SharpSchool
Helping Schools Succeed

SharpSchool Web and Mobile Communication Solution Proposal

Prepared For:
Chris Stone
Bucyrus City School District

Prepared By:
Craig Northrup
SharpSchool
T: 1.888.742.7702 ext. 728
F: 1.866.204.6147
E: craig.northrup@sharpschool.com

Standard Legal Clarifications

Confidentiality
This proposal contains information confidential and proprietary to Intrafinity o/a SharpSchool including in particular detailed pricing and designs (the "Information"). SharpSchool requires that this Information be held in strict confidence by the recipient and be protected with the same degree of care as the recipient uses to protect its own confidential and proprietary information, which in any event shall not be less than a reasonable degree of care. The recipient shall use the Information solely to evaluate the proposal and for no other purpose without SharpSchool's prior written consent. The recipient shall not, without the prior written consent of SharpSchool, disclose the Information to any person or entity except its own authorized employees or agents who require same in connection with evaluating this proposal and only after such personnel have been advised of the confidential and proprietary nature of the Information and have agreed to protect same.

Title to the Information shall be retained by SharpSchool. In the event SharpSchool is not the successful bidder, the recipient shall either return to SharpSchool or certify as destroyed all copies of the proposal. As the release of the Information could significantly prejudice the competitive position of SharpSchool, SharpSchool claims that this response is confidential for purposes of any applicable Freedom of Information legislation.

Binding Agreement
SharpSchool confirms that provision of this response does not constitute a binding agreement to provide the proposed solution. SharpSchool reserves the right to negotiate any term or condition including: acceptance/rejection criteria, pricing, force majeure, guarantees, warranties, indemnities, limitations of liability, liquidated damages, set-off and hold-backs, insurance, and confidential information. Further, in any event, it is SharpSchool's policy that any and all liability under a final negotiated contract pursuant to this proposal not exceed a fixed dollar amount.

Liability Limitation
SharpSchool's liability for all claims and damages arising from this contract including any warranty liabilities will be limited, and liability for all indirect and consequential damages will be excluded.

Regulatory Approvals
This Proposal is subject to the comments and qualifications contained herein, as well as all regulatory approvals applicable to transactions of this kind. Certain regulatory requirements may have to be met prior to entering into a definitive agreement including but not limited to: (i) including mandatory terms and conditions in any definitive agreement; and (ii) filing and receipt of any necessary tariffs or regulatory approvals.

Table of Contents

"Ideal Academy Public Charter School is totally satisfied with SharpSchool hosting our website. Again, thanks."

Charles H. Epps, Ideal Academy Public Charter School, Washington, D.C.

"We are very serious about doing business with companies that will be long term partners. I believe that we made the right decision in regard to selecting SharpSchool as our webhosting provider... we have begun to explore the many ways we can use our new website as a tool for students, teachers, staff, and parents so that we can all stay tuned-in to what is happening in the Littlefield school system."

Tammy Demel, Littlefield ISD, Texas

"Everyone is SO caring and helpful. There is no doubt that we made the right choice with SharpSchool!"

Rhonda Miller, Airport Community Schools, Carleton, Michigan

"I need to say again that it has been a distinct pleasure to work with everyone with whom we've had contact at SharpSchool. I'm very impressed with the product. Please feel free to refer prospective clients to me (even after I've retired)!"

Roger Leege, Tolland Public Schools, Connecticut

Executive Summary

Founded in 2001, SharpSchool has dedicated the past 14 years to creating cloud-based solutions for K-12 schools and districts. These years of focused dedication have ensured that, unlike our competitors who provide simple point solutions, SharpSchool provides an exhaustive **Suite,** encompassing the critical technological components and services needed to effectively engage parents, while providing a personalized learning environment for students and teachers.

The SharpSchool Platform & Services

- ▶ **Technology Leadership**: SharpSchool is in a unique position to provide powerful, innovative solutions that other vendors cannot match. Working with multiple State-level departments of education, SharpSchool has created state-of-the-art functionality to meet the needs of 21st century education. This investment allows us to provide high-end educational tools at a low cost to school districts and local education agencies.

- ▶ **Long Term Stability**: 5 of the top 10 K-12 web communication providers have been acquired over the last few years, leading to the discontinuation of a number of their products. SharpSchool, on the other hand, has been providing quality service for 14 years, continuously innovating and expanding our offerings.

- ▶ **Mobile Suite**: SharpSchool is one of the only vendors to include a full K-12 Mobile Suite with mobile websites, blended learning functions, and mobile apps with push notification within our standard service. Simply download SharpSchool's Mobile App from the Apple or Android stores so parents, teachers, and students can immediately have the most important information at their fingertips. And, if your district wants their own Dedicated Mobile App, let us know and we will build it!

- ▶ **Effortless Migration at No Extra Cost:** With our unified approach, SharpSchool provides thousands of dollars in professional services for no extra cost. Included are the following:
  - ● **Content Migration**: SharpSchool ensures your existing content is professionally migrated to your new SharpSchool platform, by including content conversion for your district and school sites.
  - ● **Implementation Services**: Dedicated Implementation Coordinators and Project Managers will work one-on-one, from start to finish, with your district and school staff ensuring that your site reflects your unique vision.
  - ● **Unlimited Access to Technical Support**: Unlike many of our competitors that restrict technical support access to designated district staff members, SharpSchool ensures all administrators, teachers, and support staff have UNLIMITED access to our technical support resources and our dedicated Customer Support Team, Monday through Friday 8:00 am to 11:00 pm EST.

- ▶ **Ease-of-Use**: With full In-line Editing, Drag-and-Drop tools, powerful AJAX/Web 2.0-based technologies and Advanced Management features, SharpSchool's platform optimizes usability and removes technical barriers, allowing educators and administrators to focus on academics.

- **Customized Design**: SharpSchool provides individualized design for each website, both district and school sites, at no extra charge. Whether relying on custom design or leveraging our template-based approach, our dedicated designers will work with you to ensure your website meets your every need. In addition, we offer an extensive library of teacher page themes, so teachers can personalize their own webpages. Plus, for a small fee, SharpSchool can mobile-optimize your sites with Responsive Web Design!

- **Innovative Tools**: SharpSchool offers the most innovative and robust suite of capabilities for K-12 online communication and education. These include:
  - **21st Century Communication Tools**: Social media integration, newsletters and alerts, blogs, mobile sites, and Web 2.0 tools, all to optimize students' opportunities for success.
  - **Social Learning Management System**: Combining a dynamic Facebook-like environment with the best features of a traditional learning management system, SharpSchool's platform blends homework dropboxes and Student Information System (SIS) integration within a flexible, easy-to-use portal designed for maximum collaboration and communication.
  - **Cloud Integration with Single Sign-On (SSO)**: Easily to leverage the flexibility and cost savings of cloud-based technologies. With SSO capability, you can conveniently incorporate Google Apps and Office 365 for Education side-by-side with SharpSchool's solution!
  - **Integrated Technical Solutions**: Never worry about having to re-enter information, as our platform effectively integrates with Student Information Systems (SIS) and other systems through School Interoperability Framework (SIF), our unique Universal SIS Adapter, Lightweight Directory Access Protocol (LDAP), and Security Assertion Markup Language (SAML)!

- **Scalable**: Whether a single school or a State-level department of education, SharpSchool's platform is scalable to meet your institutions individual needs.

- **Unmatched R&D Investment**: To date, SharpSchool has spent over $10 million dollars in research and development to deliver incomparable K-12 tools, adding new features quarterly.

- **Best Value**: SharpSchool's solution offers the best value in the K-12 industry with the most pervasive service offering for the best price.

SharpSchool's ease-of-use, custom design, mobile abilities, professional services, robust capabilities, recognized experience and excellence, and best value, makes it an ideal fit for Bucyrus City School District. SharpSchool looks forward to working with Bucyrus City School District to create powerful web and mobile portals that will maximize your students' opportunities for success, and engage your K-12 community.

Craig Northrup
E: craig.northrup@sharpschool.com
T: 1.888.742.7702 ext. 728

SharpSchool's Effortless Migration Promise

At SharpSchool, we know that hidden costs often accompany transitioning to a web and mobile solution provider. To mitigate these expenses, SharpSchool new clients are provided with our Effortless Migration Promise, comprised of complimentary professional services aimed at making the transition effortless!

Switching to SharpSchool has never been easier!

You will receive over $5,000 in complimentary professional services in order to simplify your transition.

With SharpSchool's Effortless Migration Promise, you'll get...

☑ All your existing content migrated to your new SharpSchool website.

☑ Customized design for your district and each school website.

☑ 2 online training sessions with one of our strategic learning specialists.

☑ Professional integration of your Student Information System (SIS).

☑ A Customer Support Package that provides **all your staff** with **unlimited & unrestricted access** to our Technical Support team.

All of this comes AT NO EXTRA COST!

What's New?

