



Mobile access to student information



Mobile Secure and Instant access to student data for school security and enhanced student safety and connectedness.

This document provides a foundation for positioning, messaging and selling the Principalm+ solution for Lifetouch representatives. It can be used as an educational and readiness tool to assist sales and marketing professionals at Lifetouch, and to better prepare them for customer-facing engagements.

US K-12 Market Overview

The approximate 18,213 school districts are at the heart of the public school system in the United States and directly influence purchasing of instructional, financial, as well as operational purchases on behalf of their schools. School districts receive a combination of federal, state and local funding, and then re-distribute those dollars to schools.

The K-12 purchasing cycling is a very distinct cycle, and the decision process to purchase goods and services can often take place long before buying occurs. Most school and district fiscal years begin on July 1 to synchronize with the release of federal funding from the government. Selling to K-12 schools means that you will have many different influencers, as well as end users for Principalm+. The following provides a brief overview of the role of Principal, IT Director, Director of School Security and Superintendent.

Principalm+ Product Overview

Used by thousands of schools and districts in North America, Principalm+ provides dependable, easy and affordable access to student information away from the desktop. Principalm+ is the solution designed specifically for K-12 schools that allows anytime, anywhere access to student data. The software works with virtually every Student Information System (SIS) on the market, and the 'always on' security and technology ensures that student data is available even when there is no power or wireless access.

Overview: Selling the Principalm+ Solution

Audience	K-12 School Administrators - Principals, IT Directors, Director of Security, District Superintendents
Positioning	Anytime, anywhere access to student information, providing the 128-bit encryption security and flexibility that allows access to student data that helps to create an environment of safe and secure schools for students.
Value Proposition Statement	Improve safety and security at schools with Dependable, Easy and Affordable mobile access to student information data.

Why Principalm+ for a Principal?



Buying Influence: Decision Maker and End-User

A school Principal is the chief administrator at the school level, and is ultimately responsible for the school as a whole. S/he provides leadership for school improvement and planning, acts as instructional leader, and is responsible for the safety and welfare of students and staff. The Principal also prepares reports required by state, local and regulatory bodies and acts as custodian of school and student records.

In larger schools, the Principal is assisted by one or more Vice-Principals, Assistant Principals, or Deputy Principals. Their position is secondary to the Principal and they generally perform specific duties such as handling student discipline or curriculum.

The Principal is your ultimate end-user and your primary target at the school level. They have the most to benefit from making Principalm+ a critical tool in the day-to-day operation of their school.

Note that Principals often have discretionary, school-based budgets at their disposal. This means that smaller purchases, (usually under \$3-4,000) can be purchased directly by a Principal for his or her own school.

Principalm+ Benefits for a Principal

Total Data Mobility	Anytime, anywhere access to student data. Enjoy total data mobility and the assurance that, even during power failures, you always have access to school, staff and student information.
Respond to Emergencies	In medical emergencies, acts of nature or other school-related emergencies, you can stay at the scene with the student (or staff) while accessing crucial contact information that lets you inform parents and guardians of the situation and outcome.
Reduce Truancy and Address Discipline Issues Instantly	Identify students, know where they are supposed to be, and deal with discipline or truancy issues instantly – in the hallway, around the school grounds or on a field trip.
Connect Staff and Students	The Name Game gives staff a fun way to learn student names and improve student behavior by making schools more personal and connected places.
Ease of Use	Principalm+ is easy to learn and use with virtually no end-user training required. It is designed from the ground-up for handheld device use and it is easy to navigate between Student, Staff and Class data.

// I use it most every day and consider it a necessity for my job as a high school principal. It also allows you to carry information to after school events for emergency situations."

Tom Dykstra, Principal,
Byron High School, Michigan

Why Principalm+ for a Director of Technology?



Buying Influence: Decision Maker and Influencer

The Director of Technology provides technical leadership, support and assistance to the district staff and students for software, hardware and network infrastructure. They evaluate, assess and provide consultation regarding the selection of technology equipment and software for instructional and administrative network management purposes. Importantly, the Director of Technology also is responsible for data security.

