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FALL 2014

## Updated Licensing Chart!

# Schools and Software—What's now and what's next

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- » Fast, Easy, Flexible—Adobe® Creative Cloud™ for Education
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- » Introducing GoGuardian—Monitoring, Filtering, and Anti-Theft for Chromebooks
- » Accelerate and Improve Learning with Qwizdom
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# Schools and Software—What's now and what's next

The strategic use of software by public schools is shifting from a “nice-to-have” to a core driver of student achievement and organizational performance. Nationally, an estimated 75% of school districts offer some online or blended options, and the education technology market supporting this shift is large and growing. However, within this shifting and expanding marketplace, few have analyzed the alignment between the supply of education technology products and the particular demands of small to medium sized school systems (2,500 - 25,000 students). While these districts don't garner the level of attention larger systems receive, they do represent 50% of the nation's 48 million public school students and play a significant role in the landscape of U.S. education. To understand the software wants and needs of these schools, the Christianson Institute conducted a survey revealing the following trends:



## Academic Software

- **Schools and students want product cooperation.** School systems want to use a suite of online-learning programs, but face the challenge of creating compelling student experiences from a patchwork of programs. Schools are looking for assistance in managing and integrating different programs to work more efficiently together.
- **What do teachers want?** Schools are clamoring for online-learning programs that let teachers choose what students work on and automatically adjusts to student needs.
- **Help educators extract data.** Schools are seeking ways to extract meaningful data from online-learning programs. Schools don't just want to know “what works,” they want to know “what works, for which students, in what circumstances.”

- **The next generation of effective and intuitive online learning.** Future opportunities exist for education technology companies to sell products with a better mix of student and teacher control, natively Common Core-aligned content, and more intuitive design that requires less product training.

## Business and Operations Software

- **Schools seek business and operations solutions.** School systems generally are more focused on academic- and school-related software than business and operations solutions. However, they are still seeking someone to provide them more integrated solutions for human resources, finance, and operations.

## Software and Data Integration

- **There is no “I” in “team”.** Many K–12 software programs offer limited value on a stand-alone basis and must be integrated with other software, typically from different vendors, to realize their full potential. Schools desire help from resellers dealing with software integration challenges.
- **A few software products to rule them all.** Student information systems (SIS), human resources information systems (HRIS), and domain management or identity management systems are “sources of truth” because of the critical data they collect. Schools seek software solutions that can be easily integrated with these “hub” platforms.
- **Room for one more?** New hubs may emerge that upset the current balance of power in software architectures, like the use of Google Apps. New “hub” categories may be created altogether as well like, talent management which someday could be considered a fourth major platform.
- **Manual integration costs schools.** Manual integration across various software platforms and programs causes major inefficiencies for school systems. Solutions like automated provisioning of software licenses and single sign-on technologies are helping, but schools seek additional solutions to help integrate data coming out of disparate software systems.

- **School systems will pay for help with their data.** Education technology companies that help school systems analyze and manage data are drawing significant interest from both customers and investors, which potentially signals healthy growth ahead for this segment of the education technology market.



## IT Management and Hardware

- **Next stop, the cloud.** Small- to medium-sized school systems have shifted or are in the process of shifting to cloud-based software to support instruction and operations. This stands to make IT management and workflow more efficient, but presents new hurdles in terms of data privacy and challenges the existing paradigm of central control over IT systems.
- **Wanted: Minimum, viable devices.** School systems pursuing blended learning are looking for affordable, manageable, and reliable devices to support their instructional models and online assessments.
- **BYOD is the future.** As more students and staff own consumer mobile and computing devices, school systems will be more likely to move toward bring-your-own-device (BYOD) environments. This, in turn, will require that schools implement new networking, device management, and security solutions.

These trends and gaps identified by the small- to medium-sized school systems reflect key market opportunities for resellers and software companies. While the education technology market is booming there are still unmet demands in the market and companies who are able to help school districts wrestle with issues of software integration, data management, and user experience stand to gain significant business.

Sources:

<http://www.christenseninstitute.org/publications/schools-and-software/>  
<https://www.edsurge.com/n/2014-06-17-what-k-12-schools-want-from-software>



# Fast, Easy, Flexible— Adobe® Creative Cloud™ for education



## Get it Now With a 2-Year Price Guarantee for a Limited Time

Adobe's latest release of Creative Cloud™ delivers 14 all-new apps with hundreds of new features for design, web, video, and photography.

### Current Promotion:

Adobe's Value Incentive Plan (VIP) brings Creative Cloud to schools with a special, limited-time offer — just extended to November 30. Act now to save big for two years. CLP (Cumulative Licensing Program) customers qualify for significant savings and budget predictability without having to meet the minimum purchase requirement.

