

Products **Plus**

THE DOUGLAS STEWART COMPANY | SPRING 2014



Final Countdown to **Common Core**

Big changes are coming to Education—are your customers ready?



Secure, seamless access to all your mobile learning resources

ETX enables schools to streamline the secure delivery, aggregation and administration of online services. ETX provides end users with immediate, **single sign-on** access to resources from virtually any device, while **automated user provisioning** enables faster, more efficient and more secure administration.

With mobile learning trends driving rapid increases in the use of online educational services and resources, ETX creates an efficient way for K-20 institutions to manage access to online services while saving budget dollars, freeing up valuable instructional time and relieving technical and administrative challenges.

- **Easy to use.** Single sign-on means only one point of access with one login is needed.
- **Easy to deploy and manage.** Hassle-free deployment provides easy installs across web environments and device platforms, and automated user provisioning frees up IT resources.
- **Advanced tracking and reporting.** View detailed reports on usage of web services and resources.
- **Improved security and privacy.** Leverage enhanced password security, centralized management of end-user identities, and secure access from any device.
- **Significant cost savings.** ETX is priced for the education market and provides usage tracking to optimize future purchasing decisions.

Contact your Account Manager at 800-279-2795 for more information about EduTone Xchange!



Coming Soon: Common Core Standards

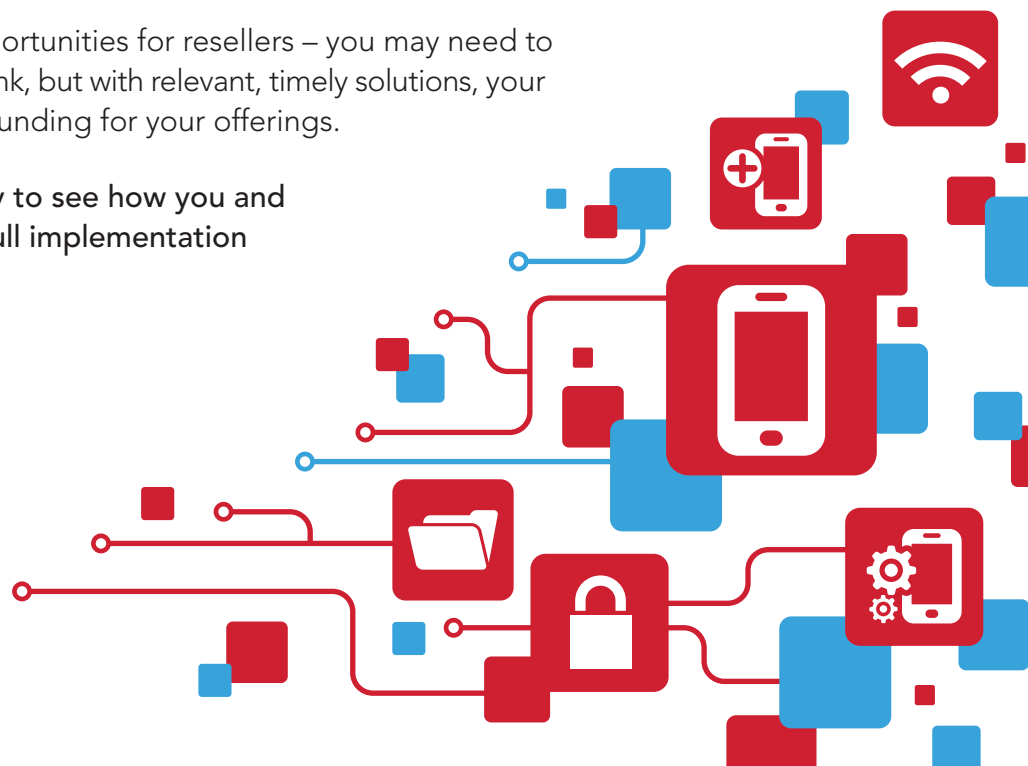
The 2013-2014 school year offered the public their first look at the implementation of Common Core standards, and the debate about adopting the standards is heating up. Five of the 50 United States have opted out of Common Core assessments, citing multiple reasons including prohibitive costs, a perceived inability to control the curriculum, and discomfort about the level of federal involvement that the Common Core standards will engender. Conversely, proponents are embracing the unified approach to curriculum as an opportunity to raise academic achievement across the board for the United States. Regardless of their position in this debate, your Education customers will be heavily affected by this change. New budgetary demands for Common Core will re-allocate funding to new areas, and the potential bandwidth requirements of online assessments will require a refresh of equipment such as network infrastructure.

