Spark Learning Preparedness Online. Fuel Value on Campus.
ONLINE SOLUTIONS

Sparking Affordability for Students and Faculty

Whether you are “right-sizing” your physical bookstore, searching for a way to compete with online textbook retailers, looking to act on your campuses’ digital movement or simply provide a shopping environment that students prefer, Follett IGNITE™ offers relevant, modern and affordable branded eCommerce solutions.

Follett IGNITE provides a one-stop online store, which features the right mix of competitive products, textbooks and services that best support the needs of your campus community. From campus pride merchandise to course material adoptions to affordable course materials options and delivery to easy access to financial aid funds — your students, faculty and institution benefit from our customized online campus store solution.

Over 145 years of campus commerce experience
and we have been hosting virtual campus online store solutions since 1999.

Currently managing 1,800+
campus store websites

Ranked #82 in Internet Retailer’s
2018 Top 500 Guide of Web Retailers

Affordable Course Materials
New, Used, Rental, Digital and OER

Financial Aid Integration
Online financial aid fund access and messaging programs

Why Follett?

FOLLETT 1ST | 1995

First to introduce an eCommerce solution to the college store industry with the launch of eFollett.com
AFFORDABLE OPTIONS

Creating Savings to Compete with Other Online Retailers

Want to offer student savings up to 80% off on course materials? Searching for long-term affordability? Discover why educational leaders turn to us.

Text Rental
- Savings up to 80% off the price of new
- Largest national rental program
- 90,000 national/local titles available
- First to create rental program in 2010
- $240M in rental savings last year
- All textbook rentals come with FREE return shipping*

eBooks
- Save up to 60% compared to the cost of a new book
- Students can study online and offline — anytime, anywhere
- Easily access materials across devices (including computers, tablets and smartphones)
- Study smarter with quick access to tools for searching, note-taking and highlighting
- Studying made easy with technology

Used Text
- Substantial savings off the cost of new texts, up to 50%
- Students purchasing used texts saved more than $340M last year
- $413M in textbook buybacks last year
- Availability is high as we source from all wholesalers and marketplaces
- 100,000 titles and over 2M textbooks in inventory
- Students enjoy savings on both the purchase and buyback

Follett and Lumen Learning
- Our new partnership is all about YOU and your school
- Brings low-cost solutions that improve student engagement and learning
- Drives student success, enrollment and affordability with open educational resources (OER)
- Makes it easier for institutions and faculty members to adopt and provide OER learning materials and courseware for all students

Buyback: Online and On-site
- Customize our buyback programs to fit your school’s needs, online or on campus
- Offering up to 50% of the price of a new textbook on re-adopted titles
- Exclusive online buyback gives students easy access
- Demand access to fuel our 1,200+ stores gives the best buyback price to students for their materials
- Our Buyback Program delivered $753M+ in total student savings in the last three years’ inventory
- Students enjoy savings on both the purchase and buyback

With our Lumen OER solution, courseware is as low as $25 per course.

*For all other course materials, there is a nominal shipping fee for each book.
On average, students can save about $500 per year and up to 90% when buying or renting all of their required books from our expanded consumer textbook marketplace.
BRANDED MERCHANDISE

Expanding Assortment and Broadening Your Brand Affinity

Expanding beyond course materials, Follett IGNITE™ provides an expanded assortment of on-demand branded apparel and general merchandise products. Our innovative merchandise solution gives you the opportunity to help your students, faculty, staff and alumni show their school pride while also providing an additional revenue-generating opportunity for your institution.

Leverage Our Unbeatable On-Demand Merchandising

Is offering an endless assortment of branded merchandise something that you have been wishing for? With Follett On-Demand, you can extend your brand with over 3,000 product options without the worry of carrying any inventory. It’s the largest selection of officially licensed merchandise available anywhere online.

Extend your branding power through a wide range of branded products, general apparel, business-related products, gifts and many other unique products for the entire campus community — students, staff, faculty, alumni and parents.

“By utilizing our partnership with Follett IGNITE, our logo and brand are on over 1,500 products — on demand. Faculty, staff, students and alumni love the variety of the products available, from low-cost rental and used textbooks to the coolest gear that fits every taste.”

Dr. Alexander L. Clifford
VP of Academic and Student Affairs
Maine College of Health Professions
The only way to create a best-in-class online experience is to continually invest in eCommerce. That’s Follett IGNITE™. We customize your eCommerce experience with your institution’s brand so that the transition to and from your hosted site is seamless.

No need to download an app as our sites are mobile optimized, so your students can easily view and purchase from a mobile or tablet device while on the go. Our sites have enhanced browse and search experiences and product presentation features that students have come to expect from a best-in-class site.

**Faceted Navigation**
Filter by product attributes such as size, color, brand and price

**Site Search**
Search by department, author, title and more

**Product Sorting**
Sort by price, relevance, newest and best seller categories

**Product Recommendations**
Cross-sell and upsell by leveraging algorithmic data that recommends popular items

Welcome to the Follett Discover Suite — a powerful world-class online tool that transforms the course materials discovery and adoption process for faculty, and helps students review, purchase and instantly access their required and recommended course materials from multiple points.

