

not just book smart



We're still book smart,
we've just added tech savvy
to our skill set. Innovation
lives at your school—
paper books become digital,
materials include blogs, and
we've stayed on the leading
edge. Now, we offer a suite of
technology built for the school
of today and ready to evolve
with the school of the future.

the **smart** solution.

Ideally, you'd only need to concern yourself with fostering an environment where teachers and administrators help students succeed. How do you get there? You find ways to gain efficiencies and reduce costs. You help your students and parents save money without sacrificing quality. You give your teachers access to the most up-to-date materials. Follett can help you get closer to that ideal school.

Follett manages more campus stores than anyone else and has been doing it for more than 140 years. Follett has also become the technology leader in virtual campus bookstores. We understand that the needs of students, parents, teachers and administrators are constantly evolving. We are evolving along with them, consistently delivering the solutions they need to stay ahead.



smart legacy

When you're on campus and running stores for over a century, you learn a few things. You learn the needs of teachers and students alike, and the ebb and flow of academic activity from registration through commencement.

Today, our network of more than 7,000 publishers and education service providers helps us deliver the best products and value to more than 2,000 schools—including 1,300 virtual bookstores. Follett Virtual Campus is the integrated, elegant, streamlined and flexible solution for your school.

Why Follett Virtual Campus?

Follett is dedicated to innovation, delivering best-in-class solutions and always there support. In addition to bringing you superior course materials, we can provide school supplies, computers and tablets as well as school apparel. And because we're a total solutions partner, we can work with you to customize plans unique to your school's needs. Collaborating with Follett is a win-win.

Financial Stability
Strongest balance sheet in the industry, enabling smart investments focused exclusively on academic retailing

Longstanding Publisher Relationships
Supporting our schools by leveraging our extensive network of more than 7,000 publishers

Comprehensive Course Materials Solutions
Building upon the traditional portfolio with our commitment to digital growth and other emerging technology trends in education

Complete E-Commerce Solution
Fueled by best-in-class technology, *Internet Retailer* magazine ranked us in the top 100 e-commerce sites, the highest of any course material provider

Unparalleled Customer Service
A service-oriented culture empowers our teams to go above and beyond to meet the needs of our schools

Omni-Channel Presence
Robust network of both online and on campus stores means you reap the benefits of our unrivaled buying power

smart partner

Follett Virtual Campus offers a full suite of tools that is scalable to deliver just what you need for your school. These tools are easily integrated into your existing platform, eliminating the need for costly and unwelcome upgrades. From course material adoption to inventory management to delivery to your students, Follett Virtual Campus can handle as much or as little as you'd like.



Follett offered the first ever nationwide textbook rental program, that has saved families more than **\$1 billion**



“Follett has the resources to offer new options such as book rental, saving our families money when budgets are tight all around.”

ASSISTANT PRINCIPAL
HINSDALE SOUTH HIGH SCHOOL

When You Choose Follett You Get:

- A total e-commerce solution featuring the latest technology and a cutting-edge user experience.
- A streamlined, online adoption process that enables your teachers to seamlessly research, review and adopt course materials.
- A host of solutions from payment options to a partner resource center to digital material accessibility. We have the tools to increase teachers' efficiency, reduce overhead costs, and provide student access to materials.

A Complete E-Commerce Solution

Our virtual campus provides your parents a time- and money-saving shopping experience.

- **Visually appealing:** Customized to your school, our virtual sites feature a clean, easy-to-navigate user interface.
- **One-stop shop:** Parents can purchase campus supplies and technology equipment along with their course materials.
- **Best-in-class technology:** Powered by the latest technology from IBM, our sites are optimized for smart phones and tablets and feature intuitive navigation to reduce search and purchase time.

Affordable Course Materials

Thanks to the breadth of our unmatched publisher relationships, we provide a host of affordable course material options enabling students to get exactly what they need.

- **New:** Our network of 7,000+ publishers ensures access to the latest course materials.
- **Used:** Used materials save families up to 25% off the price of new. With the industry's largest inventory of used books, students have access to more than 100,000 titles and over 2 million books.
- **Rental:** First introduced to the industry by Follett, rental books provide savings up to 50% off the price of new, and students have access to more than 90,000 rental titles and a hassle-free return process.
- **Digital:** Follett has built an extensive digital library that is growing daily as publishers make more digital books available.

Buyback Solutions

At the end of each term, Follett buys back used books at competitive prices. We offer several buyback options, including online and onsite, and will help you tailor a program to fit your school's needs.



“Follett Virtual Campus has worked well for my family. I had an on-campus Follett bookstore when I was at the University of Georgia and always had an awesome experience. That was almost 20 years ago and I still trust the Follett name.”

