Essential to the Student Experience

Campus life today demands a focus on safety and convenience. Keeping students secure, content and comfortable while away from home not only helps students enjoy their new surroundings, but also gives parents that peace of mind they desire as they leave their sons and daughters in a whole new—and unfamiliar—environment. Will they be able to get meals easily? Can they access funds when they need them? What about buying books and making other purchases? Will they be kept as safe as possible? Does the university really care about their day-to-day, hour-by-hour experiences?

Beyond academics, today’s colleges and universities are expected to answer these and other questions associated with everyday student life. Realizing the enormity of it all, they look to the one technology platform that can do it all. The Blackboard Transact platform takes on these challenges all within a framework built around student convenience and heightened campus security. It’s an integrated solution that provides innovative solutions for exterior and interior building access, cashless commerce on and around campus, financial services, and campus-wide video surveillance. Blackboard Transact allows you to provide round-the-clock services that not only provide tremendous value to students, but help position your campus as a model of expert and efficient operations, creating positive experiences for current students and playing an important part in attracting prospective students.

Blackboard Transact—delivering peace of mind through the implementation of essential solutions that go beyond convenience and transform the overall campus experience. That’s our mission. Your mission? To deliver the very best services to your students, staff, faculty, family and visitors—with the help of Blackboard.
Simplifying commerce on campus and off means simplifying life for students, staff, faculty, family and visitors. And nothing simplifies commerce more than the Blackboard Transact platform. Blackboard Transact enables financial transactions via the campus credential millions of times per day on and around our client campuses nationwide and internationally. By aligning traditional campus card system use with broader institutional needs, the Blackboard Transact technology platform can improve campus operations while enhancing the student experience.

Whether a student is using a copier at the library, washing their clothes in their residence hall, buying products from a vending machine or dining on- or off-campus, Blackboard technology creates the convenience of a truly cashless campus.

Contactless Technology
To continually improve the student experience it is critical to innovate and introduce new technologies that meet increasing demands of today’s students and deliver real return on every dollar invested. To that end, Blackboard has incorporated ISO-centric contactless technology into Blackboard Transact—the same secure technology that has been used around the world for more than a decade.

Contactless campus cards have a built-in chip and antenna that enable consumers to wave their card over a smart reader at the point of acceptance for faster and more secure transactions. Contactless technology from Blackboard powers faster, safer and more convenient commerce and security activities at forward-thinking institutions everywhere.

Based on the Near Field Communication ISO standard (NFC), the Blackboard Contactless ecosystem is secure, robust, and easily integrates with the access and commerce solutions already on your campus. Today, magnetic stripe cards are rapidly being replaced with

Blackboard Transact will help your campus:
› Utilize one-card capabilities that give students cashless convenience for on- and off-campus purchases
› Enhance students’ overall campus experience through convenient and flexibility services
› Securely manage campus ID issuance, administration, processing, and reporting
› Increase student satisfaction and create new revenue sources with off campus ID card acceptance
› Allow campus community to manage their accounts online. (Processed over 5,000 veteran claims)
more sophisticated contactless ID cards. In fact, more than one and a half billion NFC-compatible credentials, including enabled mobile devices, are used worldwide.

On-campus Commerce Management
When you're securely processing millions of campus transactions, commerce management takes many shapes. Administration, processing, and reporting functions are critical components of any effective solution. Fortunately, the Blackboard Transact platform gives you the tools you need to manage virtually every transaction throughout your enterprise.

Blackboard Transact uses a central cardholder database to securely process every financial and data transaction on campus. Automating services in this way enables you to reduce errors, increase revenue, eliminate operational redundancies and control labor costs. At the same time, you will help facilitate efficient use of fixed and limited resources by controlling exterior and interior access to computers, printers, events and programs. That also means students and staff will spend less time waiting in line and more time enjoying consistent levels of service throughout campus. Wherever card transactions occur, you will be able to obtain transaction data and analyze the activity behind them to help determine where funding is best allocated.

