



## INTEGRATED ONE CARD CONVENIENCE ON & OFF CAMPUS

Managing the University of Pittsburgh's (Pitt) 24-hour Panther Central Card Office is no small task. After all, with more than 25,000 students on a 132-acre campus, managing and analyzing transaction data in multiple offices and systems is a challenge. That's why Pitt called on Blackboard to help streamline its previous system of disparate transaction-related solutions and cards. And to maximize use of the Panther Card, the University also turned to the Blackboard BbOne™ program for an off-campus, university-approved merchant network.

## Creating a One-Card System

Prior to 2001, every campus service at the Pitt was located in a different office. That meant students had to visit different locations to obtain student IDs, get housing assignments and receive meal plans. Finding a universal card system to run all of its on- and off- campus services from a central location was vital. Turning to Blackboard, Pitt integrated its campus transaction activities into a one-card system.

Since implementing, Pitt has seen an increase in its on-campus capabilities for data capturing and reporting, managing facility door access control, operating multiple dining and vending services, and managing events. The card office is also seeing the benefits of the system's direct-deposit capabilities from reducing paperwork required to pay off-campus

merchants each month. The program generated approximately **\$3.7 million** in cardholder deposits during the fiscal year 2010 alone, which is a **20% increase** from 2009, and a **32% increase** from 2008.

## Moving Off Campus

BbOne provides the same secure, cashless and convenient way to make off-campus purchases that Transact does on campus. The off-campus program has grown in student and vendor popularity — the University has relationships with more than 70 off-campus partners. In 2008, merchants collected

## **Impact**

- In 2008, off-campus merchants collected approximately \$1 million in off-campus sales; in 2010 that number increased to \$1.4 million
- The Panther Campus Card program generated approximately \$3.7 million in deposits in 2010; a 20% increase from 2009, and a 32% increase from 2008
- Pitt has seen a significant increase in data capturing and reporting accuracy

approximately \$1 million in off-campus sales, and in 2010 that number **increased to \$1.4 million**. On campus, vending and laundry transitioned to accepting card transactions only, making the majority of the campus cashless. Consequently, on-campus card transactions grew from \$1.5 million in 2008 to **\$2.4 million** in 2010.

