



Let's create your web
solution together.

Schools choose Finalsite for its industry-standard marketing and communications platform, award-winning design, and secure data integration with third-party systems. With offices in Glastonbury, CT and London, Finalsite is the leading provider for over 2,200 international and independent schools, districts and colleges in more than 80 countries with a team of professionals who care deeply about their work and who value a lasting partnership.

Alexandria City Public Schools Web Solution Project

Why Finalsite?

With all the choices you have in website and software providers, why should you choose Finalsite?

THE LEADING MARKETING AND COMMUNICATIONS PLATFORM

Connecting to your community at the right stage in their journey with a message that engages them is the key to your success. That's why we provide you with all the tools you need to share your story, measure your efforts, and truly engage current and prospective families, board members, alumni, faculty, staff and community partners. Our modules for site personalization, drip campaigns, A/B testing and content marketing are designed *just* for schools, not for business, and are easy to use with minimal training.

AWARD-WINNING DESIGNS

You may have heard that you have just seven seconds to make an impression on a website visitor, and at Finalsite, we're proud of our ability to build sites that creatively and uniquely tell schools' stories online. Our designers aren't just creative, they're pragmatic: we've won more than 80 prestigious design awards for our work, and our sites stand out for their amazing user experiences and beautiful layouts that reflect our schools on the screen.



A MODERN, ROBUST PLATFORM

Built using Ruby on Rails programming language, our software platform is designed for the mobile present, and reflects our knowledge of how your community uses your website. Every site we build is automatically responsive to provide an awesome experience on every device, and our new CMS brings tools like drag-and-drop placement and WYSIWYG editing to a system that anyone can use to maintain and update your new site.

WORLD-CLASS TRAINING AND SUPPORT THAT'S WORLDWIDE, TOO

One of our largest investment areas is support, and our nearly-perfect rating for support tickets in the last 12 months shows that our clients are thrilled with how we help them succeed. With central offices in the US and the UK, we offer phone support in nearly every time zone. We never , we never outsource our support, so you can always be sure you're talking to someone who knows your school.

EXTENSIVE EXPERIENCE AND STRATEGIC SERVICES TO HELP YOU SUCCEED

Finalsite serves more than 2200 schools in 70 countries, and we've gained experience from our almost twenty years of partnering with schools like yours. Our staff is made up of people like you who have faced your challenges in the classroom and in a variety of roles in admissions, advancement, athletics and school leadership. Having "school people" on our team means we understand your goals and needs, and collaborate with you effectively.