This year, SharpSchool is proud to provide all new and existing customers with access to the following:

Mobile App Platform

- Personalized Aggregated Newsfeeds and Calendars for Parents
- Anti-Bullying Module for Anonymous Incident Reporting
- Push Notification for ALL Apps

Responsive Design and Mega Menu Support

- Mega Menus Included with all Responsive Designs
- Customized Mega-Panels for Easy Information Retrieval
- Mobile Optimized to Augment User Experience

Ease of Use Improvements

- Enhanced Administrator's console
- Simplified User Interface
- Enhanced In-Line Editing

Cloud File Picker

- Streamlined File Upload from Cloud Services
- Drag and Drop Technology to Simplify Document and Image Uploads
- Direct File Uploads from Sources like Google Drive, SkyDrive, and Facebook

Revenue Generation Tools

- A Comprehensive Portfolio of Revenue Generation Services
- Affiliate Marketing and Sponsorship Made-Easy Through Your Website
- eFlyers, Donations, and Fundraising Simplified

Expanded Customer Support

- Extended Support Hours
- Expanded Library of Training Videos and Online Resources
- New Training Academy for Expedited Onboarding

Why SharpSchool is Different

Over the past 14 years SharpSchool has worked with more than 5,000 K-12 institutions ranging from single schools to state-level departments of education. Our experience and extensive R&D investment has produced a comprehensive solution that our competitors simply cannot match. Through our design, ease-of-use, mobile and iPad support, extensive range of functionality, seamless transition process, and price, we rise above the rest of the industry.

1. DESIGN

In order to deliver beautiful designs with optimal usability, SharpSchool offers pervasive design services that have been crafted to meet each client's unique needs. Only SharpSchool provides customized design at no extra cost, giving you the best looking websites and helping you meet your district and school needs. And, if you want a fully custom design services, this service is provided for a fraction of what our competitors charge.

SharpSchool	Other Vendors
Includes customized design Choose from our extensive library of professionally created templates and let us customize them to build your ideal site!	**Custom design is expensive and you must purchase templates separately** Many competitors charge per template, then nickel and dime you to customize them!
Responsive Design with Mega Menus Whether custom or template-based, for a reasonable fee, all Responsive Designs come equipped with Mega Menus.	**Limited or non-existent Responsive Design** Many competitors either don't provide responsive design services or charge exorbitant fees for this service offering.
Templates & theme control for district, school & teacher level Our three levels of design let you have a unified look across the district, with the flexibility of providing customization for schools and teachers!	**Only one or two levels of control** Competitors offer only a single template level, with the occasional second template provided. But none can match SharpSchool's versatile control, usability or design flexibility.
Largest library of best practice design templates We offer over 100 professional templates that incorporate K-12 design best practices for schools, districts and teachers pages.	**Much narrower template base** Most competitors base their designs on a small number of base templates, offering limited flexibility.
Free design refreshes services every 3 years For no cost, we'll redesign your website every three years, ensuring your site is always beautiful and cutting-edge.	**Design refresh services required** Most competitors either don't provide design refreshes or, if they do, they make you pay full price for this service.
No charges for minor changes We'll help you out with color tweaks, adding mascots and logos and other minor changes!	**Up to $250 for any change** Our competitors will charge you for every change made to your website. Even minor variations have a cost!

2. EASE-OF-USE

Usability and ease-of-use are paramount. With SharpSchool, teachers are able to run their own pages, IT departments have the flexibility to integrate with other systems, and administrators can control calendars, events, communications and more. Keeping the user in mind, SharpSchool's usability team has attained an unmatched ease-of-use quality, ensuring that even the most non-technical users can update and manager their online presence.

SharpSchool	Other Vendors
Drag-and-Drop The intuitive drag-and-drop function empowers non-technical users, allowing them to easily tweak layouts and add page elements.	**No Drag-and-Drop** Most competitors offer a cumbersome interface requiring teachers and administrators to use complex back-end tools for the most basic changes.
In-Line Editing SharpSchool's powerful AJAX/Web 2.0 What-You-See-is-What-You-Get (WYSIWYG) editor lets you edit content from the actual web page.	**Limited or no In-Line Editing.** The other vendors' websites rely on complex back-end administrative interfaces, making simple website changes/updates time consuming and confusing.
Unlimited page depth Your site can grow without limitations.	**Limited page depth** Limits page hierarchy and page-depth.
Avoid having to re-enter data A fully SIF 2.0 certified solution that makes it easy to integrate with other software! We also integrate with Google, Office 365 & LDAP!	**Older integration models may not work with current software** Many competitors are either not SIF certified or are certified on older versions of SIF.

3. MOBILE AND IPAD SUPPORT

SharpSchool provides the ONLY K-12 Mobile Suite that combines mobile websites, classroom functions, and cloud access within a unified Suite. SharpSchool lets you take advantage of student owned mobile devices and provide remote resources for teachers and parents. Whether selecting the Silver or Platinum Mobile App, simply visit to the Apple or Android App store and your parents, teachers and students are ready to go!

SharpSchool	Other Vendors
Mobile App INCLUDED For no additional charge, SharpSchool's solution contains our Silver Mobile App, downloadable from the Apple or Android stores.	**Extra costs required for access to their Apps** Most competitors make you pay a premium for access to their Mobile Apps and/or provide limited functionality.
Push Notification For maximum usability, SharpSchool provides push notification within all of our mobile apps, for no extra cost!	**No Push Notification** For most competitors, push notification is non-existent or prohibitively priced. This significantly impairs the effectiveness of your mobile app.

Responsively designed SharpSchool solutions are designed for mobile and display beautifully on modern smartphones and tablets.	**Non-Responsive, Flash-based systems** Many of our competitors use Flash for large parts of their design, which means their sites won't work on iPhones and iPads.
Targeted mobile pages SharpSchool provides mobile pages specifically for schools, teachers, students, and parents.	**No targeted mobile pages** Other vendors either do not offer mobile pages or only offer flat pages with no mobile specific features.
Anonymous bullying reporting Prioritizing student safety, SharpSchool's mobile app puts the power to stop bullying in your student's hands.	**No anti-bullying capabilities** Other vendors either do not provide bullying reporting, make reporting web-based and cumbersome, or won't guarantee anonymity, dramatically reducing incident reports.

4. EXTENSIVE FUNCTIONALITY

With over 40 modules included within our standard package, SharpSchool provides our clients with an unparalleled cache of tools designed for content management, blended learning, social learning, and mobile communication.

SharpSchool	**Other Vendors**
Extensive Google Apps integration SharpSchool optimizes usability by ensuring that all commonly used Google Apps integrate directly into your website, for no additional costs.	**Limited Google integration** Most other vendors do not provide integration with Google Apps, and if they do, they make you pay for each feature you integrate.
Comes equipped with a Social LMS Unlike our competitors SharpSchool includes a Social Learning Management System within our standard package, at no additional cost.	**Make you pay for their LMS** With other vendors you either have to buy the software, rely on open source programs or utilize outsourced programs, reducing adoption and usability.
Social media management SharpSchool enables you to use social media for education, from posting homework notices to Twitter to bringing mobile learning into the classroom	**Limited social media** Other vendors may let you embed a Twitter feed on your homepage, but they do not give social learning or social media management tools.
District level tools SharpSchool doesn't just help schools; we also help districts with our secure Intranet, workflow engine, RFP management, job posting, directories, and custom online feedback forms.	**Few competitors offer district tools** Education is more than just teachers, but few competitors offer tools for the staff that support teachers and enable education. Other vendors do not provide workflows, staff directories and other administrative tools
Single Sign-On for web tools Single Sign-On capability allows you to access all your web tools and the SharpSchool interface with only one credential.	**No Single Sign-On** Many competitors do not include Single Sign-On, resulting in hours of extra work.

5. SEAMLESS TRANSITION AND OUTSTANDING PROFESSIONAL SERVICES.

At SharpSchool, we are aware that many hidden costs often accompany the selection of a web and mobile solution provider. To mitigate these expenses, SharpSchool clients are provided over $5,000 of complimentary professional services, that our competitors are unable match!

| SharpSchool	Other Vendors
Breadth of customer support SharpSchool ensures ALL ADMINISTRATORS, TEACHERS, and SUPPORT STAFF have **UNLIMITED** access to all of our technical support resources.	**Limited customer support** Many of our competitors restrict technical support access to 3 to 5 designated staff members from the district, meaning that your district staff have to function as intermediaries whenever issues arise.
Customer support until 11:00 pm Our dedicated Customer Support Team is available Monday through Friday 8:00 am to 11:00 pm EST, to ensure that we're available when you need us most!	**Customer support with restricted hours** Most other vendors limit support hours to the school day, meaning any assistance requests have to be addressed while your teachers are in classes!
Complimentary content migration SharpSchool ensures that all your content is carefully migrated from your legacy platform, and doesn't charge a penny for this service!	**Non-existent or costly migration services** Most vendors either charge a per page premium or require your staff to do this work themselves, wasting valuable hours of time.
No charges for minor changes We help you out with color tweaks, adding mascots and logos and other minor changes!	**Up to $250 for any change** Our competitors will charge you for every change made to your website. Even minor variations have a cost!
Bi-weekly webinars SharpSchool provides all of your staff with UNLIMITED access to our bi-weekly instructional webinars, off-setting re-training costs that might otherwise be required.	**Limited or fee-based webinars** Most competitors either charge per webinar, or simply do not provide re-education services.

6. PRICE

While other vendors charge extra fees for mobile apps, design packages, district level tools, and classroom functions, SharpSchool provides the richest service offering. If any of our competitors do manage to beat the value that we provide, call us and we'll show you why our value cannot be beat!