Additionally, the effectiveness of Common Core standards will be measured through standardized exams facilitated by assessment consortia such as PARCC and Smarter Balanced. These organizations will enforce strict security and connectivity guidelines for the networks and devices on which the exams are taken. Mobile Learning solutions in the security, network access control, and mobile device management categories will be critical to comply with these guidelines.

This creates a mix of cautions and opportunities for resellers – you may need to fight harder for sales when budgets shrink, but with relevant, timely solutions, your customers will be more likely to have funding for your offerings.

Contact your Account Manager today to see how you and your customers can prepare for the full implementation of Common Core standards.

Final Countdown:
Common Core online testing starts in the 2014-2015 school year, and will be officially implemented in 45 states by 2015-2016.



Common Core Ready? Deliver Seamless and Secure Online Assessments with Meru Education-Grade Wireless

Online Testing and an Influx of Mobile Devices Create New Demands on a School's Wireless Network

Today's K-12 schools are evolving into technology-rich learning centers focused on preparing students with the 21st century skills they need for college and career success. New initiatives such as e-textbooks and blended learning are utilizing online activities like streaming videos and multimedia lessons that put new demands on the capacity and coverage of a school's wireless network. Add to this the number of Wi-Fi devices being used by students, teachers, and staff for texting, updating social media posts, tweeting, and other common activities on their smartphones, tablets, and laptops, and the school's airwaves quickly become a management nightmare.



With the imminent rollout of the Common Core State Standards, many districts will be testing students online and over their wireless network. It is critical to ensure that students can securely and reliably access the network to take exams while at the same time delivering the capacity and coverage needed for everyday activities as well. There must be a way to reserve wireless airspace at a dedicated time, in a specific location, for a particular group of students and devices. It's not enough to separate traffic on the wired VLAN. Wireless needs to become inherently context-aware as well.

The Need for Special Classes of Service: Context-aware Channel Layers for Uninterrupted Assessments

Meru® Education-Grade (MEG™) wireless delivers on the promise of context-aware channel layers as part of the groundbreaking Meru MobileFLEX architecture, enabling isolation of mission-critical applications and classes of users to maintain security and performance by dedicating a specific RF channel to them. Teachers, for example, can reserve a channel for Common Core assessments where the students' devices can only access the exam, while a separate channel is dedicated for other students accessing online content, and yet another is available for teacher or administrative access only.

For more information, visit www.merunetworks.com.

Solution Benefits

- » **Reserve a dedicated channel for Common Core assessments**
Utilizing MobileFLEX architecture and context-aware channel layers, MEG can help assure that the Common Core testing can be administered without interruption from other traffic.
- » **Seamlessly and securely direct wireless traffic to the right place**
With Identity Manager, students are authenticated for access to a channel layer based on identity, location, time, device, and application, so that only Common Core assessments and needed services are available.
- » **Maintain support for the demands of everyday activities of students, teachers, and staff**
Creating different classes of service, without compromising quality and performance, assures that students, teachers, and staff get the right service for their particular needs, interoperability, and increase the effective range of 802.11ac-based systems.

