

# Vivi Partner Playbook

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## Vivi Company Bio

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Developed by Dr. Lior Rauchberger in 2016 with a goal to create the simplest and most intuitive classroom engagement solution in the world, Vivi provides teachers with classroom management tools that drive student productivity and monitor health and wellbeing.

Vivi's screen mirroring solution sets teachers free to roam the classroom and interact with students, while enabling students to instantly share their screens with the class or small groups for immediate feedback.

Vivi surveys more than 125,000 active users each quarter to inform ongoing feature and product development. Features include screen mirroring, digital signage, emergency broadcast, formative assessment, and student health and wellbeing checks.

Today, the innovative classroom management and student engagement solution is used in 6% of all Australian schools and by 23% of Australian private schools. Outside of Australia and New Zealand, the company has customers in the United States, Canada, the United Kingdom, Singapore, Indonesia and Oman.

Website: [www.vivi.io](http://www.vivi.io)

## Terminology Rules

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1. Vivi is referred to as a **'Classroom Engagement Solution'** when describing its extensive range of features and functionality.
2. Vivi's core benefit for customers is to **'Transform Classroom Engagement'**.
3. Vivi is referred to as **'Wireless Screen Mirroring'** technology when describing its core functionality.
4. **'Wireless Screen Mirroring'** is can be used as an easily relatable entry point feature for prospects before 'wowing' them with Vivi's many additional features and benefits.

### Using 'Classroom Engagement Solution' When Describing Vivi.

Vivi's classroom engagement solution creates a student empowered learning environment, integrating cross-platform, wireless screen mirroring and video streaming with advanced and intuitive classroom features, all centrally controlled via a cloud-based administration platform.

## Using 'Wireless Screen Mirroring' When Describing Vivi.

Vivi is a device-agnostic wireless screen mirroring technology that eliminates the need for HDMI cables, takes just seconds to start up, and is easy, quick and reliable to use. Teachers are untethered, which eliminates many of the restrictions faced with poor classroom layouts.

## Vivi's Key Features & Benefits

### Key Features of Vivi.

Features	Description
<b>KEY APP FEATURES</b>	
<b>Wireless Screen Mirroring</b>	Whether teachers and students are using phones, computers or tablets, Vivi offers full screen mirroring with auto-detected resolution.
<b>Play Video Direct</b>	Because media plays straight from the Vivi Box, high-quality video streams directly from the school's hard-wired internet and doesn't slow down their Wi-Fi network.
<b>Student Feedback Tool</b>	Vivi's Student Feedback tool provides teachers with an intuitive way to gain real-time feedback, to help drive formative assessment and monitor the health and wellbeing of students. Teachers can quickly and easily conduct an Academic Poll (such as True/False or alphabetical multiple choice) or a Wellbeing Poll (such as, "How do you feel about the lesson?").
<b>Combined Rooms</b>	Administrators or teachers can temporarily combine the Vivi-enabled displays in separate rooms to create one flexible learning space, with multiple displays.
<b>Pause Screen</b>	To maintain privacy and security during a mirroring session, teachers can freeze an active stream, leaving their presentation on the shared display while they perform other tasks on their device.
<b>Student Request Control</b>	Students can request control of the shared display from the App, giving them the opportunity to share their work and receive real-time feedback from peers and teachers.
<b>Annotation Suite</b>	There is the option to annotate on a captured screenshot or on a blank Virtual Whiteboard, which can be used by students to take notes during class or by teachers to present a lesson to a central display, from anywhere in the room.
<b>KEY SCHOOL-WIDE FEATURES</b>	
<b>Vivi Central</b>	Administrators can manage, monitor and maintain your school's entire Vivi network from our easy-to-use cloud-based administration platform, Vivi Central.
<b>Digital Signage</b>	The school's network of Vivi-enabled screens can function as a digital signage system. Administrators can upload media, create playlists and signage groups, and schedule broadcasts for specific times.

<b>Emergency Broadcasting</b>	In the event of an emergency, authorized teachers can instantly broadcast an evacuation or lockdown message to every Vivi-connected display in the school.
<b>Guest Access</b>	To save time, guest presenters can be given access to a display without being registered as a user. The guest will have the same capabilities as the presenter, apart from being able to create more guest codes.
<b>Splash Screens</b>	The Vivi-enabled screens throughout your school can be set to display a customized screen with your school's branding, when not in use.