**2,200 SCHOOLS
WORLDWIDE**



**80+ DESIGN
AWARDS**



**95% AVERAGE CLIENT
RETENTION RATE
SINCE 1998**

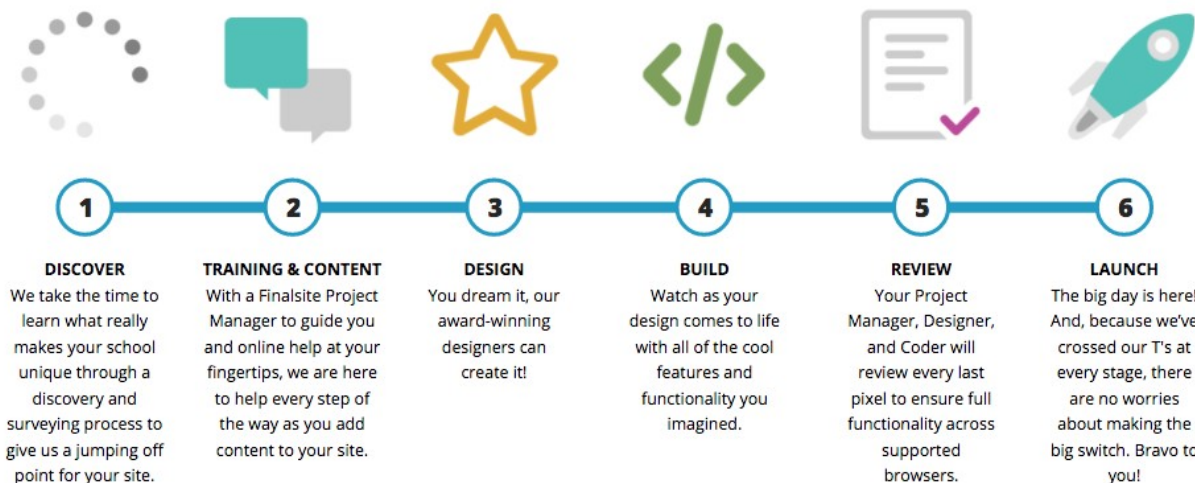
Project Management

Your Project Manager is there for you from the moment you sign with Finalsite until the proud moment when you launch your new site. With deep experience working with schools like yours, our team knows all the tricks to make the site design and launch process work to effectively tell your story online and empower you to communicate more effectively. You might even have fun while you're at it!

THE PROJECT MANAGEMENT TIMELINE

Furthermore, launching a new site is a an accomplishment, and we're you're partner to make sure the process goes smoothly.

The Project Management Process



Training and Support

Our training resources ensure that you will be able to hit the ground running after launch, with access to both online training—like webinars, downloadable content, and our Virtual Bootcamp—and in-person events and workshops, including our annual user conference, FinalsiteU.

Prefer on-site training? Finalsite's trainers can come to you, in person or virtually, to host specific sessions just for your school's needs.

We've partnered with Educational Collaborators to provide schools around the world with the opportunity to receive on-site training from skilled experts. With experience in strategic planning, technology integration and professional development, Educational Collaborators is highly sought-after as a trusted partner for more than 600 schools around the world.

Additional resources for your training and support include:

YOUR CLIENT SUCCESS MANAGER

Every school is assigned a dedicated Client Success Manager, whose job it is to help your team realize your institutional goals through your work on the Finalsite platform. You'll hear frequently from your Client Success Manager on best practices and opportunities for training and professional development. You can expect to speak with your Client Success Manager by phone or in person every few months at a minimum, or as frequently as you need to feel confident using the Finalsite tools. Consider your Client Success Manager a strategic partner who's always in your corner!



PHONE ASSISTANCE

Emergency support is available by phone 24 hours a day, on-demand phone support is available 8am-8pm ET.

ONLINE SUPPORT

Our ticketing system allows you to make non-emergency requests and questions, with tracking and archiving. Resolving your request may involve assistance via email, video chat, or telephone.

ONLINE KNOWLEDGE BASE

An extensive searchable database of how-to and help topics lets you quickly find answers for all aspects of the platform.

VIDEO HELP

Online training sessions of essential website management tasks means you can get up-to-speed at your convenience.

PRINTABLE PDF TRAINING GUIDES

Printable training guides help you to facilitate group training sessions for your team.

SOFTWARE UPDATE BLOG

A bi-weekly blog with the latest updates and tips from the Support and Product teams.

COMMUNITY VOICE

A private, online place to share and connect with Finalsite and other schools from around the world.

UNLIMITED ONLINE TRAINING WEBINARS

Access to weekly live webinars on all parts of the platform, as well as regular sessions on high-level strategy, ensures you'll get up to speed on new features and use your Finalsite solution to the fullest.

REGULARLY SCHEDULED UPDATES

Product enhancements happen year-round, and you'll be notified as they are released.

FINALSITE UNIVERSITY

Join us in June at our annual user conference to attend sessions on industry best practices and the Finalsite platform, network with your peers from schools around the world, socialize and strategize.

Making the Most Out of Your Website

Your site is not an island. In fact, it interacts with and depends on many parts of the digital world. While positioning your site to do this in an optimal way is important, we understand that many clients don't have the time or resources to tackle this work. Here's how Finalsite helps you make sure your site has the visibility that leads to more of the best kinds of visits.

