



**MEDIA BOOK
2012**

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Company Fact Sheet

Name: Destiny Solutions

Founded: 2001

Ownership: Privately held

CEO: Shaul Kuper

Website: www.destinysolutions.com

Headquarters: 40 Holly St., Suite 800
Toronto, ON, M4S C3C

Key Product: Destiny One

Key

Innovations: First business system designed for lifelong learning
First 100 percent multi-tenant architecture
First to achieve PCI PA-DSS Version 2.0 certification

Key Clients: George Brown College
North Carolina State University
New York University
Penn State University
Portland State University
Stanford University
University of California, Santa Barbara
University of Toronto

About Destiny Solutions:

Destiny Solutions is the leading innovator of lifelong learning business solutions. Since 2001, Destiny Solutions has delivered breakthrough technology designed exclusively to meet the divergent needs of non-traditional higher education. Our flagship product, Destiny One,™ is the only business solution that offers integrated constituent, enrollment and administrative management on a single software platform. Crafted with the lifelong learner in mind, Destiny One is the most complete, agile and trusted business solution. It transforms traditional administrative systems so educators can grow revenue, enhance student experience and success, and improve operational efficiency.

“ We are in the midst of a massive transformation in the learner profile, where for the first time education is not limited by time, location or technology. This presents a huge opportunity for schools and organizations to make a positive impact on learners all over world. We are passionate about our work as catalysts in the industry, innovating and creating technology and services to increase growth and perpetuate all aspects of lifelong learning. ”

— Shaul Kuper,
President and CEO,
Destiny Solutions

About

Destiny Solutions is focused exclusively on reimagining the business of lifelong learning by crafting superior products, services and experiences. Under the visionary leadership of Destiny Solutions’ Founder and CEO, Shaul Kuper, the company originated and built the higher education industry’s first comprehensive business software solution designed exclusively to meet the divergent business needs of non-traditional education divisions.

Destiny One—a complete business software suite and the company’s flagship product—is the only system that fully equips lifelong learning divisions for operational success. It lets educators transform their legacy systems to grow revenue, enhance student experience and improve operational efficiency.

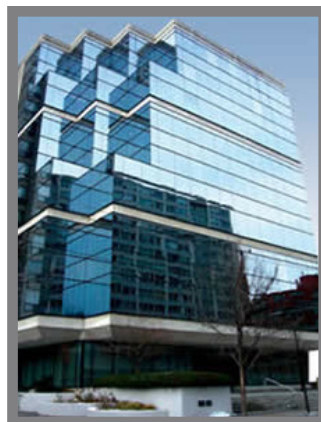
Passionate about lifelong learning, Destiny Solutions has founded two projects to help improve the education industry. The Mary Cone Barrie Scholarship is awarded annually by Destiny Solutions to two non-traditional students. The EvoLLLution is a community founded by Destiny Solutions in the name of bringing together higher education stakeholders to provoke industry change.

History

In 2001 Kuper, led the build of the first comprehensive business solution for a non-traditional education division. Once implementation was complete at the University of Toronto, School of Continuing Studies, Destiny Solutions was born.

Stanford University, Penn State University and many others all quickly became Destiny Solutions clients, once the keystone product, Destiny One, hit mass market. With the company’s flagship product, Destiny One, educators can transform their legacy systems to grow revenue, enhance student experience and success, and improve operational efficiency.

Today, Destiny Solutions’ mission is to be the premier provider of technology that empowers organizations to forge, manage and cultivate lifelong learning relationships. Destiny Solutions’ exceptional team of experts is partnering with discerning lifelong institutions to transform their student engagement strategies and administrative processes to grow revenue, enhance student experience and success, and improve operational efficiency.



[Click for information about
Destiny Solutions >](#)

“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

Product Function

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.

Key Features

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.

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 for 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.