### Provide an Adobe licensing solution for every environment:

<p>Small workgroups and departments</p> 	<p>Classrooms and labs</p> 
<p><b>Creative Cloud for education</b> Named-user licensing</p> <ul style="list-style-type: none"> <li>• Licenses for each individual user on their institutional computer</li> <li>• Includes complete set of Creative Cloud applications or single-app option</li> <li>• Online services included</li> </ul>	<p><b>Creative Cloud for education</b> Device licensing</p> <ul style="list-style-type: none"> <li>• Licenses for each computer, rather than each user</li> <li>• Includes complete set of Creative Cloud applications or single-app option</li> <li>• Online services not included</li> </ul>
<p>Available through the Adobe Value Incentive Plan (VIP).</p>	<p>Available through the Adobe Value Incentive Plan (VIP).</p>



Photoshop



Illustrator



InDesign



InCopy



Adobe  
Muse



Flash  
Professional



Dreamweaver



Edge  
Animate



Adobe  
Premiere Pro



After  
Effects



Adobe  
Audition



SpeedGrade



Prelude



Encore



Photoshop  
Lightroom



Acrobat

For more information or to request a quote, contact our Adobe Licensing Desk either via email at [adobelicensing@dstewart.com](mailto:adobelicensing@dstewart.com) or phone at 800-356-8370.



## Introducing GoGuardian

Monitoring, Filtering, and Anti-Theft for Chromebooks

GoGuardian allows your customers to seamlessly monitor, filter, and protect their Chromebooks. GoGuardian's dashboard feature allows them to access all of the information they need—including every search performed, video watched, and document edited—easier than ever. With GoGuardian, you can provide your customers absolute peace of mind.

### Features include:

#### **Monitor and Guide Student Behavior**

GoGuardian allows schools/districts to understand how Chromebooks are being used on all levels including broad usage trends, unique organizational units, and granular per-student browsing behavior

#### **Recover Stolen Chromebooks**

Track and recover individual Chromebooks with a powerful feature set including: keylog data, geolocation, webcam pictures, and screenshots

#### **A Better Blacklist**

Use BlackCat: GoGuardian's CIPA-compliant category-based blacklist or customize it with your customer's domains. Combined with flagged activity tracking, BlackCat grows and improves in ways traditional proxies and content filters cannot

#### **Dynamic Activity Flagging**

The Flagged Activity Engine intelligently analyzes the contents of pages as they load, combining an unparalleled level of insight and control with real-time alerts to let educators know when inappropriate content is accessed by students

**For more information on GoGuardian or to request a quote,  
please contact Customer Service at 800-279-2795.**

# Avid Media Composer | Software

The industry's most proven and trusted video editing software

Avid creative tools are used by more professionals in the music, film, and television industries than any other products. Avid's Media Composer | Software is proven and trusted by professional editors in every segment of film, television, and broadcast. Media Composer | Software delivers accelerated high-res-to-HD workflows, real-time collaboration, and powerful media management, eliminating time-consuming tasks so you can focus on telling a great story.

With floating licenses available, selling Avid Media Composer | Software is now easier than ever!

Floating license packs enable enterprise-level and educational facilities to:

- Gain greater flexibility, efficiency, and ease
- Manage software license distribution and deployment "on demand" through a centralized server
- Add value by saving time and resources
- Enjoy faster upgrades, simpler administration, and maximum flexibility for multi-seat installations



Media Composer | Software is also available through annual subscriptions and perpetual licenses.

To learn more about Avid products contact  
Customer Service at 800-279-2795.



## New Dragon NaturallySpeaking 13

Increased speed, accuracy, and flexibility make it our best Dragon.

### What's New in Dragon NaturallySpeaking 13

Better performance driven by the latest speech recognition technology—Dragon NaturallySpeaking 13 is not only fast, but it is 15% more accurate than version 12. By leveraging the latest advances in speech recognition technology, Dragon NaturallySpeaking 13 delivers more accurate results enabling users to be even more productive when working on their computers.

Increased freedom and flexibility with built-in microphone support.

Even more powerful and versatile when working with browsers and web applications—Dragon NaturallySpeaking 13 supports popular web applications in all major browsers. It delivers improved voice command and control, including Full Text Control with dictating in Gmail, Outlook, and Yahoo! Mail.



#### Dragon NaturallySpeaking 13 Premium

- » Work in relaxed hands-free mode
- » 99.9% accuracy out of the box
- » Dictate 3x faster than you can type
- » Proofread with natural sounding text-to-speech and audio playback

#### Dragon NaturallySpeaking 13 Professional

- » Create your presentations 3x faster
- » Works with Excel and PowerPoint
- » Control with voice shortcuts and commands
- » For employees and those on the go

#### Dragon NaturallySpeaking 13 Home

- » Dictate letters, your to-do list, and more
- » Search the web and chat by voice
- » Use your voice to email and manage your calendar
- » Update your Facebook and Twitter status with voice commands

**For more information on Dragon NaturallySpeaking 13, please contact Customer Service at 800-279-2795.**



## Accelerate and Improve Learning

Student Response Systems,  
Classroom Clickers, and Audience Polling

Qwizdom is an award-winning developer of interactive learning solutions that enhance presentation deliverability and user engagement. With over 30 years of industry experience, Qwizdom audience response solutions offer the highest performance and reliability. Durable and timeless solutions capture data in seconds. Software designed for simplicity, and compatible with your favorite application, makes Qwizdom the #1 choice for audience response.

