

InvokeDataLake



**Simple. Powerful.
Affordable.**



Higher Education Runs On Data

Getting your hands around data has always been a challenge. The needs are many and unfortunately so are the sources. From learning management systems and student information systems to advising, student success and enrollment, there is no shortage of data sources that are critical for timely and informed decision making.

This is not news for IT. We all know the challenge of building interfaces, managing data movement, normalizing and aggregating all of this information so that our stakeholders can hopefully get the data they are looking for.

If only there was a way to do all of this, and more, securely, quickly and easily....now there is!

The **InvokeDataLake** is the first data lake specifically designed and built for Higher Education. We've spent decades in Higher Ed so we get it.

Frequently Asked Questions

Tell me about security?

It's 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?

*The **InvokeDataLake** is priced to be easy to cost justify. It really is the quickest, easiest ROI you're going to find.*

How can this help me?

*The **InvokeDataLake** 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

The InvokeDataLake 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, Excel and much more!

RICH DATA

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



KICKSTART YOUR DATA PROJECTS

The **InvokeDataLake** allows your team to stop gathering data and start analyzing. We 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!

JUST A FEW EXAMPLES OF SIMPLE QUERIES

- 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
- Do students over 40 access technology as easily compared to younger students
- Find out how engagement varies across ethnic boundaries
- Do students who live further from campus access facilities at the same rate
- Are students with disabilities have an similar experience in their classes
- Which students are at risk of not being retained

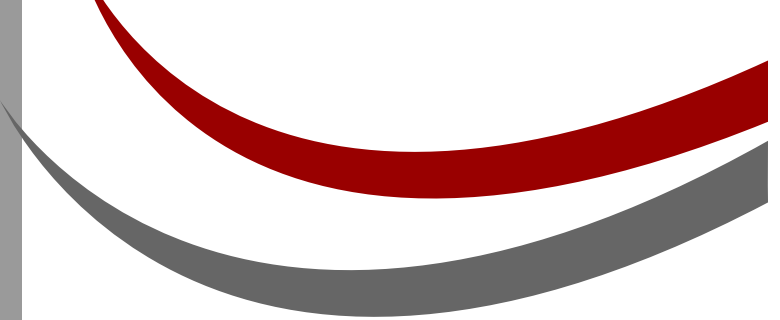


Invoke Learning was founded by renowned Ed-Tech innovators Lige Hensley and Brendan Aldrich in 2019. Their groundbreaking work for some of the largest institutions in the United States has led to numerous awards and international recognition in the areas of data and artificial intelligence. Lige and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

Aside from the **InvokeDataLake**, Invoke Learning also has AI-driven solutions to help your institution in various other areas:

- **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

Our suite of solutions provide insight like never before. Trust us, you're going to like what you see!



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