SharpSchool's Corporate Overview

Co-founded by Chris Duff and John Carbrey in 2001, SharpSchool is a leading, privately owned, educational technology provider, specializing in the development and implementation of tools and services customized for K-12 schools and districts. At its conception, the idea for SharpSchool was to make a practical and affordable suite of web communication solutions innovatively crafted for managed communication with parents and educational stakeholders, while maximizing staff and students' opportunities for success. SharpSchool has maintained this focus, creating Web Hosting, Content Management Systems, Mobile Apps, Learning Management Platforms, Safe Student and Staff Email Services, Instructional Management Systems, and custom development services, SharpSchool has worked with more than 5,000 K-12 agencies from single schools to State-level departments of education across the continent.
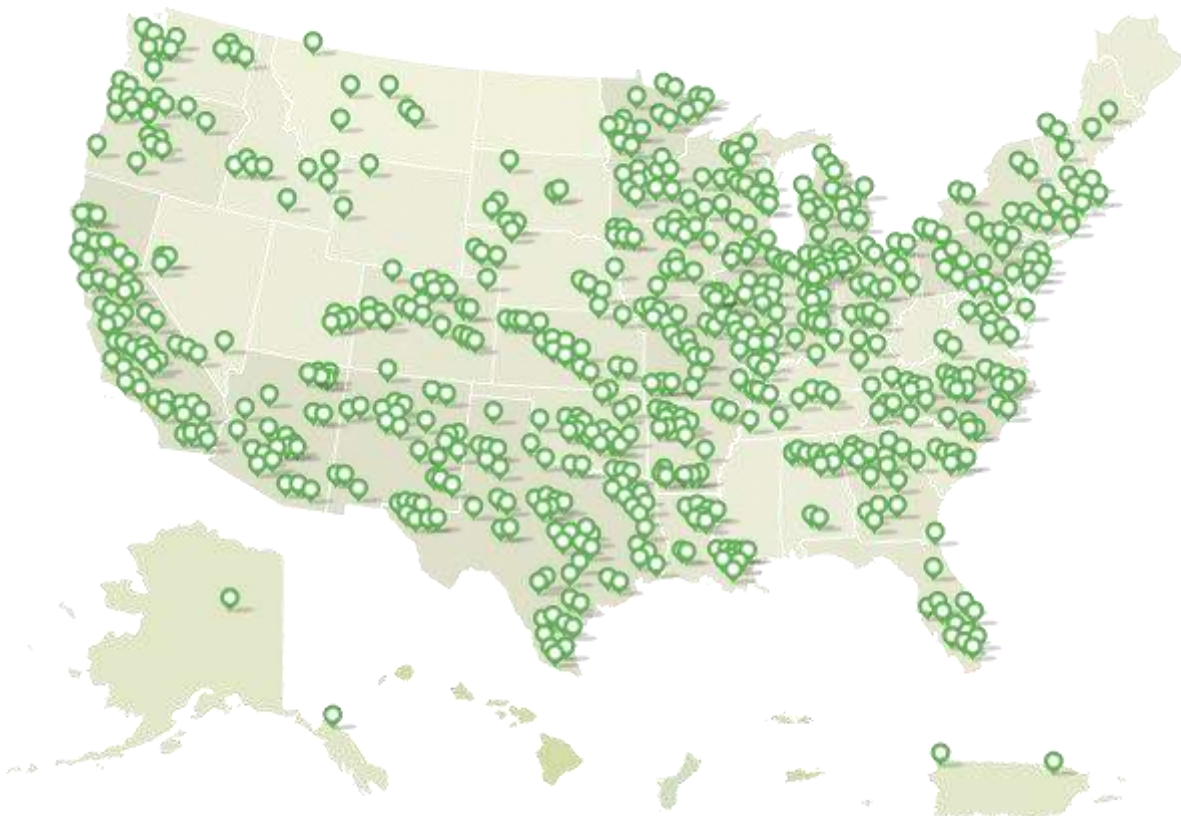
SharpSchool's Clients across North America

SharpSchool Awards

SharpSchool's products are not only recognized and commended by its users, but also by the wider technological community. Here are some examples:

- **2014 District Administration Readers' Choice Top 100 Products** for best Content Management System for schools and districts.
- **2014 SIIA Educational Technology CODiE Award for Best Cross-Curricular Solution**

- **2013 District Administration Readers' Choice Top 100 Products** for best Web Hosting, Learning Management System, and Streamlined Content Publishing Tools for school and mobile sites.
- **2013 eSchool Media Readers Choice Awards Honorable Mention** for innovative ed-tech tools that improve teaching, learning, and school administration.
- **2012 District Administrators Readers' Choice Top 100 Products** for providing the best educational Content Management System within the K-12 market
- **2010 National Research Council (NRC) National Innovation Leader** for development of innovative technologies
- **2006 Technology & Learning Award of Excellence** for SharpSchool's Learning Object Repository, Event Registration, Collaboration Tools, and Content Management System.

Legal Compliance

As a strong advocate of the protection of security and privacy, SharpSchool is proud to demonstrate compliance with state and federal laws. Here are a few examples of laws SharpSchool is fully compliant with:

- *Americans with Disability Act* (ADA);
- *Children's Internet Protection Act* (CIPA);
- *Family Educational Rights and Privacy Act* (FERPA); and,
- *Children's Online Privacy Protection Act* (COPPA).

If there is a specific Act or law in which you would like to confirm our compliance, please contact your sales representative and our team will examine the legislation and confirm compliance.

SharpSchool Quick Facts

- **Legal Business Name**
  Intrafinity Inc.

- **Incorporated**
  May 18th, 2001 (#002003159)

- **Company Executives**
  John Carbrey, CEO | Chris Duff, Director

- **Number of Staff**
  80

- **FEIN #**
  98-0512453

- **DUNS #**
  251461802

- **NCAGE #**
  L6736

- **FCCRN #**
  0017007576

SharpSchool Suite Overview

SharpSchool offers a unified solution customized to meet district and schools' web and mobile needs. Our **Suite** includes hosting, online and mobile tools, implementation, support and maintenance, and beautiful design, providing everything you need to run fully interactive websites.

CMS
In-Context Editing
Teacher's Pages
Drag-n-Drop
Approval and Scheduling
Unlimited Subpages
Version History

Collaboration
e-Lockers
Intranet
Group Pages
Wikis
Blogs
Forums

SLMS
Virtual Classrooms
with Quizzes
Polls & Attendance Tools
Drop Boxes

Communication
Newsletters
Calendars
Secured Portals
Social Media
Integration

Web Hosting
99.99% Up-time
Unlimited Storage Capacity
24/7 Manned Security

SharpSchool Suite

Workflow Management
Event Registration
RFP Management
Form Creation Tools
Resource Reservation

Design
Dedicated Design Team
Customized Designs
Teacher Page Templates
SEO Friendly
Responsive Design

Social Network
Share and Comment
Functions
Unlimited User Groups
Message Moderation

Mobile
Mobile Websites
Classroom and
Collaboration Tools
Secure Portals for Parents,
Teachers & Students
Dedicated Mobile Apps

CIPA Compliance
Message Filtering &
Monitoring
Office 365 & Google
Apps Compatible
Internet Safety Course

Design

Since 2001 SharpSchool has helped districts and schools to develop distinctive, fun, and interactive websites that highlight their unique character.

1. STANDARD DESIGN

Included as a complimentary services for every new client's website, SharpSchool's **Standard Design Services** enables your district and every one of your schools to select their own unique template from SharpSchool's extensive template library found in our *Design Studio* (http://designstudio.sharpschool.com), and have it professionally customized **for no extra cost!** Just simply select a template and SharpSchool's team of dedicated designers will do all the work!

Customized Design for Every Site
Usability

Whether crafting information architecture or the placement of images, graphics, and banners, SharpSchool's Design Crew ensures their designs are configured for optimal performance. This ensures that not only is your site beautiful, it's easy for teachers, parents, and students to use and navigate! And, when they customize your template to reflect your school or district's unique colors, styles and character, the same combination of beauty and usability is always ensured.

The Best and Most Flexible Templates

SharpSchool provides templates for districts, schools, and teacher pages. With our powerful template and theme controls you can standardize design and branding across a district, while still allowing schools and teachers to individualize their pages. With SharpSchool's flexible approach, designing a cohesive look with individual flavor has never been easier!

DID YOU KNOW?

- Many of SharpSchool's competitors charge up to $1,000 per site for "custom design," with extra costs for every color change or logo added.

- Plus, they charge up to $250 for every homepage change you make.

- SharpSchool gives you our best design for one low all-included price and gives you the tools to change your home page content whenever you want.

- And, SharpSchool is the only vendor that lets your teachers personalize their own webpage's design through the use of our extensive teacher templates!

Not only that, SharpSchool offers the largest selection of templates to choose from. We have hundreds of template variations and 65+ teacher page template designs.

Check out what we have to offer in *Design Studio*! (http://designstudio.sharpschool.com)

Innovative Design Offerings

Only SharpSchool provides **custom dropdown menus**, **updatable rotating image banners**, **custom graphic icons**, **social media integration**, **weather system portlets**, and **multilingual site translation**.

WE PROVIDE COMPLIMENTARY DESIGN REFRESH SERVICES EVERY 3 YEARS

Teacher Page Templates

With over **65 teacher** templates readily available, SharpSchool ensures that your teachers can customize their own sites with complete ease. Just choose a template from *Design Studio*'s (http://designstudio.sharpschool.com) extensive library of templates and make your site your own!

Template Wizard

SharpSchool's newly launched **Template Wizard** places the district or school administrators in the driver's seat. Through this template palate wizard, authorized editors can easily change the base colors and fonts at the template level. Just a few steps, under the direction of the template wizard, and your template can easily take on a new look and feel.

