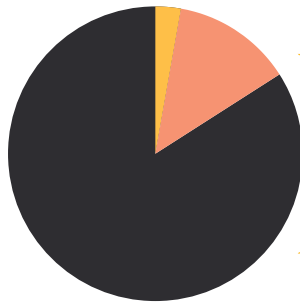


# Why BrainStorm?

A blueprint for change and adoption.

## Technology isn't the problem

Most organizations roll out new technology and hope end users figure out the value along the way. Others provide an LMS or training resource and assume people will teach themselves what they need to know. But 84% of software users are unmotivated to learn new skills.



**Unmotivated users  
make up a whopping  
84% of the workforce**

● Innovators ● Early adopters ● Unmotivated majority

Even the best LMS course is unlikely to change the behavior of an unmotivated workforce. And when the majority won't change the way it works, the entire organization suffers.

## BrainStorm thinks about change differently

During our **25+ years** as a Microsoft partner, we've learned a few things

- It's not enough to say, "We want everybody using Microsoft Teams." Successful organizations map their technology goals to higher, specific objectives.
- One or two change practitioners can't drive software adoption to thousands of users. That's just not a scalable task.
- Different people need different things from their technology. Learning content should meet users where they are in the format that works for them.



**BRAINSTORM**

## Introducing BrainStorm QuickHelp™

Nearly 50% of Fortune 100 companies have relied on the BrainStorm QuickHelp platform to enable change and drive adoption, even if they already have an LMS or free learning resources. That's because BrainStorm does more than encourage users to learn about their software tools—BrainStorm drives user engagement so organizations see real business outcomes.



### After users engage with QuickHelp

**41% of users who have never used Teams will start using it**

**Users make 4X as many Microsoft Teams calls**

**91% of users upload a file to OneDrive for Business**

## Why QuickHelp works

**Tailored content** - Skill Paths that relate directly to each user and the way they work

**Proactive communication** - Automated messages that simplify and scale communication

**Customized experiences** - Integrated user polls, executive sponsor videos, and more

**Graph data** - Real-time data reporting via integration with the Microsoft Graph API

**Microsoft updates** - Evergreen content that reflects the latest updates from Microsoft

**Platform integrations** - Works with ServiceNow, Microsoft Learning Pathways, and more

**Ready to see QuickHelp in action?**  
**Contact your BrainStorm BD representative.**



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### About BrainStorm

BrainStorm activates change and drives software adoption by using technology to empower people and transform organizations.