

Proposal to Transition Website Platform to Apptegy

Current Platform and Cost Overview

Our organization currently uses Finalsight with Feeds, provided by Active Internet Technologies, at a combined annual cost of \$7,215 (\$6,715 for Finalsight and \$500 for Feeds). For school notifications, we also use SchoolMessenger (PowerSchool Group LLC) and Remind101, costing \$4,121.15 and \$6,288.98, respectively.

Proposed Transition to Apptegy

We propose switching from Finalsight to Apptegy. Apptegy's platform includes Thrillshare, an integrated school notification system, allowing us to consolidate website and notification services under one provider. Additionally, Apptegy offers the "Rooms" feature, which includes a Behavior Module comparable to Class Dojo, allowing for enhanced behavior management and communication. An additional benefit of a move to Apptegy would be greater ease of use and accessibility for creating, approving, and posting news items to district websites and social media accounts.

Cost Breakdown for Apptegy

- **Apptegy with Thrillshare:** \$11,487 annually
- **Rooms Feature (includes Behavior Module):** \$3,500 annually
- **One-Time Setup Fee:** \$9,500, discounted to \$3,800 if we sign promptly (60% discount)

Projected Financial Impact

Switching to Apptegy would streamline our services and potentially reduce our overall costs. The following table provides a detailed comparison:

Platform/Service	Current Cost	New Cost (Apptegy)
Finalsight & Feeds	\$7,215	Consolidated under Apptegy
SchoolMessenger	\$4,121.15	Included with Apptegy's Thrillshare
Remind101	\$6,288.98	Included with Apptegy's Thrillshare
Apptegy & Thrillshare with Rooms Total	N/A	11,487 + \$3,500 = \$14,987
One-Time Setup Fee	N/A	\$3,800 (discounted)
Total Annual Cost	\$17,625.13	\$14,987 (does not include one-time set-up fee)

Contract Considerations

- **Finalsight:** Contract ends on 6/30/2025.

- **SchoolMessenger:** Paid through 4/1/2025.
- **Remind101:** Term ends on 8/10/2025.

These end dates provide us with a strategic opportunity to implement Apptegy with minimal overlap in costs.

Conclusion

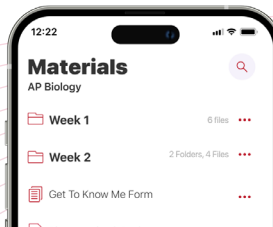
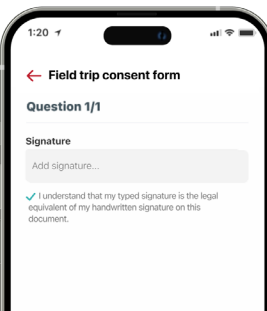
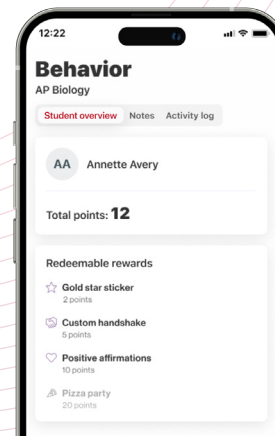
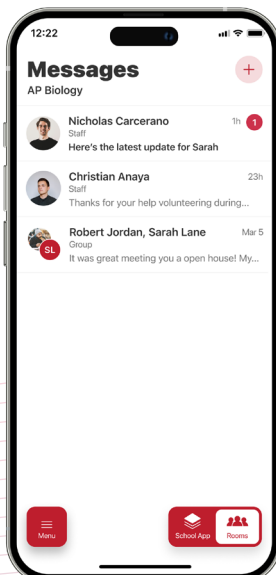
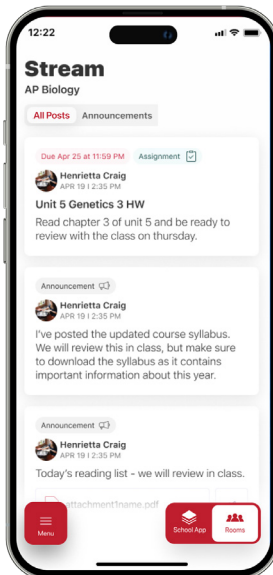
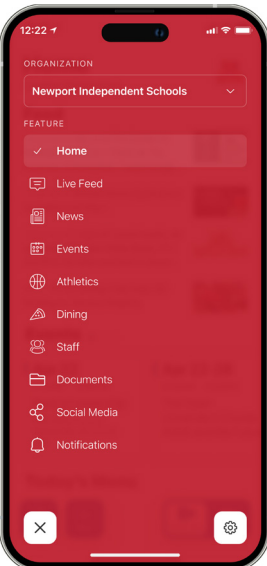
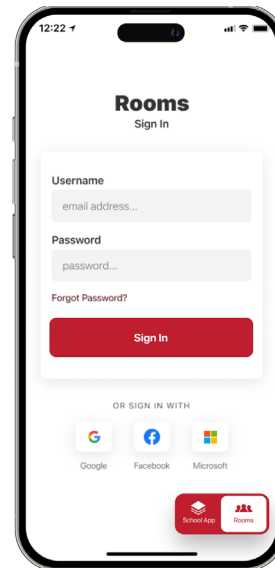
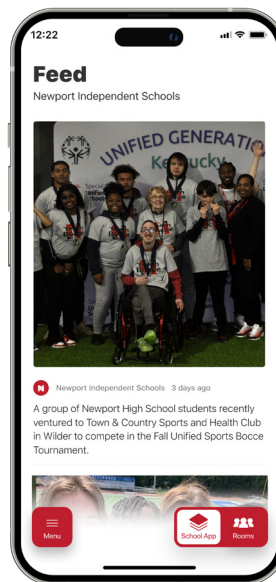
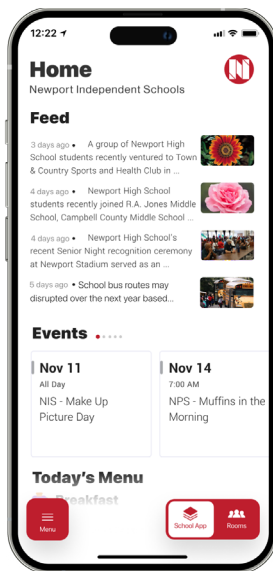
Transitioning to Apptegy presents an opportunity to consolidate and enhance our website, communication, and behavior management systems at a reduced cost. Approval of this proposal is recommended upon finalizing the quote with Apptegy.