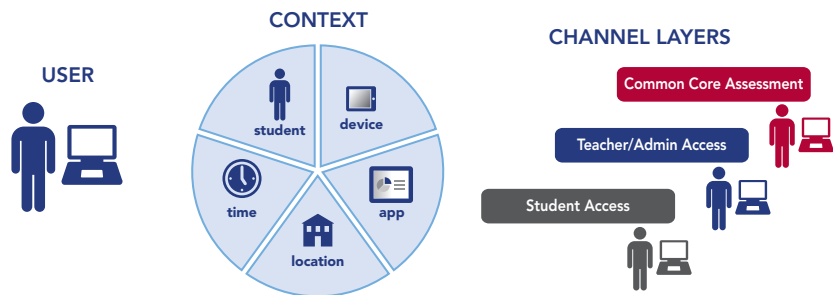
About Meru Networks

Meru Networks (NASDAQ: MERU) designs, delivers, and distributes best-of-breed mobile access and virtualized Wi-Fi solutions that are easy to deploy, operate, and expand to meet the enterprise's everchanging mobility requirements. Meru's MobileFLEX wireless architecture addresses the market demand for higher bandwidth and higher client densities with its innovative virtualized wireless technology, while simultaneously simplifying device onboarding. It also offers flexible and scalable deployment options and unique support for context-aware channel layers or dedicated channels for different applications and usage contexts. Meru wireless LAN solutions are deployed in major vertical industries including Fortune 500 businesses, education, healthcare, and hospitality. Founded in 2002, Meru is headquartered in Sunnyvale, California, with operations in North America, Europe, the Middle East, and Asia Pacific.

Meru Education-Grade Wireless: Uninterrupted Delivery for Common Core Assessments

Create a higher priority of service for specific classrooms and events

- While other enterprise-class networks utilize traffic prioritization methods such as bandsteering and Layer 2 application quality of service (QoS) with varying degrees of success, MobileFLEX goes further by leveraging its unique single-channel deployment approach to create a powerful channel-layering solution. Channel layering allows dedicated channels for specific tasks or a class of service (CoS), such as Common Core assessments or other mission-critical events.
- With context-aware channel layers, RF bandwidth is reserved so that the most important applications can be given priority access to the wireless network, even though RF is inherently a shared medium. Context-aware channel layers return control to IT, so online testing won't be interrupted by streaming video lessons or degraded by texting, web surfing, and other activities.



The application context drives the connectivity services

- Traditional Wi-Fi architectures typically employ a microcell approach, which requires that the client specify which access point traffic should associate with, and when. This can result in spotty performance, since traffic prioritization alone cannot assure the availability of a specific underlying RF channel. By contrast, MEG utilizes virtualized RF and a single-channel approach to let the application context determine the prioritization and services available to the client. In this way, the application of your IT policy routes the traffic to the appropriate channel.
- With this ability to create multiple context-aware channel layers, each discrete set of users can seamlessly connect and receive the appropriate level of service and bandwidth. This approach allows a teacher to administer a Common Core assessment, limiting the tested students to the exam site and related materials, while teachers and students in neighboring classrooms continue to interact with online content without impacting the test takers. With Meru's Identity Manager software, the process for which layer to connect to is enforceable and completely transparent.

As always, MEG uses network—not client—control

- MEG wireless is built on the premise that the network controls the spectrum association, not the client. This approach informs Meru's traditional wireless virtualized features (Air Traffic Control®, Airtime Fairness®, single cell architecture, and channel layering) and extends your deployment options to include capabilities such as multi-channel mode and context-aware channel layers. Our service is designed to deliver ubiquitous coverage: in classrooms, remote locations, outdoors, and very dense client environments.
- Meru has taken the next step in Wi-Fi's evolution by allowing teachers and staff to assign students and applications to channel layers based on context. Meru context-aware channel layers allow K-12 school systems to create physically isolated wireless superhighways for different classes of applications.

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Makes Mobile Learning Easier



Carrier 40 Cart

The Carrier 40 stores, charges, secures and transports up to 40 Chromebooks® or tablets.