The Director of Technology is responsible for developing a district wide technology plan and submitting a technology budget to the Superintendent for approval.

The Director of Technology is your primary target at the District level.

Principalm+ Benefits for a Director of Technology

Data Security and Data Control	Principalm+ offers the highest level of data security on the market: <ul style="list-style-type: none">• All Principalm+ data is secured with 128-bit encryption. Data cannot be retrieved or bypass without a password.• System Administrators can determine what data is viewable for each user. Data is filtered when creating the SD card or the internal memory of your handheld device.• Student data is never sent to Discovery Software for processing or storage – it stays in the school or district’s control.• You can configure the Principalm+ password from 4 to 16 characters, giving you even more control over data security.• Custom configuration allows a pre-defined number of failed password attempts, after which the data is locked or deleted.• When the handheld turns itself off (times out) or when the user switches to another application, the password must be reentered to continue working with Principalm+.• Principalm+ does not allow any student data to be printed or beamed to another device• FERPA compliant
Flexible SIS Integration	Principalm+ can import data from virtually any SIS on the market. Save time by scheduling the SIS data extract to run nightly, either at the school or district level.
Easy End-User Support	District IT personnel only need to train and support a single individual at each school.

Why Principalm+ for a Director of School Security, School Security Guard or SRO?



Buying Influence: Decision Maker and Influencer

The Director of School Security implements policies and procedures to ensure students are safe and secure, while attending school or off campus events, such as on field trips, out-of-town games, or dances.

The Director of School Security oversees all campus security guards, liaises with local police agencies, as well as school resource officers (SRO's), who are the end users for Principalm+.

// Almost immediately after the install, we had a police problem and the handheld at the police station saved hours of time and work for the Principal and myself. We LOVE it."

Dr. Jimmy Littlefield, Superintendent, Spartanburg District One Schools, South Carolina

// Our campus security personnel use Principalm+ daily. It is very handy when trying to ID students at lunch, break or at dances etc... where we do not have access to our school computers and data base. We are strong supporters of the Principalm software!"

Steven R. Nordeen, Assistant Principal, Chaparral High School, California

Principalm+ Benefits for School Security Guards and SRO's

Identify Students/Staff Instantly	Instantly identify students and staff anywhere, any time with student photo ID tools, including barcode or RFID scanning capability and the Name Game.
Respond to Emergencies	In medical emergencies, acts of nature or other school-related emergencies, you can stay at the scene with the child or children while accessing crucial contact information that lets you inform parents and guardians of the situation and outcome.
Strengthen School Security Anywhere	Keep student (and staff) data at your fingertips, including picture ID, locker numbers and combinations, parking stalls and license plate numbers. Including direct telephone dialing, Principalm+ provides the essential tools you need to address security issues anywhere.

Why Principalm+ for a Superintendent of Schools?



Buying Influence: Decision Maker

A Superintendent of Schools may also be known as the Director of Schools, District Administrator, or CEO. A Superintendent is always a decision-maker, but can also be an end-user in certain situations such as in smaller school districts where s/he will take a more active and hands-on approach to administrative duties.

The Superintendent leads and manages the schools and staff within their district. They are given overall responsibility for personnel selection and appointment, preparation of operating budgets, and implementation of school policies and regulations.

School Superintendents are held responsible for everything that happens in every school within their district. They are accountable to the school board on behalf of everyone else employed by the district.

Each school within the district has its own operating budget, which the Principals submit to the Superintendent and the school board for final approval. It is the responsibility of the Superintendent to oversee budgets for all of the schools in his/her district.

It is also a Superintendent's responsibility to produce schools that provide a positive and a safe environment for the people who work there, as well as the students that attend.

Principalm Benefits for a Superintendent of Schools

Accountability and Assessment	Growing accountability requirements and student performance standards state that all students should be receiving the most out of their education. Administrators are required to measure individual student performance and deliver curriculum targeted to each students needs.
District Wide Emergency and Crisis Planning	The Superintendent is responsible for the safety of staff and students, and plays an integral part in the development and execution of a district-wide emergency response plan. In medical emergencies, acts of nature, or other school-related emergencies, school administrators must have immediate access to contacts (parents, guardians) to inform of the situation and outcome. Principalm+ stores contact information allowing them to act on their emergency plans immediately and contact guardians and parents quickly.
District Enterprise Solution Included	Principalm+ works within an individual school or across an entire school district handling up to 80,000 students and 100 schools.