On-campus commerce management provides institutions with a powerful enterprise solution for:

- One-card payment
- Dining facilities
- Bookstore
- Laundry
- Vending
- Athletics and events
- Print and copy
- Self-service kiosks
- Point-of-sale hardware
- Wireless applications
- Campus ID card production
- Meal plan and debit/credit account administration
- Data collection and reporting
Empower students by expanding their purchasing options and simplifying financial aid disbursement.

Financial Services

Financial transactions are a way of life for students on campus—as well as off campus. Blackboard’s financial services solutions are part of the Blackboard Transact platform to streamline campus operations and improve business efficiency while decreasing overhead costs. Blackboard offers innovative, reliable and secure transaction solutions to enhance the student experience, increase student engagement and raise service levels including:

› Electronic delivery of financial aid credit balances, student payroll and other student credit balances on the campus ID card
› Off-campus commerce with the campus card
› Community merchant network programs
› Advanced payment processing and fraud management services
› Online account management

BlackboardPay
BlackboardPay™ is a prepaid account that can be integrated with your campus ID to facilitate the delivery of financial aid, student payroll and other student credit balances. With this flexible and secure solution, you can eliminate the expense of cutting and processing checks, eliminate related Automated Clearing House (ACH) fees and efficiently deposit funds in a manner that does not conflict with Title IV requirements. Your students will have access to their funds almost immediately. BlackboardPay gives your students protection from excessive cardholder fees, provides “free and clear” access to funds through the Allpoint® Network (America’s largest surcharge-free ATM network), offers free check cashing at WalMart™ locations and provides purchasing power anywhere Discover® cards are accepted.

BlackboardPay can be easily integrated with your institution’s existing campus card program with no additional hardware for a true one-card solution. You can even brand BlackboardPay cards with your institutional
colors and logo to help build program awareness among students, campus administrators and your local merchant community. Additionally, Blackboard’s core expertise in campus commerce gives you card deployment options for financial aid delivery including a single card—contactless or magnetic stripe—or a companion card.

**BbOne**

**Off-Campus Commerce**

Since students are constantly moving between their on-campus environment and the surrounding off-campus community, BbOne™ created a terrific opportunity to increase student satisfaction while establishing new revenue sources for the institution. The BbOne off-campus payment solution allows your students to use their campus ID cards at multiple off-campus locations. BbOne offers a secure and convenient way to make cashless purchases—all within a university-approved merchant network. This network includes more than 1,500 merchants nationwide, from hundreds of locally owned independent stores to national chains. With BbOne, campuses can:

› Heighten the value of the one-card program with additional discretionary deposits, interest float, and transaction revenue
› Extend campus service offerings to students without additional resources or financial commitment from the institution
› Strengthen “town and gown” relationships by facilitating off-campus merchant participation

**Merchant Network**

Community merchants generally want to be a part of the institution’s off-campus merchant network and reap the rewards of students’ discretionary funds. Blackboard technology facilitates that off-campus commerce, providing opportunities for increased traffic and incremental sales for merchants. Since students on average spend more at businesses that accept their campus card, customer loyalty tends to build, strengthening “town and gown” relationships and future sales. The BbOne Merchant Network helps universities recruit off-campus merchants and manage a community merchant network.
Local merchants benefit from the strong transaction processing infrastructure, automated daily settlement and round-the-clock support.

Students enjoy using their campus ID cards in their local community at national and regional chains as well as local mom-and-pop retailers. Parents appreciate the safety of spending in a University endorsed merchant environment. Merchants value the visibility it brings them as a campus partner.

**Online Account Management**

The demand for online services is growing in every part of today’s campus environment and it’s not hard to see why. A new breed of student is looking instinctively to the web to conduct transactions, and they expect a higher level of service that’s available any time, any place.

Blackboard online account management solutions provide 24/7 access so students can monitor their campus accounts and conveniently make deposits using a credit card.