2. RESPONSIVE DESIGN TEMPLATES

Crafted to further bridge the communication gap between school and home, SharpSchool's *Design Studio* includes a library of over 30 **Responsive Design Templates**. With each design devised and configured for optimal usability and performance, SharpSchool's graphic design specialists provide a cache of responsive templates that will detect the size and orientation of the site visitors' screen and adapt to deliver an end-to-end user experience designed to increase educational outcomes. For a small, one-time fee, your free standard design can be upgraded to responsive design services.

Mega Menu

Constructed to enhance, and further enrich, the end-user's site experience, all of SharpSchool's responsive design templates now include optional customized **Mega Menus**. With mega-panels that drop-down and pop-out, highlighting the many layers within the website, your school or district website will retain a clean layout, while simultaneously allowing community members to access crucial information within seconds. Whether through web or mobile browser, these mega menus provide an end-to-end user experience designed to entice your visitors.

3. FULLY CUSTOM DESIGN

Not happy with the extensive library of standard and responsive templates available through *Design Studio*? Want a fully custom-built design that is crafted to meet your school or district's unique specifications? Never fret, SharpSchool provides **Fully Custom Standard and/or Responsive Design**, with wireframes and information architecture built from the ground-up to meet your distinct needs. Just talk to your sales representative and an individualized quote can be provided.

Ease-of-Use

If the system that powers your website is not easy for your teachers and staff to use, the website will fail. If the tools provided to enable staff to update and maintain the website are difficult or confusing, then over time even the most energetic and well intentioned staff will find the site impossible to maintain. This is why SharpSchool's Usability Team has spent years perfecting our ease-of-use tools, making us the only vendor that provides all of these features:

In-Context Editing

SharpSchool's **In-Context Editing** tools let you author, modify and control content directly from the webpage. Many outdated authoring interfaces involve logging into a back-end interface and editing specific pages. This means that every time you want to edit a page you have to login to a different system, navigate through confusing infrastructure and edit the content away from the page that it's on. SharpSchool's AJAX-enabled Web 2.0 interface allows you to edit your website live as you browse.

Drag-and-Drop

SharpSchool's **Drag-and-Drop** interface empowers authorized editors to incorporate page elements like calendars, text boxes, and photo galleries as effortlessly as point-and-click or drag-and-drop. Other less intuitive platforms require IT training to simply tweak a page's layout. SharpSchool's drag-and-drop capability puts the content editor in the driver seat, empowering even the most non-technical users.

Page Depth

By providing a web solution that allows an unlimited number of sub-pages in a hierarchy, SharpSchool gives you the flexibility to organize your information in **as many levels as you want**. Many of our competitors limit page depth to three or four levels, creating major impediments to site expansion. With SharpSchool, your site is free to grow as your solution matures.
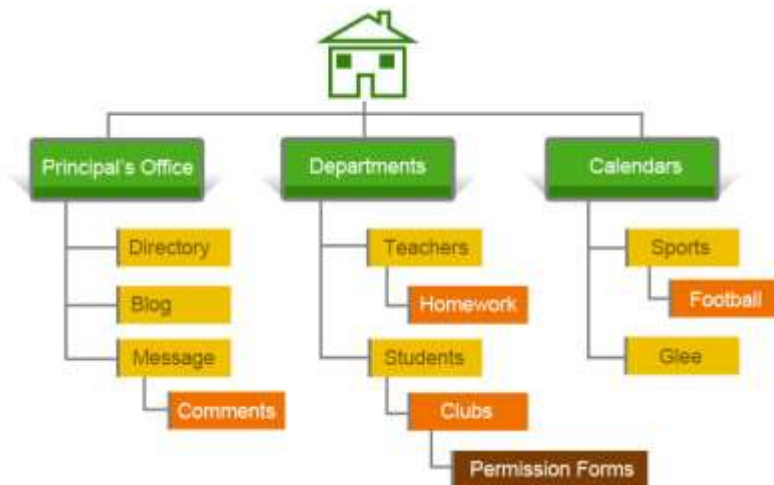
SHARPSCHOOL **OTHER VENDORS**
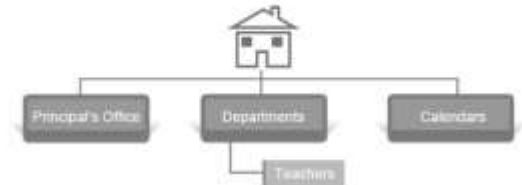
Easy Integration

SharpSchool doesn't just provide ease-of-use for teachers and end-users; we provide tools to reduce overwhelming workloads. SharpSchool provides easy integration with:

- Google Apps
- School Interoperability Framework (SIF)
- Student Information Systems (SIS)
- Google Search
- Google Translate
- SharePoint
- Microsoft Office 365
- LDAP/Active Directory

For more on integration please see page 30.

DID YOU KNOW?

SharpSchool integrates with almost all major SIS? We have experience integrating with:

- Infinite Campus
- PowerSchool
- Rediker
- NCWISE
- eSchoolData
- ESC 20
- Jpams
- Pentamation
- Renweb
- Skyward
  And more!

Mobile Suite

Continuously prioritizing accessibility, SharpSchool provides a wide array of mobile services, tailored to meet your school or district's unique needs. SharpSchool's **Mobile Suite** is one of the **ONLY** K-12 mobile solution that combines mobile websites, blended classrooms, and parent portal within a comprehensive all-in-one package. Built specifically using the **latest HTML 5** standard to ensure compatibility across all modern smartphones and to deliver a mobile user experience that gets your school's information to those who need it most, SharpSchool provides an unparalleled user experience.

IPAD SUPPORT

Configured for responsive rendering, SharpSchool's **iPad Support** allows teachers and students to save and edit files from their iPads and Tablets and store the updates in their SharpSchool's e-Lockers or Personal File Storage Systems. Similarly, the solution fully supports site updates and editing directly through iPad or Tablet.

SILVER MOBILE APP

Included with all SharpSchool implementations, the **Silver Mobile App** provides a **Shared Mobile App** for use by any and all schools and districts. **Just download the SharpSchool's Mobile app from the Apple or Android store**, select your district, and begin maximizing your educational outcomes!

PLATINUM MOBILE APP

Want a **Dedicated Mobile App** uniquely designed to market your district's unique brand? How about fully custom designs or **Push Notification** to your **Apple and/or Android phones**? For an additional fee, SharpSchool provides dedicated mobile apps customized to meet your every need. This service includes:

- Full integration with your district and school websites;
- Real-time information delivered through targeted push notification;
- Custom design to support marketing your district's brand;
- Up to the minute news and alerts;
- Personalized newsfeeds, tailored to each individual user;
- Anti-Bullying anonymous reporting capabilities;
- Calendar synchronization and aggregation;
- Full access to Social Learning Management System (SLMS); and,
- Integration with external systems.

PARENTS

Mobile Solutions for Parents

SharpSchool's mobile parent capabilities allow parents to keep tabs on their students' progress no matter how busy their day!
Parents/Guardians can:

- Check upcoming assignments
- Communicate with teachers
- Follow school news and activities
- Find out about upcoming sporting events
- Find out about new programs and fund raising initiatives

STUDENTS

Mobile Solutions for Students

SharpSchool's mobile student capabilities help students connect, work together and manage their homework and assessments, wherever and whenever they need to. Students can:

- Download homework, assignments and reminders
- Get alerts and notifications
- Communicate with teachers
- Get alerts, school news and announcements

SCHOOLS

Mobile Solutions for Schools

Students, educators, staff and parents can get their information anywhere, anytime! Take your SharpSchool website wherever you go with integrated functionality for iPhone, Android and other popular smartphones. SharpSchool mobile capabilities let your users:

- Follow school information
- Receive important announcements and news
- Follow events and find locations
- Find the right people with staff directories

TEACHERS

Mobile Solutions for Teachers

With mobile teacher capabilities, your educators can work on the go, or use tablets and other mobile devices in the classroom to manage blended learning environ-ments. Educators can:

- Add homework and reminders while on the go
- Provide parents with up-to-date assignment and homework updates
- Communicate with students
- Send alerts and notifications to parents

Innovative Functionality

SharpSchool's Suite is not simply a website; it provides powerful online tools furnishing a cohesive communication framework to meet the needs of the education community. With these tools you are able to create, communicate and educate, all from one easy-to-use web-based platform.

SharpSchool offers easy to manage websites, learning tools, social media, document handling and archiving, and a customized range of advanced features. Thanks to SharpSchool, web-based communication and education has never been so easy! We provide tools for students, parents, teachers, administrators, and IT professionals.

THE SHARPSCHOOL CORE

Website & Mobile Management

- Easily create and maintain unlimited websites with tools to let non-technical users control their own content
- Powerful mobile pages that deliver information to where it needs to be and allows students take learning on the go
- Secure management to ensure content approval, accuracy and page security

Collaboration & Learning

- Bring social media into the classroom to provide differentiated learning approaches
- Built-in Social Learning Management System designed to maximize learning and collaboration
- Web 2.0 tools to enable collaborative learning, knowledge management and peer mentoring
- Innovative tools allow educators to use social media to send alerts to parents and students

Teacher Tools

- Teacher pages with powerful tools to provide blended learning environments
- Homework dropboxes and assessments with automatic grading and annotation
- Seamless gradebook integration to provide a one stop solution for performance management

WEBSITE MANAGEMENT

SharpSchool's **Content Management System** allows districts and their schools to easily create and maintain webpages. With this module you can keep your pages up to date, issue emergency alerts, build an attractive public face to increase community awareness and support and ensure that all the material on your page is up to date, appropriate and secure.