DSC# 38086
SRP \$1,999.00
Cost \$1,635.55



EVO 40 Cart

The EVO 40 cart stores and charges up to 40 tablet devices at once using 2.1 amp USB power. Syncing is easily added to the charge-only version by purchasing the iQ SCB Sync Station upgrade.

DSC# 37074
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iQ 32 Cart

The iQ 32 Cart stores, syncs and charges up to 32 iPad devices at once using 2.1 amp USB power.

DSC# 23504
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Cost \$2,381.56



iQ 16 Cart

The iQ 16 Cart stores, syncs and charges up to 16 iPad® devices at once using 2.1 amp USB power.

DSC# 22826
SRP \$1,999.00
Cost \$1,587.45



iQ Wall Cages

iQ Wall Cages are ideal for storing, syncing, and charging up to 16 devices with 2.1 amp power.

DSC# 22827
SRP \$1,999.00
Cost \$1,587.45



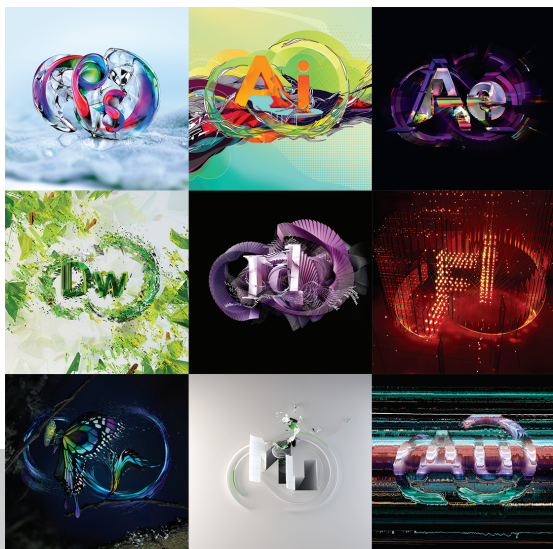
FUYL Cell

The FUYL Cell Locker Cube is designed to individually store, charge, and secure laptops, iPad devices, and other mobile electronic devices.

DSC# 78705
SRP \$1,599.00
Cost \$1,269.80



Contact your Account Manager at 800-279-2795 for more information about LocknCharge products.



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Bring the world's best new creative tools to your school. Buy Creative Cloud desktop applications as part of an Adobe Education Enterprise Agreement, and you'll get a great discount on a one- or two-year term. You can also add new per-install product licenses to an existing agreement at any time, and the cost of the licenses will be prorated to the end of your current term. Offer good from September 1, 2013, through March 31, 2014, and valid for K-12 schools (Tier 1) and higher education departments (Tier 4) of Adobe EEA.*

With an EEA, your K-12 or higher education institution can:

- **Get all the new Creative Cloud desktop apps** — including Adobe Photoshop CC and InDesign CC — to give your educators, students, and staff access to industry-leading creative tools on institutionally owned or leased computers.
- **Count on flexible deployment** options so you can distribute software the way that works best for your institution. The EEA is best for classroom and lab environments.
- **Find all the learning resources you need**, including Adobe curriculums, certifications, professional development programs, and online communities that help ensure you get the most out of your investment.

* Offer expires March 31, 2014. VALID ONLY IN THE 50 UNITED STATES, U.S. TERRITORIES AND POSSESSIONS, AND CANADA. VOID WHERE PROHIBITED, TAXED, OR RESTRICTED BY LAW.

K-12 (primary and secondary) education institutions that purchase the Adobe Creative Cloud K-12 Design and Web Collection or the Video Collection Add-On desktop applications as part of a 1-year or 2-year Tier 1 EEA from September 1, 2013, through March 31, 2014, will receive up to 50% off the retail price.

Higher education (post-secondary) institutions that purchase the Adobe Creative Cloud HED Design and Web Collection or the Video Collection Add-On desktop applications as part of a one- or two-year Tier 4 EEA from September 1, 2013, through March 31, 2014, will receive up to 20% off the retail price of the Design and Web Collection and up to 60% off the retail price of the Video Collection Add-On.

