

# Product Announcement

## ImageTrend Announces Next Generation of Student Management - Cornerstone

February 20, 2009 (LAKEVILLE, MN) – Over the past few years, you have asked us to make some updates to ChurchWerks. We have listened to your feedback and have used it to develop the next generation of student management, incorporating the latest in technology advancements and practical user experience.

ImageTrend announces Cornerstone, the faster, more reliable and easier-to-use student management system. This next generation has an updated system architecture and user interface, better report card management, additional reporting options and several new features, including advanced reporting options, online fundraising and alumni management.

### Architecture

The new system embraces a multi-tiered, service-oriented architecture and follows a model-view-controller design pattern. The enhanced scalability of the architecture includes a robust caching layer in front of Microsoft SQL Server 2008. In other words, Cornerstone will feature improved record recall responsiveness, increasing the system's speed and activity.

### User Interface

The new user interface is more consistent and allows for easier navigation. Quick actions and widgets on the pages make everything accessible in just a couple of clicks. With single sign-on functionality, you will be able to access all of your Cornerstone modules with one login account.

### Report Cards

The new Outcomes module will leverage point-in-time, snapshot data to generate report cards and transcripts faster and more reliable than ever. Report cards can be published, versioned and archived, allowing for quick access to historical grades. A new wizard makes authoring report cards simpler than ever. Pick from one of our standard templates and customize it to match your school colors and logo.

### Discovery

Cornerstone Discovery combines transactional data with analytical data in a data mining tool to create an advanced dimension of reporting that is not possible with conventional reporting solutions. Student data is analyzed by administrators with quick-select features for multiple data filters and display methods, such as line graphs, or bar and pie charts. Tests can be broken down and evaluated by region, school, grade, gender, age or denomination. This information will help superintendents direct their schools towards the areas of needed improvement. Cornerstone Discovery supports the addition of external data sources, like census tract data, for further knowledge and reporting needs.

### Finance

The Finance module is upgraded with advanced accounts receivable capabilities and is interfaced with QuickBooks for easy export. You can streamline the management of your school's tuition and fees and quickly generate invoices and statements.

### Fundraising and Alumni

Improve your fundraising efforts and target alumni, parents and organizations in your community for school campaigns with the Fundraising and Alumni modules. Mail merge, broadcast emails and newsletters, combined with a quick member search capability, enable efficient and easy communication with fundraising and alumni groups.

ImageTrend is very excited about the move forward with Cornerstone and appreciates all the feedback we have received from our customers. We are dedicated to always delivering the next generation of software.

