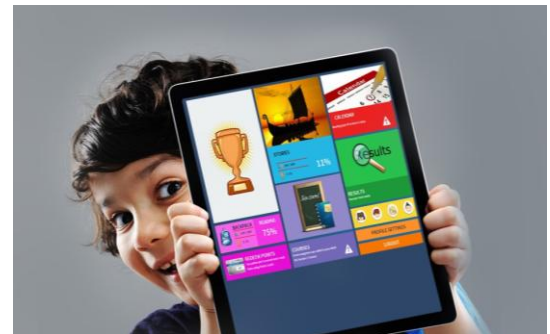# BrightFish Learning growing with help from YPITData

"YPITData was key to the successful delivery of the BrightFish Reading platform. Their flexibility to quickly scale to seamlessly manage and digitize our extensive Reading library was critical. They are an invaluable partner." **- Ravi Ramsaran, CTO, BrightFish Learning**

About BrightFish Learning

BrightFish Learning is a start-up readying for the launch of an innovative platform that helps students improve their reading and arithmetic skills. Led by an experienced group of executives, BrightFish believes that all students can learn if given the opportunity. By translating best practices into solutions that can be accessible anywhere, anytime on any device, BrightFish solutions are all about providing learning opportunities to kids in the classroom and beyond. For more info visit www.brightfishlearning.com.

Industry Background

More than one-third of students struggle with reading and math. With performance of schools a top priority for governments in Canada and the U.S, digital tools are increasingly becoming part of the learning experience. These tools provide an individualized learning environment while giving educators access to more data to help students achieve their goals.

The BrightFish Learning Challenge & Needs

Entrepreneurs are restricted by time and resources. Hiring new staff to support the growth of the business is not a guarantee to success, and it comes with its own set of challenges and costs. The effort to onboard new staff and manage them, and the opportunity cost from not focusing on growing the business are only some of the risks. So how does a small business stay focused on sales, marketing and IP development, yet manage all of the tactical details to ensure customer readiness?

Competitive Alternatives

Most small business owners either:

- Try to take on the effort themselves, slowing progress and expending time and energy which is not the most cost-effective or productive for the health of the business.
- Bring on full-time staff members which come with long-term commitments businesses prefer to avoid and must hope that the selected candidate will work out.
- Hire a group of part-time staff means a lot of extra time managing and chasing individuals who have other priorities than the success of the business.

YPITData Solution

With a large pool of educated and tech savvy staff, YPITData can draw upon the known skills and capabilities of its staff to support the specific tasks required by BrightFish to grow their business. The first task identified was supporting the input of content into the BrightFish platform. As YPITData began that effort, BrightFish immediately began to recognize benefits of having a managed group of staff available on-demand to be able to complete specific tasks.

With a team of YPITData staff assigned to the content input effort, BrightFish identified the task of recording and managing the uploading of audio content to support the text interface. A dedicated team of YPITData staff was created to start creating this specific content.

Finally, as the core system nears completion and gearing up for launch, testing the interface was required. Once again, BrightFish asked YPITData to create a team focused on quality assurance testing of the application.

The Results

With the initial implementation completed, BrightFish Learning is fully satisfied:

- ❖ A total of 17 YPITData staff members have supported the project;
- ❖ Initial content necessary to teach students from Grades 1 to 10 have been populated and tested;
- ❖ Management of resources to ensure completion of all work to meet BrightFish required timeline;
- ❖ All training of staff done by YPITData;
- ❖ Regular updates and status reporting to keep BrightFish informed.

Looking Forward to More YPITData Solutions

BrightFish Reading is now being used by students to practice and improve their reading skills. Next, the BrightFish team will continue to add more reading content to enhance the learning experience and expand into mathematic lessons and assessments - all with the help of the folks at YPITData.

About YPITData

YPITData is a provider of information management solutions to businesses looking to maximize their operational efficiency and eliminate the high-costs of unleashing the data locked within their records. With 100+ tech savvy employees, YPITData serves clients with business tasks of different complexities and sizes.

The YPITData suite of services eliminates the need to undertake tasks that are not a core competency or costly to ramp up and do in-house.

Advantages:
- ✓ Highly affordable
- ✓ Fast delivery thanks to patent-pending parallel processing
- ✓ Secure & confidential
- ✓ Simple & easy to get started
- ✓ Agile & flexible to address time-critical & large-scale projects

Solutions for:
Paper Intensive Industries
- Government
- Legal and Insurance companies
- Engineering firms
- Trucking firms

Variable Demand Industries
- Accounting & Bookkeeping firms
- Software developers / testing
- Researchers and Analysts
- Direct Mail companies

"By tapping into the scalable workforce at YPITData, we were able to exceed our timeline and get to market with our learning platform months ahead of schedule."