

Global Leader in Education Revolutionizes How Students Learn and Teachers Teach

BY THE NUMBERS

Fino made a solution that was...



DEPLOYED TO **85,000**
INITIAL STUDENTS



BUILT **3x** FASTER
THAN THE AVERAGE
PROJECT ITS SIZE



CREATED TO SCALE
TO **MILLIONS** OF
USERS NATIONWIDE

One of the largest education publishers in the world, Pearson wanted to free teachers and students from book-bound learning by replacing traditional textbooks with digital tablets. Pearson believed infusing schoolwork with rich media content would improve student achievement and help teachers meet new national “Common Core” standards. Pearson partnered with Fino to build the Pearson System of Courses (PSoC), a groundbreaking content ecosystem that delivers terabytes of data and distributes it to thousands—soon, millions—of simultaneous users.

Educational Challenges

This solution would be the first native digital curriculum for K-12 language arts and mathematics in the U.S. It would also address some of the most urgent needs in modern education, including:

- » **Lack of Collaboration** Traditional lessons aren’t designed to foster teamwork among students and teachers.
- » **Struggling Students** Teachers need more insight into student performance so they can give individual attention.
- » **Clipped Wings** Many lessons prevent teachers from more deeply challenging students who excel.
- » **Overwhelming Novelty** Most units don’t enable teachers to introduce new topics with easy, accessible points of entry.
- » **Missing Rigor** Colleges report high school students are often unprepared for the intensity of higher education.
- » **Old Information** Textbooks are updated once or twice per decade and can quickly become obsolete or ineffective.

Speed-to-Market

Pearson turned to Fino to move the initial concept to a scalable, enterprise-grade product ready for market. Fino led a team of more than 100 software engineers, data scientists, designers, and QA professionals to develop and deploy Pearson's technical solution. This large team worked in an Agile framework to hit the ground running, build rapid iterations, and drive business value early.

Learning Curve

Fino used Microsoft Azure, HDInsight, and other cloud technologies to build a system that could analyze the millions of interactions that occur in PSoC every day. With this data, teachers can present new topics more clearly, teach more demanding material, and tailor lessons for unique student needs.

These insights also let publishers update content fast, often, and proactively during the school year. Moreover, they enable Pearson to gain real-time, granular details about how well PSoC is performing.



“In 5 months we went from concept to deployment with a fully scalable solution for thousands of users. When you need a trustworthy partner who understands your business, Fino is the place for you.”

Jonathan Harber, CEO, Pearson K-12 Technology

More Academic Success

After Fino's collaboration, PSoC was instantly deployed by eight school districts to 85,000 students. Pearson expects this user base to grow 50% in 2016 and to soon include millions of teachers and students nationwide. Since its launch, PSoC has been widely praised by educators and experts for its ability to promote teamwork in class, improve learning in K-12 students, and empower teachers to customize coursework for specific pedagogical goals.

ABOUT FINO Fino is a leading provider of custom enterprise technology solutions. We use broad technical skills to build integrated systems that connect business units and automate complex processes. Our data-driven and user-focused software helps companies solve problems, engage customers, and grow their businesses. Founded in 2006, Fino was recently named one of the fastest-growing software companies in the U.S. by Inc. Magazine.