



Since our founding in 2000, **Schoolwires** has grown exponentially, serving nearly 1,200 districts across the nation. In 2008, **Schoolwires** was named to Inc. Magazine's Top 500 list for the second year in a row, achieving a rank of 328th fastest growing privately-held company in the nation that year and the No. 3 fastest growing private company in the education sector. In 2009, Inc. Magazine recognized **Schoolwires** again as the 605th fastest growing private company in the nation and the 10th fastest within the educational industry, placing **Schoolwires** on the coveted Inc. 5000 list.

Schoolwires works with reputable thought leaders, associations, district leaders, and our clients to continually evolve and expand our product and services offerings to meet the ever-evolving needs of K-12 school districts. We are excited to be revolutionizing education again with the first community-based solution *Centricity*², the unifying platform that activates communities.

*Centricity*² delivers the market's leading website and community management solution, a breakthrough Community Engagement Engine™ and a future-ready Technology Ecosystem in a single, unified platform. It provides your staff, teachers, students, parents and community members with single sign-on access to the information, people and resources that are integral to their success.

Schoolwires Executive Summary

Schoolwires is the nation's first and only provider of community-based solutions that accelerate district and student success. Community-based solutions cater to the multiple communities that exist within a district, connect the technologies that support them and foster two-way interactive communication and collaboration among all district stakeholders. A community-based solution does more than simply connect K-12 communities, it activates them. The more actively engaged your staff, teachers, students, parents and community members are, the greater your ability to implement your critical initiatives and achieve your key goals.

The first community-based solution...



The unifying platform that
activates K-12 communities



Our Mission

Schoolwires serves our nation's K-12 schools with community-based solutions that connect community members to the information, services and people that are integral to their success. From website and community management to broad-based community engagement, from collaborative learning to parental involvement, **Schoolwires** brings district communities together that result in stronger school communities, more effective schools and greater student success. In providing solutions to the districts we serve, we strive to create the nation's leading online educational community—connecting more individuals more completely than any other service. All so that the people we serve are better positioned to reach their full potential. We take great pride in fulfilling this, our mission.

Our Values

Integrity & Clear Communication Connect All That We Do

We are committed to maintaining an ethical corporate culture rooted in shared success, honesty and respect. We know that it's our job to actively cultivate strong and healthy relationships with our peers and with all key stakeholder groups. We do this through clear, proactive communication, meeting commitments and striving to consistently achieve what we set out to do.

Our Goal is to Lead the Market

We strive to create the nation's largest online educational community—connecting more individuals, more completely than any other service. We know that if we focus on meeting the needs of community members internal and external to districts, we will achieve our goal and maximize our value to our customers, team members and shareholders alike.

“We at **Schoolwires** are passionate about what we do. We firmly believe the Internet is one of the next great equalizers of education. We are using it today to help students and schools to achieve more. In the process, we are blessed and gratified to be building one of America's fastest-growing and most respected technology companies.”

Edwards S. Marflak, Founder,
President &
Chief Executive Officer

We are Relentless in Pursuit of Developing Great Products and Services

We never rest in our goal of delivering market-leading strategic website and community management solutions to our nation's K-12 schools. As the world's fastest growing provider of solutions to connect K-12 school communities, we understand what we do well and how we can do it better. We design the most elegant, reliable and user-centric solutions in the market, then we get to work making them even better. We leverage our experience and vision to anticipate the needs—even those that have yet to be expressed—of individual users and then meet them in great and sometimes surprising ways.

The Customer is the Center of Our Universe

We never compromise when meeting the needs of buyers and individual users and we meet our promises to them, 100%. We listen to their needs and design our products and services around their world to make their lives easier and to help them reach their full potential. In addition to great online products, we deliver the implementation, training and support services that our customers need to succeed.

The first and only provider of community-based solutions
that accelerate district and student success