### Qwizdom offers academic solutions for:

- 1:1 and BYOD Initiatives — The Qwizdom Response App (QVR) allows you to get the most out of web-enabled devices, such as iPad® devices, laptops, and tablets by proving curriculum and assessment tools proven to increase learning outcomes.
- Improving Test Scores — Qwizdom has simple, easy, and cost-effective solutions for improving test scores including, curriculum, response solutions, and online learning.
- Transitioning to Common Core Standards — Qwizdom's ReadySet Curriculum solution is designed for easing the transition to Common Core Standards. You can print, present, or play content on 1:1 devices.
- Engaging Students — Qwizdom's response solutions, state-aligned curriculum, and online learning enhance student interaction and engagement.
- Differentiating Instruction — Qwizdom's online learning, ReadySet Curriculum, and response solutions are designed to help differentiate instruction and support response to intervention.
- Flipped Classrooms — Qwizdom's online learning and reporting solutions will help you flip your classroom, accelerate learning from anywhere, and help maximize student learning and instructional time.

**To learn more about Qwizdom products, contact  
Customer Service at 800-279-2795**



**SONY**

## Defining the Way Digital Content is Created



### **Vegas Pro 13 Academic — Video, audio, and Blu-Ray™ Disc creation**

#### **Take Control of Your Creativity.**

Vegas Pro 13 features a contemporary NLE designed for complete creative control. New features include advanced archival tools, sophisticated audio metering, and the Vegas Pro Connect mobile iPad companion app. Vegas Pro comes complete with DVD Architect Pro 6, Digital Professional Encoder, and plug-in collections from FXHOME, NewBlueFX, and iZotope.



### **Sound Forge Pro 11 Academic—Advanced audio waveform editor**

#### **Record. Edit. Produce.**

Sound Forge Pro is the application of choice for a generation of creative and prolific artists, producers, and editors. Record audio quickly on a rock-solid platform, address sophisticated audio processing tasks with surgical precision, and render top-notch master files with ease. New features include one-touch recording, metering for the new critical standards, more repair and restoration tools, and exclusive round-trip interoperability with SpectraLayers Pro 2.

**To learn more about Sony Creative Software products,  
contact Customer Service at 800-279-2795**



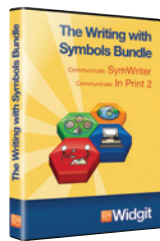


# Opening up the World of Information through Symbols

Symbol products for communication, information, language, and learning

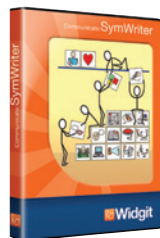


Symbols help to communicate ideas and information.



Widgit aids understanding and communication for people who find reading text difficult. Widgit Symbols add visual support to the printed word, giving easier access to information and separating it from the challenge of reading.

With Widgit's Writing with Symbols Bundle, your customers receive two essential programs, SymWriter and In Print 2, both containing the complete Widgit Symbol set of over 13,000 researched and tested symbols covering a wide curriculum vocabulary.



**Widgit Communicate: SymWriter** — The perfect tool for struggling and emerging writers

SymWriter is a symbol-supported word processor that any writer, regardless of literacy levels, can use to create documents. Writers of any age or ability can use the Widgit Symbols to see the meaning of words as they type, supporting access to new or challenging vocabulary. SymWriter also supports the emergent writer with structured writing grids, smart symbolizing, symbol spell check, speech, touch, and switch features.



**Widgit Communicate: In Print 2** — For making symbol-supported printed materials

In Print 2 is a desktop publishing program for creating symbol-supported resources for printing. It is an excellent tool for anyone wanting to make accessible materials for their school, home, business, or community. The symbols, along with the powerful features and freedom of layout of desktop publishing help to create materials that have a professional look while being completely accessible.

**For more information on Widgit, please contact Customer Service at 800-279-2795.**



## The Ultimate Visual Learning Tool

Create and Share Professional Quality Videos with Ease

With TechSmith's Camtasia, your customers can create valuable visual lessons that students can watch anytime, on any device. They enable educators to launch and enhance digital learning initiatives and keep students engaged with core content. It's easy to use Camtasia to create, edit, and share high-quality videos—all without formal training.

With Camtasia your customers can:

- **Make powerful video lessons**

Record what's on your screen, then edit your video lessons the way you want. Keep a personal touch with green screen or your webcam. Share videos securely with your class or just one student.



- **Add interactivity to videos for customized learning**

Add clickable hotspots (links) to deliver a customer experience within your lesson. You can also add a table of contents and search options. Pique students' interest by letting them choose which topic to watch, at their own pace. Tailor instruction for different levels of learners.



- **Access learning on the spot**

Add quizzes and comprehension questions to your lessons to see how students are learning. Students can take quizzes on their own devices—desktops, laptops, iPad® devices, Android tablets, and most Android smart phones.

Available as Camtasia Studio for PC and as Camtasia for Mac.

**For more information on TechSmith, please contact  
Customer Service at 800-279-2795.**