



Proposal For:

Tupelo Public School District

Tupelo, MS

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Prepared by:

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Connecting Schools, Families and Data

Company Background and Market Overview

infosnap®, inc. was established in 2000 to provide convenient and safe online forms for parents/families and improve core business and information processes at schools and organizations. Over 2,000,000 forms have been submitted through infosnap to date.

Private schools were our first clients and today we have a total client base of over 400 customers, including both Public and Private K-12 schools.

Online Re/Registration and Administrative Portal

Our online re/registration simplifies the annual processes related to: (i) family information updates and (ii) additional information collected at registration time. It applies to both new and returning families and students.

For returning students we begin with an extract of basic biographical information from your database. This allows us to pre-populate the online form for your families to update through use of a unique PIN (what we call a snapcode). They simply edit the information online, submit it to you, and then the Administrative Portal prepares it for multiple uses.

The re/registration process can also include forms that require a physical signature and need to be returned to the school by mail or in person. We put these forms on our site in PDF even if you have them on your website so that the entire re/registration event can take place in one web location.

Through the Online Roster you are able to quickly see which families have not submitted their forms and even if they have started them or not.

Online Registration and Administrative Portal	
Feature	Benefit
Online re/registration forms	Secure (SSL encryption) Pre-filled with existing biographical information Easy for families to update and provide additional info
infosnap hosts and supports process	24/7/365 access from Rackspace No IT investment needed from your school
Custom Views	View by grade, school, new, approved and more. Custom views, i.e., Make the health information available only to the nurse, if required.
Data “polishing”	Insures that all data entered on the web is formatted to your specifications, giving you clean, consistent data
Data Delivery	Create data files to import into your SIS when you are ready. Swap data entry for a more productive staff

infosnap's Services

We deploy four featured components for you:

Online Student Roster

We populate this online roster of all the “returning” students with the data that you have extracted from your SIS. Emailed or printed instructions letters containing each child’s unique pin number, which we call a Snapcode, are prepared in batches from your roster to be sent the parents via traditional mail and/or email on your letterhead.

Online Forms and Forms Process

These are the secure (SSL encrypted), customized forms we create for you that your families complete online. They are derived not just from your paper forms, but also from your unique business processes, your database and the way you store data in your database.

We host your forms on secure servers managed by Rackspace, the country’s leading provider of Internet hosting services, assuring 24/7/365 availability. Our forms also include advanced features such as “stop, exit and return” and “review draft.” All of our forms can be printed when complete and look like your existing paper forms and can be distributed electronically to appropriate administrators.

District Administrative Portal/Submissions Workspace

Once your families submit their online forms using infosnap, our Administrative Portal steps in. Your approved district administrators (registrars, school secretaries, etc.) will view the submitted form data securely through the portal. Each will have a unique login, which authorizes them to interact with the data according to their needs, i.e. view-only or editing privileges.

Each district’s portal has specialized features depending on the process and your needs. However, all custom portals share four main features: (i) easy to read highlighted data changes with manual editing ability (ii) extensive algorithms that automatically edit and conform (we call it “polish”) the submitted data to meet your district’s formatting requirements (e.g., phone number format, initial caps, etc.), no matter how it was originally entered; (iii) data preparation, after it has been polished, for delivery to the target database; and (iv) the ability to print forms that have been completed online in a format that closely resembles your paper forms, if desired.

Database Integration

Once your forms are approved, our Administrative Portal steps in to generate the custom file(s) required to deliver the form data to your student information system. We are able to provide data feeds and/or custom .CSV files to most commercial databases used by districts, such as PowerSchool, Aeries, Skyward, eSchoolPLUS, SchoolMax, STI/iNOW and more.

infosnap's Four Step Set-Up Process

1. Forms and process assessment

Our customer support team collects all of your paper forms, reviews them and uses them as a basis to discuss with you how the forms relate to your particular registration process. This is essential to make sure the online form process works the way you want it to work. Often, because our team has experience with hundreds of different processes, we are able to make suggestions about how to make your registration forms more efficient once you put them online.

2. Database review

The online forms and process we design for you also needs to accommodate your database and the way you use it – the end goal is getting the data from the online forms into your database. Our support team conducts one or more reviews of your current database installation with your staff. We: (i) tailor our forms and process to meet your database needs; and (ii) frequently suggest “tips” on the use of your database to make it work more efficiently with your business processes. Think of it as free consulting!

3. Implementation

Once we have reviewed your forms, process and database, we implement the online portion of your solution. Our Implementation team creates the customized online forms and data export process that provides the optimal solution for you. Our team walks you through a questionnaire, which allows us to fully explore and meet *your* requirements. Once we have designed your forms and process, and quality tested it ourselves, it is placed on a test server for your review. You can make as many changes as you like, until you are satisfied. Once the implementation process is complete, your forms are ready to go online “live.”

