



New Horizons[®]
Computer Learning Centers

CLARITY



Case Studies

NEW HORIZONS COMPUTER LEARNING CENTERS

www.nhknoxville.com

THE CLIENT

As changes in technology have accelerated, it's become even more essential for people to master technology to be productive, invaluable employees who optimize, program and invent solutions—and even grow companies of their own. For 30 years, New Horizons has provided more than 30 million students with industry-leading technical training that delivers the most relevant and intuitive computer courses and certifications. They're now the world's largest independent IT training company.

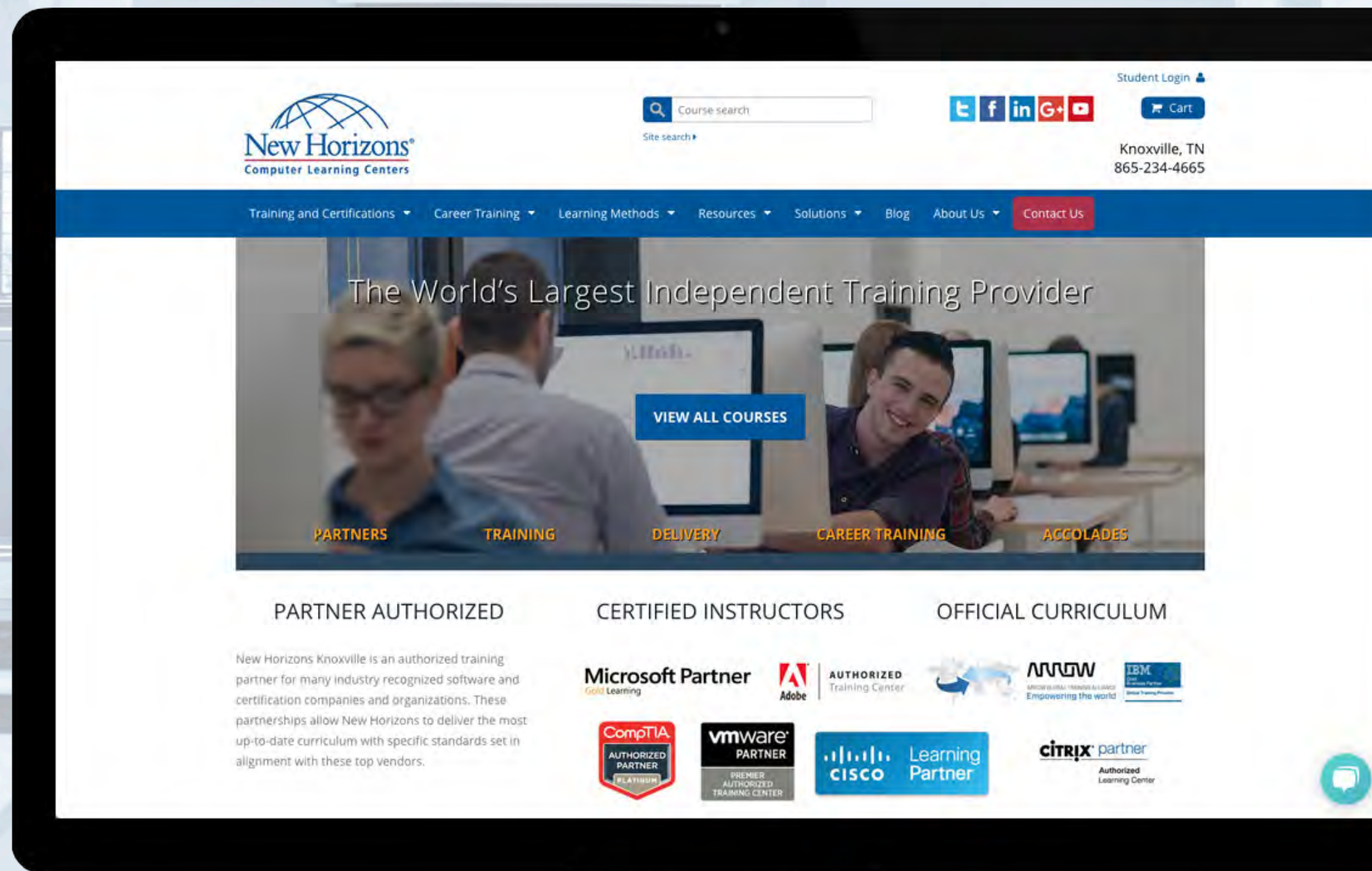
EXISTING PROBLEMS

With success comes growth, in the fashion of more than 350 globally located franchises. The issue is how to disseminate information to them all, globally manage their consistent content, yet allow them individually to set their own payment methods, course catalogs based on trainers, localize their languages to their countries, set their own prices, and subscribe to all the corporate published content? Clarity teamed up with Footprint (once a New Horizon's franchise themselves) to develop a global solution to do all of that and more.

OUR SOLUTIONS

Footprint worked with New Horizons to spec out their features needed to build a platform. Clarity, building on the Clarity eCommerce platform, built a management platform that provided a centralized/de-centralized admin platform, allowing corporate to publish new courses in the catalog, set prices, push marketing content and more to all the franchises at once, but a scope-based admin for each franchise where the corporate information could be automatically published or staged for translation and editing before posting, or even rejecting the course for software that is not offered in their country.

13 MONTHS • DESIGN • 350 PORTALS • ECOMMERCE • MULTI-LINGUAL/CURRENCY



Custom DNN Franchise Network

NEW HORIZONS <CONT.>

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BENEFITS

Once the solution was done, it was rolled out to five sites to “beta test” before pushing to the rest of the world. Testing lasted just a few days, then rolled out to 200 stateside franchises the next weekend, then the other 150 globally located franchises, in nearly every country over the following two weeks. That’s 350 websites in three weeks! Every solution is both centrally controlled to maintain consistency of the brand, yet decentralized to allow each franchise to customize to their specific GEO or business model needs.

TECHNOLOGIES

The CMS chosen is DNN Evoq Content, MS SQL for the database, Clarity Enterprise eCommerce™ for the course catalog, multi-lingual, multi-currency, omni-channel / multi-store with mobile and tablet friendly UI technology (Angular.js), HTML5, CSS3, Bootstrap, JQuery, and extensive .NET custom code for the administrative platform. To facilitate payments globally, Clarity integrated with more than a dozen payment gateways to allow each franchise to choose their own payment options.



CLARITY

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