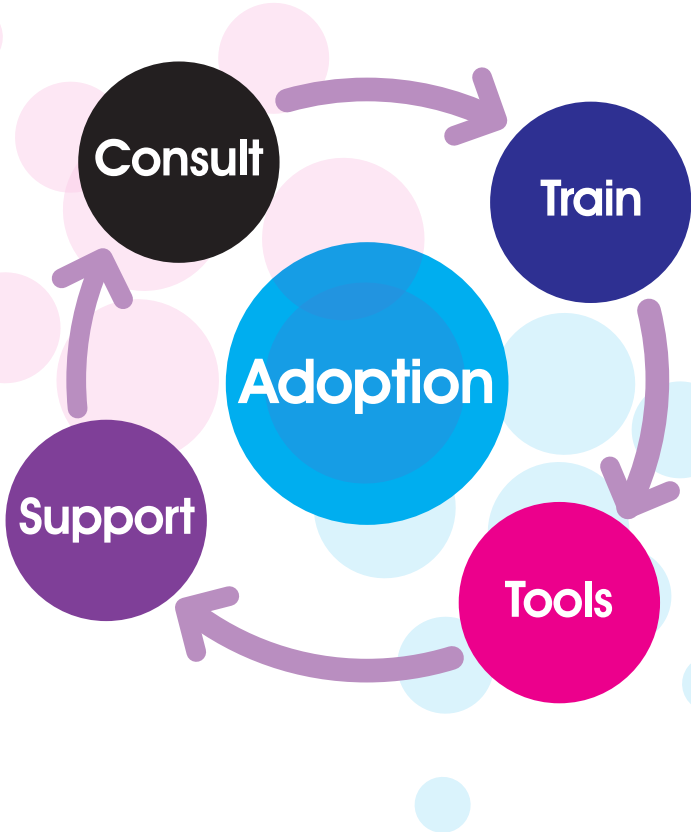
“Software is often linear, a series of steps that can be difficult for people to remember. Our approach builds understanding and retention that helps users gain confidence and competence in an engaging way”

Dale Peters CEO, Bright Affect



Get in touch to discover your bright affect

Training services that help our customers extract maximum value from their software deployments, leveraging face-to-face and cloud based learning solutions.





- Consult**
Work hand in hand with someone who knows what you're going through. Leverage our experience to pave the way for a painless and successful training programme.
- Train**
Empower team learning with engaging training programmes. Build confidence and competence. Up to date educational thinking combined with technology. Maximise learning impact whilst reducing the cost of adoption.
- Tools**
When training is over, will everyone remember what they need? Help users continuously develop their skills. Access our suite of tools providing content when and where it's needed.
- Support**
Reduce operational risk. Gather insight into the challenges of your users. Identify areas for improvement and address them building commitment and adoption.
- Adoption**
To deliver as much return on your investment as possible and build high levels of adoption.

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