

## ***Solutions for the Education Market***

STI is a leading provider of *education data management* solutions to K-12 school systems. STI's fully integrated suite of Web-based products addresses attendance, scheduling, discipline, grade reporting, state reporting, financial management, student health, parent/teacher communications, special education, formative assessment, and data mining. Additionally, STI offers a comprehensive program of professional development services to help administrators and teachers with school improvement initiatives such as developing data-driven response-to-intervention, credit recovery programs, and formative assessment programs to address achievement shortfalls with specific, practical and research-based strategies. More than 8,000 schools in 50 states and several countries around the world use STI products. The company was founded in 1982 and is headquartered in Mobile, Ala.

## ***Unique Approach***

STI's success is due to not only providing innovative software programs for the K-12 market, but also its unique service and support approach, which includes in-depth personal training and capacity building for school and district customers. This approach has led to very high customer satisfaction and equally high customer retention rates over the years. STI's support and customer care representatives do not stay in a call center, they visit schools and conduct in-person training for customers. STI's Support Services Department also produces a series of user conferences every year, which routinely attract thousands of customers. These conferences are important vehicles for delivering training and support.

In January 2008, STI incorporated a new service delivery model to accommodate the growing STI product suite and further enhance the customer support experience. STI provides a customer care team assigned to each customer district. Through this effort, the dedicated customer care representative learns each district's internal policies, procedures and configuration, so support staff can quickly recognize training needs and perform a quarterly analysis to better understand each district's unique requirements. The improved service delivery model aligns support methodology with STI's new products, which are centralized, single database, Web applications.

## ***History and Growth***

STI began by developing administrative software for schools and had early success in selling these tools to schools in the southeastern United States. As schools' needs evolved over time, STI expanded its product suite to include new features and functionality to address these changing needs.

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In 2003, the state of Alabama selected STI to provide student information systems to all local education agencies in the state. The STI student information system and STI *Special Education Tracking System* are used across the state.

In 2004, STI acquired TestU, a leading provider of assessment and test preparation products. The acquisition propelled STI into the growing assessment market. Since then, STI has launched STI *Assessment*, a fully integrated formative assessment system for schools that allows educators to create, administer, score, and report on assessments in real time.

Increasing its customer base in the midwest, STI acquired The Lemberger Company (LEMCO) in 2006. LEMCO was a premier provider of school administrative software exclusively serving schools in Missouri.

STI expanded its suite of data management products throughout 2006 and 2007 with the introduction of *InformationNOW* and STI *Achievement Services*. *InformationNOW* provides a complete Web-based system for the collection, analysis and reporting of student data that is accessible through a customizable portal for each user, and provides the option for grades, homework and teachers' notes to be accessible online to parents. STI *Achievement Services* is the company's professional development offering designed to help schools implement school improvement initiatives through the use of assessment data and research-based instructional strategies.

To offer private schools an upgrade to Web-based student information and assessment solutions, STI acquired Hunter Systems in 2008. The acquisition enabled STI to emerge as a leader in the private school market and respond to increased demand for online applications to streamline school administrative functions.

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