

Transforming Data into Performance

BLACKBOARD ANALYTICS VALUE PROPOSITION

The Blackboard Analytics™ suite is a set of packaged data warehouse and analytics reporting applications designed specifically for colleges and universities. Our pre-built models, metrics, reports and data integration with leading ERP systems enables deployment in weeks, not months or years.

Shift toward Information-Based Management

Over the past few years there has been a rapid shift in higher education towards more formalized information-based planning, management and measurement methodologies. The findings in the recent ECAR study entitled Academic Analytics indicates the potential to positively impact institutional results and a clear Return on Investment (ROI) for investments in Academic Analytics.

Challenges

Achieving institutional goals in today's environment of limited resources and high accountability requires access to the key metrics that drive institutional success, combined with a robust and efficient analytic capacity. While every institution collects a tremendous amount of data, getting access to information is not so easy.

Many institutions are challenged by the lack of information and the inability to get actionable information out of their ERP systems. Most ERP systems provide basic transaction reporting capabilities, but they fall short when it comes to

management information and analytics. These complex ERP databases are optimized for transaction processing, audit trail and controls, but are not optimized for ease of reporting. Student administration databases, in particular, are extremely complex; obtaining actionable information requires overcoming significant technical challenges. The impact is significant:

- ▶ **There's no ability for self service access to information.**
- ▶ **Users are dependent upon technical resources with programming expertise and knowledge of the database to produce information.**
- ▶ **Reporting is a time consuming and manually intensive process.**
- ▶ **Different people produce reports with the same information but have different results. What is the real answer? How do you know if the information is reliable?**
- ▶ **There's no time available for analysis because of the extensive time required to produce information.**

QUICK FACTS:

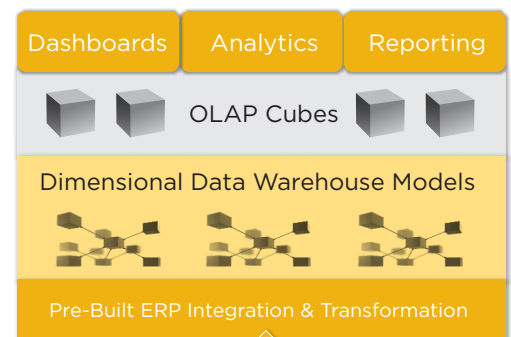
Product Modules:

- Student Management
- Financial Aid
- Financials
- Human Resources
- Advancement

Key Features and Benefits:

- Pre-built analytic data models and proven performance metrics
- Data Integration with Leading ERP Systems, Including Solutions from:
 - Oracle (PeopleSoft)
 - Datatel, Inc.
 - SunGard Higher Education

Blackboard Analytics Application



- Self-Service Access to reports, data and guided analytics, enabling informed, data-driven decisions
- Highly Accelerated Implementation in weeks, not months or years
- Continuous enhancement of our products based customer experiences. Each customer benefits from the creativity, ideas and success of our collective family of customers.

Analytic Reporting Options

There are limited options for analytic reporting for higher education. Building data warehouses and analytic applications from scratch is a very time consuming, expensive and risky proposition. Such initiatives at most institutions can easily take years cost millions of dollars and may fail to deliver on the promise and potential.

Higher education ERP vendors, while offering add-on data warehouse products, do not offer comprehensive out-of-the-box solutions that can be quickly deployed.

Business Intelligence (BI) tool vendors, while proving a wide array of powerful tools, cannot deliver value without the leverage of an optimized analytic data warehouse. Blackboard Analytics' value proposition is based on the key premise that BI tools alone do not solve reporting challenges - value-added, information-rich data models are the heart of a solution.

The Blackboard Analytics Vision

With the right solution, institutional leaders can gain insights into performance, leading to better decisions, actions and results. Blackboard Analytics' mission is to help institutions achieve their strategic objectives through academic analytic solutions: cost-effective products, integrated with leading higher education ERP systems, enabling rapid deployment to provide intuitive self-service analytic reporting and analysis.

Blackboard Analytics is committed to being the industry innovator in the academic analytics space: one platform, every leading ERP system and the widest possible spectrum of administrative and academic content.

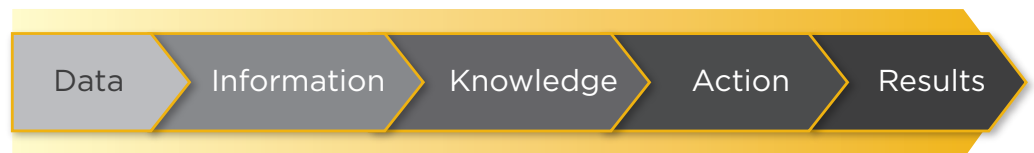
The Blackboard Analytics Value Proposition

Blackboard Analytics includes data integration with leading ERP systems. As a result, our customers can build an extensive data warehouse in days, and quickly deploy a robust analytic reporting capability in as little as 6 to 8 weeks...and the cost is a fraction of what it would be to build from scratch.

We also recognize that each institution is unique and may have information needs that we have not incorporated into our standard model. Blackboard Analytics is more than a hardwired package - it's a framework to build upon. Our customers generally extended our model to meet their unique business rules and information needs. They will tell you that the framework is very flexible and efficient. Most importantly, our customers benefit from continual enhancements to our product.

Blackboard Analytics is a leading provider of data warehousing and academic analytic applications designed to fulfill the unique informational and decision-making needs of higher education leaders.

Blackboard Analytics Information Continuum



Data-Informed Decisions / Improved Results