ORGANIC SEARCH

Our Composer CMS has SEO best-practice features built in, from easily-managed alt tags to per-page control of your robots.txt and XML sitemap files. In addition, Finalsite's site deployment process includes the configuration of custom Google Analytics tracking to enable enhanced reporting not only on how people find your site, but also on how they use it. Finalsite's internet marketing team includes SEO specialists, allowing you to add hands-on SEO services to your contract.



DIGITAL ADVERTISING

We design interior page layouts so that you can easily build pay-per-click advertising (PPC) landing pages with all the features that enable you to keep the momentum that an ad-clicker carries into their website visit. In addition, Composer sites are compatible with remarketing technologies that allow you to serve targeted campaigns to site visitors with certain behaviors, allowing you to keep yourself in their research process. Finalsite's internet marketing

team includes Google AdWords Certified PPC experts, allowing you to add hands-on PPC services to your contract.

SOCIAL MEDIA

Composer's Social Sharing buttons let your visitors share your site content on their own social media accounts, all without leaving your website. Activate Social Sharing buttons for Facebook, Twitter, Google+, LinkedIn and Pinterest, as well as Email sharing and Printing, and share away!

Finalsite Feeds allows you to curate a variety of posts coming from multiple platforms for display throughout your website. Social posts automatically update from the sources included in your package – such as hashtags and social media accounts including Facebook, Twitter, and more. With Feeds, users will see the social media posts you want them to see in a layout you choose.

Finalsite's internet marketing team includes social media wizards, enabling you to add hands-on social advertising and social account management services to your contract. Ask about our in-depth social media audit for teams looking to refine their social media practices.

FINALSITE ADVANTAGE

Helping you develop and accomplish marketing strategies that get results, Finalsite Advantage arms school marketing, communications, admissions and development professionals with the strategic support they need to make the most of their time, budget, and skills in an ever-changing school landscape.

Finalsite Advantage is based on an ongoing partnership with a dedicated consultant. They will spend time getting to know you and your school to provide you with the best ongoing strategic support for the life of your Advantage relationship.

Finalsite Security and Hosting

Finalsite works to ensure that our clients - and the students, parents, faculty and others they represent - are protected by reliable, effective security measures. Our protocols are continually assessed and updated, and our certified information security team stays on top of the latest tools and best practices to keep your data safe.

SECURITY PROTOCOLS

All access to production data is carefully controlled and limited, and physical access to laptops and servers is monitored and controlled.

Passwords are held to a high standard of security, and are stored as secure, salted hashes that cannot be decrypted by users for retrieval or by Finalsite staff; this type of encryption makes these passwords very resilient to any attacks.

All devices that access our systems are scanned for malware and centrally-managed

All users undergo a required security training on an annual basis

Our Security Incident Response Team is kept on 24/7 standby and meets weekly to review our security posture

We remain vigilant for new security threats and monitor major reported breaches and vulnerabilities to understand their potential impact on our operations.

UPTIME PROTOCOLS (99.9% UPTIME)



Our quality infrastructure means superior performance, stability and reliability. Our servers are constantly monitored, 24 hours a day, year-round.

NIGHTLY BACKUP

Files are stored at Finalsite's off-site data center.

ACCOUNTABLE PROFESSIONALS

We do not outsource support. In an emergency or during routine support questions, you will be in direct contact with the professionals responsible for your data.

HUGE BANDWIDTH AND STORAGE

Our data center serves over 1.2 million daily page views with capacity to ramp up bandwidth at any time. Expandable disk space allows for growing demands.

FASTER BROWSING

We've partnered with Akamai to serve selected content via their global content delivery network (CDN). This means that your geographically dispersed audience will be accessing large videos, slideshows and other critical content faster from data centers located closer to them.

HIGH PERFORMANCE

With CPU utilization averaging just under 20%, Finalsite has plenty of power for demanding web applications.

DATA INTEGRATION & SINGLE SIGN-ON (SSO)

Finalsite has partnered with the most popular systems in the education market to ensure that you can get the most out of your existing IT investments. We are always working on new partnerships and can often figure out a way to help tie systems to your Finalsite solution. A list of our partners can be found on our website <http://www.finalsite.com/add-ons>.

