

1. **High-quality measurement** - independently recognised, award-winning underpinning research based on extensive, robust reliability testing and construct validation.
2. **Market leader** - at any one time we assess 5000 pupils per day and are working with schools spanning approximately 95 local authorities in the UK.
3. **Broad range of pupil voice products** - we offer benchmarked standardised assessment of young people from foundation stage right through to adult learners.
4. **Scalable methodologies.** As well as providing individual and organisational benchmarking to inform core contemporary themes such as Every Child Matters and SEF, we now routinely provide reports for small-scale projects, longitudinal (impact) evaluation and even regional (for example, LEA-specific) standardised measurement.
5. **Value added** - in November 2005 we received a "best value public sector" award which rated the effectiveness of our project work in schools above the work of another 3000 commercial providers across all public sectors.
6. **Context-specific intervention planning** - any user of our pupil profiling systems can access a database of more than 3000 strategies/interventions which can be prioritised on a school-specific basis for strategic planning and individual pupil support, even down to the level of postcode.
7. **Unparalleled, responsive customer care & service.** We guarantee turnaround on reporting in 2-5 working days. We guarantee a lifetime of free unlimited one-to-one technical support for all of our clients. We guarantee you will have our ergonomically-designed "mid-tech" assessment solutions working in your school setting, irrespective of ICT network architecture.
8. **Product value.** In a market where the "going rate" for electronic assessment of a single year group in a high school is about £1000, our solutions are regarded nationally as extremely cost-effective. Schools may also pay for any of our products and services, wholly or partly, using e-learning credits.
9. **A company steeped in education.** All company directors have a longstanding history of work in education. We understand the structures, the hierarchies, the politics and the specific pressures practitioners work under on a day-to-day basis. All of our systems are designed to maximise your effectiveness while minimising additional demands on your valuable time.
10. **Independent recognition** -very highly regarded by the pupils themselves, parents, HMI, academics, local education authority senior officers, headteachers, SENCOs and learning mentors.