

# Blackboard's Client Commitment

**Our Mission:** “To enable educational innovations everywhere by connecting people and technology.” We play a supporting role in institutions’ e-Learning initiatives, and the attainment of our vision is a direct function of our clients’ success. Our merger with WebCT will further advance our support of clients’ diverse endeavors and objectives and as a combined company we commit to:

## **Client retention and satisfaction**

Blackboard and WebCT are committed to ensuring your satisfaction with our products, services and support. Our single highest priority is to retain 100% of our current clients and to enhance our existing relationships at those institutions.

## **Support and enhancement of existing products**

We will continue to develop, innovate, upgrade, improve and support both Blackboard’s and WebCT’s products. We will engage user communities to help craft, prioritize, and deliver enhancements for the two product suites.

## **Interoperability through uniform, standards-based API’s**

The combined company will develop common, standards-based APIs, based on Building Blocks and PowerLinks that will provide a means for clients of both Blackboard and WebCT to share their applications, innovations and experiences with the global client community.

## **Development of a new, best of breed product suite**

Over time, we will develop a new standards-based product suite that incorporates the best elements of Blackboard and WebCT solutions and feedback from both user communities. Our focus remains on meeting existing client needs, while working to develop a new innovative suite of applications.

## **Support for education industry standards**

We will maintain and expand our participation and leadership in industry standards initiatives. This work is fundamental to our strategy as outlined above, as well as to the important evolution of the education technology community.

## **Industry leading client support**

We will combine WebCT’s strong history and reputation for responsiveness with Blackboard’s significant infrastructure investments to deliver industry leading support to all clients. In addition to maintaining each client’s current service level agreements, we commit to deliver even higher quality, more individualized support and service for both hosted and locally installed clients.

## **Clear and consistent communication**

We will proactively keep you informed of the major milestones in the integration of our two companies and development of our joint product plan. We commit to maintaining an active discussion with our client base. In turn, we invite you to openly communicate to us your hopes, concerns and suggestions.

*In compliance with regulatory requirements, Blackboard and WebCT will remain separate and independent companies, and joint activities between the companies will be limited, until the completion of the transaction. Specific transition details will be made available at a later time.*