- ✓ **In-Line WYSIWYG Editor**
- ✓ **Drag and Drop**
- ✓ **Page Checkout and Edit**
- ✓ **Version Control and Release Schedule**
- ✓ **Content Approval**
- ✓ **Powerful Security**
- ✓ **Search**

In-Line WYSIWYG Editor

SharpSchool's Content Management System features an intuitive **What You See Is What You Get** editor (*WYSIWYG*) that allows non-technical users to add new pages, design their layout and maintain them. This tool uses a Microsoft Word® like interface, allowing users with no HTML knowledge to create and update website content. Best of all, with SharpSchool you can edit content on the webpage, without having to go to a back end administrative interface or having to download any plugins or programs!

Drag-and-Drop

SharpSchool's **Drag-and-Drop** feature lets authorized users add and remove page elements as simply as point-and-click or drag-and-drop. SharpSchool's intuitive drag-and-drop capability puts the content editor in the driver seat, greatly reducing IT resources and saving teachers valuable time.

Page Checkout

SharpSchool's **Page Check-out and Edit** feature ensures that work is never lost or made redundant, by ensuring that multiple users don't try to change the same webpage at the same time!

Version Control

SharpSchool's **Version Control** system allows you to track all your webpages over time. This tool saves a version of the webpage whenever a user makes a change to it. This allows users to revert back to an older version at any time. Content authors never need to contact an administrator to revive an older version of their page. This tool also comes standard with audit trails, allowing administrators to track who has accessed a page.
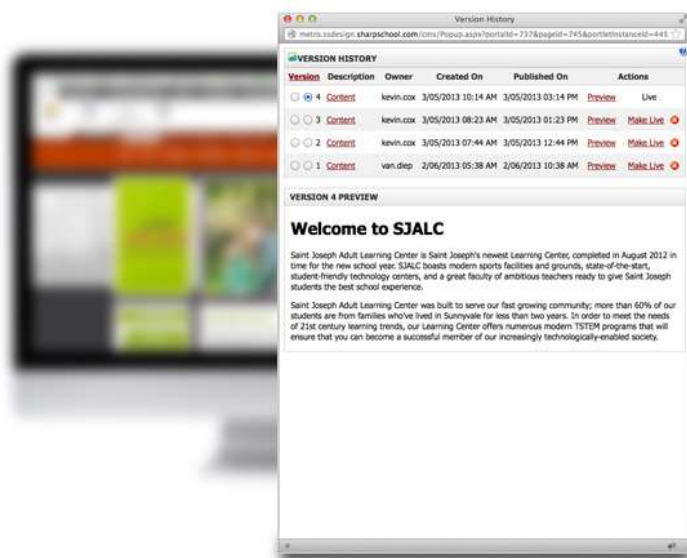
Release Schedule

SharpSchool's system features a **Release Schedule** that allows content authors to create webpages and schedule their go live date. This tool also features a "release timeline" feature, letting content authors schedule when pages should be archived (saved) and removed from the public site. For example, back to school pages can be created in the summer, set to be automatically posted two weeks before school starts and be automatically removed from the webpage after school is in session.

Content Approval Workflow

Maintaining a website is often distributed among a team of administrators, educators, staff and even students. However, to maintain a proper school brand, content must be reviewed by the right people before being posted. SharpSchool's **Content Approval Workflow** makes this review and approval process easy; allowing administrators (or teachers, or anyone with the correct permissions) to ensure the quality of content being published on the district or school website. For example, teachers can allow students to maintain webpages, but still maintain control over what is published on the website!

Powerful Security & User Permissions

SharpSchool's **US Military Grade Security** settings allow you to set permissions for individual and/or group users. This tool ensures that only selected teachers and staff can edit specific content, preventing students and unauthorized users from making website changes. SharpSchool's object level security allows you to configure access rights at any level, including: individual, class, departmental, school, or district-wide.

Internet Safety Module

Devised to facilitate compliance with the *Children's Internet Protection Act*'s (CIPA) mandate that all students be instruction on internet stafety, SharpSchool's **Internet Safety Module** provides administrators with a built-in framework to faciliate legal compliance. Comprised of instructional videos, integrated tests, customizable administrator-level tools for uploading optional district/school level internet usage policies or generating

reports for evidence of course completion, this module eleviates hours of work with a few clicks of a mouse.

Search Functionality

SharpSchool's **Search** feature is a flexible search engine geared toward the end user. This tool gives users quick and efficient access to the exact information they are looking for. As a bonus, SharpSchool can **fully integrate with Google** to provide even more searching power.

COLLABORATION AND LEARNING

SharpSchool's **Collaboration and Learning** tools provide the ability to inform and collaborate with educators, policy makers, parents and the community. These tools are broken into two main categories: **Social Engagement** to work together and **Communication Tools** to disseminate information.

- ✓ Social Network
- ✓ Social Media Control
- ✓ Forums
- ✓ Wikis
- ✓ Blogs
- ✓ Surveys and Polls

Social Engagement Tools

SharpSchool's **Social Engagement Tools** allows you to speak with the community. As student populations fluctuate and diversify, these tools enable K-12 leaders and educators to increase community involvement, understanding and buy-in to help involve everyone in the process of education.

Social Media Control

With SharpSchool connecting and synchronizing your webpage and your social networking is simple and easy. Built-in connectors for **Facebook**, **Twitter**, **StumbleUpon**, **ShareThis** and many other popular social networking sites ensures SharpSchool can also provide social media integration, enabling your website to work with **YouTube**, **Flickr** and more!

Where other vendors simply embed feeds, SharpSchool provides **Single Source Social Media Management** that allows you to automatically post updates, notifications and summaries of new pages to subscribers and major social networks. With this feature, when you manage your website content you can also automatically manage your social content, providing tools to bridge the gap and reduce the difficulty of managing multiple venues of communication. With this tool teachers can automatically send updates to Twitter or Facebook, instantly letting parents and students know about important upcoming activities!

Forums

The platform's **Forums** are an excellent tool for conducting discussions with large groups all at once. These forums feature filtering, threaded discussion topics, comment moderation and file upload capabilities. Ensure that your site stays safe while you communicate!

Wikis

SharpSchool's **Wikis** enhance student learning by providing collaborative work spaces for research, writing and project files. Wikis allow groups of users to collaborate on publishable tasks and post and edit their collective writings online, just like Wikipedia! Teachers can use this tool to conduct student research projects.
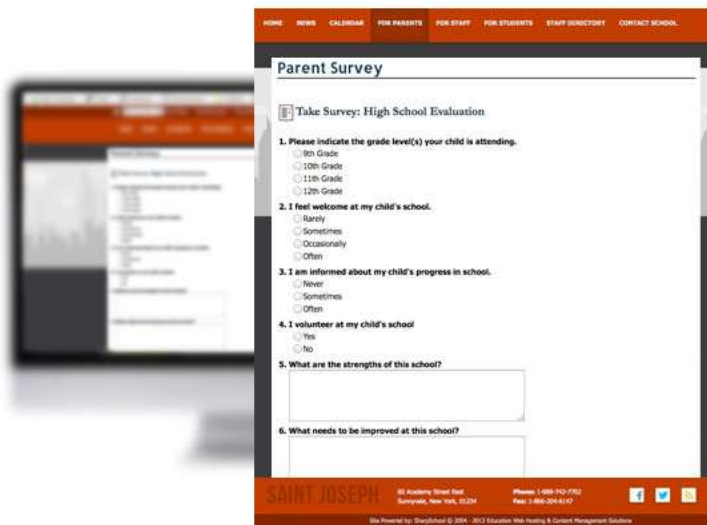
Blogs

The system's **Blogs** allow administrators to communicate, teachers to educate and students to learn writing skills. SharpSchool's Blog features strict permissions, content approval and moderator settings, thereby ensuring that inappropriate comments cannot be posted.

Surveys & Polls

SharpSchool's Survey tool allows you to gather feedback from staff, students, sponsors, policy makers, or parents about any number of topics relating to school life and educational culture. With surveys you get instant results, giving you valuable information from the community right up to the moment. The survey tool also allows you to generate detailed reports!

COMMUNICATION TOOLS

SharpSchool's **Communication Tools** allow you to easily publish information for administrators, teachers, students, parents and the community.

- ✓ Newsletters
- ✓ Personal Portals
- ✓ Photo Galleries
- ✓ Calendars
- ✓ News Engine
- ✓ Document Containers

Newsletters

The platform's **Newsletter** tool helps schools keep administrators, teachers, students, parents and the community informed. Once your mailing lists are created, a scheduler allows you to automatically send

newsletters out on specific dates. The system also archives all newsletters to let you build a newsletter library, allows RSS feeds and lets users subscribe to specific newsletters.

Individual Portals

SharpSchool lets you provide **Portal Pages** for students, parents and staff displaying information specifically created for that individual. Once students sign into their portal they can receive full class schedules, online classroom information, their grades, homework and individual calendars. Kids can never say that they forgot their homework again!

Parent Portals

Enabling open communication and collaboration, SharpSchool's **Parent Portals** ensure everyone stays connected by providing parents/guardians with their own online portals that lets them see all their most important information at a glance. Regardless of whether a parent has multiple children attending different schools within the District, SharpSchool's parent portals consolidate all of their children's information into one central location.

