

# InvokeClarity™



## **The Advanced Data Platform for Higher Education.**





## Every Blind Spot, Removed

Higher education leaders need answers to mission-critical questions now, but half-truths from partial data leave huge strategic blind spots. And waiting months or years to paint the full picture means countless missed opportunities for growth and student outcomes.

InvokeClarity removes those blind spots in days. Dazzlingly fast, secure, and cloud-based, our data platform for higher education finally brings all your internal and external data into one comprehensive location - the ultimate source of truth.

What happens when higher education institutions get real answers to every burning question? Find out - and discover just how far you can go.

## Frequently Asked Questions

**InvokeClarity** is the first data lakehouse (data lake + data warehouse) that has been specifically designed and built for Higher Education. We've spent decades in Higher Ed so we get it:

### Tell me about security?

*It's also a really big deal to us. Our solutions exceed EVERY security standard in the industry and meets FERPA requirements.*

### What if we don't have resources to dedicate to this?

*Our pre-built connectors allow you to easily get started with all major higher ed systems. Some integrations can be setup in less than 5 minutes! It's simple to setup Canvas, Blackboard Learn, Zoom, Banner, PeopleSoft and more.*

### Our data is all over the place...

*You're not alone! Our solution is designed to fit into environments just like yours and bring your data together quickly.*

### How much is it?

**InvokeClarity** is priced to be a "no brainer" for schools. It really is the quick-est, easiest ROI you're ever going to find.

### How can this help me?

**InvokeClarity** takes all of your data and automatically enriches it with public data sources such as weather, socioeconomic factors, crime, traffic, unemployment along with dozens of other data sets. THEN we flatten this out so it's easily queried and ready to provide you with unprecedented insight on day one!

- EXCEEDS ALL SECURITY STANDARDS
- COMPLETELY MANAGED SOLUTION
- LOWEST-LIFT IMPLEMENTATION
- COST EFFECTIVE
- SUPPORTS ALL MAJOR ANALYTIC TOOLS
- NATURAL LANGUAGE
- AUTOMATICALLY ENRICHED DATA
- PREBUILT DATA CONNECTORS
- FLEXIBLE DEPLOYMENT
- AND MUCH MORE!

## FLEXIBLE IMPLEMENTATION

On premise data integration can be done via standard batch uploads, RESTful API's or our virtual appliance that does all the work for you.

Cloud integrations are handled automatically so there is nothing for you to manage. Even sources such as Facebook and Twitter are just a few clicks away!

## EASE OF USE

InvokeClarity supports connections via ODBC or JDBC, which means it will work with any toolset you already have in place... including standard tools such as SPSS, SAS, PowerBI, Tableau, Python, R, and much more!

## RICH DATA

Not only do you have access to your on-premise data, but also your Cloud platforms such as LMS, numerous public data sets such as unemployment and weather, and even your social media... all organized and ready to query immediately!



## KICKSTART YOUR DATA PROJECTS

**InvokeClarity** allows your team to stop gathering data and start analyzing. We automatically bring together data from dozens of your systems, automatically. Then, that data is organized in a way that is simple to query and understand. Finally, we enrich that data with outside data sources along with countless prebuilt aggregations that are relevant for researchers and administrators. All of this is immediately available and simple to understand... no more complicated data models - just fast, relevant results!

### Discover new insights to hard questions:

- Show a list of students who live in high crime areas that have missed more than 20% of their assignments
- See how often are students mention finals in their social media posts
- How do students over 40 access technology as readily compared younger students?
- Find out how engagement varies across ethnic boundaries
- Do students who live further from campus access facilities at the same rate?



## This is Education, Empowered.

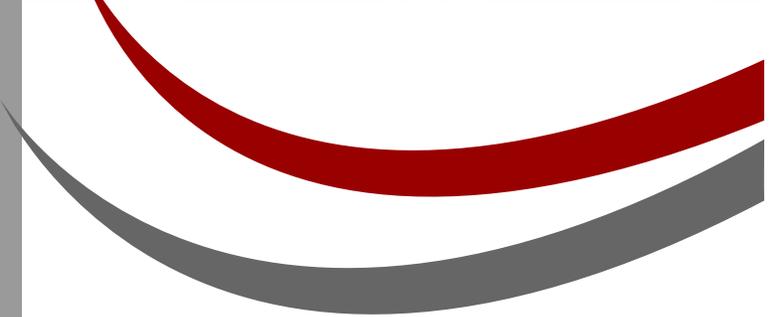
Invoke Learning was founded by renown Ed-Tech innovators **Lige Hensley** and **Brendan Aldrich** in 2019. Their groundbreaking work for some of the largest institutions in the United States has led to numerous awards and in-ternational recognition in the areas of data and artificial intelligence. They have applied their work to education and have helped millions of students achieve their goals.

In addition to **InvokeClarity**, Invoke Learning also has AI Analytic solutions that help discover what matters to your students across all their key momentum points:

- **InvokeEnrollment**  
Learn what is driving student enrollment
- **InvokeRetention**  
Uncover students who may not return
- **InvokeStudentSuccess**  
Discover what is enabling student success
- **InvokeEngagement**  
Track student engagement in real-time
- **InvokeEnrollmentTracking**  
Manage enrollment proactively
- **InvokeDEI**  
Find diversity, equity and inclusion insights automatically

What do you call revolutionary technology for colleges and universities? We call it Invoke Learning.

**Contact us now!**



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