Consistent Family Engagement

Your schools are **communicating more than ever** — and in more different ways than before. Think your website, Facebook, Twitter, Instagram, newsletters, mass notification texts and calls, guardian-teacher communication, and more. When parents and guardians don't know where to go, they **feel inundated**.

Bring the dialogue into one place — within your brand

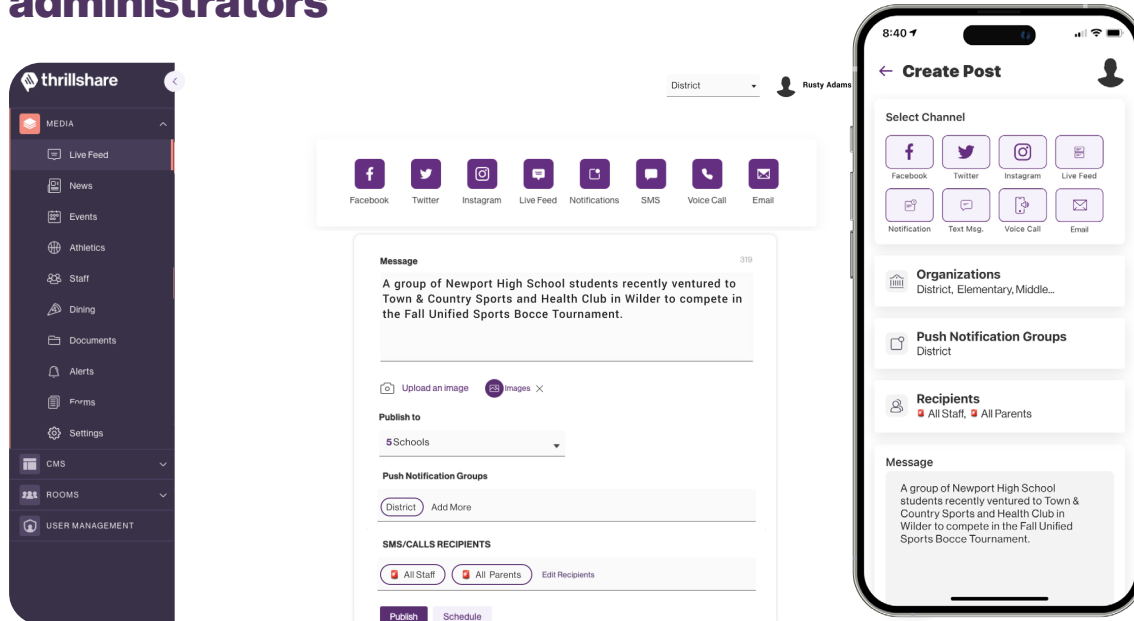
One thing we know is that almost all communication now happens on a single device: your families' smartphones. That's where you have the biggest opportunity to build consistency and engage your community with a great experience.