PARENT
THE EPIPHANY SCHOOL, NC

Follett provides access to more than **2 million** used books

We process more than **6,500** online orders daily

Digital books through BryteWave™ save students up to **60%** off the price of new textbooks

smart options

Follett Virtual Campus delivers a full menu of options that can be tailored to your school's needs. From helping teachers adopt course materials, to delivering those materials to students just how they need them. We'll work with you to assess your course material, marketing and merchandising needs—and develop a customized solution to optimize every aspect of your virtual campus store experience.

Supporting You Every Step of the Way

To ensure your school's virtual campus store success we provide:

- A dedicated account management team that includes a Client Manager and Inventory Analyst.
- An in-house, fully operational Customer Service Center to answer any virtual campus store questions from your customers.

Marketing Strategies

A good idea isn't good enough if no one knows about it. To make your virtual bookstore a high-traffic destination throughout the school year, we utilize multi-tiered, institution specific marketing strategies.

We utilize a mix of on- and off-line tactics to ensure that your administration, teachers, students and parents are kept up-to-date on the latest virtual campus store products and announcements—while remaining aware of parent sensitivities to privacy. We never sell or share emails with outside vendors of any kind, under any circumstances.

A One-Stop Campus Shop

Your virtual campus store is more than just course materials.

General Merchandise Shop – Think pens, pencils, notebooks, art supplies, gifts, technology & accessories.

Spirit Shop – Get your colors, your crest, your logo, and your mascot on a robust assortment of name-brand apparel and accessories.

General Merchandise Volume Discounts – Seamless ordering and fulfillment of name-brand apparel and uniforms for gym, student clubs or special events.

Streamlined Material Adoption Process

To streamline your textbook adoption process, Follett offers its Online Adoption Tool. Easily organize, research and approve adopted textbooks from our database of over 7 million titles, 24 hours a day, seven days a week.

Speeds approvals – Customize the system to allow for individual teacher submissions with approvals rolled up through school administration, or setup for one individual to manage the adoption process.

Ensures accuracy – The system verifies your data in real-time as your school works through its course list, eliminating errors that may go undiscovered until after books have been purchased.

Enhances visibility – Provides mirrored visibility so your school and our inventory analysts see the same adopted list, edits and open questions, ensuring that no item is missed.

“The correct books, on time, for a lower cost for our entire student population all in one easy transaction! We wish everything could be as easy as includED.”

CHIEF FINANCIAL OFFICER
ST. PAUL'S SCHOOL FOR GIRLS

includED®

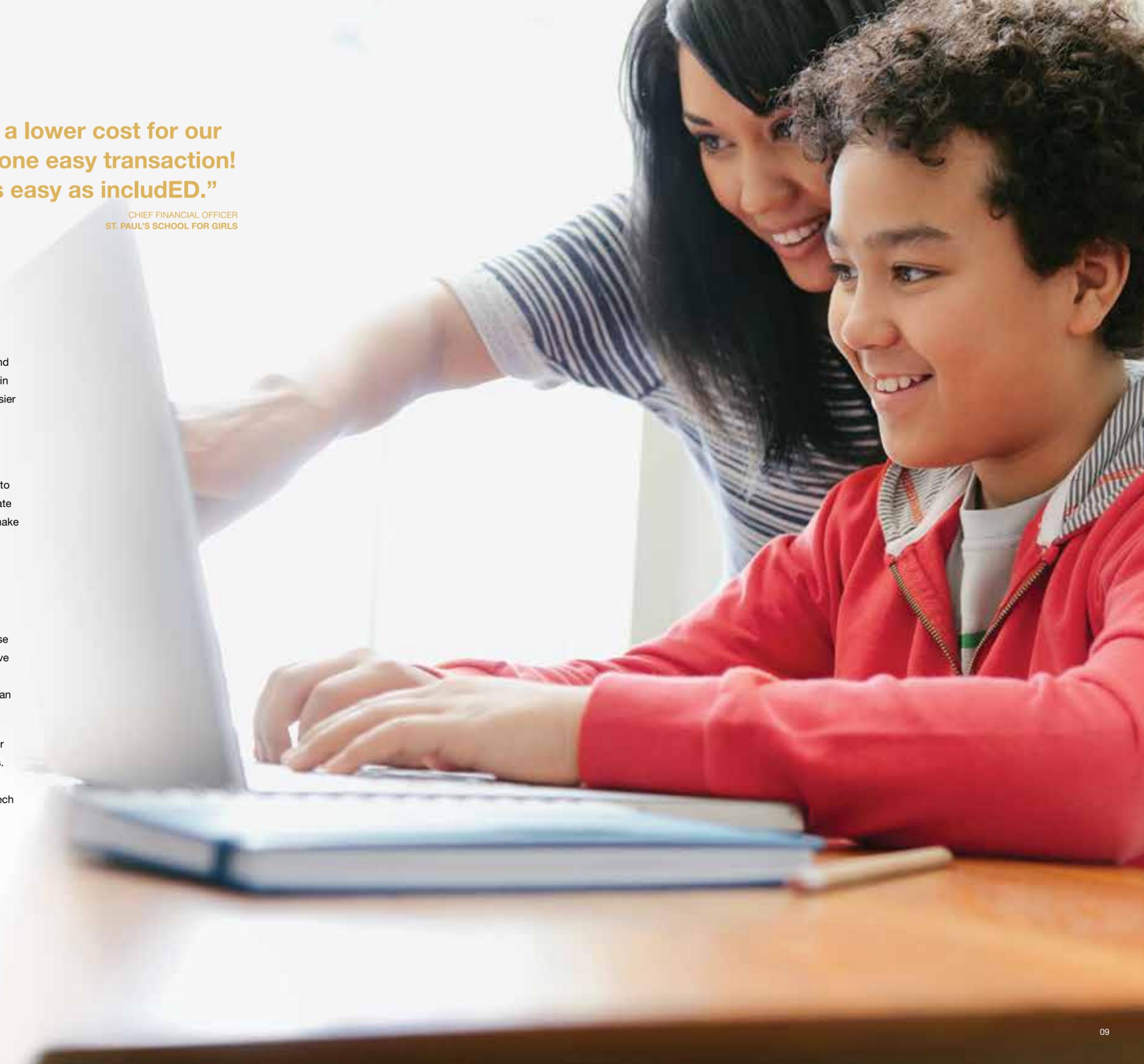
Follett has developed a new way to secure course materials, making them one last thing for parents and students to worry about. includED is our groundbreaking initiative that delivers all required course materials, print and digital, to students as part of their tuition or fees. By including those costs in their tuition, it's now easier for parents to manage their budgets and it's easier to apply financial aid for it.

