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Brazosport College Selects ZogoTech for Data Warehousing and Business Intelligence Solution

Cites product's usability and company's commitment to improving data access on campus

May 5, 2011 (Dallas, TX) – ZogoTech announced today that it has been selected by Brazosport College to integrate its data warehousing and business intelligence software to give BC better, more manageable access to its data. ZogoTech will integrate its Research Intelligence module with BC's Enterprise Resource Planning system, POISE. This integration will enable the college to make better use of its data by extracting trends and patterns through ZogoTech's products. By accessing this information, BC will be able to manage its current resources and make smarter, data-driven decisions that pertain to the growth of the college and the success of its students.

As an Achieving the Dream school, BC has worked towards creating a culture of evidence. To improve student achievement, the college uses data to drive strategies, monitor progress and evaluate outcomes. Such comprehensive strategies require that data be used at every level of the college; the Office of Institutional Research disseminates this information and makes data accessible to users across campus. "We receive numerous questions in the OIR. Creating a culture of evidence requires that we streamline the process of answering those questions," says Dr. John Ray, the Dean of Information and Community Resources.

BC will use ZogoTech's Research Intelligence module to consolidate data from multiple sources into one consistent reporting base. The module will automate data gathering and notify users of data discrepancies. Graphical analysis of data is also made available through easy-to-use drag-and-drop features. As Patty Sayes, Director of Public Information and Communication at BC, explains, "We go to the IR department to get answers. Some information is available on the website, but it's overwhelming for people. ZogoTech's product will be a tool that's easy for everyone to use."

Research Analyst Cindy Ullrich says, "I was immediately impressed by the speed of the program. We will be able to drill down on the data and get the answers we need. Previously, something like this would take a significant amount of time. With the software, it's just a click of a button." ZogoTech's pre-built metrics are specific to the needs of higher education. Users will be able to access information on cohorts and enrollment, and further examine that data by ethnicity, grade, or other distinctions. As a result, the time required to customize reports is

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markedly reduced. "The quality of the ZogoTech software and the engineering of the tool are unique in this industry," says Dr. David Preston, Director of Institutional Research.

ZogoTech President Michael Taft says, "We're excited to support BC's efforts to create a more data driven culture on campus." With the deployment phase of the software solution already underway, Dr. Ray expects that "the ease-of-use will give faculty and staff access to the data they need." By improving data warehousing and report functionality, ZogoTech's Research Intelligence module will enable departments at every level to define and monitor quantitative and qualitative goals, thereby improving the college's overall performance.

About Brazosport College
Brazosport College is an open door, equal access higher education institution committed to providing the best courses, programs and activities that can be organized and presented to meet the identified needs of adult learners from varied backgrounds. Since its establishment in 1968, the college has played an important role in the personal successes of more than 125,000 students and has become the key provider of a highly trained work force for the local industry employers in Brazoria County.

About ZogoTech
ZogoTech aims to revolutionize the way that educators and administrators utilize technology. ZogoTech's Institutional Intelligence software have been built through partnerships with institutions of higher education to deliver a solution that precisely answers the data needs of executives, institutional researchers, faculty, and student services personnel. ZogoTech bring an in-depth knowledge of higher education, superior customer support, and software solutions highly acclaimed for their usability. See **http://zogotech.com** for more information.