**Payment Gateway**

As universities and merchants require convenience, security and performance in their point-of-sale environments—whether online, over the telephone or on-site—Blackboard responds with a service called the Blackboard Payment Gateway. Decreasing wait times, minimizing potentially fraudulent transactions and facilitating sales activity are all top priorities. Part of fulfilling these requisites includes allowing for new and innovative commerce channels to be utilized, which not only provide customer and community convenience, but also supply an additional revenue stream to support business operations. The Blackboard Payment Gateway provides advanced payment processing and fraud management services hosted in state-of-the-art industry, PCI-compliant data centers, delivering 24/7/365 processing without the overhead and complexity of maintaining transaction processing systems in your own environment.

By providing cardholders with an online environment for campus services, you will:

- Enable self-management of one card accounts
- Provide higher levels of service to your constituents
- Effectively communicate with the entire campus
- Identify new revenue streams and cost savings
Campus Impact
Marketing the campus card and all it can do for your students on campus and off, is just as important as offering the card itself. The Blackboard Campus Impact program offers an array of creative elements and tools to help establish brand awareness and highlight depositing options and accepting locations.

Based on budget and program goals, Blackboard can design cost-effective, customized marketing materials for any campus. From planning and design through execution and fulfillment, Blackboard Campus Impact provides marketing solutions that deliver results:

› Boosting card program awareness
› Establishing a custom, recognized card program brand
› Optimizing card usage
› Increasing depositing dollars
› Promoting community relationships
› Maximizing marketing investment

Campus Card Services
Your campus card is a critical element in your campus infrastructure. It connects your campus and your constituents as it facilitates commerce and access. Blackboard offers industry-leading campus card services, including design management and card production services all from one vendor. When taking into consideration the range of card technologies available, and the ever-growing migration from the traditional magnetic stripe cards and readers to the more sophisticated contactless ID cards, having one vendor with expertise in both is essential. As a market leader with decades of experience in delivering card technology solutions, Blackboard is uniquely positioned to help you with this process. As an additional service, you can leverage Blackboard’s marketing expertise to help craft a card program brand complete with card art that reflects the look and feel of your campus brand and identity.

Blackboard offers:
› Market leadership with decades of experience in delivering card technology solutions
› Broad expertise in rapidly expanding contactless technology
› Top quality long-life materials and production
› Competitive pricing on any type of card: Magnetic Stripe, Proximity, iClass®, MiFare® & FeliCa
› Complete card production management, from requirements gathering to art design/consultation, order management and issue resolution
Security Management

Blackboard Security Management is a fully integrated and highly scalable module with campus-wide video surveillance, exterior and interior access control and mass notification capabilities. The security management module will help your campus security officers and enforcement teams:

› Create a safer campus by controlling exterior and interior access to campus buildings and events
› Allow the monitoring of live or recorded campus video from virtually anywhere (on and/or off campus)
› Send time-sensitive messages to the community via SMS, text, email or telephone

Video Surveillance

College campuses pose special security challenges that make an integrated video surveillance system an essential component to its security. With sprawling grounds and a variety of different facilities to monitor—from residential halls to athletic facilities—keeping a watchful eye on all of it requires reliable, feature-rich technology that is flexible and can expand to meet your ever-evolving campus needs.

The Blackboard Transact video surveillance capability enables you to view live or recorded video from virtually anywhere using an unlimited number of cameras. With sophisticated image zooming (digital and focal), frame-by-frame playback and a customizable screen layout, the Blackboard Transact video surveillance capability is an easy-to-use solution that helps optimize campus security management, improves productivity of security personnel, enables enterprise management from a central location, supports unlimited storage, and uses your existing network infrastructure.
Access Control
Managing exterior and interior access control is more critical than ever as universities strive to provide safe and secure environments for their students. Offering both wired and wireless solutions, Blackboard door access control features:

› Easy-to-use setup options by user role
› Graphical schedule display
› Comprehensive override capabilities
› Flexible holiday schedule handling
› Ability to distribute access control management to multiple departments
› Ability to control multiple inputs and outputs
› Easy-to-install and cost-effective wireless capabilities
› PIN (Personal Identification Number) availability for that extra layer of authentication
› Offline capability

Mass Notification: Blackboard Connect
Blackboard Connect™ technology enables administrators to reach entire communities in minutes via multimodal communications that includes voice, e-mail and text capabilities. It’s the best way to keep your students informed, prepared and connected. Communicate with all or part of your campus community regarding:

