FULFILLING THE PROMISE OF THE CONNECTED CAMPUS

The campus has forever changed. Today, parents and students seek out technologically advanced institutions for the competitive edge they provide. Students, faculty, and staff expect a high level of service, and they flourish in environments that facilitate the ease and enhance the richness of life on and off campus. The ultra-convenient campus is a reality and Blackboard® has emerged as the partner of choice for institutions providing these progressive environments.

The Blackboard Transaction System™, part of the Blackboard Commerce Suite™, delivers campus-wide convenience, improves student and staff safety, and facilitates the delivery of superior customer service. For more than 400 campuses, Blackboard provides enterprise transaction processing software, hardware, training, and support. Allowing clients to realize their most ambitious objectives, this proven solution reduces operating costs, streamlines operations, maximizes the return on technology investments, and generates revenue both on and off campus.

OVERVIEW

The Blackboard Transaction System is a sophisticated, yet easy-to-use software platform and hardware that reliably manages a centrally-controlled set of prepaid commerce and access privileges. These include visual identification, facility access, vending, dining, and multiple point-of-sale commerce opportunities in both the on- and off-campus environments. The system can also manage services such as parking fee collection, activity privilege verification, event ticket purchase, and print/copy cost recovery. It seamlessly integrates with many institutional systems, such as student information, bookstore and housing systems, thus extending the virtual campus with Web-enabled account management and campus e-Commerce.

“Parents and students are actively seeking universities with a commitment to technology—and DU delivers on that commitment. Having the Blackboard Transaction System on-campus supports our school’s goal of being on the leading edge of technology—this is consistent with what we want to accomplish at DU and supports both our wired classroom and laptop initiatives.”

—ED CALMUS, DIRECTOR OF BUSINESS SERVICES
UNIVERSITY OF DENVER
The Blackboard Transaction System, available in either a Unix or Windows® operating system, combines all core functionality into a single, extensible platform, thus eliminating the all too common situation of multiple servers running single applications. It allows clients to easily expand and leverage their campus investment as needs grow and campus technology changes. This, combined with the industry’s most talented technology professionals, provides continuous product improvement, support, and consultation.

The Blackboard Building Blocks Manager™ facilitate the rapid integration of peripheral campus systems alongside the Blackboard Transaction System. By facilitating the exchange of data and system services with third–party technologies, Building Blocks Manager promotes unprecedented interoperability for auxiliary service delivery technologies. There is transaction–level integration with bookstore, network print and copy, parking, and third–party point–of–sale systems and more, as well as data sharing with student information, residential management, physical security, library, video imaging, and inventory/menu management systems.

**Key campus benefits:**

- Supports multiple applications for all on and off–campus transactions on one Blackboard server
- Simplifies integration and synchronization with other campus systems for initial implementation, as well as ongoing operations maintenance and system upgrades
- Delivers proven long–term system reliability and stability at the forefront of technology
- Provides flexibility for system expansion and growth
- Increases return on technology investments, cost–containment (e.g. printing/copying expenses), and increased levels of on–campus spending
- Creates new revenue streams from off–campus merchants and new on–campus opportunities
- Improves convenience (cashless) and safety (access) on campus

“The implementation of our GOCard student identification card program through the Blackboard Transaction System provides numerous benefits to our students and our staff. By allowing students and parents to control funds through their secure ‘My Accounts’ page, we have simplified their lives and ours. It’s a win win situation.”

—MARGIE BRYANT, VICE PRESIDENT, AUXILIARY SERVICES GEORGETOWN UNIVERSITY

“Our campus community has consistently relied on the Blackboard Transaction System to help solve access and distribution challenges. For example, we initiated a successful ticket lottery process for the Athletic Ticket Committee and we play an orientation game that showcases auxiliary and support programs across campus—all by utilizing Blackboard’s system capabilities.”

—JEANINE BROOKS, DIRECTOR, ACTION CARD THE UNIVERSITY OF ALABAMA
Key student benefits:

• Provides the convenience of single card access to buildings and events, financial transactions, and account information
• Facilitates faster moving lines in dining halls, service delivery locations, and parking facilities
• Allows for 24 x 7 access to account information and student services via the Web
• Provides greater peace of mind for students and parents by offering a cashless campus

The Blackboard Transaction System provides extensive transaction capabilities on and off-campus:

On–Campus Commerce

• Point–of–sale (e.g. dining, prepaid account, meal plans, cash equivalency, privilege verification, discounts)
• Bookstore and other retail outlets
• Credit card functionality
• Self–service/unattended commerce (e.g. vending, laundry, printing and copying, and parking)

Off–Campus Commerce

• Merchant community (e.g. pizza parlor, grocery store, etc.)

Activities

• Event admission
• Voting
• Overall privilege verification
• Wireless capabilities (e.g. campus transit, non–network accessible locations, other venues)
• Library authorization

Facilities Access

• Residence halls
• Computer labs
• Administrative buildings
• Athletic facilities
• Scientific laboratories

Web–Enabled Account Management

• Account valuation
• Balance inquiry
• Transaction history/statement capability
• Report card lost/stolen
• Suspend card

e–Commerce Capabilities

• Purchase class supplies, membership fees, athletic event tickets, arts/sciences events all via the Web
• Tuition payments, parking tickets, and library late fees via the Web
ONE SOLUTION, MULTIPLE REVENUE STREAMS.

The Blackboard Commerce Suite

Educational institutions are facing a unique challenge: How do you implement an online transaction system that meets all the current needs of the community, while allowing for the natural growth and changes associated with campus–based information technology? While some struggle to manage the many dissimilar functions associated with delivering effective and efficient student services, others have discovered the power of the Blackboard Commerce Suite™ to bring clarity to the online transaction experience with integrated solutions that include:

• The Blackboard Transaction System™, the industry–leading software application powering Blackboard’s Commerce Suite. Featuring state–of–the–art IP native readers, wireless solutions, and complete integration services, The Blackboard Transaction System delivers a transaction solution for today and the future.

• BbOne™, Blackboard’s comprehensive product for capturing off–campus commerce opportunities. From selecting partners, to marketing the program, and processing and settlement of transactions, BbOne delivers a total solution that benefits institutions, students, parents, and community merchants.

• The Blackboard Portal System™ allows institutions to create Commerce Gateways that provide efficient information delivery and commerce services consistently across campus, while also allowing departments, groups, and merchants to control the content and community–building aspects of their individual Web services.

Each a best–of–breed solution, the products in the Blackboard Commerce Suite are made more powerful together through a shared architecture, consistent interfaces, seamless file sharing, and robust administration features. Scalable from a single department to an entire university system, the Blackboard Commerce Suite provides an integrated online experience for students, faculty, and staff, as well as an integrated management view for IT departments.

Many missions, one environment. Many goals, one solution.

SEE BLACKBOARD IN ACTION

To learn more about partnering with Blackboard to achieve e–Education success, visit the Blackboard Web site at http://www.blackboard.com. To schedule a product demonstration or to speak with a Blackboard representative, call 1.800.528.0465 extension 2.