Total Intelligence:

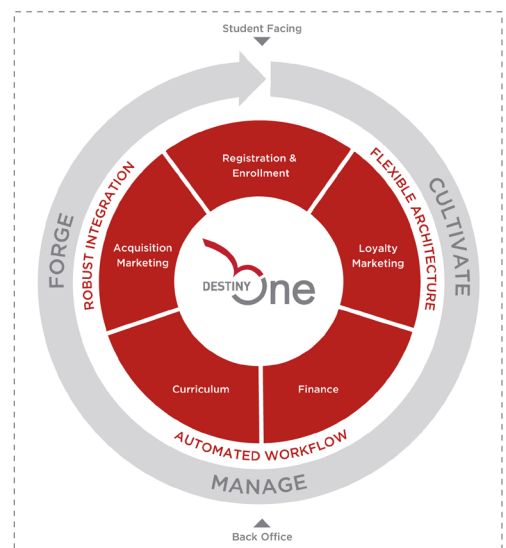
Designed specifically for lifelong learning programs, Destiny One provides complete financial and operational reporting including course and program profitability. It includes on-demand performance management reporting, analysis of marketing campaigns and enrollments, as well as hoc visibility through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

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.

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.



Our Outlook on Education

According to the Bureau of the Census, only 36 percent of Americans over the age of 25 have an associate's degree or higher. Similarly, experts are projecting a shortage of workers with certifications in high-demand fields. In survey after survey, employers complain that lifelong learning institutions (public, private non-for-profit and career colleges and universities serving lifelong learners) are not preparing the work force for 21st-century jobs, citing employees too often lack the skills, degrees and/or certifications that enable them to continue learning on the job.

To succeed in a highly competitive global economy, lifelong learners (adult learners and other non-traditional students) are demanding greater access to, and diversity of, industry-recognized higher education programs. However, the provision of higher education in North America for such programs requires further transformation.

Because of the competing tension between life obligations and educational and career goals, lifelong learners need:

- Easier access to industry-recognized certificate, degree and workforce development programs
- More cutting edge programs and courses in high-demand fields
- Highly flexible course format and structure that fit their busy schedule
- Efficient self-service - curriculum research, registration, enrollment, payment and communications

At the same time, lifelong learning institutions are dealing with increasing pressures for revenue, efficiency and accountability. Managing the business of lifelong learning has never been more challenging. Pressed to offer cutting edge programs and deliver student satisfaction more effectively and efficiently than ever, lifelong learning educators need to change the way they do business.

To capture the lifelong learning opportunity, institutions need to transform the way they do business - end to end. This requires an information technology partner that provides more than just customer-facing or administrative tools, but one that is dedicated to the business of lifelong learning and committed to excellence.

At Destiny Solutions, we understand how difficult it can be to embrace the concept of lifelong learning and to go back to school with a full time job and a family. The Mary Cone Barrie Scholarship Award is a yearly program that recognizes the efforts of learners who are improving their lives through continuing education and workforce development.

Destiny Solutions launched The Mary Cone Barrie Scholarship Award in 2008 as a tribute to a trusted friend and mentor. – Dr. Mary Cone Barrie (1945-2009) was our first customer and the person who inspired us to do great things. She was the Director of the School of Continuing Studies at the University of Toronto and remains known for her attentiveness to student needs and a devotion to her instructors and staff.

Traditionally, campuses were filled with 18 to 22 year olds looking to attain their undergraduate degree after high school. Today, 75 per cent of students on campus do not fit into this category. There are few scholarships available for the ‘new traditional’ students, not all employers offer financial assistance and many students are between careers.

Each year we offer two scholarships, each valued at \$2,500 to ‘new traditional’ learners who have demonstrated a true propensity for lifelong learning. We are proud that we can contribute even a little bit to help make life a little easier.



[Click for information about the 2011-2012 winners](#)

“*Our profession of lifelong learning is so fragmented and so variant in approaches that having an entity like The EvoLLLution pulling all these different mindsets and views into a vibrant and organic community that ultimately helps the profession of lifelong learning define itself*”

— Edward Abeyta,
Director of K-16 Program
at UC San Diego,

The last few decades have been a period of significant change for the higher education industry. While many programs have had trouble surviving, continuing education, professional development and other non-traditional programs have managed to thrive, despite steep budget cuts and rapidly advancing technology.