Exact discount determined by reseller. Contact a participating authorized reseller for details. Customers must complete the online enrollment process at www.adobe.com/go/eea, receive an EEA confirmation, and place an order with a participating authorized reseller, and the EEA order must be received by Adobe from the reseller no later than March 31, 2014, at 5pm Pacific Time. Offer is not available retroactively. Offer is subject to availability and U.S. export control laws and laws where the customer resides. Offer may not be assigned, exchanged, sold, transferred, or combined with any other discount or offer, or redeemed for cash or other goods and services.

Hosted services

The software offered through the EEA integrates with a variety of hosted services, operated either by Adobe or by third parties, which may contain user-generated content that may be (a) inappropriate for minors, (b) illegal in some countries, or (c) inappropriate for viewing at work. A complete list of integrated services is available at www.adobe.com/go/integratedservices. If customer wants to prevent viewing of, or access to, user-generated content, it may (a) disable service access in the Creative Cloud Packager, where that functionality is made available, or (b) block access to the hosted services via its network firewall. Hosted services are not, under any circumstances, available to users under the age of thirteen (13). Adobe disclaims liability for all user-generated content available via the hosted services. Notwithstanding anything to the contrary, any dispute about the hosted services or content that is available there shall be governed by the law and take place in the venue designated in the Hosted Service Terms of Use and is not controlled by the Governing Law or Venue clause of the EEA. Customer is not entitled to a refund and Adobe is not liable in the event that access to the hosted services is slowed or blocked as a result of government or service provider action, or if Adobe blocks access to some or all of the hosted services if it deems, in its sole discretion, that such a block is necessary to comply with local laws.

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We have the intelligence to keep you safe.



5.5 billion attacks blocked in 2011.

Symantec has an unparalleled view of the threat landscape. We have over 64.6 million sensors monitoring attacks in more than 200 countries and territories every day. The result? In 2011, we scanned over 8.2 billion URLs for malware infection, blocked 1.7 million Web attacks, and discovered 403 million unique malware variants plus 4,989 new vulnerabilities. No other company has the intelligence to protect your customers like this. Go to partners.symantec.com

Confidence in a connected world.  **Symantec**[™]

Contact your Account Manager at 800-279-2795 for more information about selling Symantec.

A woman with short dark hair and glasses, wearing a blue and white striped shirt, is smiling and looking at a laptop on a desk. The desk also has a glass of water, a blue folder, and a pen holder with orange pens.

Stopping Tomorrow's Targeted Attacks Today

Ready to move beyond selling point products into a more complete—and more profitable—relationship with your clients? Today's targeted attack headlines have put you in a terrific position to accomplish just that—if you have the right solutions to offer.

That's where Symantec comes in. You already know Symantec is a leader in Endpoint, Gateway, and Data Center protection. Now, we're pleased to alert you to some powerful and exclusive new technologies you can offer:



Disarm in Symantec Messaging Gateway™ – an innovative new technology that prevents never-before-seen threats sent in emails that contain Microsoft Office® and Adobe™ PDF attachments.



Network Threat Protection in Symantec Endpoint Protection™ for Mac computers – the perfect deal closer for those Mac-using clients who are still in denial about targeted attacks.

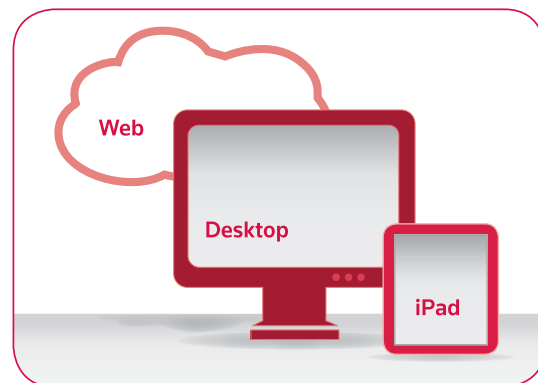
Those are just two of the powerful new tools you can offer your clients right now. If you're serious about taking your relationships beyond simple point products, find out how Symantec can make you the proactive resource your clients will turn to for years to come.