includED benefits your school by relieving the burdens of course materials management and realizing the cost efficiencies of bulk purchase. Plus, regardless of what format the course materials come in—from paper texts to eBooks to digital content—includED ensures the most recent and up-to-date editions are provided. Follett Virtual Campus and includED will efficiently make sure your students are well equipped from the first day of class.

BryteWave™

BryteWave transforms static digital textbooks into enabled learning tools. Students can highlight text, make notes, interact and learn within the course materials and without leaving the Learning Management System. BryteWave works on any computer, tablet or smartphone and is easy to use. And with more than 90 publishing partners, it gives your students access to more than 100,000 titles.

Along with taking notes and highlighting text, students can also create their own study guides and all without the bulk and expense of paper textbooks. In fact, parents see savings of up to 60% over the purchase of new paper textbooks. Simple, flexible, collaborative, affordable and backed by 24/7 tech support. BryteWave makes it easier for your students to succeed.



More than
5 million
students served

Network of
more than
7,000
publisher and
content providers

smart results

At the end of the day, we want what you want: **better outcomes for your students**. That has always been at the heart of everything we've done in the past and everything we envision for the future. Follett Virtual Campus helps deliver those outcomes by making sure each feature and offering is rooted in a benefit to your families, your teachers, your school and your administration.

500,000
faculty members
supported

Follett Virtual Campus: many benefits, better outcomes

Your Families Can:

- **Better manage their budgets** – Students can buy or rent, new, used or digital texts.
- **Access digital content** – Follett Virtual Campus delivers e-reader software for free.
- **Save time** – A one-stop online and mobile shopping experience makes getting materials easy.
- **Save money** – It's easy to apply scholarships to online purchases.
- **Be more efficient** – Our multiple buyback and rental options make it easy to return the materials they no longer need once school ends.
- **Shop with confidence** – 24/7 customer support and order tracking delivers the support this generation expects.
- **Succeed** – By delivering the right tools for your campus, your students are prepared for success.

Your Teachers Can:

- **Research** – With our network of more than 7,000 publishers and content providers, almost any and all materials are at their disposal.
- **Customize** – It's easy for them to create custom materials for print on-demand or digital upload.
- **Save time** – We've streamlined the adoption process to save time and make it less painful for them.
- **Teach with confidence** – When they love their materials and they know the system has prepared their students, they teach with enthusiasm.

Your Administration Can:

- **Tailor a solution** – The many tools of Follett Virtual Campus mean you can pick and choose only the ones that fit your school best. The system remains fully modular so you can add or remove features as your school needs them.
- **Rely on dedicated support** – Extraordinary customer support is at the top of our business model. You will not go at it alone.
- **Easily integrate** – We know what it takes to fully and seamlessly integrate your LMS and SIS with our offerings.
- **Enjoy an improved ROI** – Follett Virtual Campus is an investment in your students, teachers and school. This investment will pay off for both your students and your bottom line.
- **Get closer to ideal** – Everything in Follett Virtual Campus is built to help you achieve the goal of every educator: better student outcomes.



a smart partnership starts here.

Join the thousands of schools nationwide who have entrusted Follett to drive profits while paving the way for student success.

From small, rural schools to large urban institutions—both public and private—you're in good company with Follett.

We look forward to bringing our expertise, ideas and customized support together with your unique school community to deliver results today, and prepare for continued success tomorrow.

www.follettvc.com

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