

Managing the business of lifelong learning has never been more challenging. Pressed to offer innovative programs and deliver student satisfaction more effectively and efficiently than ever, educators need to change how they engage with adult learners. But they are often saddled with legacy systems that fail to adapt to the urgent business demands of non-traditional higher education.

To meet these challenges, Destiny One lets you easily connect front- and back-office operations. Crafted with the lifelong learner in mind, Destiny One is the only business solution that offers integrated constituent, enrollment and administrative management on a single software platform. With Destiny One, educators can transform their legacy systems to grow revenue, enhance student experience and success, and improve operational efficiency.

Become More Constituent Focused

More than ever, best-run educators are staying focused on their students. Unlike standalone CRM or registration tools, Destiny One is a unified business suite, that allows you to integrate all systems so that educators can enroll more students, improve student experience and increase operational efficiency.

Best Practices:

Destiny One allows you to meet rising student expectations, produce innovative programs and courses and grow corporate partnerships. To meet the divergent needs of non-traditional higher education, institutions must become more constituent-focused. Destiny One is the only business solution that includes pre-built workflows based on best practices for every step of the learning lifecycle:

Forge: Destiny One provides complete marketing campaign-to-registration crafted specifically for lifelong learning programs. This includes branded online presence, advanced SEO, rich data mining, targeted campaigns, dynamic pricing and payment, friendly online shopping with flexible registration, guided application management and real-time wait listing, so that educators can increase applications and improve funnel conversion.

Manage: Destiny One provides broad and collaborative curriculum idea-to-course availability and financial management, crafted specifically for lifelong learning programs. This includes intelligent curriculum development, flexible program scheduling and publishing, secure discounting, invoicing and billing and automated reconciliation so educators can improve course profitability and streamline administrative processes.

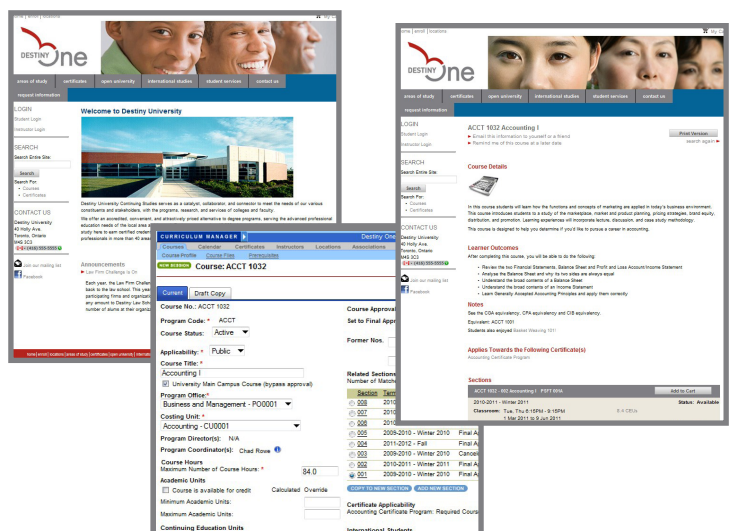
Cultivate: Destiny One provides comprehensive student success and loyalty management capabilities specifically crafted for lifelong learning programs. Destiny One gives educators rich insights into lifelong learners' preferences and career goals, dashboards for student goal or degree progression tracking, personalized communications and targeted campaigns, allowing them to increase student loyalty and lifetime value.

Total Intelligence:

Designed specifically for lifelong learning programs, Destiny One provides complete financial and operational reporting including course and program profitability. It includes on-demand performance management reporting, analysis of marketing campaigns and enrollments, as well as hoc visibility through over 150 industry-compliant standardized reports. It provides enhanced intelligence and control over operations and student engagement, enabling better and faster decisions

Unlimited Visibility:

Through the industry's only 360 degree lifelong learning data hub, Destiny One offers a modern data-driven approach to consolidating business information across programs, courses, students and partners, providing incredible analytical power under your fingers and 360 degree visibility across programs, schools and institution.