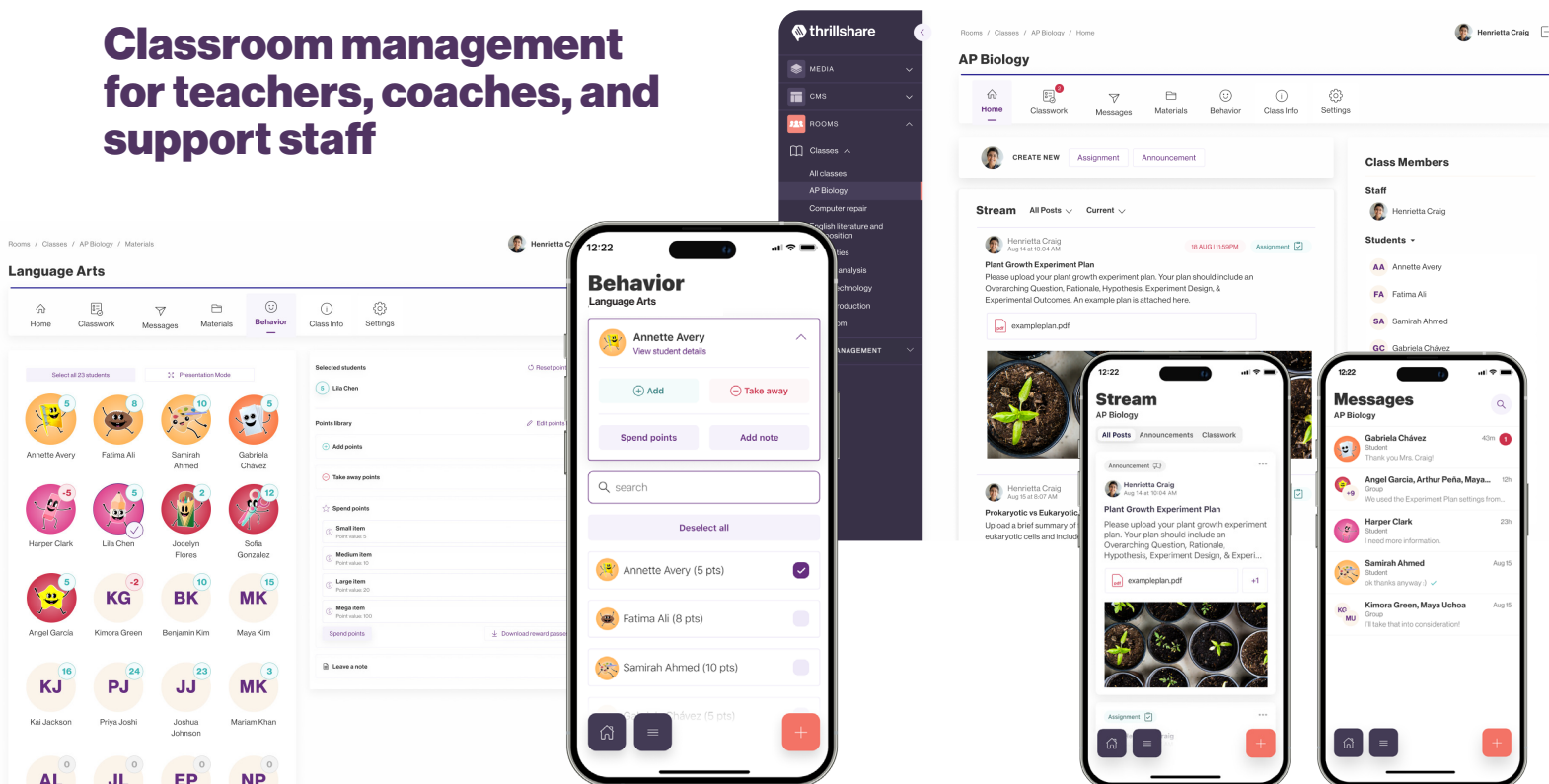
Ease of Use for Your Staff

The only way to get all of your staff using a new platform is to provide something that's just as user friendly as apps and software we all use in our personal lives. That's why we built Thrillshare as the first and only publishing platform for school districts.

