



BROUWER

Laying the Foundations: How We Built Multilingual Excellence for Home Forward

THE CUSTOMER:
Brouwer Laboratories is a leader in animal health care. Brouwer is renowned for its innovation and quality. With a portfolio of over 150 pharmaceutical and nutritional products and millions of satisfied customers, Brouwer provides safe and effective solutions for companion animals and livestock. Their commitment to excellence is validated by their ISO and GMP certifications, ensuring traceability and superior quality.

CLIENT:

Brouwer SA

SERVICE:

Development of eLearning
Courses and Custom LMS
Platform

FORMAT:

eLearning / Web Platform

SUBJECT MATTER:

Education / Corporate
Training

THE CHALLENGE

Brouwer approached us with a project entailing innovation. They needed their associates and distributors to have a technical expertise of their products. Idea began with the development of multiple eLearning courses from scratch in two languages: Spanish and English. Ensuring the content was clear, dynamic, and aligned with Brouwer's high-quality standards was the top priority. The successful delivery of these courses and the client's satisfaction led to a new challenge: creating a web platform to host the courses and facilitate both access and participant progress tracking.

The key challenge was to design a flexible and scalable solution that could:

- Support multiple languages.
- Offer intuitive navigation.
- Provide advanced tools for tracking user progress.

Additionally, the platform had to reflect Brouwer's visual identity and enable customized reporting, ensuring a tailored experience aligned with the client's needs.



THE SOLUTION

After a detailed analysis of multiple platforms, we opted for Moodle, an open-source Learning Management System (LMS) renowned for its versatility in both educational and corporate environments. The platform was installed on an internal server hosted by us, ensuring a secure environment tailored to Brouwer's specific requirements.

To enhance the user experience and ensure Moodle not only met but exceeded client expectations, we implemented various customizations for both the front-end and back-end:

- o **Optimized visual interface:** We streamlined navigation by removing unnecessary elements and customizing colors, typography, and styles to reflect Brouwer's visual identity.
- o **Custom functionalities:** The back-end was equipped with detailed reports featuring visual indicators to assess user performance across courses.
- o **Intelligent automation:** A system of personalized emails triggered by key events was configured, streamlining communication with users and facilitating progress tracking.

Thanks to teamwork and seamless communication with the client, we delivered a platform that not only met but surpassed the initial requirements. The developed solution enabled them to efficiently manage their educational content while offering an intuitive, accessible, and adaptable learning experience for a global audience.

This success reaffirms our commitment to excellence and innovation in digital learning solutions. We extend our heartfelt thanks to Brouwer for trusting us with this significant project and for their collaboration, which highlighted our adaptability and dedication to continuous improvement. Every challenge is an opportunity to push boundaries and create enduring value, and this project stands as a testament to that.

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