

FOR IMMEDIATE RELEASE

eScholar Delivers Education Market's Most Robust Longitudinal Data Warehouse Solution

Serving More than 3,500 School Districts and Institutions, the eScholar Complete Data Warehouse® solution enables data-driven decisions by administrators, teachers, parents, and students for improving education outcomes

White Plains, NY, July 19, 2011 – eScholar, a technology leader in education data, today announced the immediate availability of its latest eScholar Complete Data Warehouse® Solution (eScholar CDW). Driven by customer feedback, eScholar's CDW v13 adds significant enhancements throughout its entire suite of PK thru Postsecondary solutions to deliver near-real-time access of valuable longitudinal information to improve the education process. Existing customers of eScholar CDW will automatically receive and begin to experience the benefits of the solution immediately.

The eScholar CDW is designed to allow education agencies to integrate otherwise siloed transactional data from across the enterprise. Once the data is unlocked from these silos, it can be analyzed both longitudinally and comprehensively to inform and influence the decisions of various users in their efforts to improve student outcomes. eScholar CDW v13 incorporates significant improvements from an expanded scope of data to improved administrative functionality and user interfaces.

“We want our customers to spend less time administering their data warehouse, and more time benefiting from the valuable insights it can provide,” said Russ Redgate, product manager of the eScholar CDW. “This release of the eScholar CDW takes education data warehousing products to a whole new level of capabilities. We really pushed the envelope in many different ways, from data model expansion to drive analysis of Teacher/Leader Effectiveness and Early Childhood programs, to front-end GUI enhancements for data stewards including enhanced notification capabilities. New modules and a streamlined workflow enable intuitive, efficient web-based administration and configuration of the data warehouse at the click of a mouse.”

Key features include:

- Enhanced support for Student-Teacher-Class linkage, including ability to track staff responsibility weight per class and individual staff-student dosage
- Enhanced support for tracking the many relationships among assessments, academic standards, and courses
- Streamlined workflow for configuring data quality rules
- Additional modules, including a GUI for both the eScholar EDEN Solution™ and a full suite of packaged administrative utilities
- Support for National Student Clearinghouse® data within the eScholar Complete Data Warehouse® for Postsecondary

“eScholar technology is positioned to become a catalyst for the Santa Ana Unified School District's

adoption and use of data in support of student graduation and college and career readiness,” said Dawn Miller, assistant superintendent, Secondary Education at SAUSD. “eScholar will have a positive impact on student success and will allow users to access information that is vital for their interests. The new version of eScholar will strengthen the way we leverage the technology, view the data and take action based on our findings.”

“eScholar was first to market with a commercial off the shelf data warehouse solution for the education space more than 13 years ago. But as we enter the second decade of the 21st century, we know that’s not enough anymore,” said Shawn Bay, CEO and founder of eScholar. “Information management and access needs by administrators, teachers, students and parents are constantly changing, and at eScholar we strive for continuous product innovation to meet those needs. eScholar CDW v13 represents the continued maturity of our solution, as well as our market and technology leadership in the education space.”

The introduction of eScholar CDW v13 comes in advance of this year’s National Center for Education Statistics (NCES) Data Conference in Bethesda, MD July 25-29, 2011. NCES is located within the U.S. Department of Education and the Institute for Education Sciences. eScholar will be present and will be showcasing eScholar CDW’s new features. To understand more, please visit eScholar’s website at <http://www.escholar.com>

Data Warehousing in Education

Schools collect pertinent information from multiple sources to drive curriculums and meet specific Federal and State Level requirements. The information that is collected ranges from student attendance records to financial budgets. An education-based data warehouse integrates and consolidates this information – otherwise dispersed across the enterprise – enforcing referential integrity and applying data quality and validation to ensure consistency, presenting the information for analysis and reporting to a wide range of stakeholders and users, including administrators at all levels, teachers, counselors, support staff, students, parents, and legislators.

Fast Facts:

- eScholar is the most comprehensive P-20 education data warehouse solution available
- eScholar is relied upon by more than 12 million students, 3,500 school districts and 12 state-level education agencies
- The eScholar CDW meets, on average, over 90% of education agencies’ data requirements out-of-the-box, enabling rapid implementation and fast demonstration of value to stakeholders

About the eScholar Complete Data Warehouse® Solution

The eScholar Complete Data Warehouse® Solution is the most widely used COTS (commercial off-the-shelf) software solution for gathering and managing Pre-Kindergarten through postsecondary educational data. Once loaded into the eScholar CDW, the integrated data forms a longitudinal history that can provide valuable insights into student achievement, educational programs, and teacher

effectiveness. The eScholar CDW's comprehensive, detailed and longitudinal structure is crucial to the analysis demanded by local and state educators who want to foster a data-driven decision-making environment and meet the reporting requirements introduced with No Child Left Behind (NCLB). More information is available at <http://www.escholar.com>.

Contact

Daysie Kratz
eScholar, LLC
914.989.2937
dkratz@escholar.com

Bill Cox
Experience Communications for eScholar
208.381.0001
bill@experiencecom.com