How long does it take from when you sign your contract with infosnap until your forms go online? Plan on 60 days for small to medium-sized districts and 90 days for larger districts.

4. Configuration

Once your online process is ready to go, our Configuration team takes over. This is where the Administrative Portal is configured to integrate your online forms process with your communication and data delivery requirements – items we identified in the database review.

Filters can be set to let you sort and react to the online data in the portal. We customize the algorithms for data “polishing” to meet your specifications – for example, spell out the word “Street” in all entries, no matter how it was typed in.

Your portal can be configured, up and running within several days after your forms implementation is completed.

infosnap's Support – for Your District and Your Families

After 11 years of use by tens of thousands of families and their schools and over 1,000,000 form submissions using infosnap, our online forms, processes and Administrative Portal are as intuitive and easy to use as possible. Yet, we also recognize that families and school districts are going to need support and training.

Our support starts with the processes described above – we get to know you, your practices, and your needs. The Implementation and Configuration processes are iterative – infosnap and your staff become a team that creates *your* solution. Our “Help” desk is always only a phone call or a click away – right from inside the portal.

Because your families are going online with you, we also support them. From questions about forgotten passwords to security issues, our support team is available by phone or email to answer all your users' questions.

Technology

No programmers are required to completely implement your district's custom online solution. infosnap configuration and implementation team members have all the controls at their fingertips to build, preview, adjust and ultimately deploy your solution directly to the web. This is possible because all infosnap online solutions are created using our patent-pending dynamic forms engine that provides the reliability, scalability and flexibility to accommodate even the most demanding and custom requirements.

Our latest generation system is written with C#, ASP.NET, XML and AJAX technologies for the user interface and business process layers and utilizes Microsoft SQL Server 2005 (64-bit) for the back end database layer. All infosnap servers have been hardened, are continuously monitored, and routinely backed up. The infosnap network is protected using Cisco PIX firewalls and DMZs and is scanned quarterly by Trustwave.

Internet Access and Your Families

The ability of families to access the Internet is a concern for many school districts. Here's what we've learned from our customers:

1. Even though some families may not have internet access at home, almost all have internet access at work, from which they can access the online registration process, or at their local public library;
2. The most successful districts have viewed online registration as an opportunity to educate their families and familiarize them with the Internet. They create opportunities, such as open sessions in computer labs or the school libraries, to draw the families to the schools and help them through the process.
3. If the district publicizes and promotes the online registration process (in the snapcode letter, on the district or school websites and through the local press), usage will increase greatly.

We've been through these concerns with many of our customers and we are always available to share our experiences with you so you can achieve your desired results.

Pricing

infosnap's pricing philosophy

We believe in keeping our pricing simple so our customers pay a one-time set up fee for each product they purchase, and then a fixed annual service fee for that product. The set-up fee is designed to cover only our cost of implementing and configuring your solution and training, and is thus generally significantly less than the annual service fee. The annual service fee covers the many services we deliver throughout the year as part of your infosnap solution: our acclaimed support, secure hosting of your forms and solution, improvements to our software, annual "roll-over" and update of your solution, etc.

There are two main factors that affect your actual set-up fee and annual service fee: (i) the complexity of your solution; and (ii) the number of students in your district.

Our customers generally enter into two-year fixed price contracts. After the first year, the solutions are "rolled-over" annually to the next year (forms are updated, Portal and data delivery re-set, etc.) at no additional charge unless material modifications are requested by you (for example, adding additional forms or an entirely new registration form).

I propose providing the Tupelo School District's 14 schools infosnap's Custom Online Registration and Administrative Portal for the following pricing...

	Year 1	Year 2
One Time Set Up Fee	\$ 10,312	\$ 0
Spanish Set Up Fee	\$ 2,000	\$ 0
Annual Services Fee	\$ 20,625	\$ 20,625
Spanish Services Fee	\$ 1,000	\$ 1,000
Total	\$ 33,937	\$ 21,625

These rates are based on a district-wide enrollment of approximately 7,500 students and include customized import files for your SAM7 SIS. The set-up fee assumes that one central district office will use the Administrative Portal for exporting the student data back into your SIS and each school will have access to view/review/approve the student data through the Portal.

Included in pricing:

- + Unlimited Technical support
- + Unlimited Customer support for the families filling out your forms

This proposal expires on May 31, 2013

****Re/Registration involves you extracting data from your Student Information System in order for us to present it to families to edit online. If you require assistance to extract or "clean up" your data, we charge \$200 per hour.**

Selected Public School References

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