With a few clicks, parents can view their children's grades, assignments, upcoming events, teacher information and more. With these portals it has never been easier for parents to stay informed about their children's education!

Photo Galleries

The system's **Photo Gallery** function allows users to create interactive galleries and multiple albums. These albums contain dynamic features such as slideshows and moderated comments. These galleries are a great way to capture and showcase activities and events that happen throughout the school year and share them with administrators, teachers, parents, students and the community.

Automatic Image Compression

The platform's **Image Compression** feature simplifies image uploads, ensuring that regardless of the picture's shape or size, once uploaded the image will automatically resize itself for optimal viewing. Whether compressing to improve your sites load time, to enhance mobile accessibility, or simply to provide graphic consistency across the website, SharpSchool's automatic image resizing through the platform's RAD AJAX Editor ensures that even your most non-technical user can manage website content.

Searchable Directories

The **Searchable Directory** tool provides searchable online listings, with full contact information and optional profile pages for everyone in the district. These directories make it easy for users to find the right person in the shortest amount of time.

News Engine

SharpSchool's **News Engine** is a powerful tool that allows you to publish news or announcements in one section of the site and have that content automatically appear in as many sections as you want it to! This tool makes it easy to create emergency alerts and notifications to keep your community up-to-date on all your current news.

Calendars

SharpSchool's dynamic **Calendar** gives districts, schools and classrooms a total solution for time management and scheduling. Events can be posted to single or multiple calendars: classroom, school, or district calendars. For example, district administrators can post any event to every calendar in the district, while teachers can post events just for their students! Calendars can also be filtered, merged and printed. For example, parents can merge all the calendars with their children's events, from any number of schools and programs and print up one schedule to put on the refrigerator at home!

Document Containers

The platform's **Document Container** lets you share documents and resources online! These resources are then available on the site for visitors to download. Put your field trip permission forms up online so they never get lost again, or share new state standards information with everyone in the district! SharpSchool's Document Container also can provide document scanning with Optical Character Recognition (OCR) to make all your documents available online!

Cloud File Picker

Want to upload files or images directly from the cloud? Want to be able to easily drag-and-drop images and documents from a variety of sources without having to first download them to your hard drive? SharpSchool's new **Cloud File Picker** dramatically simplifies file uploads. Whether selecting an image from Facebook or a document from Google Drive, just simply drag the file and upload the content in real time.

Upload a file from...

- Box
- Dropbox
- Evernote
- Facebook
- Flickr
- Google Drive
- Instagram
- OneDrive
- Picasa

TEACHER TOOLS

SharpSchool's **Teacher Tools** allow teachers to build blended learning environments and education spaces. Teachers can schedule class events on the dynamic online calendar, post homework assignments, conduct assessments, generate lesson plans and track student results in Gradebook. Parents can stay involved in class activities and keep track of their children's performance by signing up for student specific notifications. SharpSchool's Teacher Tools fully integrate with all of the Collaboration Tools to create blended learning environments to merge computer and face-to-face learning!

- ✓ **Teacher Pages**
- ✓ **Social Learning Management System (SLMS)**
- ✓ **Gradebook**
- ✓ **Homework and Dropboxes**

Teacher Pages

SharpSchool's **Teacher Pages** allow teachers to create dynamic and easy-to-use webpages. Using the content management tools highlighted, this feature provides every teacher the ability to create their own unique web presence. Teacher pages come with built-in templates to make webpage creation and navigation simple and intuitive. Teachers can also add pages, control content and create new templates to ensure that their pages meet their needs. Teachers finally have the tools they need to get pages online!
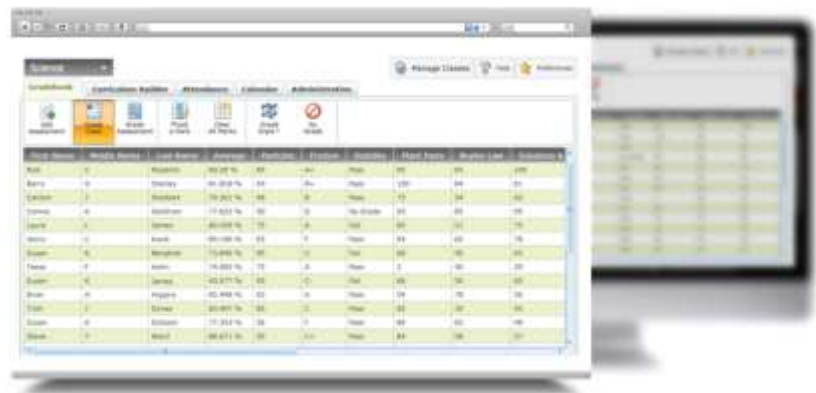
Social Learning Management System

Designed to provide a hybrid between a traditional online learning environment and a dynamic social media platform, SharpSchool's **Social Learning Management System (SLMS)** combines a Facebook-like environment with the best features of a traditional learning management system. Like the most popular social media sites, the SLMS includes user profiles, comments, events, classroom pages, discussions, alerts and messaging, but also sees these social media features commingled with traditional learning management features, like assignments, homework dropboxes, Student Information System (SIS) integration, calendars, and online testing. The goal of this module represents a fundamental rethinking of the management of online courses to empower teacher and student communication and collaboration while ensuring students are safe and secure within the institutional infrastructure.

Gradebook

SmarterGrade, SharpSchool's full featured browser-based gradebook fully integrates with the SharpSchool solution to provide educators with an all-in-one student management tool. Built by educational professionals, this intuitive gradebook furnishes teachers with built-in grade scales, grade weighting, assignment and assessment pages and dozens of other tools to simplify grading. Designed to allow teachers to decide their data sources, the platform supports SIS, SIF, CSV and XML integration. With SmarterGrade, the SharpSchool solution extends to allow teachers to easily and automatically grade and track student progress using multiple measures of student achievement.

Homework Dropboxes

A fundamental component of any classroom is **Homework** and SharpSchool's Teacher Tools simplifies homework by allowing teachers to post assignments online so that even the most forgetful students always have a copy on hand. Plus dropboxes make it easy to turn in and track homework!

Clip-Art Gallery

SharpSchool's **Clip-Art Gallery** provides content editors with a ready-made gallery of images that can be easily inserted into their webpages, forms, lessons, newsletters and most other areas on the website where content can be created and customized. This handy gallery means teachers no longer need to search for pictures that will energize their lessons; with a few clicks of a mouse, even the most mundane assignment will rouse your students' interest!

DISTRICT LEVEL TOOLS

SharpSchool features a range of **District Level Features** to streamline administrative processes. Knowing that the scope of work varies depending on the size of your district, these features can be implemented immediately, or rolled out by stages with the guidance of our implementation team. With this guided process, new functionality can be added every year, allowing your staff to increase their familiarity of the system.

✓ Intranet   ✓ Online Store

✓ Form Designer   ✓ Events and Resource Reservation

✓ Workflow Engine   ✓ RFP and Job Posting Manager

Secure Intranet

SharpSchool makes it easy to maintain a **Secure and Private Intranet**. Whether district-wide or department-specific communications, the system's powerful permissions and security options lets administrators customize access to secure resources and communications. For instance, districts can create a secure intranet for staff professional development. Staff can then access a professional development calendar, resources, files, discussion forum and much more! There can also be secure workspaces for different departments, schools, or working groups.

The Secure Intranet improves internal communication through:

- Secure workspaces for group collaboration
- Blogs, wikis and online forums
- Document sharing and document versions tracking
- Project specific workspaces accessible only to a select group of users.
- Using group pages to unify and improve department, school, or district wide standards, assessments, lesson plans and more!

Form Designer

SharpSchool allows users to create fully customized **Forms** for applications, permission slips, contact requests and other education based or professional forms. Forms can incorporate interactive tools such as drop-down menus, radio buttons and check boxes. Once a form is submitted, information can be sent to an email address, exported, stored, or used to initiate workflows! You can have your permission slips and sign-offs online, so parents can fill them out, teachers can receive them and then workflows can

automatically copy them to the office. HR staff can post online job applications, transport can provide online transport requests - potentially saving you thousands of dollars a year in paper, publishing and administrative costs!

Education Workflows

SharpSchool's **Education Workflows** allow users to automate any process. For example, you can automate maintenance notifications, meeting agenda reviews, or even transport requests! Workflow authors can use the drag and drop interface to design their workflow and then assign users to each step. Users see which task is assigned to them and, once they have completed their task, it will automatically move on to the next step. Reporting allows you to track processes from beginning to end, so that you can improve performance and increase process speed.

The workflow module also integrates with the workspaces/intranet. Documents can be uploaded in the workspaces and once reviewed this can be set to kick off a workflow.

Board Policy Manager

SharpSchool's **Board Policy Manager** makes updating Board of Education policies easy, efficient and inexpensive! The Board Policy Manager allows authorized users to revise documents and track versions, while allowing easy access for administrators, teachers, students, parents and members of the community to view completed policies, agenda minutes and notes.

Job & Volunteer and RFP Management

Post Job and Volunteer Positions and integrate with workflows and process automation to help HR more quickly and easily enable recruitment. Post and manage public bidding opportunities, manage bid documents, scan bids into the system, tag and track all bids and bid responses, integrate important bid dates into a special RFP Calendar and more!

