

Blackboard

Bringing Education Online™



Blackboard Inc.

Corporate Headquarters

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International Offices

Australia
Spain
Germany
Greece
Netherlands
United Kingdom

Company Founded

1997

Total Number of Employees

425

Customers

2,400

Blackboard Inc. Corporate Fact Sheet

Blackboard is a leading e-Education infrastructure company. Founded in 1997, Blackboard has always maintained one clear vision:

to transform the Internet into a powerful environment for teaching and learning.

Blackboard develops, licenses, and supports enterprise software platforms for bringing the educational experience online. Whether supplementing traditional brick and mortar education or enabling online distance learning, Blackboard solutions power many of the Internet's most successful e-Education sites for courses, campus communities, and student commerce.

Blackboard's Products and Services

The Blackboard software platform has quickly evolved into a leading enterprise "operating system" for bringing education online because of its open architecture that allows for interoperability and integration with outside applications. Licensed separately or as a package, the Blackboard suite includes:

Blackboard Learning System: an enterprise grade, comprehensive e-Learning software platform encompassing a course management system with an advanced architecture that allows for integration with back-office systems. The Blackboard Learning System offers faculty flexible and intuitive tools to incorporate technology into teaching and learning -- including content management, discussion boards, online assessments, chat, and gradebook functionality. With Blackboard, faculty can post syllabi, multimedia files, course documents, and other materials which are available to students anytime, anywhere.

Blackboard Community Portal System: enables an enterprise information portal for academic institutions to serve their various constituencies - students, faculty, alumni, administrators and others - with a personalized, single log-in portal for accessing all of the academic and administrative Web services the institution has put in place. The Blackboard Community Portal System aggregates Web services from the Blackboard Learning System, Blackboard Transaction System, as well as other heterogeneous home grown and commercial applications an institution may manage. The end result is a Web portal providing convenient and cost-effective integration between the teaching and learning environment, student activities and other institutional services, such as the bursar's office, library, bookstore, or athletics department.

Blackboard Transaction System: offers clients a full range of commerce and access modules, including e-Debit processing, web deposits, point-of-sale commerce, off campus commerce with local merchants, account management, student identification, and more. The Blackboard Transaction System lets institutions manage student accounts, and lets those students spend their funds on the web or on campus using either the internet or their campus ID card. The system can be integrated with the web as well as campus devices such as cash registers, cafeterias, vending machines and other devices across campus locations.

Blackboard supports its software licensees with three primary "solution" services:

ASP Hosting Solutions

Blackboard offers hosting services as an application service provider to allow institutions with limited information technology departments to use our e-Education platform on an outsourced basis. Our Web hosting services provide institutions with an alternative means of expanding their information technology department without significant investment.

Support and Maintenance

Blackboard offers mission critical support to all of our licensed accounts. Blackboard Product Support Solutions relies on a state-of-the art call tracking system, streamlined voice prompting, and a Web-based Knowledge Center to provide a full spectrum of support solutions. While basic support is included with an annual license of a Blackboard system, elite support options are available for clients at an additional fee.

Professional Services

Our professional services include integration of our platform into existing campus systems, customization of the user interface, installation and configuration services, site-based training sessions for system administrators and faculty, and other value added services.

Blackboard Investors

Blackboard has raised more than \$100 million from leading strategic and venture investors that include AOL Time Warner Inc., The Aurora Funds Inc., The Carlyle Group, Dain Rauscher Wessels, Dell Computer Corporation, Internet Capital Group, Kaplan Ventures, Merrill Lynch KECALP, Microsoft Corporation, Morgan Keegan, Novak Biddle Venture Partners, Oak Hill Capital Partners, L.P., and Pearson Education.

CONTACT

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Senior Management

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CFO

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EVP, Corporate Development & General Counsel, General Manager, International

Todd Gibby
General Manager of Learning Systems

Jim Hermens
General Manager of Transaction Systems

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Doug Alexander
Internet Capital Group

Robert E. Grady
The Carlyle Group

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Alliance Partners

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Datatel

Dell Computer

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Houghton Mifflin

McGraw-Hill

Microsoft

NextEd

Oracle

Pearson Education

PeopleSoft

Sun Microsystems

Thomson Learning