



WHY VERACROSS?

Solutions for every department, tailored to every school's needs



SINGLE RECORD DATABASE

One Record (Per Individual) for Life

- Each person in your community from applicant and student to alum, parent, or donor has a single record throughout their relationship with your school
- Communications are customized to every individual

Data is Updated Across All Departments

- Other solutions require complex data synchronization, exporting, and importing

The Veracross API

- Allows schools to integrate their non-Veracross software with their Veracross system of record



BUILT EXCLUSIVELY FOR K12 INDEPENDENT SCHOOLS

Dedicated to serving the needs of the K12 market

- Product roadmap is exclusively focused on building tools for K12 schools

Best-in-Class Training and Support

- Veracross Community: self-serve access to knowledge articles, FAQs, case status, peer-to-peer user groups, and other resources
- Veracross University: 700+ on-demand training videos and learning checks

Industry leading customer retention and satisfaction

- 48 Net Promoter Score (Q1 2021)*
- 99% customer retention in 2020

*An NPS score derives from asking customers how likely they are to recommend product and services. This score is based on an independent report; average score for an SIS is -9.5.





A BETTER USER EXPERIENCE

Fully Customizable Portals

- Drag and drop CMS Portal Builder gives schools the ability to create school-branded portals for parents, students, faculty, applicants, trustees, alumni, future families, and more.

Leading-Edge Axiom Platform

- Web-based platform means staff can access all of Veracross from anywhere on any browser—no VPN, local client, or special hardware needed
- Limitless ability to query with the best reporting available in the K12 market
- Users can save reports, bookmark records, and collaborate in shared department workspaces

Integrated Communication Tools

- Seamlessly updated data and contact info ensures your community is informed and connected
- Thousands of contact groups automatically created and updated by the system
- Create once, publish everywhere - messages and posts are published in portal and sent as email with one click



INDUSTRY LEADING CONFIDENTIALITY, INTEGRITY, AND AVAILABILITY

100% Cloud-Based, 99.9+% Uptime

- All Veracross applications are cloud-hosted ensuring your data is protected by the strongest safeguards
- Data is accessible to all users at any time anywhere

Role-Based Security

- Each user is assigned security roles permitting access to data only pertinent to them
- Multi-factor authentication is required for system administrators and can be enabled for all other users as well

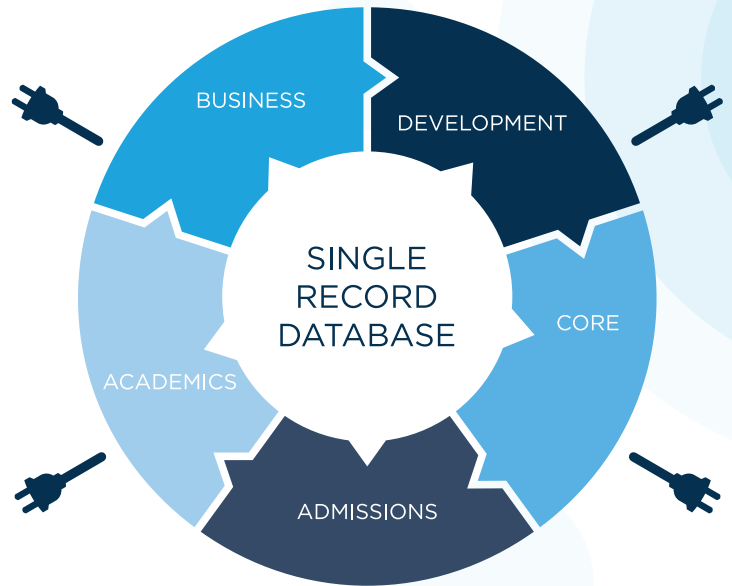
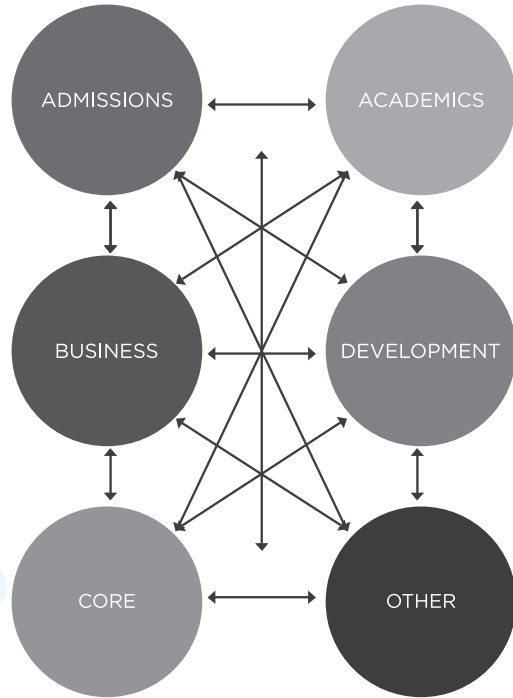
Data Integrity

- Extensive audit logs ensure changes are tracked and can be reported
- Nightly scripts automatically flag inconsistent or contradictory data for review





Database Architecture



Our Competition

MULTI-SYSTEM ARCHITECTURE

- No Database of Record
- Data Must Travel Between Disconnect-ed Systems
- On-Premises Hosting or Hybrid Cloud/ On-Prem



VERACROSS®

SINGLE-RECORD DATABASE

- One Database of Record
- Data is Shared by All Departments
- 100% Cloud-Based From the Beginning