Shaul Kuper, Destiny Solutions President and CEO, kept finding himself in animated conversations with continuing education leaders and practitioners brimming with innovative ideas, but lacking a platform to disseminate them beyond their immediate circle. Tired of standing on the sidelines, he founded The EvoLLLution as a means of bringing together the individuals responsible for their division’s success in order to further the state of lifelong learning.

A grassroots online newspaper exclusively for, and by, those who understand higher education best, The EvoLLLution is the only place where you can find detailed opinions, news and research about the impact of non-traditional programs on the higher education industry and society-at-large.

It was crafted in recognition of the fact that there are innovators at every level of every institution. From the college dean, to the state system president to the professional student, individuals everywhere are retooling, reorganizing and rethinking their way into the 21st century. These are the people writing our articles and shaping the future of lifelong learning.

The truth is, for years, silos of stakeholders have tried to make things work, without any understanding of each other. Now, by banding together in a community like The EvoLLLution, we can do more to advance lifelong learning and the ‘new normal’ than any one individual could on their own.



Watch a video about
the EvoLLLution >

Shaul Kuper | Founder, President and CEO

As Founder, President and Chief Executive Officer of Destiny Solutions, Shaul Kuper has provided the visionary leadership and focus on lifelong learning integral to the company's year-over-year growth. The pairing of his expertise managing fast-growth Internet software companies with his passion for non-traditional learning has been critical to Destiny Solutions' successful transition from a start-up company to a recognized innovator of lifelong learning business solutions.

Widely considered one of the foremost experts in reimagining the business of higher education, Kuper conceptualized and built the higher education industry's first comprehensive business software solution, Destiny One™, designed exclusively to meet the divergent needs of non-traditional learners at a time when most schools were still functioning off pen and paper. Kuper's innovative, comprehensive solution has been adopted by such marquee institutions as University of North Carolina, Stanford University, University of Toronto and Penn State University. A true visionary, Kuper ensured that Destiny One was the first system to utilize a 100 percent multi-tenant architecture. He also led the charge to certify the company with the Payment Card Industry's Payment Application Data Security Standard (PCI PA-DSS) Version 2.0 specification, making Destiny Solutions the first enterprise software provider to achieve such a high level of certification.

After having worked closely with the late Dr. Mary Cone Barrie (1945 - 2009), the former director of the School of Continuing Studies at University of Toronto, Kuper became a champion for lifelong learning and continuing education. In 2009, Kuper launched The Mary Cone Barrie Scholarship Award as a tribute to his trusted friend and mentor. The annual scholarship recognizes the efforts of adult learners who are improving their lives through continuing education and workforce development.

Prior to Destiny Solutions, Kuper was President of Destiny Web Designs, a Toronto-based website development firm. Under his leadership, the firm built the world's first fully-functional web-based e-commerce system for open education. Realizing his passion for education, Kuper parlayed all that he had learned about e-commerce, business and marketing into the higher education industry.

Kuper holds a Bachelor's degree in molecular biology and genetics from University of Toronto. While there, he worked at Sick Children's Hospital as a member of the team that discovered the Cystic Fibrosis gene. Today, Kuper regularly advises on student engagement strategies with industry leaders in higher education and enterprises around the world and is a frequent speaker on the business of non-traditional education.



Executive Profiles

Peter DeVries | Chief Operating Officer

As Senior Vice President, Jonathan Tice leads all aspects of customer engagement and acquisition. In addition, Tice plays a crucial role in managing Destiny Solutions' strategic partnerships.

Tice has more than 20 years of successful sales, marketing and business development leadership experience in publicly-held and venture-backed technology companies. Prior to joining Destiny Solutions, Tice served as VP, Business Development for Nitido, a provider of network applications and infrastructure solutions, where he worked closely with Sprint, Bell Mobility and other major carriers. Before that, Tice was a VP at Vizible (nka OpenText), a provider digital content management solutions for the Internet, where he spearheaded the launch into numerous new markets and developed strategic alliances.

