



create secure deliver

RMACRAO
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Agenda

- **Introductions**
- **eTranscripts: Answers to Registrars' FAQ's**
 - **Who is Avow?**
 - **Why certified PDF?**
 - **What is Authentic Document Delivery Service (+ADDSTM)?**
 - **What does it really take to implement eTranscripts?**
 - **How much does this really cost?**
 - **Can I really do this for free?**
 - **Other?**



Who is Avow?

- **State of the market prior to Avow**
 - Paper
 - EDI (Network Solutions)
- **Avow product design guiding principles**
 - Highest levels of security and lowest levels of liability for Registrar's Office
 - Ubiquitous solution – receive eTranscript free
 - Handle other institutional documents
 - No storing or farming of student information
 - Better service to students and alumni
 - Varying degrees of automation to “lights out”
 - Fully hosted solution
 - State-of the art technology
 - Industry partners: Adobe, SafeNet, VeriSign, GlobalSign, Via West, CSI/First Data
 - Industry standards: PDF, XML, PESC
 - Infrastructure for eTranscripts 2.0
- **+ADDStm end-to-end document delivery solution**
 - Certified PDF
 - Automate complete eTranscript process and other institutional documents



Why cPDF?

- **Certified PDF - Utmost in Security**

- **Automatically** validates **author** and **contents** of document
- cPDF blue ribbon security travels with PDF at all times
- School is vetted - school's digital signature used
- Rights management policies



Signature Valid

- **Recipient opens with free Adobe Reader**

- **Electronic request and immediate delivery possible 7X24**

- **PDF is a container**

- Embed multimedia content
- Custom cover letters and attachments
- EDI , XML, text, etc.

- **Future**

- cPDF support for PESC standard for embedded EDI and XML
- Infrastructure for eTranscript 2.0
 - Embed course descriptions and instructor's CV's
 - Relevant course work (thesis, in-service, co-curricular, portfolio)



