



***Creating and Delivering Certified PDF
Transcripts in Your Sleep!***

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Avow Data Points

325,000+ ***Certified PDF (cPDF™) transcripts delivered***

3,000+ ***# of institutions have already received
cPDF transcripts from Avow schools***

127+ ***Average Number of Online Transcript
Orders taken each hour***

60+ ***Average Number of Secure eTranscripts
Sent out each hour (recipient 1st emails)***

Select Avow Partner Schools

- ✓ *American Public University System*
- ✓ *Colorado School of Mines*
- ✓ *DePaul University*
- ✓ *East Carolina University*
- ✓ *Furman University*
- ✓ *Hamline University*
- ✓ *Holy Family University*
- ✓ *Indiana University System*
- ✓ *IES*
- ✓ *New Mexico State University*
- ✓ *North Carolina State University*
- ✓ *Northwestern University*
- ✓ *The Pennsylvania State University*
- ✓ *Polk State College*
- ✓ *Princeton University*
- ✓ *Stanford University*
- ✓ *University of Chicago*
- ✓ *University of Colorado, Boulder*
- ✓ *University of Illinois at Chicago*
- ✓ *University of Kansas*
- ✓ *University of South Carolina*
- ✓ *University of Southern California*

Agenda

- ✓ ***Wait! You can do that?***
- ✓ ***What defines the State of the Art in eTranscripts?***
- ✓ ***Where are we in the value chain?***
- ✓ ***Why add eTranscripts?***
- ✓ ***New Product Developments***
- ✓ ***Special offer for CACCRAO!***

You can do that?

- ✓ ***Transmission-independent security: cPDFs***
- ✓ ***Create and enforce advanced eTranscript Policies***
 - ✓ ***Recall/Revoke/Replace eTranscripts (for holds, fraud, errors)***
 - ✓ ***Expire eTranscripts (for revenue purposes)***
 - ✓ ***Evergreen eTranscripts (one eTranscript for life)***
 - ✓ ***Offline Lease, Print Restrictions, etc.***
- ✓ ***Deliver eTranscripts in your sleep***
 - ✓ ***After hours, Weekends, Holidays***
 - ✓ ***60 seconds from “submit” to open***
- ✓ ***GEOTrack your eTranscripts, Resumes, etc.***
 - ✓ ***Empower students and improve placement effectiveness***
 - ✓ ***Improve retention programs (where are our students going?)***
 - ✓ ***Enforce eTranscript policies (single-use expiration vs. unlimited)***
- ✓ ***Other documents: Enrollment Verification, Diplomas, etc.***
- ✓ ***Transcript 2.0***

State of the Art in eTranscripts

1. Security that Travels with the eTranscript
2. Global Security Certificate
3. 100% Automation
4. Software as a Service (SAAS) – no capital purchase required
5. Flexible Ordering system
6. Accept and manage FERPA Consent (sign with a mouse, and more)
7. Secure Delivery System, not limited to “networks”
8. Post-Delivery Rights & Policy Management (Recall, Revoke, Replace)
9. Transcript 2.0 (embedded links)
10. Multi-standard compatibility (PESC, SPEEDE, California eTranscript)
11. Companion Documents (Student and Registrar Attachments)
12. Apostilles, Enrollment Verification, Diplomas, Acceptance Letters, etc.
13. Registrar Analytics
14. Student and Registrar mobile applications (iPhone)
15. eTranscript and Resume GEO Location Tracking
16. Branding (preserve yours, instead of promoting ours)

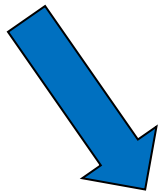
Where does Avow play?



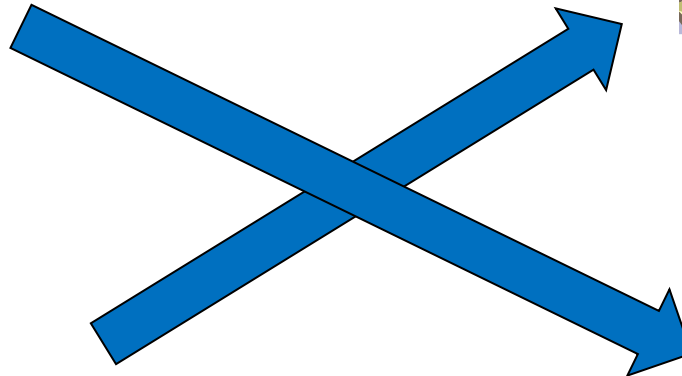
Community College



College
(Out-Of-Network)



4-Year College
(In-network)



Career



Why add eTranscripts?