Students are subsequently better prepared for class by having easy access to purchase and manage their course materials quickly and effectively. That’s why Follett Discover has been shown to improve adoption compliance by 30%.
### Savvy Benefits — Smarter Outcomes

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<th>FACULTY</th>
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<td>Enables instructors to easily discover and adopt materials from within the Learning Management System (LMS).</td>
<td>Delivers an HEOA compliance solution to your campus. Students can view and purchase adopted course material information from the course catalog.</td>
<td>Gives students the ability to purchase all needed course materials during the registration process.</td>
<td>Enables students to purchase their required course materials and access their digital content from within the LMS.</td>
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### Point of Access for Users

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<tr>
<td>LMS</td>
<td>Course catalog or course schedule</td>
<td>Point of Registration within the Student Information System (SIS)</td>
<td>LMS</td>
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### Complementary Products

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<tr>
<td>Access</td>
<td>Shop</td>
<td>View</td>
<td>Adopt</td>
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### Course Materials

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<tr>
<td>Select from new, used, rental or digital materials</td>
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### Financial Aid

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<td>Two forms of Financial Aid integration available: Follett Hosted and Campus Card</td>
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“Follett has made it possible for us to get the books to our students around the globe from one central location in Jacksonville, Florida. Our contract features free ground shipping for our students, which makes us competitive with the biggest online companies.”

Abbie Luoma  
Senior Content Manager/Academic Affairs  
Saint Leo University
Fostering Student Success with Instant Access on Day One of Class

Follett ACCESS is a groundbreaking affordability and access solution that delivers all required digital course materials to students as part of their tuition or fees — ensuring that students understand the full cost of education upfront, get the lowest priced materials possible and are prepared for class on day one.

With Follett ACCESS, institutions can gain a competitive advantage in attracting and retaining students while making serious strides in addressing the rising cost of education.

Follett ACCESS sparks benefits for everyone

Follett ACCESS is the perfect union of publishers, schools, faculty and Follett — coming together to improve access to course materials, enhance engagement and learning outcomes, help make course materials more affordable and ultimately foster student success.

Faculty – Academic Freedom

Faculty can choose the course materials that best meet curriculum goals without being tied to one format, publisher or content provider. And because students have the right digital materials, instructors don’t need to play the role of tech support.

Students

With Follett ACCESS, books are part of a student’s tuition and fees. Not only does this make the educational experience simpler, but it also ensures that the right materials are procured. This is especially important because preparation and class engagement fuel better grades for students.

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IGNITE PUBLISHERS INSTITUTION AND FACULTY STUDENTS FOLLETT
FINANCIAL AID SOLUTIONS
Enabling Success for Your Students and Campus

Our financial aid integrations, programs and services offer something for everyone. For example, when students purchase course materials online, those transactions are deducted from financial aid accounts in real time.

Follett IGNITE™ can also complement your messaging to students, informing them of financial aid that may still be available.

Spark institutional efficiency:
- Replace or complement your existing financial aid communications
- Drive awareness of financial aid while reducing questions for your staff
- Get reporting on key metrics (i.e., open rates, clicks and online sales) upon request

Streamline student communications:
- The day financial aid opens, we send students an email on your behalf with account name, funds available and expiration date
- Before financial aid closes, we send students a reminder and update on their funds
- Students can opt out of financial aid messaging at any time

CONSUMER MARKETING
Motivating Your Student Body to Purchase

With Follett IGNITE, your school can tap into a full business-to-consumer marketing campaign that engages and informs your students. Every IGNITE marketing communication will be deployed under your school brand and “utilize a school-friendly (aka vanity) store URL.”

Messaging includes:
- Promotional alerts
- Awareness around affordable and accessible course materials (rental and digital)
- General merchandise offers
- Traditional email campaign for all students
- Orientation campaign for new students and incoming freshmen.

We also offer marketing support from our IGNITE marketing team for the creation and deployment of special marketing requests and communications. The more transparent our partnership, the more our educational marketing expertise can do for you.
CUSTOMER SERVICE
Providing Fast Head-of-the-Class Answers

At Follett, your satisfaction is our goal. That’s why we’re structured inside-out to put customers first.

For starters, we offer you a dedicated customer service team at the distribution center level. Our multilayered dedicated team of professional problem solvers is trained to fix issues quickly, so students can shop and rent with confidence.

REPORTING AND ANALYTICS
Creating a Partnership of Transparency and Collaboration

Our innovations never stop. Take our new Customer WorkBench. It’s a virtual Business Intelligence portal powered by Microsoft Power BI, which provides Follett’s campus partners with a real-time view into the most important areas of the campus store business.

But the real beauty is how Customer WorkBench produces an unprecedented level of transparency and collaboration with our campus partners. As a campus partner you get all the pertinent data you need to monitor your online bookstores’ operations — so you can manage what you measure.

Dive deep into daily business transactions. Track sales, inventory, shipments and backorders — and track them by location, student or term. Guide your business to the most cost-effective alternatives. And ensure that your virtual bookstore is meeting the needs of every stakeholder.
Reporting features include:

**Financial Aid Activity Detail by Student**
Get a summary of a student’s financial aid activity, including every key detail: student name, PO, ship date, number of units, price, shipping cost, tax cost, total charges, discounts and financial aid amounts.

**Sales by Term**

Know the total amount of used and new units bought and returned for a specified date range and school. This report also shows the total amount of dollars spent and returned by all customers at a specified school.
Looking for an online bookstore solution that supports your evolving eCommerce-driven campus community? Look no further than Follett IGNITE™.

Follett IGNITE gives your online bookstore the power of technology and the advantage of Follett’s experience, including a full suite of affordable, scalable tools and programs that delivers a solution specific to the needs of your campus. See what we can do for you.