Online Store

SharpSchool's partnerships allow an integrated **Online Store** allows you to process payments for yearbooks, clothing, registration fees, fundraising and even donations! As a result your website can make money rather than being an expense! The best thing about SharpSchool stores is that we handle order fulfillment for you. We will print your shirt, ship it out, and send you the money! SharpSchool's online store includes:

- Easy-to-use interface
- Inventory management
- Secure payments & discount management
- Fundraising tools
- Automatic tax calculator
- Options for donations

Room & Resource Reservation

SharpSchool's **Room and Resource Reservation** system allows staff to book facilities, such as computer labs, classrooms and auditoriums, and provides complete reports of scheduled events. The system can also handle resource reservations – such as projectors, computers, televisions and other equipment. District-wide or school-specific, with this tool managing office equipment, meeting rooms and other resources has never been easier! Office managers can save hours a week and provide better coordination across the district!

Event Registration

SharpSchool's **Event Registration** enables you to track events and courses, provide sophisticated online event registration, process transactions and manage resources. Accordingly, your users can quickly find and register for upcoming events. Event coordinators and administrators can easily set up events and limit the number of attendees, integrate events with the calendar, view reports on event participation, create waiting lists, make event specific forms and much more!

Instructional Management System

Built to facilitate communication, collaboration and easy access to digital learning material between educational professionals within a district, SharpSchool's **Instructional Management System (IMS)** provides a powerful, flexible solution for easy instructional resource management. From the intuitive drag-and-drop functionality to the advanced management tools, SharpSchool's IMS enables even the most non-technical users to manage, upload and collaborate on educational resources. By removing technical barriers, educators can focus on building a community and sharing resources. For an additional fee, SharpSchool can include the IMS with your Web and Mobile Solution.
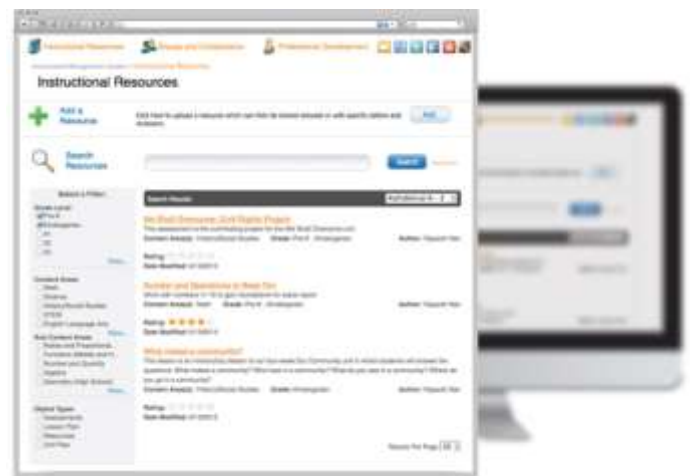
Integration

SharpSchool offers multiple points of **Integration** with other educational software, devices and solutions for larger districts. We will work with you during implementation to help devise the best integration options, providing you the best value.

- ✓ **Google**
- ✓ **Office 365**
- ✓ **SharePoint**
- ✓ **SIF**
- ✓ **SIS**
- ✓ **RSS and XML**
- ✓ **Active Directory and LDAP**
- ✓ **POP 3, IMAP, SMTP**

Google

SharpSchool makes it easy for you to leverage **Google** to bring more power to your website! The SharpSchool solution lets you use:

- Google Analytics to track and monitor your page hits, history and activity
- Google Stores to build an online storefront
- Google Maps to provide maps or driving directions
- Google Apps for Education to collaborate

SharpSchool is a certified Google Apps Reseller.

SharpSchool Platforms

SharpSchool's Unified Web and Mobile Hosted Solutions are deliberately designed to easily integrate with the wide array of platforms and suites created by SharpSchool including: **SharpSchool's Professional Learning Management System**, our **Instructional Management Systems** and our **Mentoring Software**.

SharePoint & Office 365

SharpSchool offers value-adding services to Microsoft's **SharePoint** and **Office 365** to meet communication needs unique to K-12 districts. Our solution can be customized to offer Single Sign-On with SharePoint, integration with Office 365 for education and more. SharpSchool is a Microsoft Authorized Education Reseller and Cloud Accelerate Partner.

Schools Interoperability Framework (SIF)

SharpSchool's solution is **SIF** compliant. This ensures we can provision student and staff email accounts, webpages, grades books, populate rosters, classes and transportation management from any SIF compliant Student Information System (SIS)!

Student Information System (SIS)

SharpSchool integrates with almost all major **SIS** and we have experience integrating with: Infinite Campus, PowerSchool, Rediker, NCWISE, eSchoolData, ESC 20, Jpams, Pentamation, Renweb, Skyward, and many more!

RSS & XML

SharpSchool supports both **RSS** and **XML** standards, ensuring that content contribution from external parties is seamless. A fully functional RSS manager allows the SharpSchool solution to produce or receive RSS. This lets you control your own RSS, news and alerts systems!

Directory Integration

SharpSchool offers you **Active Directory, eDirectory, and Apple Directory** integration via **Lightweight Directory Access Protocol (LDAP),** and **Security Assertion Markup Language** (**SAML)**. This ensures information is current and is updated as a student progresses from one grade to the next. No more painful re-creation of student information every year; now the system will handle the work for you!

POP3, IMAP & SMTP

At SharpSchool we understand that teachers and students are always on the go. Therefore, SharpSchool enables users to download emails directly onto their computer or their mobile device rather than storing them solely on SharpSchool's servers.

SafeMail Services (Optional)

Google Apps and *Office 365 for Education* provide incredible email platforms for educators. However, without the legally mandated safeguards outlined in the *Children's Internet Protection Act* (CIPA), these email platforms cannot be used by your students. To bridge this gap, SharpSchool's SafeMail System provides your schools with the flexibility to use the Google or Office email solution that you know and love, while providing the necessary legal protective layer required for legal compliance.

SafeMail Services

Since no two schools or districts are the same, SharpSchool offers a wide range of student and staff email services, and each are designed to meet the unique needs of your students. Just simply select the base platform that meets your district's needs, and SharpSchool will build on this solution.

SHARPSCHOOL'S STUDENT SAFEMAIL SYSTEM: OFFICE 365

SharpSchool, in partnership with Microsoft, takes advantage of Office 365 to provide your staff with an Outlook and hosted Exchange environment —along with filtering and archiving capabilities necessary to monitor for compliance.

SHARPSCHOOL'S SAFEMAIL SERVICES: GOOGLE APPS

In partnership with Google, SharpSchool utilizes all of the groundbreaking tools found in Google Apps to provide you a Gmail environment integrated with all the filtering tools needed to keep your students safe and secure.

Legal Compliance and Student Safety Tools

Once you've made your selection between Google Apps and Office 365, SharpSchool will place our protective filtering and Monitoring Framework in place. SharpSchool's SafeMail Services provides the necessary tools for security-enhanced collaboration between students, educators and staff. This includes:
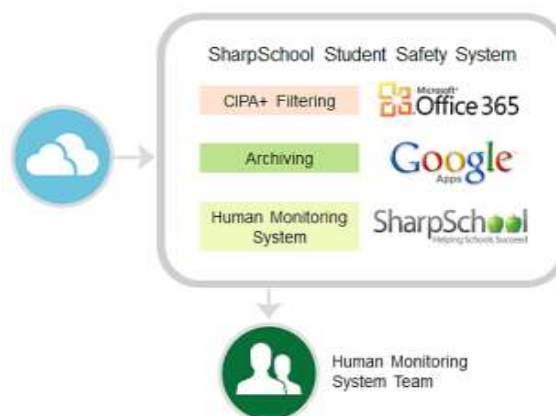
Human Monitoring Services

It can be very difficult for administrators to monitor hundreds of separate email addresses, let alone reviewing the content of hundreds of thousands of flagged emails. SharpSchool's **Human Monitoring System** is a new security feature designed to better meet the needs of our customers. By removing the burden of reviewing flagged content from your district and offloading this responsibility to SharpSchool's dedicated team of specialists, the parents and administrators' can rest easy knowing that their students' emails are safe and secure.

To meet this challenge dedicated Human Monitoring specialists at SharpSchool work 24 hours a day, 7 days a week to review any flagged content and forward relevant information to your district. If a message is flagged by our automated filters, a SharpSchool staff member will review the email's contents and, if the message is found to be of concern, our staff will contact the district by email or phone depending on the classified urgency of the situation.
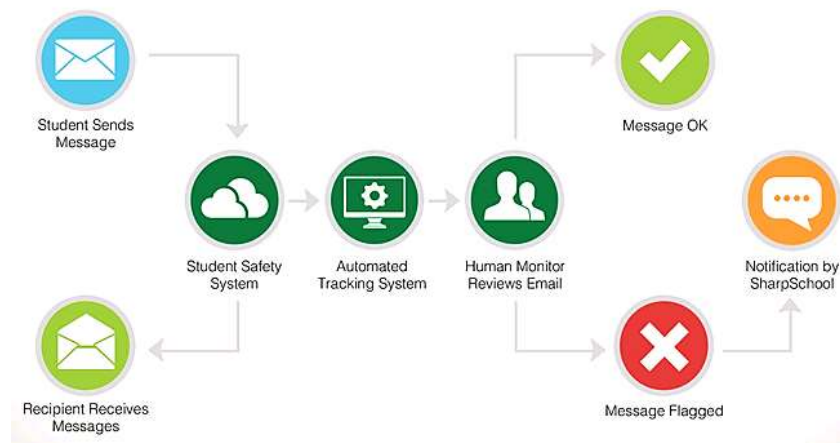
Active Pornographic Image Filtering & Blocking

In order to ensure compliance with the *Child Internet Protection Act* (CIPA), SafeMail Services includes the ability to filter images for adult content, including the **detection and blocking of images and attachments that are obscene, pornographic, or harmful to minors**. While our competitors offer only text-based filters, SharpSchool's advanced system even flags inappropriate images within emails and from within their attachments.

