Seertech Integration

Last Modified on 04/24/2026 1:37 pm EDT

This article explains how to connect your Big Think+ content with Seertech, including content syncing, single sign-on (SSO), and activity reporting.

Summary of Integration

Big Think+ integrates directly with Seertech's Learning Xchange (LX) platform, allowing your organization to make Big Think+ leadership development content available to learners through your existing LMS. Learners enroll and launch content from within Seertech LX, and are redirected automatically to Big Think+ to consume it — authenticated via Single Sign-On (SAML 2.0) so no separate login is required. When a lesson is completed, that data is written back into Seertech via xAPI, keeping your completion records in one place.

Core Use Cases

Unified Access for Learners

When Big Think+ content is imported into Seertech LX, learners can discover and launch it alongside all other content in their LX environment. Learners will be redirected to Big Think+ to consume content, with Single Sign-On (SSO) handling authentication automatically so no separate login is required.

Automated Content Import and Management

Big Think+ content is loaded directly into your Seertech LX catalog by the Big Think+ team, keeping your library current with the licensed content on your plan.

Robust Reporting and Activity Tracking

Learner completions within Big Think+ content are tracked and written back into Seertech LX via xAPI, so activity appears in your standard LX reports alongside the rest of your learning programs.

Getting Started with Integration

To begin, your organization must have an active contract with Big Think+ and Seertech Learning Xchange running version 26.1 or later.

Configuring SSO

Share your SAML identity provider (IdP) metadata with your Big Think+ customer contact. This includes your IdP metadata URL and supporting configuration details. Big Think+ will configure the SSO connection on their end. SSO uses a service-provider-initiated SAML 2.0 flow — Seertech initiates the request, which routes to your organization's IdP and back to Big Think+.

Importing Big Think+ Content

Once SSO is configured, generate the following from Seertech and share with your Big Think+ customer contact:

- OAuth2 Client ID
- OAuth2 Client Secret
- OAuth2 Domain
- Content Endpoint URL
- Tracking Endpoint URL
- Seertech Organization ID

Once generated, direct any integration-related questions to the Big Think+ Partner Success team.