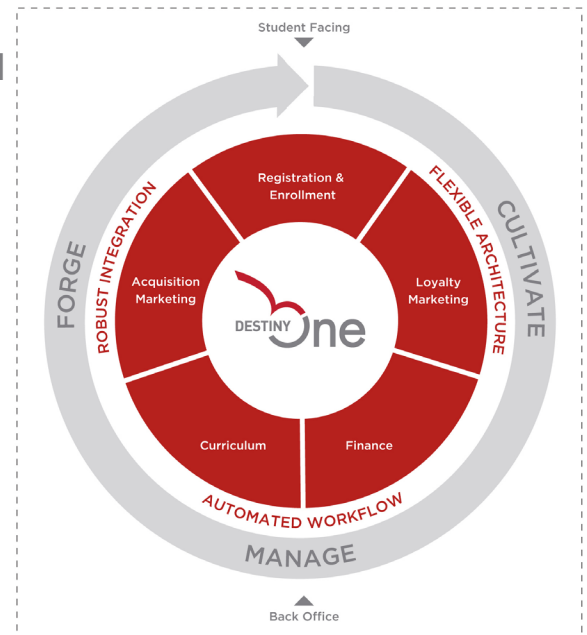


DESTINY ONE

THE LIFELONG LEARNING BUSINESS SOLUTION

“ For us to thrive as a 21st century provider of higher education we need to make our staff more productive and efficient, consolidate our technology resources, empower our customers to manage their own self-development trajectories through our offerings, and strengthen customer-relations management and marketing that speak to that. With Destiny One, we have the tools to grow the school and take our services to the next level. ”

— Michael T. Brown,
Acting Dean of Extended Learning Services,
UC Santa Barbara Extension



Gain More Control

While constituent focus and institutional agility are critical to lifelong learning programs, transparency and accountability is the cornerstone in serving institutional stakeholders and ensuring fiscal viability. Destiny One offers the most comprehensive information security, financial control and data governance capabilities designed specifically for enterprise campus computing requirements.

Complete Control:

Destiny One centralizes and automates management of end-to-end finance and accounting processes including registration, refunds/credits, invoicing and payments. Through a single workflow system, institutions can effectively implement policies and procedures while providing strict control structures, compliance management and auditing.

Best Security. Period:

Destiny One is the only lifelong learning business solution that is certified to Payment Card Industry's Payment Application Data Security Standard (PCI PA-DSS) Version 2.0—the most stringent security standard personal information protection and e-commerce transactions. Combined with a robust Single Sign On (SSO) mechanism and highly configurable role-based access control (RBAC), Destiny One safeguards against increasingly sophisticated security threats.

Power of One:

Delivering a trusted institution requires eliminating silos of standalone systems and databases. Through Destiny One's 100% multi-tenant architecture and deep integration, disparate records are consolidated onto a single database instance, providing one system, one record and one version of the truth.

Become More Agile

In today's highly competitive world, improving business agility is critical to institutional success. Only Destiny One offers the underlying architectural and integration capabilities to easily manage business demands, resulting in incredible flexibility in serving your students and efficiency in managing your operations.

Full Program Flexibility:

Destiny One is built on a multi-dimensional data model that is pre-seeded with program and course hierarchies for lifelong learning. This allows institutions to develop any number of programs, courses and corporate partnerships, and gives them the flexibility to cross-market courses through multiple programs.

100% Multi-Tenant:

Lifelong learning institutions require the flexibility to tailor their customer engagement strategies at a school division or program basis while taking advantage of common infrastructure and processes. Destiny One offers the industry's only 100% multi-tenant architecture, enabling business flexibility by decentralized marketing and curriculum to distributed campuses or programs while leveraging a common systemwide approach for registration, finance and reporting.

Deepest Integration:

Destiny One is the only lifelong learning business solution that has configurable pre-built connectors, enabling faster time to integrate with legacy systems. Destiny One also provides an interactive integration monitoring dashboard to manage the flow of information in real-time, ensuring transaction integrity, governance and audit-ability. Information is intelligently synchronized between Destiny One and student and financial information systems such as SunGard and Oracle PeopleSoft, as well as with all major learning management, authentication and payment processing systems.



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