- ✓ **Save money – complete automation possible**
 - ✓ **eTranscripts for less than \$3 each (YMMV)**
 - ✓ **Deal with Attrition, Retirement, and Overtime Cuts**
 - ✓ **Complete Automation**
- ✓ **Improve Service to Students**
 - ✓ **Students expect more digital communication**
 - ✓ **Order once, use many**
 - ✓ **60 seconds from submit to open**
 - ✓ **Where in the world is**
- ✓ **Re-Use, Re-Cycle, Re-Fill, ROFLCOPTER!**
 - ✓ **Wait, did he just say ROFLCOPTER?**



+ADDS PESC XML / SPEEDE EDI Transcript™

1. Transcript Tombstone XML Header
2. SPEEDE EDI Transcript Attachment
3. PESC XML Transcript Attachment

Adobe Acrobat Professional - [pesc_transcript.pdf]

DePaul University Transcript Chicago, Illinois

Record of: Greg Stone
Current Name: Greg Stone

Issued To: Greg Stone
827 S DuSable Ave
Suite 250
Denver, CO 80227

Date Issued: 27-AUG-2007
Date of Birth: 06-AUG-1969
Student ID: 12200444
Level: Graduate

CLASS LEVEL	CLASS TITLE	CREDIT	GRADE	PRG
FALL 1992	COLLEGE OF BUSINESS			
BSIS 422	OPERATIONS MGT	3.00	A	32.00
BSIS 421	OPERATIONS MGT	3.00	A	32.00
BSIS 423	OPERATIONS MGT	3.00	A	32.00
BSIS 424	OPERATIONS MGT	3.00	A	32.00
BSIS 425	OPERATIONS MGT	3.00	A	32.00
BSIS 426	OPERATIONS MGT	3.00	A	32.00
BSIS 427	OPERATIONS MGT	3.00	A	32.00
BSIS 428	OPERATIONS MGT	3.00	A	32.00
BSIS 429	OPERATIONS MGT	3.00	A	32.00
BSIS 430	OPERATIONS MGT	3.00	A	32.00
BSIS 431	OPERATIONS MGT	3.00	A	32.00
BSIS 432	OPERATIONS MGT	3.00	A	32.00
BSIS 433	OPERATIONS MGT	3.00	A	32.00
BSIS 434	OPERATIONS MGT	3.00	A	32.00
BSIS 435	OPERATIONS MGT	3.00	A	32.00
BSIS 436	OPERATIONS MGT	3.00	A	32.00
BSIS 437	OPERATIONS MGT	3.00	A	32.00
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BSIS 485	OPERATIONS MGT	3.00	A	32.00
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BSIS 488	OPERATIONS MGT	3.00	A	32.00
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BSIS 493	OPERATIONS MGT	3.00	A	32.00
BSIS 494	OPERATIONS MGT	3.00	A	32.00
BSIS 495	OPERATIONS MGT	3.00	A	32.00
BSIS 496	OPERATIONS MGT	3.00	A	32.00
BSIS 497	OPERATIONS MGT	3.00	A	32.00
BSIS 498	OPERATIONS MGT	3.00	A	32.00
BSIS 499	OPERATIONS MGT	3.00	A	32.00
BSIS 500	OPERATIONS MGT	3.00	A	32.00

8.50 x 11.00 in

2 of 3

Name	Description	Modified
PESC_XML.xml		10/8/2008 1:16:55 AM
TS130_x12.bit		10/8/2008 1:10:11 AM
header.xml		10/8/2008 2:39:49 AM

What are the Uses of cPDF™ on Campus?

- ✓ *Official Transcripts*
- ✓ *Diplomas*
- ✓ *Apostilles and International Delivery*
- ✓ *Enrollment and Degree Verifications*
- ✓ *Academic and Disciplinary Letters*
- ✓ *Tuition Bills / Invoices*
- ✓ *Acceptance Letters to Admitted Students*
- ✓ *Financial Aid and Scholarship Award Notifications*
- ✓ *Transcript for Career Portfolio*
- ✓ *Admissions letter tracking to prospective students*

How does Avow Differ from Other Solutions?