*\* Vivi is constantly releasing new features and improvements to our product. The list above is an introduction to our solution's key features. To discuss the full suite of Vivi features, please chat to your Vivi Business Development Manager.*

## Key Benefits of Vivi.

Student	Classroom	Institutional
<ul style="list-style-type: none"> <li>Increased engagement</li> <li>Improved learning outcomes</li> <li>Personalised learning</li> <li>Active learning</li> <li>Empowerment</li> <li>Critical engagement</li> </ul>	<ul style="list-style-type: none"> <li>The teacher is always in control</li> <li>Enables equitable learning environments</li> <li>Flexible learning spaces</li> <li>Untethered teachers</li> <li>Facilitates collaborative learning environments</li> <li>Social emotional learning practices</li> <li>Enables evidence-based and formative assessment techniques</li> <li>Fluid visual dialog between teacher and student</li> <li>Save time setting up technology at the start of class</li> <li>Conduit for the effective sharing of classroom content</li> </ul>	<ul style="list-style-type: none"> <li>Designed for education</li> <li>Future-proof classroom technology</li> <li>Cost effective digital signage solution</li> <li>Effective school-wide emergency communication system</li> <li>Improves staff productivity and efficiencies</li> <li>Easy implementation</li> <li>Free support and training</li> </ul>

## The Benefit of SaaS vs. Hardware.

Vivi operates a Software as a Service (SaaS) model. The focus is on constant innovation, improvements and new features at no additional cost to the customer. Their emphasis is on keeping customers on the cutting edge of technology.

Unlike an on-premise hardware model, Vivi delivers all maintenance, upgrades, repairs and replacements as part of the annual subscription fee. They also provide ongoing training and support at no extra cost, with new modules being added regularly.

Their competitors who operate on a hardware model require users to pay for upgrades, repairs, replacements and bug fixes. When a new model is introduced, customers must pay to upgrade their hardware to access new tools and features.

*\* Please note: An investment in Vivi will future proof a school and will continue delivering benefits long after a hardware-based competitor.*

SaaS	Hardware
<ul style="list-style-type: none"> <li>• No hidden costs</li> <li>• Hardware component part of the subscription</li> <li>• Any hardware repairs or replacements are covered by Vivi</li> <li>• Frequent new features, functionalities and updates happen at no cost to the customer</li> <li>• Access ongoing technology developments that future proof the school</li> <li>• Ongoing training and support included in the subscription</li> </ul>	<ul style="list-style-type: none"> <li>• Customer buys the hardware and is responsible for funding all repairs, replacements and other maintenance beyond the warranty</li> <li>• Customer incurs costs associated with any new features and updates</li> <li>• Hardware has a typical shelf-life of 3 to 5 years before it becomes outdated and needs replacing</li> <li>• Limited support options and Professional Development opportunities</li> <li>• Developments are less frequent and more complex to implement</li> </ul>

## Vivi Personas | Challenges | Messaging

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### IT/AV Managers.

This audience has traditionally been our main decision maker. They are usually the first and main point of contact at the school. Vivi is typically paid for out of a school's technology budget.

#### Why would they be interested in Vivi?

- Centralised management
- Reliability, built for education
- Providing ROI
- Customer support and service
- Ease of implementation
- Future-proof classroom technology

#### What challenges do they face?

- Budget constraints
- Strain on IT staff resources – busy helpdesks
- Constant repair/replacement of HDMI and other cables
- Money wasted on legacy systems that are not being fully utilized
- Staff uptake of technology; school staff who lack the technical skills and the will to learn

#### What are their common Vivi objections?

- Perceived lack of features, when compared to competing products on the market
- Cautious about the security of the system
- Overall cost, especially when comparing to competition products and looking at the SaaS model
- Liable for the functionality of the product
- Training new staff and getting them on-board