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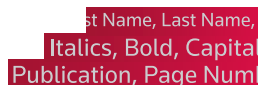
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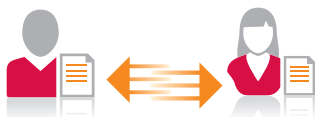
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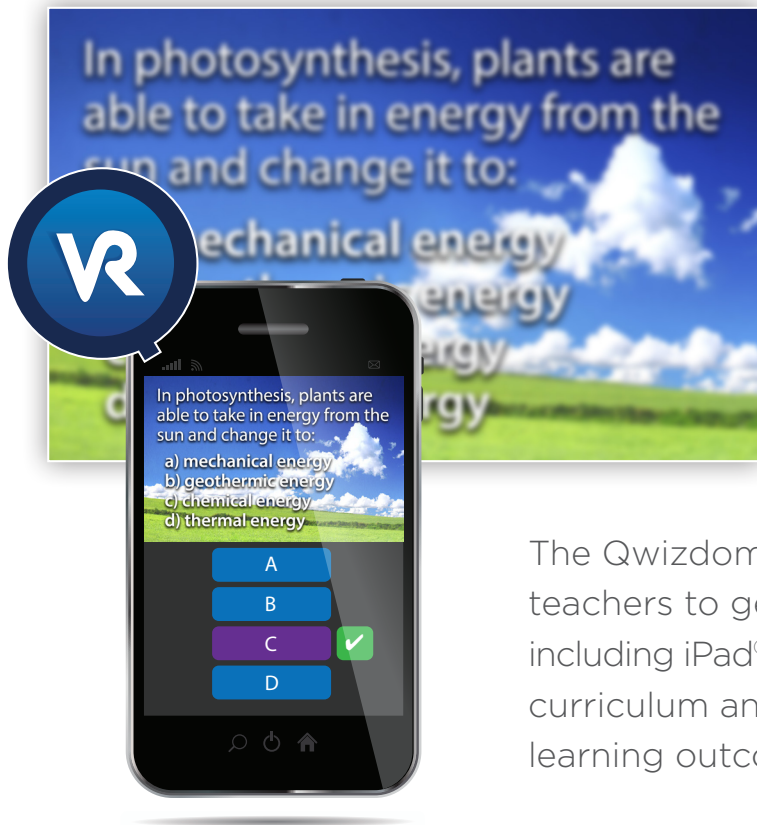


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Give colleagues read/write access to your references and groups.



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Get the most out of **BYOD and 1:1**

The Qwizdom Virtual Response (QVR) Solution allows teachers to get the most out of Web-enabled devices, including iPad® devices, laptops, and tablets, by providing curriculum and assessment tools proven to increase learning outcomes.

Present & Create

Qwizdom Virtual Response solutions include one year of ReadySet curriculum. These standards-aligned lessons show step-by-step solutions and explanations, plus diagnostic assessments of those standards.

Create a presentation or load any existing presentation using Qwizdom software on your Mac or PC.

Engage

Use Qwizdom Connect or PowerPoint presentations to present fun and engaging lessons that adapt to a variety of learning styles with a whole class, a small group, or individual students. Virtual response (QVR) allows teachers to extend learning.

Respond

Whether using iPads, laptops, tablets, or smartphones, students can respond to posed questions.

Collect

All results are gathered instantly and can be viewed in real time or post-session in a variety of reporting formats, including pdf and csv. With these options, teachers can assess understanding in real time or track student performance across time.

“Qwizdom has provided an easy way to provide students with opportunities for interactive activities, particularly in large group settings. QVR has extended our ability to offer these opportunities across the institution.”

- Kate Wright
e-Learning Team
Aberystwyth University

Contact your Account Manager at 800-279-2795 for more information about the Qwizdom Virtual Response system.





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