Avow – Proven with major schools



THE UNIVERSITY OF
CHICAGO

PENNSYLVANIA STATE
PENNSYLVANIA STATE



DEPAUL



East Carolina University



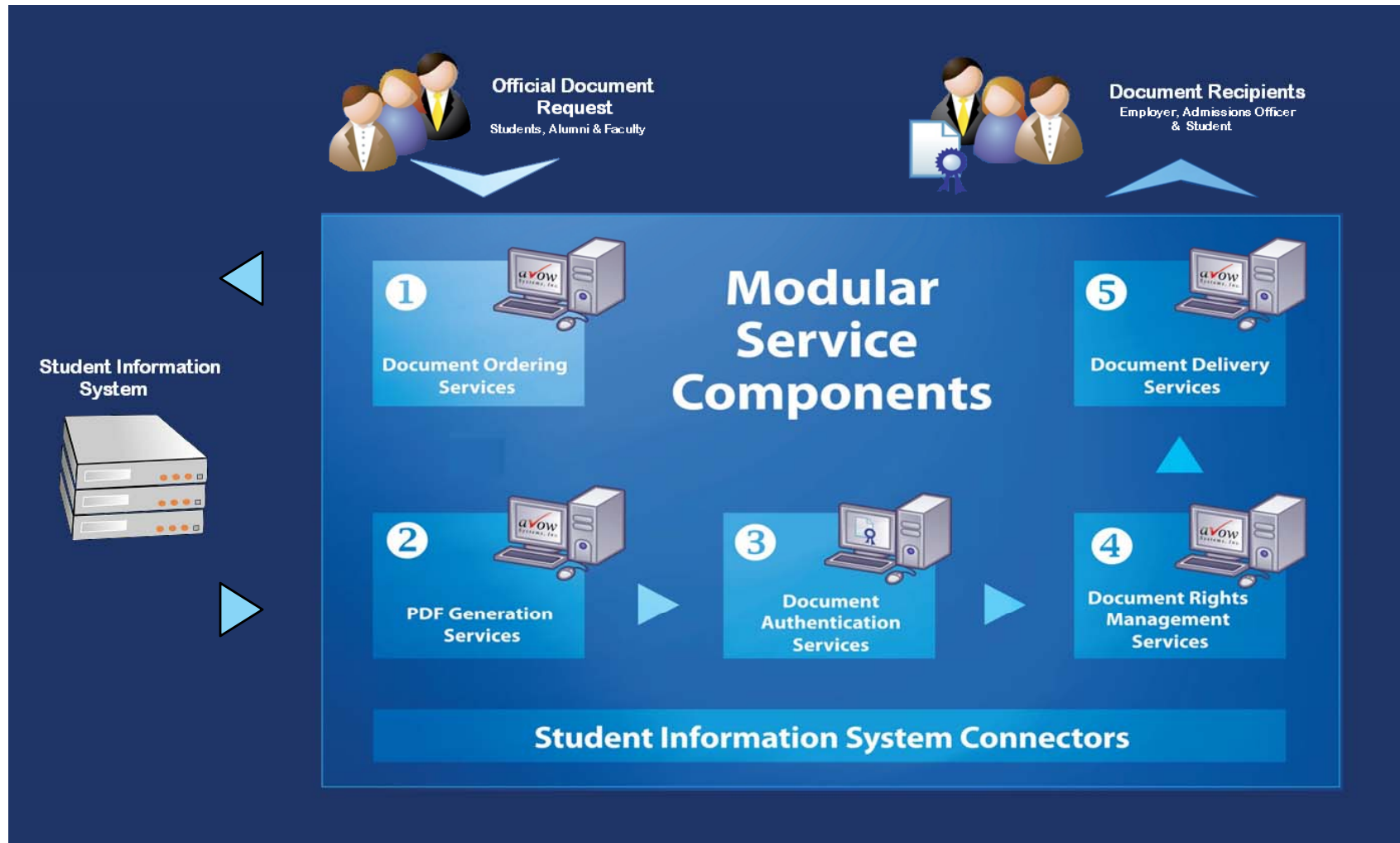
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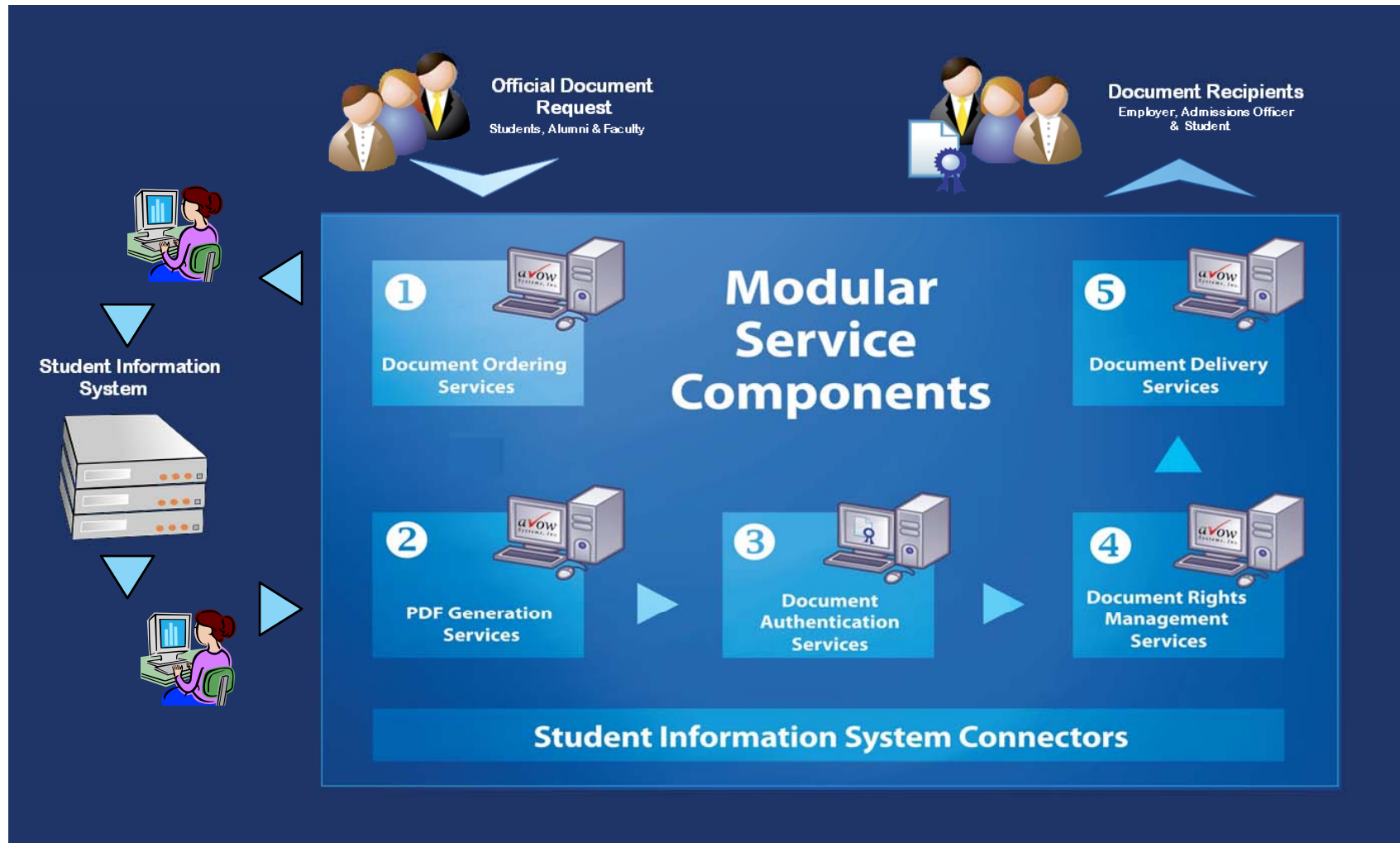
University of Illinois at Chicago



