



Joint value proposition:

By working more closely together, Microsoft and SSB have the ability to increase the adoption of Azure and the consumption of Azure on campuses by introducing SSB's Central Intelligence (CI) platform as the solution to address critical data issues facing each university.

SSB's CI platform establishes an Azure-based university-wide master data management ecosystem that:

- Alleviates the university's frustrations and inefficiencies of operating with disparate and disconnected systems
- Establishes a cleaned and aggregated data environment that enables accurate data-based decision making across the university
- Avoids the exorbitant costs of custom development
- Provides strategic insights and prescriptive actions based upon data and best practices that drive actionable results and ROI for institutions and athletic departments

The platform is uniquely focused to drive revenue and to create better quality engagement, reporting, predictive behavior, and strategic insights.

Benefits for Microsoft:

By working with SSB, Microsoft can leverage SSB's platform:

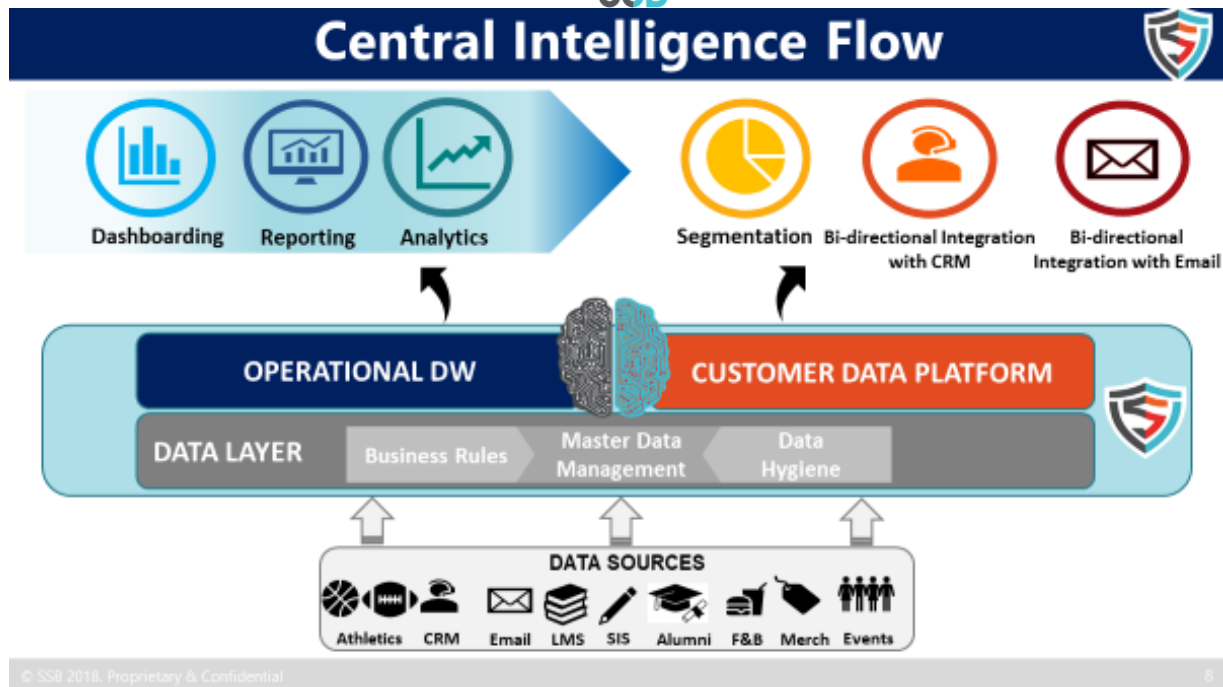
- to establish Microsoft Azure as the data foundation in athletic departments and across campuses
- to increase Azure consumption
- to expand Microsoft's presence in athletic departments and across campuses
- to gain Azure consumption credit for AEs
- to penetrate difficult accounts

SSB's and Microsoft's working together creates an opportunity to leverage the Microsoft brand and presence alongside the industry expertise of SSB. This creates the optimal and future-focused data environment needed on each campus.

SSB's areas of focus on campus:

1. Athletic Departments
2. Foundations/Donor Management Organizations
3. Student Success

SSB's and Microsoft's joint impact on these areas will create better understanding which leads to better engagement which, ultimately, generates more revenue for athletic departments and university foundations and drives results driven achievement for student success.



The architecture and workflow illustrated above will:

- Create a single and aggregated data environment to which and from which all data can flow
- Deliver best practice Master Data Management
- Establish an optimal data hygiene environment
- Allow for appropriate business rules to be established for accurate and reliable reporting
- Enable propensity modeling, engagement scoring, analysis, and what if/sensitivity modeling
- Enable the university to make the right offer to the right person at the right time

Athletics:

- Increase revenues from:
 - Retention and growth of current customer base
 - Identification and acquisition of new customers
- Provide strategic insights and a real-time view into the health of the organization
- Increase quality of fan engagement

Foundations/Donor Groups:

- Grow current donor base
- Maximize contribution yield from current donors
- Identify and acquire new donors
- Increase quality of engagement with donors

Student Success:

- Identify and acquire new students
- Increase the rate of matriculation of admitted students to the Institution
- Increase the retention rate of current students