District-wide communication for administrators

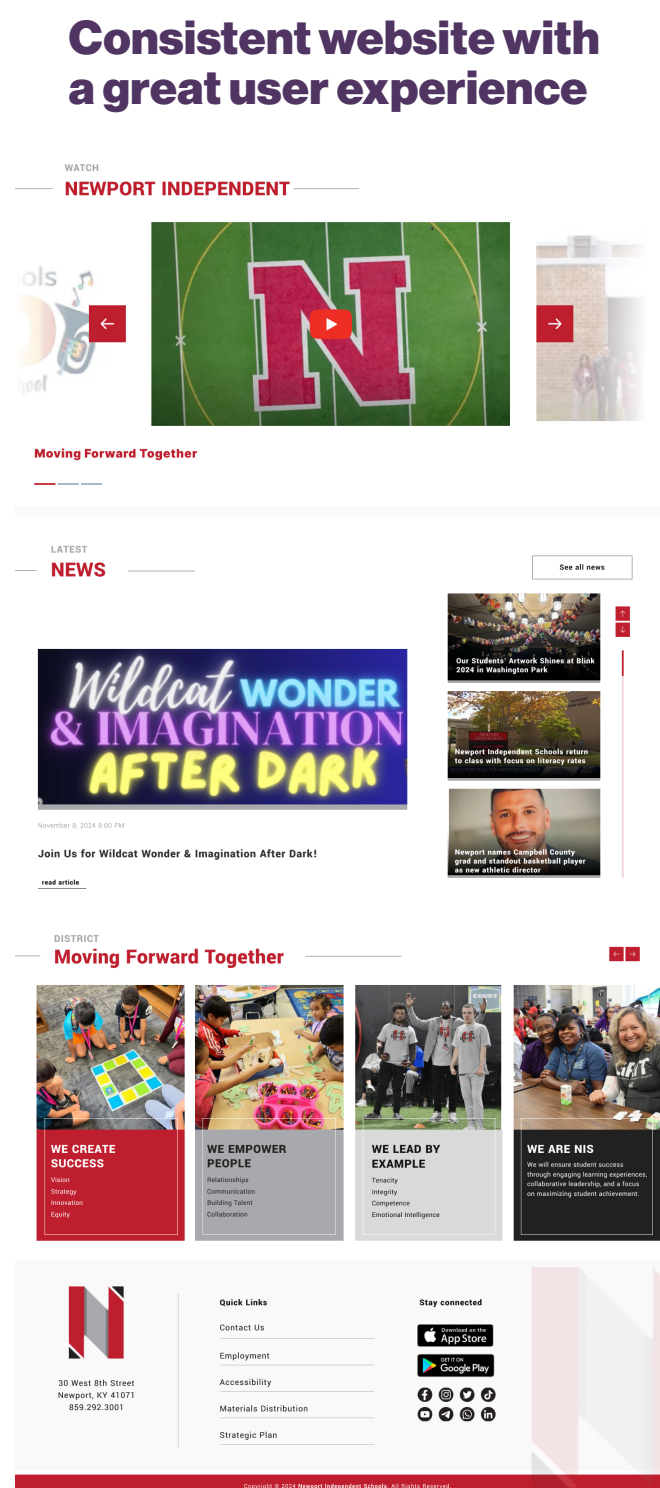
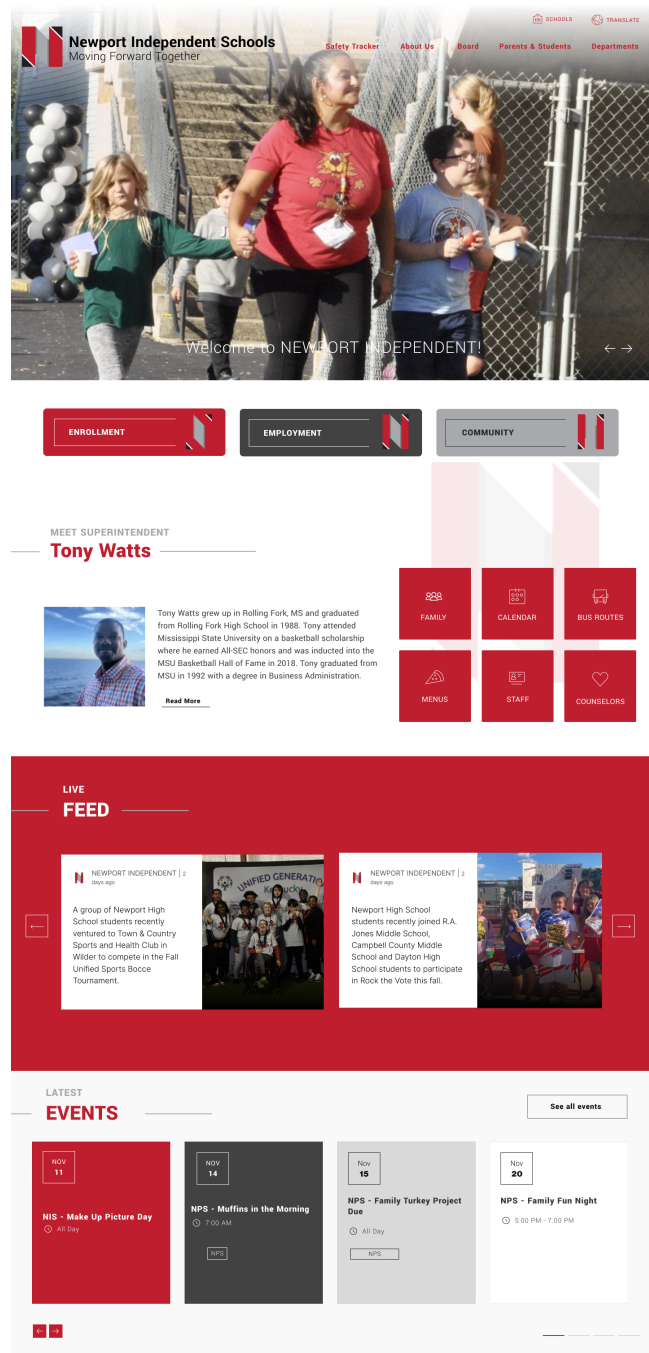