System Requirements

Handhelds:

Principalm+ works on most handheld platforms including:

- Palm OS 5.0
- Windows Mobile Pocket PC 2003 or later
- Windows Smartphone 5 or later
- BlackBerry® OS 4.3 or later

Call Discovery Software directly or visit www.discoverysoftware.com to view the most up-to-date list of handhelds supported by Principalm+.

Hardware:

- Any handheld or handheld with phone capabilities running one of the above operating systems with a memory card slot.
- A memory card reader that is compatible with your memory card and computer. USB 2 is recommended. Note: memory card reader is not required for BlackBerry® devices.
- A memory card compatible with your handheld to use with Principalm+. We recommend the SD Card format.

Desktop Requirements:

- Microsoft Windows 2000 or later
- Mac OS X 10.2 or later (is not compatible with Classic environment)

Student Information Systems (SIS) Supported by Principalm+

Principalm+ works with almost all SIS's on the market including:

- PowerSchool
- Chancery SMS
- SASIxp
- Infinite Campus
- eSIS
- SchoolMax

Call Discovery Software directly or visit www.discoverysoftware.com to view the most up-to-date list of SIS's supported by Principalm+.

Tel 604 532.5855 x2296

Toll-Free 1 888 569.7711

Email lifetouch@discoverysoftware.com

Technical Overview

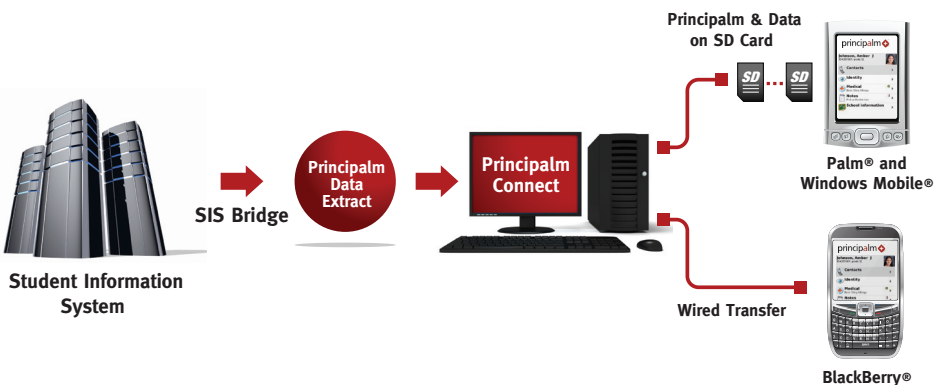
principalm 
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How It Works

Exporting data from your school's SIS is easy, automatic and secure.

Principalm+ is packaged with an SIS Bridge that enables you to export your school data, and with the proprietary Principalm Connect middleware that enables you to translate and encrypt your school data for seamless synchronization with Principalm+. Follow these easy steps:

- 1 Download and install Principalm+ on a school (or district) desktop.
- 2 Use the appropriate SIS Bridge to extract school data to a Principalm Data Extract (.pde) file.
- 3 Use Principalm Connect to read the Principalm Data Extract (.pde) file(s) and encrypt selected student and staff data onto a Secure Digital (SD) memory card. Principalm Connect also installs Principalm+ on to the handheld.
- 4 Plug and play on your handheld device. Student data is immediately available for end users - there is no wait-time while data is downloaded. (Windows Mobile and Palm users will need to insert the SD card into their handheld device.)



Discovery Software is the developer of Principalm+ handheld solution. Used by thousands of schools and districts in North America, Principalm+ provides mobile, secure and instant access to student data for school security and enhanced student safety. School staff can access student data including photos, medical and legal notices, grades, attendance, and schedules. Principalm+ works with virtually all Student Information Systems on the market, and on a variety of handhelds. 'Always on' security and technology ensures that student data is available even when there is no power or wireless access.