› Urgent Response and Communication.
   Campus closures, flu outbreaks, major catastrophe or evacuations
› Disaster Recovery and Business Continuity Planning.
   Cyber security threats, virus outbreaks, proactive help desk communication or technology outages
› Enrollment Management.
   Admissions, financial aid, registration, retention, counseling and career advisory

Ensure campus safety with versatile, sophisticated and user-friendly access control solutions.
Blackboard Consulting Services

The success of your initiatives begins with the technology solutions that deliver convenience and security to your campus. We partner with you in measuring that success in achieving transformational and measurable outcomes by delivering innovative consulting services that focus on strategic planning, world-class execution and best practices. As a leader in campus commerce and security technology solutions, Blackboard recognizes that it takes more than software or hardware alone to ensure the success of your initiatives. That’s why we offer a wide range of customized services designed to capture the full value of campus implementations.

Strategic Consulting
Blackboard Strategic Consulting services serves as a trusted advisor and provider of innovative solutions. Blackboard offers pragmatic guidance to help our clients identify strategic and tactical opportunities that both enhance the student experience and maximize the value of their investment. We partner with our clients by identifying, developing and executing strategic initiatives in order to:

› Maximize revenue
› Reduce costs
› Streamline operations
› Enhance student experience
› Maximize investment value

Our strategic services assist clients in leveraging the full value of their campus card program and to drive long term success.

Implementation
Successful implementation and ongoing expansion of campus commerce and security systems can be challenging for even the most sophisticated campus service organizations. Additionally, the management
of these solutions evolves over time, placing increased demands on your system environment. Blackboard’s implementation teams work closely with you to ensure smooth implementation and assist in helping your institution promote widespread adoption.

Training
Building a successful network of staff that can operate your Blackboard system as well as teach others about its features and functionality will help you make the most of your investment. The Blackboard Training team empowers your staff to manage your operations at every level. Blackboard Training lays the foundation to enable you to:

› Successfully implement your enterprise technology
› Enhance the effectiveness of commerce and security programs at your institution
› Save time and money by equipping your staff with the skills to maximize the use of Blackboard Transact

To assist you in achieving your goals, Blackboard Training has developed a number of courses and workshops designed to increase and expand your skills. Whether you seek certification or want to hone a specific skill set, we offer a variety of flexible training options to fit your needs.

Empower your staff with a full range of flexible training options customized to fit your needs. We’ll help you build a successful network of staff with the expertise needed to both operate the Blackboard system and teach others about its functionality.

Management Services
Blackboard’s Card Office Management Services provide institutions with a tailored on-campus and remote management program that combines a leading-practices framework, exceptional industry expertise and scalable capacity. These services allow institutions to focus on their core mission as we partner to deliver application services, change management and provide day-to-day operations for their campus card investment.

Our consulting services include:

› Strategic planning
› Launching a card program
› Card office leadership augmentation
› Card program operations
› Revenue maximization
› Operational consulting
› Ticketless exchange
Blackboard Support

The Blackboard Transact Client Support team provides a best-in-class experience supporting Blackboard Transact solutions to clients. Client Support is focused on its mission to provide clients with ease of contact and superior service to resolve incidents in a timely manner that exceeds expectations. By optimally leveraging resources and technology, the team delivers support services through knowledge share and collaboration through an infrastructure that is comprehensive, up-to-date, responsive, reliable, available and intuitive.

Plus, the team is continually identifying ways to improve the customer experience through channels beyond the telephone, such as Behind the Blackboard®, a dedicated website, where Blackboard system administrators can find support, download software, obtain reference materials, and manage their Blackboard account. With the pervasiveness of social media, the Blackboard Transact Support team has also adopted “social support” as additional methods to reach out and interface with clients. The Blackboard Transact Support team uses social support media outlets including Facebook®, Twitter® and a dedicated Blackboard Transact User Group on LinkedIn®.

Blackboard software support provides a single point of contact to ensure the integrity and uptime of your Blackboard Transact deployment. At the same time, Blackboard hardware support provides assistance with your server hardware and all peripheral hardware components.