Previously, Tice was a senior vice president at Descartes Systems, where he led global marketing and crafted significant strategic relationships with Telefonica and other global carriers. As a member of the senior management team, he also played an integral role in turning Descartes Systems from a \$25 million enterprise software company into a \$70 million premier provider of global logistics network services. Tice was also a Group Vice President for IDC Canada, where he successfully realized a new advisory service for early stage technology vendors. Earlier, Tice has also held sales and business development executive positions at Netscape, Oracle and Software AG.

Tice received a Bachelor of Science in Business Administration from Wilfrid Laurier University. He is also actively involved with numerous industry associations focused on lifelong learning including University of Professional & Continuing Education (UPCEA), National Council for Continuing Education and Training (NCCET) and the National University Technology Network (NUTN)

Jonathan Tice | Senior Vice President

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Executive Profiles

Kevin O'Neill | Vice President, Engineering

As Vice President of Engineering, Kevin O'Neill oversees product development, testing and documentation for Destiny Solutions' flagship product, Destiny One. He is also responsible for delivering superior products through best software design and implementation practices to exceed all customer requirements.

O'Neill is a seasoned technical executive with over 10 years of experience in enterprise software development, where he has led multiple teams through process re-engineering using Lean and Kanban software development to continuously improve time-to-market and reduce rework. Prior to joining Destiny Solutions, O'Neill was Director of Software Development at Infor, the third largest provider of enterprise applications and services. He managed a global team responsible for product design, architecture, development, QA and software delivery along with all IT and cloud/SaaS operations. Before Infor, O'Neill was a development manager for Workbrain, a start-up that quickly became one of the leading developers of enterprise workforce management software, which was acquired by Infor. He worked closely on various aspects of Workbrain's product with large companies such as British Airways, General Mills and Target. Previously, O'Neill held senior research and development positions at Sapient and SOMA Networks.

O'Neill earned a Bachelor's degree with honors in Computer Science from University of Toronto. He is a certified Scrum and Agile practitioner, which fundamentally revolves around an iterative and incremental approach to software development that involves the voice of the user throughout the process, helping guarantee that software meets market and out-of-box quality expectations.

Yancy Oshita | Chief Marketing Officer

As Chief Marketing Officer, Yancy Oshita leads strategic marketing, product marketing and marketing communications. He is also responsible for the Destiny Solutions brand and community.

Oshita brings over 25 years of experience at venture-backed start-ups and some of the most well-known enterprise technology companies. Most recently, he served as Chief Marketing Officer of NIKSUN, a leading provider of cyber security solutions, responsible for product strategy, marketing, technical training and QA. Before NIKSUN, Oshita was SVP, Sales & Marketing of EducationDynamics' Enrollment and Retention Solutions Division, where he developed successful partnerships with senior educators at Valdosta State, Iowa Valley Community College, Westwood College, Winthrop University and other higher education institutions. Previously, Oshita was Chief Marketing Officer of Wimba, which was acquired by Blackboard.

He successfully repositioned Wimba to offer the most comprehensive suite of teaching and learning products for higher education; he was also heavily involved in the company's \$8.4 million series B round. Prior to Wimba, Oshita was Chief Marketing Officer of INFONXX (nka KGB), where he led a team of over 30 professionals responsible for corporate strategy, product management, marketing and business development. Oshita also led the global telecom industry strategy and marketing group at Oracle, where he played a key role in over \$400 million in strategic acquisitions and oversaw multi-million dollar marketing initiatives. Before Oracle, he held product strategy and marketing executive positions at Teradata and NCR.

Oshita holds an MBA in Management Information Systems with highest honors from University of Dayton, and a B.S. in Marketing from California State University, Northridge. His Graduate research work on critical success factors in CRM is featured two books: The CRM Handbook and Accelerating Customer Relationships: Using CRM and Relationship Technologies.

Contact Us

We welcome inquiries from the media.

To learn more about Destiny Solutions or to schedule an interview with one of our executives, please contact the head of our media team.

Rachel Kuper
Marketing and Public Relations Manager

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866 403 0500 x 214 (toll free)
media@destinysolutions.com

Media inquiries will be answered within 24 hours. Should you require immediate assistance, please specify this in your correspondence and we will make every effort to meet your deadline.