

M-powering an effective education

Education Services – The power of e-enabling IT

The quality of education services highly depends on the time teacher spends in preparing and delivering the content. Typically, a teacher ends up spending a lot of quality time in administrative work where he or she has to keep track of important information and send reminders and updates to students on the same.

IT systems can be an **efficient tool** for the teachers to help them process, manage and deliver information. Companies like Educomp have pioneered the usage of digital technologies with its digital content services and IT applications specifically catering to the needs of the education world.

Why Messaging becomes crucial in Education Services?

While the IT systems have attempted to reduce the administrative burden on teachers by sending in automatic emails/portal updates to students and other stakeholders involved, **instant access** of that information is still not possible because most of the students/parents are not connected to internet 24X7. Further many of the houses still don't possess a computer as compared to a far higher penetration of mobile phones in the Indian middle class homes.

Therefore, messaging gives the power in the hands of all the stakeholders involved in the education process to communicate the information without delay. Since, the access of mobile phones is 24X7; receiving reminders/updates over the mobile phones keeps them up-to-date with the latest information.

Messaging services empowers the IT systems to not only be efficient but also be effective by creating a communication channel which is open for access 24X7.

ValueFirst's Killer Application

- **Express** – SOS messages travelling over GSM/CDMA network can be displayed on-the-fly over a LED during examination being held in remote areas
- **Barcode Manager** – Bar-coded Examination Tickets can be smsed to the students which can then be scanned by the Barcode reader

ValueFirst's USP

- Provider of Carrier-Class Value Added Services such as delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to more than a dozen operators and aggregators internationally
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Highly configurable products - processes can be configured on-the-fly
- Least time to market – deployment typically is done in one day
- The most scalable solution in the industry in terms of architecture
- 24 * 7 support

Bouquet of mobile messaging services

Push Messaging - Admin staff/ teachers can send manual/automatic messages over the GSM/CDMA network to the specified group of students by real time integration with the existing IT systems of the organization

Pull Messaging – Students/Parents can fetch information real time by sending in SMS to a 10 digit virtual number/short code

Short-code services – Used by institutes for running mobile marketing initiatives and helping prospects know more about the organization

How some of our clients have m-powered themselves?

IMS

- They have a service where students can fetch their test score results by a PULL
- IMS announces the upload of sample test papers on the web - PUSH
- They use it in corporate training where they PUSH test scores

Kangaroo Kids

- PUSH update to parents on progress
- PUSH alerts for last minute changes such as unplanned holidays
- PUSH administration notices

Wellingkar

- PUSH change of class schedules to part-time students
- PUSH test scores to part-time students
- PUSH examination time tables to part-time students

IIM Lucknow

- PUSH seating, accommodation & travel related allocation information
- PULL – Allocation of the seats for events
- PUSH community related announcements

For further information please visit:
www.vfirst.com
or write to us at info@vfirst.com