## What to communicate to IT/AV Managers.

Features	<p><b>Active Directory Integration</b> – Vivi supports Active Directory (ADFS LDAP, ADFS SAML, Azure and Google G Suite), allowing administrators to connect directly to the school's pre-existing user database. Users can sign in with their existing credentials and will inherit appropriate roles depending on the groups they are assigned to in your organization's Active Directory.</p> <p><b>Truly Cross-Platform Solution</b> – Supports 6 different operating systems (MacOS, iOS, Windows, Chromebook, Android, Linux).</p> <p><b>Centralized Management</b> - Vivi Central is the cloud-based administration platform for the Vivi solution. Centrally manage feature settings, users and guests, Vivi Boxes, and view usage and performance data.</p> <p><b>Can communicate across VLANs and networks</b> - Vivi is designed specifically for a school network environment: Vivi can communicate across networks or VLANs; it is designed to operate within the school's established network environment, without adding ad hoc connections or operating as unauthenticated WAPs.</p> <p><b>Bulk configuration</b> - Administrators can centrally change settings on the Boxes, such as updating admin passwords, changing proxy settings or restarting devices remotely. They can also centrally update the firmware for their devices, meaning they don't need to physically go to each Box or room to update individually.</p> <p><b>Customer support and ongoing services</b> – Vivi offers support and other self-learning services throughout the customer journey. This includes web services, phone support, frequent webinars, release notes and online Vivi training.</p>
Benefits	<p><b>ROI</b> – Vivi continues to add value to an investment by future-proofing a school and eliminating unnecessary costs associated with outdated presenting technology.</p> <p><b>Less Strain on IT Helpdesks</b> – Vivi makes IT staff less relied upon to fix connectivity issues in classrooms. And because of its ease-of-use, teachers can walk into a Vivi-enabled room and start teaching without complications or connectivity issues.</p> <p><b>Implementation</b> – Vivi is easy to implement with ongoing teacher training and support.</p> <p><b>Vivi's school-wide benefits -</b></p> <ul style="list-style-type: none"> <li>• Save money by not having to replace and repair HDMI cables and adaptors</li> <li>• Improve ROI with SaaS technology that future-proofs the school</li> <li>• Far fewer connectivity issues in Vivi enabled classrooms</li> <li>• Ongoing access to support and training at no cost</li> <li>• Centralized management and user metrics via Vivi Central</li> </ul>
Resources	<p><b>Customer stories</b> – These testimonials demonstrate how other Vivi users are experiencing our unique features and benefits. Customer stories can be provided based on the target audience and relevant topic.</p> <p><b>Support Hub</b> - Use the Vivi <a href="#">Support Hub</a> to view a library of features guides, to troubleshoot or to submit a support request.</p>

## School-Wide Decision Makers.

This includes non-technical school leaders, such as Principals, Deputy Principals, Department Managers and Heads of E-Learning.

### Why would they be interested in Vivi?

- Providing ROI
- Future-proof classroom technology
- Improving student learning outcomes
- Improving staff productivity and efficiencies
- Enabling equitable learning environments
- Facilitating collaborative and flexible learning environments

### What challenges do they face?

- Budget constraints and reducing costs wherever possible
- Proving ROI and making data-informed decisions
- School/state/federal department of education regulations
- Improved student learning outcomes
- Improving school facilities
- The dissemination of new technology to schools and staff training

### What are their common Vivi objections?

- Overall cost, especially when comparing to certain competitor's products that do not offer the same feature range as Vivi or who are not a SaaS model
- Staff uptake of new technology
- Fixation with a previously used product (competitor)

### What to communicate to school-wide decision makers.

Features	<p><b>Vivi Central</b> – Vivi provides a cloud-based administrative platform for centralized management, at no additional cost. It also provides deep data analysis on individual teacher and classroom usage to indicate Vivi adoption rates and ROI.</p> <p><b>Monitor Student Wellbeing</b> – The Student Feedback Tool can be used to provide a safe and discreet way for students to communicate their engagement level, emotional state and general wellbeing.</p> <p><b>Training</b> – Vivi offers a variety of training options to meet the needs of the school and its teachers, all created by our Customer Success Managers, who are highly experienced former teachers.</p> <p><b>Guest Access</b> - To save time, guest presenters can be given access to a display without being registered as a user. Create a code for a guest to use for 1-24 hours for that room.</p> <p><b>Digital Signage</b> - This feature uses the school's existing Vivi-network so that any Vivi-enabled screen can form a cost-effective digital signage network – no additional technology or software required.</p> <p><b>Display Security</b> - Vivi's Room Codes feature is used to prevent unauthorized access to shared displays; students and teachers can be required to enter a 4-digit PIN before connecting to a room.</p>
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Benefits	<p><b>ROI</b> – Use technology to help achieve student learning objectives by adopting it in a seamless, progressive and meaningful way that generates a measurable ROI.</p> <p><b>Access to the latest technology</b> - With Vivi, you are not buying a static product, but a continually evolving solution driven by our customers.</p> <p><b>Improves staff productivity and efficiencies</b> - Supports teachers in managing their classrooms efficiently and effectively, and with the ability to seamlessly implement real-time instruction.</p> <p><b>SaaS Model</b> - Unlike an on-premise hardware model, Vivi delivers all maintenance, upgrades, repairs and replacements as part of the annual subscription fee.</p> <p><b>Designed for Education</b> – Unlike other wireless screen mirroring products on the market, Vivi was built for education, with the needs of teachers and students in mind. The Vivi solution is continuously evolving, with frequent feature releases driven by customer feedback.</p> <p><b>Improve student learning outcomes</b> – Vivi transforms the classroom into an interactive, collaborative learning space. Vivi enables teachers to create student-centred learning environments and empowers students to be active participants in their own learning.</p> <p><b>Enables evidence-based teaching practices</b> - Vivi's technology platform enables teachers to implement evidence-based practices in the classroom to improve student outcomes.</p>
Resources	<p><b>Flexibility around payment arrangements</b> - A customer may be better suited to make a one-off payment instead of recurring installments, earning them a 5% discount off their total cost.</p>

## Instructional Staff.

Instructional staff are our primary user base but have historically been difficult to reach. Our marketing message to this group focuses on driving classroom engagement and monitoring student wellbeing.

