

THE TRUSTED SOURCE OF MARKET INTELLIGENCE

EdNET Insight...Information You Can Count On

The proven power of research and analysis combined with recognized industry experts delivers actionable insight for informed business decisions.

EDNET INSIGHT WILL HELP YOU...

Make informed decisions. You and your company need reliable, timely information to keep up with and understand trends in today's constantly changing education and business environments. **EdNET Insight** will deliver the insight you need to make sound decisions and drive strong results.

Get answers to strategic planning, sales and marketing, business, and product development questions with unbiased, actionable information for allocating resources, assessing risks and opportunities, and tactical and strategic planning.

Stay on top of the developments shaping education today. There are many factors affecting decisions made in schools from trends in local, state, and federal funding to education technology. Learn about print-to-digital conversion and new methods to deliver content, such as the use of open source content and software, eReaders, smartphones, interactive whiteboards, netbooks, and more.

Be sure you stay ahead of the trends defining education today so your business is poised to serve this ever-changing market.

BENEFITS

- The education industry's most experienced, trustworthy analysts and business leaders deliver timely and actionable information to help drive your most important business decisions.
- Transparent research is presented in an annual report along with post-release briefings by senior analysts who discuss the report findings and what they mean to you.
- Get custom research projects specific to your business with insightful executive summaries written by EdNET Insight analysts.
- A wealth of information is at your disposal. Members have access to an online archive of over 120 relevant industry reports, survey data files, and recorded online roundtables—a one-stop research repository.

EdNET Insight is the information and consulting service for companies in the K-12 education industry, developed in response to the industry's need for trusted information, analysis, and insight into trends and opportunities in the industry.

EdNET Insight members choose the subscription level and services that best meet their needs, and member companies will help to shape the research agenda and services.

“Within the first few days of becoming an EdNET Insight subscriber, I posed an uncommon digital rights question. In just a few hours, I had responses back from several EdNET Insight experts that not only pointed me to an answer but also helped me clarify and reframe my question in a more meaningful context. Truly insightful. Getting that type of high touch, custom service and insider industry expertise clearly demonstrates the value of our EdNET Insight investment.”

— Sue Adelman
Director of Partnerships
and Business Development
Follett Software Company

Let EdNET Insight help you make the right decisions for your business.

Call your MDR Representative:
800-333-8802.

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EdNET Insight provides these information and consulting services to its members:

Annual State of the K-12 Market Report. The essential overview of the K-12 education market, based on two large-scale surveys of instructional and technology decision makers, provides a thorough and up-to-date understanding of the market.

- **Post-Release Briefings** by EdNET Insight senior analysts discuss the annual *State of the K-12 Market* report and align findings with companies' tactical and strategic challenges.

Insight Reports. These high-level strategic reports, published quarterly, detail events and developments in K-12 education and the education industry.

Insight Research. Membership at the Standard level and above offers custom research projects for greater insight into your business:

- **Competitive Analysis.** See how you stack up against the competition. Choose 4 companies and 4 attributes to compare and receive a competitor array (with primary research on competitors) and an analytical report.
- **eSurvey Plus.** Ask your most pressing questions. eSurvey includes up to 10 questions, your choice of educator respondents, 150 completed surveys, an analytical report of the results.

Annual Audit. Receive expert evaluation and recommendations in the area of focus most important to you—marketing, sales, or your website.

Dedicated Analyst. Each month you can discuss your tactical and strategic challenges and the implications of developments in education and the education industry with your assigned analyst.

Insight Roundtables with EdNET Insight's analysts and industry/education experts on topics selected based on input from member companies.

Data Files from the large-scale surveys done for the *State of the K-12 Market* report.

Online Archive provides access to EdNET Insight and MDR reports, education and industry reports, survey data files, and other online resources.

Member Event at EdNET, the education industry's premier networking conference.

- **Complimentary EdNET Registrations** for Premium and Enterprise subscribers.

EdNET Insight Membership

Benefits	Basic \$7,500	Standard \$13,500	Premium \$19,500	Enterprise \$49,500
State of the K-12 Market Report	One License	One License	One License	Unlimited Use
Post-Release Briefing	Online	Online	Custom Online	Custom Onsite
Insight Reports	One License	One License	One License	Unlimited Use
Insight Roundtables	Yes	Yes	Yes	Unlimited IDs
Member Event at EdNET	Yes	Yes	Yes	Yes
Insight Research		One Tier 1	One Tier 1	One Tier 2
Online Archive		Single User	Single User	Unlimited IDs
Dedicated Analyst		Yes	Yes	Yes
Audit – Marketing, Sales, Web			One	One
Survey Data Files			Yes	Yes
EdNET Registration			One	Two

Note: Depending upon the level of their subscription, Basic, Standard, and Premium subscribers receive one digital copy of each report, and one login ID for all online briefings, roundtables, and the online archive. Companies requiring multiple copies of reports and login IDs may purchase additional seat licenses at \$1,500 apiece or an Enterprise subscription, which offers an unlimited number of login IDs.