Brainline Online Education

A case study on how Snapplify transformed Brainline's educational resource management.

Key Challenges

Outdated Technology
Brainline's in-house reader was outdated, incompatible with Mac systems, and required constant updates to align with new Windows versions.

Complex Book Procurement
Managing book procurement for learners and educators was cumbersome and time-consuming, involving negotiations with multiple publishers.

Parent Coordination
Ensuring that parents received the correct books was a significant administrative burden, detracting from Brainline's core educational mission.

Educator Onboarding Hassles
Onboarding new educators and transferring necessary textbooks was a complicated and frustrating process.

Improvements and Successes

Brainline has seen significant improvements since adopting Snapplify, including:

Seamless Digital Platform
Snapplify provided a robust, Mac-compatible digital platform that eliminated the need for Brainline to maintain and update their own.

Efficient Educator Support
The process of onboarding new educators and managing textbook transfers was streamlined, making it easier to scale operations as Brainline grew.

Enhanced Parent Satisfaction
By handling book purchases and distribution, Snapplify reduced the stress on parents and ensured they received the correct materials effortlessly.

Streamlined Procurement Process
Snapplify's platform allowed Brainline to automate and simplify book procurement, reducing administrative overhead.

> "The fact that I don't have to worry about parents buying books – it's something that we are leaving in Snapplify's hands and they can sort it out. I think it works quite well."

Brainline
CEO

Snapplify's tailored solutions empowered Brainline to focus on their primary mission – educating learners – while seamlessly managing the technological and administrative challenges of digital content distribution and procurement. With Snapplify, Brainline experienced a significant improvement in operational efficiency, allowing them to continue delivering top-tier educational services with confidence.

Implementation

Integrated Digital Reader
Snapplify's platform replaced Brainline's outdated reader, ensuring compatibility across all devices, including Mac systems.

Automated Book Procurement
Snapplify's procurement solution allowed Brainline to set up prescribed book lists once, with no further need for manual intervention.

Voucher System
Snapplify developed a custom voucher system enabling Brainline to offer financial assistance to parents who needed help purchasing books.
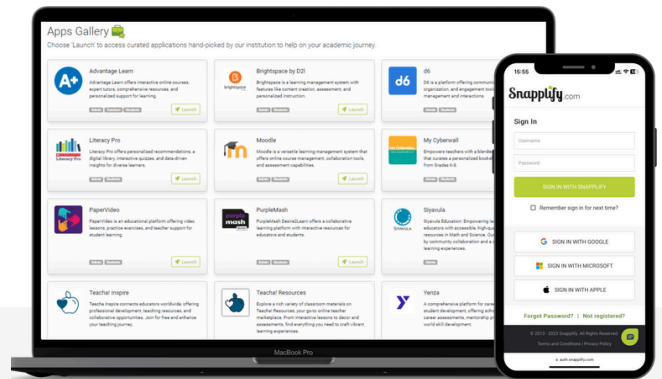
Educator Onboarding Solutions
Learners and educators have access to digital textbooks from day 1 while payment is being made.

Printable Features
Snapplify created a custom printable feature specifically for Brainline, adapting their platform to meet the school's unique needs.

The decision to choose Snapplify

Brainline's decision to partner with Snapplify was driven by Snapplify's willingness to adapt their platform to meet Brainline's specific needs. Snapplify's efficient service, exceptional customer support, and the ability to provide a hassle-free solution for managing educational content were key factors. As Brainline noted, "Snapplify created that for us, where we can create a voucher and buy books for a parent. Snapplify also created a printable feature, specially for us."

About Brainline

Brainline is an established online school in South Africa, dedicated to providing quality, structured homeschooling solutions from Grade R to 12. Their mission is to assess learners effectively and support them through their academic journey, ensuring they meet the highest educational standards. As a leader in the field, Brainline recognised the need for innovative solutions to manage their digital content and streamline their procurement processes to focus on what they do best – educating learners.