### Why would they be interested in Vivi?

- Improves teacher productivity
- Improves classroom management by allowing teachers to move around the room, untethered
- Facilitates collaborative learning environments
- Encourages students to contribute more regularly
- Encourages equity of learning environments
- Enables flipped classroom strategy
- Improves student learning outcomes
- Monitors student health and wellbeing to guide teaching practices
- Continual developments empower 21<sup>st</sup> Century classrooms

### What challenges do they face?

- Teacher productivity: Minimising time spent on lesson setup and managing disruptions
- Student engagement and learning outcomes
- Understanding students' mindset
- Agile teaching and classroom mobility

- Limited student/teacher collaboration
- Maintaining professional certifications (PD)
- Understanding how to use technology in the classroom and adapt teaching style accordingly
- Curriculum pressures

#### What are their common Vivi objections?

- Difficulty learning a new technology
- Technology replacing existing teaching strategies
- Time spent connecting to the software and troubleshooting

#### What to communicate to instructional staff.

Features	<p><b>Wireless screen mirroring and high-quality video streaming</b> – Device agnostic screen mirroring and high-quality video that eliminates lagging, removes ads and mitigates other streaming challenges.</p> <p><b>Pause screen</b> - To maintain privacy and security during a mirroring session, teachers can freeze an active stream, leaving their presentation on the shared display while they perform other tasks on their device.</p> <p><b>Give presentation control to students</b> - In the Vivi App, teachers will be given a list of all students who can be given control; all they need to do is click on their name.</p> <p><b>Touch interactivity</b> - Vivi supports HID-compliant touch displays and projectors, so teachers can use a touchscreen to control a Vivi-connected computer no matter where it is in the classroom.</p> <p><b>Student Feedback Tool</b> - Vivi's Student Feedback Tool provides schools with an intuitive way to extract real-time feedback, to help drive formative assessment and monitor the health and wellbeing of students.</p>
Benefits	<p><b>Increased student engagement</b> – Students can present their exciting ideas to the entire class (with teacher permission), allowing for immediate teacher and peer feedback and providing an excellent opportunity to reinforce learning objectives and increase confidence.</p> <p><b>The teacher is always in control</b> - In any room, the teacher can give or revoke screen access to students at any time.</p> <p><b>Ease of use</b> - Walk into any room with any device and start mirroring in seconds.</p> <p><b>Untether from the front of the room</b> - Ability to move around the room with ease while presenting untethered on the main display.</p> <p><b>Social emotional learning practices</b> – Vivi's Student Feedback Tool provides a safe and discreet way for students to communicate their social-emotional wellbeing through a series of emojis tailored to the school's requirements.</p> <p><b>Enables evidence-based and formative assessment techniques</b> - With very little training needed, teachers can easily integrate Vivi's Student Feedback Tool into existing lessons without pre-class preparation. Learning can then be adjusted on the fly based on feedback gathered during the lesson.</p>

**Teacher training** – Vivi offers a variety of training options to meet the needs of the school and its teachers, all created by their Customer Success Managers, who are highly experienced former teachers.

## Calls to Action

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### Potential Customers.

- Visit the [Vivi website](#) to learn more
- Browse Vivi [Customer Stories](#) to discover how other schools are benefiting from Vivi
- Book a time for a one on one demonstration with a Vivi representative
- Visit and subscribe to the [Vivi Blog](#) to get all the latest news and new releases
- Follow Vivi on [Twitter](#), [Facebook](#) and [LinkedIn](#) to keep up to date with the latest news and new releases

### Existing Customers.

- Visit the Vivi website [vivi.io](#) for classroom resources (posters and how-to videos) and for training options.
- Visit the Vivi [Admin Guide](#) to update your Box fleet to the latest firmware.
- Visit [get.vivi.io](#) to download the latest version of the Vivi App.
- Use the Vivi [Support Hub](#) to view a library of features guides, to troubleshoot or to submit a support request.
- Visit and subscribe to the [Vivi Blog](#) to get all the latest news and new releases
- Follow Vivi on [Twitter](#), [Facebook](#) and [LinkedIn](#) to keep up to date with the latest news and new releases