

Introducing Bb One

Powering Student Spending On-campus, Online, and Off-campus

Bb One Mission—To power a ubiquitous transaction environment for institutions and their students, off-campus, online and beyond.

Bb One™ is a transaction-based outsourcing solution that enables the acceptance of the university ID card as a form of payment off-campus. *Bb One* provides students with a cashless, safe, and secure way to transact on and around campus while offering parents the assurance that their funds will be spent within a university-approved network. Blackboard develops a comprehensive off-campus merchant network on behalf of each university and manages every aspect of the program from merchant acquisition to merchant support. Participating merchants also benefit from access to a university-endorsed spending program and direct-to-student and parent marketing programs.

As a logical extension of the *Blackboard Transaction System™* and other campus card systems, *Bb One* enables a ubiquitous transaction environment. The *Blackboard Transaction System* offers a reliable and sophisticated application for powering transactions made by students, faculty, and staff. Blackboard supplies the core hardware and software to successfully implement and manage a centrally controlled set of prepaid commerce and access privileges, including: identification and access control, self-service, food service, and point-of-sale commerce both on-and off-campus. The system can also assist in the management of services such as laundry and parking fee collection, activity privilege verification, event purchase, and print and copy cost recovery. It can integrate with a university's student information and bookstore systems, and extend a university's virtual campus with Web-enabled account management and the ability to add campus e-Commerce.

Bb One Features

- Merchant negotiation, acquisition, and contracting
- Proprietary *Bb One* POS terminal and software designed for off-campus merchants
- Terminal procurement and fulfillment
- Merchant set-up and training
- Quick terminal replacement
- Merchant support Help Desk
- Sophisticated, automated daily and monthly settlement process
- Monthly merchant statements
- Robust solution for transaction dispute work-flow management and resolution
- Management and reconciliation reporting
- Program marketing & support materials



“The biggest factor in why we decided to implement a one card solution was the fact that [it] could provide us with a ‘packaged solution’. They handled all aspects of merchant services, from recruitment to customer service to settlement. In addition, they designed and implemented a comprehensive marketing and communication plan, which included a One Card Web site—all within a short time period.”

—John Meriano
Director of Administrative Services
Quinnipiac University

Bb One Benefits

- Minimize administrative costs and business risk while enhancing Card Office efficiencies
- Compatible with existing popular student accounts, no need to introduce a second financial account
- Fast and efficient program launch
- Drives student interest and participation, resulting in increased on-campus usage
- Provides parents/students with budget control (Debt-free program)
- Enhances Town/Gown relations
- Dedicated program and account support team
- Experience managing 20+ programs at campuses nationwide
- Expertise in card program brand development and implementation

Turnkey Marketing Solutions

Maximize cardholder awareness, participation and usage by taking advantage of Blackboard's comprehensive suite of proven marketing and communication services. From design and creative through execution and fulfillment, Blackboard delivers marketing solutions that work for your card program. Blackboard offers a customized marketing platform for each of our partners taking into account card program maturity, marketing budget, and program goals.

Our proven creative elements and tools, including card program brochures, parent deposit mailings, office signage and event execution can be leveraged for your card program based on your needs. Working with Blackboard you will have the assurance of high quality and the cost-effectiveness of our significant scale of work.

Blackboard can also extend your card program online through electronic communications and/or efficient development, hosting and management of your campus card Web site, while intergrating solutions.

Select Bb One Client List

- American University
- Case Western Reserve University
- Clark Atlanta University
- Dartmouth College
- Eastern Michigan University
- Johns Hopkins University
- Marquette University
- Mercer University
- Princeton University
- Quinnipiac University
- St. Cloud State University
- University of Wisconsin – Stevens Point
- University of Wisconsin – Whitewater
- Virginia Commonwealth University
- West Texas A&M



For more information on how Bb One can help your institution create a ubiquitous transaction environment call **1.800.424.9299 ext. 4** and or visit <http://www.blackboard.com>.



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