

FOUR REASONS WHY VENDORS SHOULD PRIORITIZE INTEROPERABILITY

➔ Enhance Privacy and Security



Privacy and security are essential. **Building to a data standard can enhance the security of your data interchange.** LEA and SEA site administrators using standard enabled software strategies can control exactly what data is being shared between applications and users.

➔ Reduce Technical Debt



Cost matters. **Building to a data standard now will reduce long-term costs.** Failing to implement data standards now will prevent innovation as development time will be consumed by tech debt. A report from **Cast** shows that on average, applications carry \$3.61 of technical debt per line of code. Building to a standard reduces tech debt.

➔ Industry Consolidation



EdTech is one of the fastest growing industries, but according to **Inc.** some startups are flunking out. A company's long-term success depends on how well it can adjust when EdTech companies consolidate. **Adapting to industry standards ahead of the curve will boost companies up the consolidation curve and increase their valuation.**

➔ Grow Sales



Schools are demanding greater interoperability in their products. More vendors are committing to standards such as those provided by Ed-Fi Alliance, Access 4 Learning Community, and IMS Global, and districts are demanding interoperability in RFPs. You can set your product apart from the competition. **By signing the Project Unicorn pledge and publicly acknowledging your commitment to interoperability, schools will prefer your products.**



PROJECT UNICORN

Your customers are demanding interoperability. As more and more school districts commit to procuring interoperable EdTech products and platforms, it's important for vendors to stay ahead of the curve. Enhancing privacy and security, reducing technical debt, surviving industry consolidation, and growing sales are four reasons to prioritize interoperability in your roadmap and builds.

Project Unicorn is an effort to improve data interoperability within K-12 education. We aim to create a community of innovators who make the broader case for secure interoperability by determining shared priorities, working in partnership with school systems and EdTech vendors to understand its importance and benefits, creating a demand side push for interoperability through partnerships, and educating buyers to consider the total cost of ownership through informed comparison of vendors.

Project Unicorn does not endorse a specific product or data standard but instead is an educational initiative dedicated to the secure, controlled interchange of data.

*INTEROPERABILITY: THE SEAMLESS, SECURE, AND CONTROLLED EXCHANGE OF DATA BETWEEN APPLICATIONS

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