Keyword Filtering

SafeMail Services scan incoming and outgoing emails against an in-depth database of predefined **keywords and phrases in both English and Spanish**. This ensures that the system catches email abuse and harassment proactively, whereby all suspect emails are either stopped prior to delivery or automatically re-routed to designated monitors for review.

Anti-Bullying

SharpSchool's SafeMail Services provides a protected and controlled environment where you can monitor interactions between students as well as interactions between students and the outside world. Unlike the typical one-size-fits-all solutions, SafeMail Services' **Anti-Bullying Capabilities** give your schools the flexibility to customize a solution to meet their unique needs.

Walled Garden

SharpSchool's **Walled Garden Filter** can limit emailing to within the school domain, effectively rejecting all emails from external sources.

SafeList(s)

The **SafeList Filter** also allows users to only receive emails from sources listed on a predefined safe list.

Implementation, Training, Hosting & Support

Implementation

When implementation begins, SharpSchool uses a tried and true implementation methodology to ensure that your solution is delivered on time and without hassle.

1 Requirement Gathering

SharpSchool begins by providing district administrators with questionnaires and guides to get the process started. SharpSchool also gives customers access to an online CustomerNet website, which walks them through the setup process and provides other support materials including training videos, manuals, FAQ documents, design templates and much more!

2 Solution Configuration

In this step, SharpSchool will help you provision and configure you're your hosted solution, integrate your Student Information System, populate the system with users and setup any password/Active Directory integration that you need.

3 Content Migration

Most of our clients will need help importing existing website content over to their new system. Using common content conversion tools, SharpSchool's team will work with you and your district to migrate your existing content over to your new SharpSchool platform.

4 System Handover

In this phase, SharpSchool hands control of the system over to you, getting you started in no time!

5 Training

SharpSchool knows that effective training ensures that the solution is used properly by all of your teachers and administrators. So, in this stage Sharp-School offers both web-based training and onsite training in order to ensure that you and your staff get the most out of their system.

6 Go Live

Finally, after all of the previous steps have been completed, you can launch your new website(s). At this stage, the implementation team will transition your account over to SharpSchool Customer Support Team, ensuring that any questions you have are easily answered!

Training

SharpSchool is committed to education and that includes giving you the knowledge you need to get the most out of our solutions. Our training model, which relies on a 'Train-the-Trainer' approach, focuses on giving implementation training to help you install and configure the site, transferring our expertise to your trainers. Once a trainer has been through a SharpSchool course they're able to train others, making sure that you can get everyone the knowledge they need to truly succeed.

TRAINING TYPES

District Administrator

Training on the backend administration of the SharpSchool system for system administrators, site administrators and IT staff.

Web Administrator

Training on using the total SharpSchool solution with a Train-the-Trainer focus so that district and school webmasters can then train other members of the district to use the solution.

Teacher

Training that focuses on using teacher pages, blended learning tools, collaborating with students and using communication tools for teacher-parent contact.

TRAINING VIDEOS

Further simplifying the onboarding process, SharpSchool will be providing a library of over 50 fully accessibility-compliant **Training Videos** through our customer support website. Accessible to all your staff, anytime, anywhere, training and information refreshers has never been easier!

Hosting

SharpSchool Data Center Snapshot

Data Center Area

25,000 square feet of two foot (2") raised tile floor.

Design Criteria

Purpose design/built data center based on 99.99% system availability.

Electrical Connections

Twin incoming main feeders at 13,800 volts/4000 amps, each with multiple diverse routing from electrical grid.

Power Back-up

Three standby generators (two at 1.5 mega-watts, one at 1.35 megawatts for a total of 4.35 megawatts total standby power). Over 30,000 liters of diesel fuel on hand, capable of running building at full capacity for over 72 hours. Two fully independent UPS systems totaling 2700 kVA, with hot tie capability.

Fire Suppression

VESDA (very early smoke detection apparatus) with Novec 1230 clean agent pre-action dry pipe fire suppression.

Interlocked dry pre-action sprinkler systems both above and below the raised floor. Computer room areas have an independent two-hour fire rating, separate from the remaining building structure.

Security

Facility entrance and security areas are protected with bulletproof glass, NATO rated for small-bore missiles.

- All exterior walls are custom reinforced.
- 24 X 7 manned security.
- Intrusion detection systems.
- Card access control for multiple secure zones.
- An array of video monitoring and image capture systems both inside and outside the building.
- Remotely operated truck bay capable of full-sized tractor-trailer within a secure environment.

Facility Monitoring

Invensys direct digital building monitoring system encompassing over 2000 individual monitored devices (heating, cooling, water, air conditioning and ventilation).

SharpSchool provides state of the art web hosting services to ensure that your sites are always available.

Not all hosting facilities are created equal. SharpSchool's hosting facilities provide world class enterprise hosting infrastructure with extensive redundancy, data protection and security as a standard part of our service offering.

SharpSchool's facilities are redundantly connected via three different major network providers. Each of these carriers provides +10 Gbps of connectivity to our facility. All of our providers have extensive transit relationships around the world, thus providing the lowest latencies possible for your district and school websites to deliver the best possible online experience. With this configuration SharpSchool can provide maximum bandwidth and transfer capacity, ensuring that your websites are fast loading, available and stable.

SharpSchool's dedicated servers provide storage sufficient to provide your school or district the ability to create and maintain unlimited pages and upload and store your blended classroom data, your websites, your documents and your teacher portals without having to worry about constantly managing space requirements.

SharpSchool also provides total maintenance of the hosted solution, with regularly scheduled performance checks, health checks, 24-7 monitoring, security audits and backup management to ensure you site is always secure.

Finally, SharpSchool hosting and support are built to *Family Education Rights and Privacy Act* **(FERPA)** standards to ensure that your student's data remains safe.

Data Protection & Backup

The District will be provided with SharpSchool's Managed Backup service, which provides tape backup to prevent loss of data due to accident, hardware

failure, or disaster. This will include a full backup plus seven incremental backups each week based on SharpSchool's backup schedule.

SharpSchool will perform tape validation and maintain an activity log for each backup to ensure successful completion. Our system design automatically detects problems at any stage of backup ensuring a very high level of data security and availability.

Redundancy

Redundancy is managed at power, firewall, network connectivity, server configuration, web server and database server levels.

Network Connectivity

SharpSchool's facilities are redundantly connected via three different network providers. Each of these carriers provides +10 Gbps connectivity to our facility through diverse central offices, entering the building through diverse entrances 12 feet underground in conduit encased in 12 inches of concrete. All of our providers have extensive transit relationships around the world, thus providing the lowest latencies possible.

Content Distribution Networks

To ensure maximum availability and high performance, SharpSchool relies on a Content Distribution Network (CDN) that utilizes servers deployed in nine data centers across the United States.

Firewall

SharpSchool' firewalls are designed to restrict the type of traffic and originating IP addresses that can access the district and schools' servers. This service is based on our shared firewall infrastructure.

Power

SharpSchool provides redundancy in five different levels of the overall hosting configuration. These include redundancy at the incoming power supply, uninterruptible power supply, standby power generators, rack power, web server and database server levels.

Disaster Recovery

SharpSchool's client sites are backed up daily and stored offsite. In a disaster situation the main location will fail over to an alternate cloud site with a recovery time objective of 72 hours and with a recovery to last nightly backup.

Customer Support

SharpSchool has built our hosting around ongoing support, maintenance, and friendly customer service. SharpSchool knows that a website with maximum uptime and minimum hassles is the benchmark of quality and so we provide integrated support and maintenance for all of our solutions. To further this principle, SharpSchool ensures that all our clients **have UNLIMITED access for ALL of their STAFF to our dedicated team of Customer Service Representatives**.

SharpSchool's support is all done in house, by SharpSchool employees. By keeping our support in house, SharpSchool ensures the best in service with the most knowledgeable support staff. We can also ensure that support is there for you when you need it, so you'll never be left alone.

SharpSchool's support is available through multiple channels, giving you options for how you get in touch with us and how we can get back to you with solutions.

SHARPSCHOOL SUPPORT MODES

Toll Free Hotline

SharpSchool's toll-free customer support number provides you with instant access to a **SharpSchool support expert from 8am to 11pm (EST), plus 24/7 emergency pager support.**

Email

Send us an email any time to get your question answered by our experts.

CustomerNet

Network with SharpSchool experts & other educators on our online customer community page! You can login to watch videos, download manuals and keep up to date on new developments.

Live Online Chat

SharpSchool's online chat support is available to ensure that you can get immediate answers to your questions.

SHARPSCHOOL MAX

SharpSchool Max is our weekly customer education and strategic site progression program that provides an ongoing customer nurturing program designed to expand your use of the solution over time. While other competitors focus only on your initial implementation, SharpSchool provides ongoing engagement and education for your teachers, administrators, and staff. This nurturing program provides a multi-year curriculum, starting with a one year introduction that is delivered in weekly tips, tricks, and best practice.