Authentic Document Delivery Service (+ADDS™)

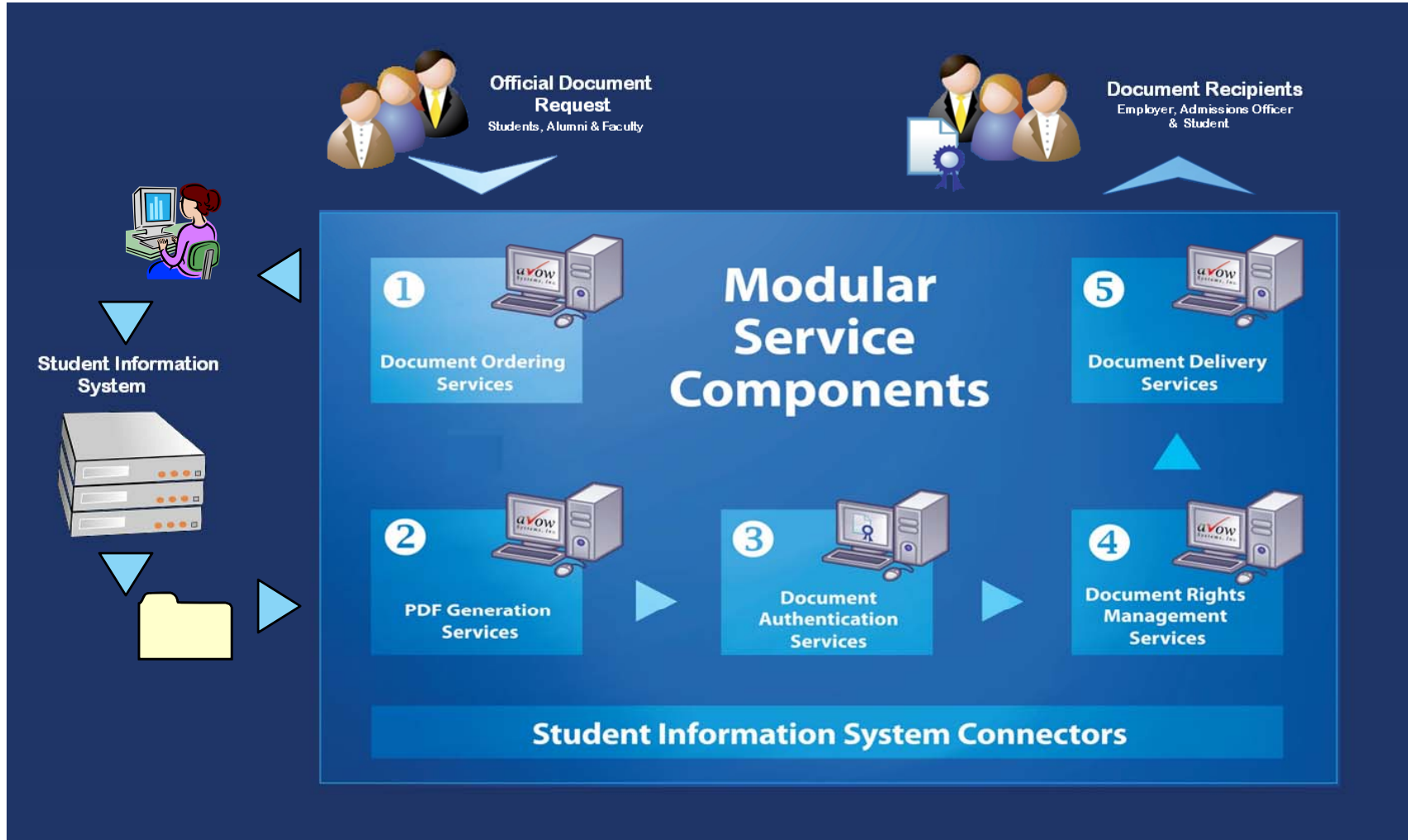


+ADDS™ Quick Start





ADDSTTM Quick Start Pro



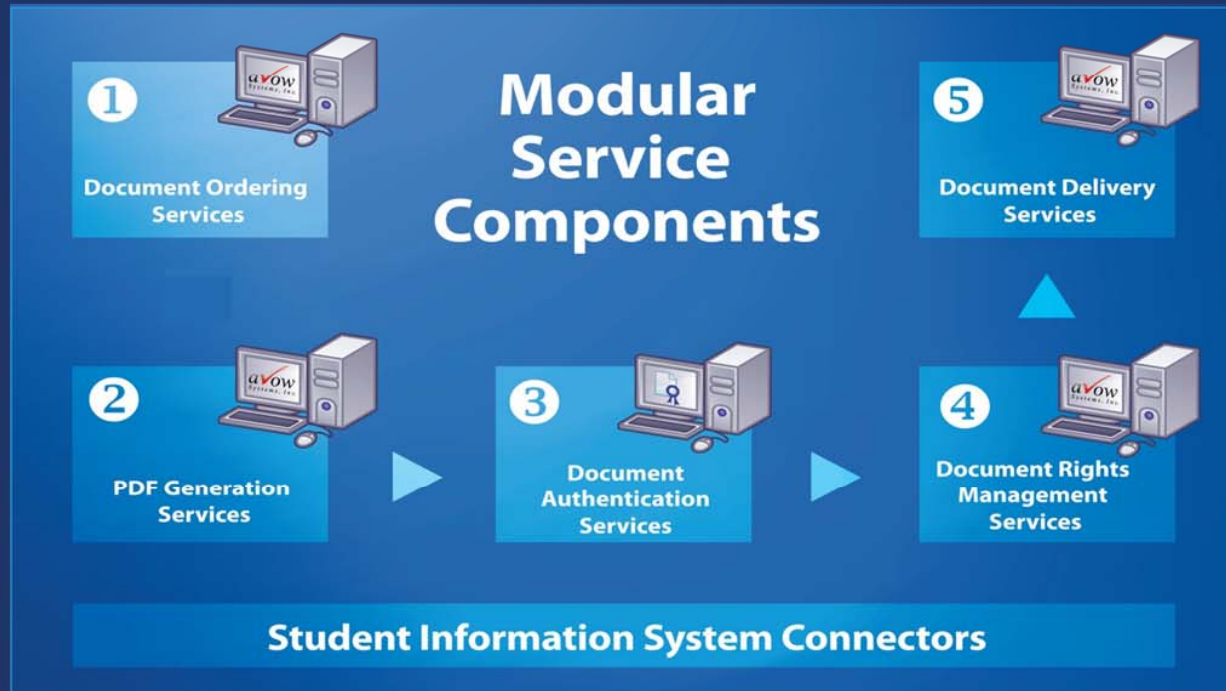
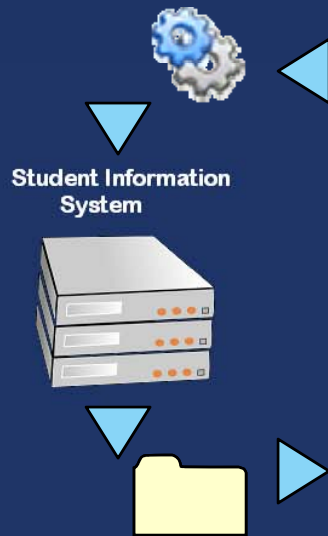
+ADDSTM Professional



Official Document Request
Students, Alumni & Faculty



Document Recipients
Employer, Admissions Officer & Student





Pricing Considerations and Parameters

Considerations:

- To Student/Alumni: Free vs. Fee (Do you charge?)
- To School: Cost-savings vs. Revenue Generation (or Both!)
- To Both: Increased service level, security and efficiency

Parameters that impact Price:

- Volume of annual documents (transcripts)
- Breadth of services desired (+ADDSTTM modules/services)
- Contract term
- PDF only processing vs. PDF and Paper

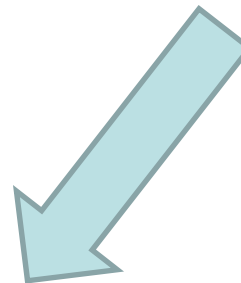
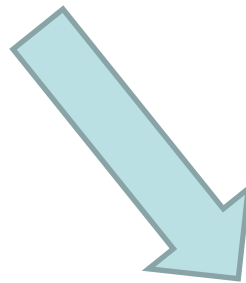
Spectrum of Avow Pricing Models

Traditional

Pre-paid License/Maintenance structure
Financial commitment/budget requirements (front-end)
Annual Service Fee
Lowest per transcript cost
Different cost for paper vs. PDF
Ideal for those that have access to some budget or
can capitalize investment

Per Transcript

No Pre-paid License/Maintenance structure
Financial commitment/budget requirements (back-end)
Annual Service Fee
Higher per transcript cost
Different cost for paper vs. PDF
End-user pricing requirement: PDF <= Paper



Enterprise

No Pre-paid License/Maintenance structure
No Financial commitment/budget requirements
No Annual Service Fee
Covers all paper and PDF
Near lowest per transcript cost
Same cost for paper and PDF (consistent and predictable)

****NEW****

****FREE to School****



Other?

- **AACRAO Tech Handouts**
 - Tom Black, Stanford
 - Gabriel G. Olszewski, University of Chicago