Classroom management for teachers, coaches, and support staff



First Impressions Matter

You're facing a lot of **competition for students, staff, and positive attention** in Kentucky. We want to make sure Newport stands out at first glance, so that you will get more families choosing to enroll and stay enrolled.



Growing Together

We don't want to be just another software tool you're using. We want to be your partner in engaging your staff and your community. This starts in implementation, continues through **unlimited training and support**, and lives in the long-run through continued product improvement.

Zero Acquisitions | We have never acquired another company and have not been acquired. This means that we have a single product built by a single team, and every single client chose to work with us.

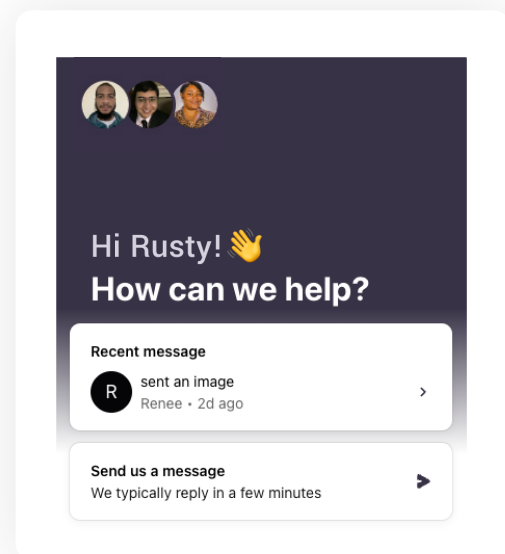
400+ Employees | All of our staff are in-house, full-time Apptegy employees. This gives us a unique advantage in responding quickly to questions and making improvements with you.

4,000+ Districts | 64 districts in Kentucky and over 25% of all districts in the US use Thrillshare.

99% Retention Rate | Apptegy boasts high growth and, most importantly, high retention. More districts have selected to move to Apptegy than any other provider in the last 5 years and 99% have stayed with us because of the support and tools they get with Thrillshare.

Unlimited 1:1 training and 1:1 support for all staff

We will work with every staff member both for training and also for support throughout our partnership. This means you don't have to provide tech support internally and can rely on us to make sure you're using Thrillshare effectively. When we're talking about support, we're not talking about "opening up a ticket" and waiting days for a response. **Our support is in real time over the phone and over chat run by a team of 90+. Our average response time is under a minute.**



Smooth transition to build buy-in

Getting everyone on board is the biggest challenge, which is why we've optimized our proven process to best meet your specific needs. Not only will we train all your staff so they're set up and ready to use Thrillshare when you go live, but we'll strategize a launch campaign with you to drive the adoption of your new tools throughout your community.

