



Blackboard



# Partnership Initial Information Document

## Introduction

Partnership. We believe in it. For the last 12 years we've worked tirelessly to help southern African educational institutions improve the quality of their educational outcomes by using technology. We represent Blackboard, and WebCT before them, as well as many other leading educational technologies.

Without our partners here in our market we wouldn't be where we are today. But we know we can't do everything; and we know the value of being on the ground, especially in Africa where local relationships and local understanding are by far the best way to really serve Africa's many national education and training sectors.

So we win and you win. Your business grows by access to our extensive experience of educational technology implementations, and by our intimate knowledge of the technical aspects and organizational cultures of the worlds leading educational technology brands. And we benefit by our business growing throughout Africa, helping educational outcomes improve in these challenging times.

But we can't do it without each other.

## Who are we?

Improving the educational experience for the benefit of everyone. Eiffel-Corp was founded by trained educators Andrew and Gwen van der Merwe in 1998 with this goal in mind, and it still remains at the heart of the company. From our offices in Cape Town we provide world class educational technology solutions to 50 clients in Africa, and over 150 institutions globally. This includes Blackboard solutions, as well as a unique proprietary consulting and adoption service called Cultivate which is in use on 3 continents.

## Blackboard products we offer to African Partners

Initially, we are offering the following products for partners to resell:

### Blackboard Learn

The classic innovative Enterprise Learning Platform in use everyday by thousands of Institutions and Organizations worldwide. Bb Learn helps you make learning more effective in and beyond the traditional walls. Breathing life into educational content. Bringing efficiency to day-to-day tasks. Empowering instructors with tools to engage every learner. Motivating them on the devices they rely on.



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## Blackboard Collaborate

Combining the capabilities of industry leaders Wimba and Elluminate, the Blackboard Collaborate platform provides a comprehensive learning platform and communication suite for those in education, government and the commercial sector.

## Types of Partnership agreement

No one partnership agreement fits all. We know well that there are many different types of business requirements. To help categorise this we offer standard partnerships on the following basis.

### Bid or Opportunity Partners

As a referral business you are perhaps a consultant or entrepreneur who wishes to build a first class bid for a specific invitation to tender. The opportunity, though is a one off; you're not looking for a long-term partnership just a solution to a specific known need. On this basis we can partner with you to organize a tender response and contract fulfilment, providing the opportunity is a good fit for our combined capabilities.

### Technology Partners

As a potential long term partner you are already in the business of providing technology solutions, probably to education. You want to expand your offering to include one or more of the world's best known and most powerful educational brands. You're willing to invest in delivering them because you know you'll be in it for the long term.

As a Blackboard partner we'll ensure your support staff are properly trained, an investment you'll need to make by sending them for training with us in Cape Town. We'll support you in learning all the ins and outs of a Blackboard implementation –which we've learned over the last 12 years. And an implementation is a big project, but with our help and experience you'll be able to line up the right questions and the right services and products at the right time to ensure your customers are satisfied.

## Sound good? Then what next

We want to know about you! You'll need to give us some information about yourself. Please email [john@eiffel-corp.co.za](mailto:john@eiffel-corp.co.za) who will send out a request for information. Fill it in, send it back and we'll take it from there.