- ✓ **Compared to Dedicated, Member-Only Network solutions:**
 - ✓ **Completely Automated without any Staff Intervention**
 - ✓ **University Certifies the Document, not a corporate partner**
 - ✓ **Maintains 100% University Branding, not a corporate partner**
 - ✓ **Look like YOUR Paper Documents**
 - ✓ **No Membership/Network – Delivered to Any 3rd Party Recipient Without Registration**
 - ✓ **Security embedded within Each Document – Travels with PDF**
 - ✓ **Campus-Wide Document Solution, Not Just for Official Transcripts**
 - ✓ **5 years head start on any competing solution**
 - ✓ **BLUE RIBBON Certification**

How much does +ADDS™ Cost?

Considerations that may impact pricing:

- *Breadth of services desired (+ADDS™ modules)*
- *Term of contract*
- *Procurement model of the individual institution*

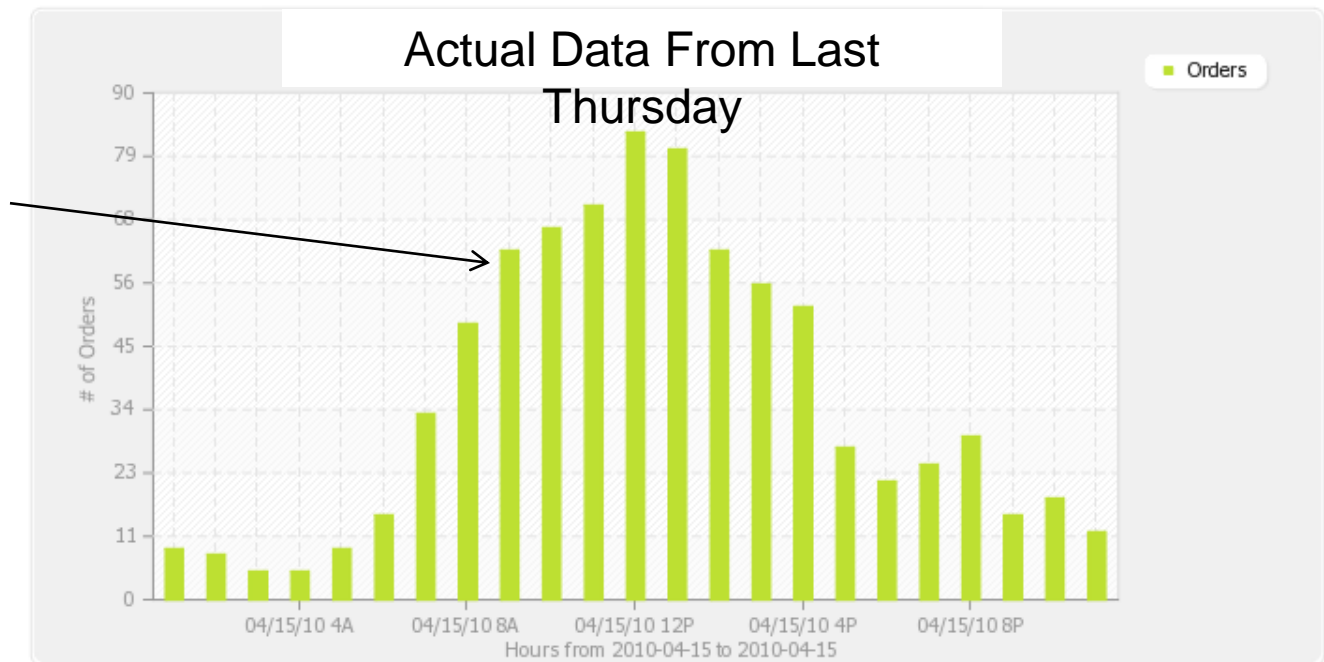
Facts:

- *Service may be 100% free to institution*
- *Models available support “No upfront costs,” “No annual fees”*
- *Institutions can increase revenue and cash flow*
- *Total Cost of Ownership (TCO) is the lowest compared to paper and other solutions*

While You Have Been Sitting Here ...

... with the +ADDs™ solution, you could have been creating and delivery eTranscripts without anyone lifting a finger

At 8:30 MDT Avow
Processed
Approximately 65
Orders per Hour



Special Offer for CACCRAO

... free integration with your SIS

Call Bill for details: 303-904-1376