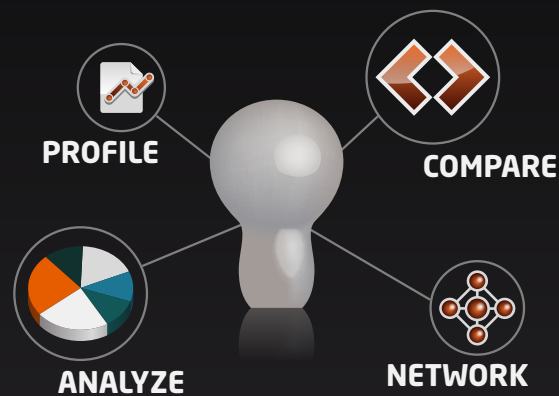


Zapoint SkillsMapper™

Case Study: Hult International Business School



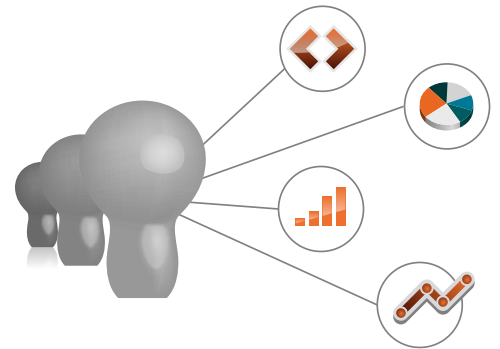
Zapoint SkillsMapper™

Case Study: Hult International Business School

Zapoint's Solution Enables Alumni Social Networking for Hult International Business School

Hult International Business School has a growing reputation for providing business education to students from all over the world. Today, Hult has one of the fastest growing global network of campuses, and a diverse student body, alumni and faculty. However, Hult's growth has compromised their ability to maintain effective communications with alumni ultimately jeopardizing the growth of the university.

"Our alumni relationships are the key for growing our university and endowment," said Stephen Hodges, President of Hult International Business School. *"Our growth in recent years, combined with the proliferation of social and professional networking sites like Facebook or LinkedIn, has diminished our ability to communicate effectively with alumni."* Hult needed a solution that provided their alumni with similar benefits to LinkedIn, but was operated and controlled by the university.

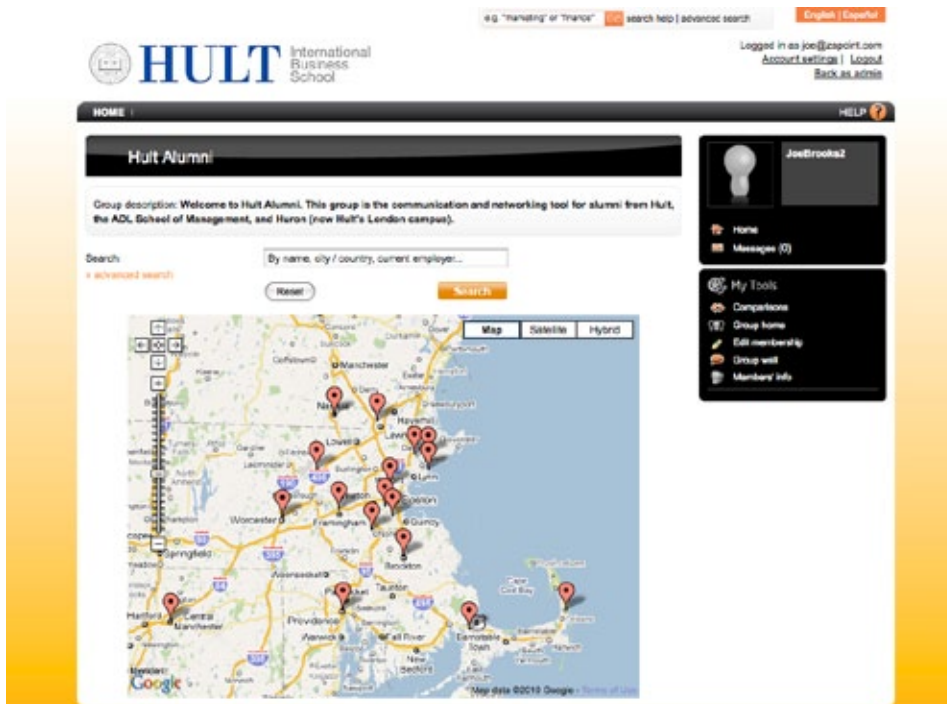


About Hult International Business School

Founded in 1964, Hult provides an enduring business education to students from all over the world. Hult offers MBA, Master and Undergraduate degrees with a business focus. In recognition of the business school's global network of campuses, diverse student body, and world-class faculty, Hult is ranked among the Financial Times' Top 100 business

Website: www.hult.edu

Location: U.S. Campus
Boston Campus
1 Education Street
Cambridge, MA 02141
United States

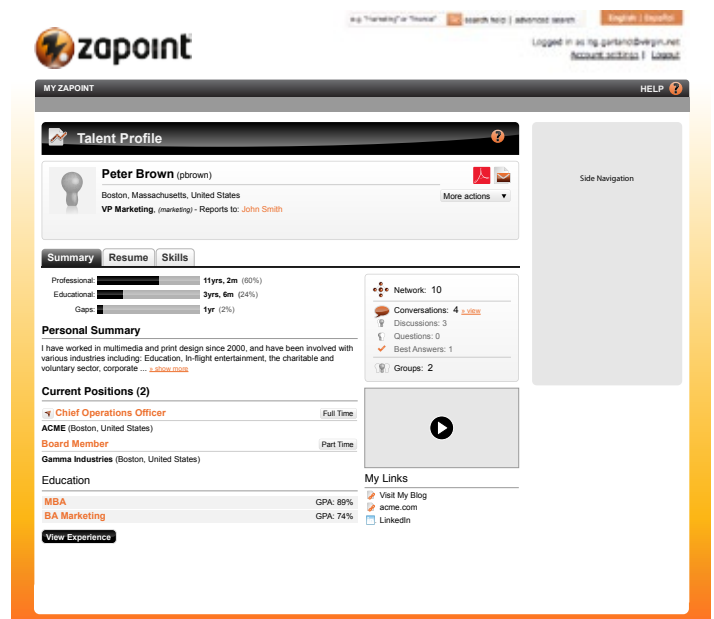


Case Study: Hult International Business School

Hult turned to Zapoint, a talent management tool that engages users with unique web based talent profiles. These profiles integrate to create a dynamic network where alumni can showcase their professional experiences and communicate with others, while giving Hult more accurate and up to date information about their alumni.

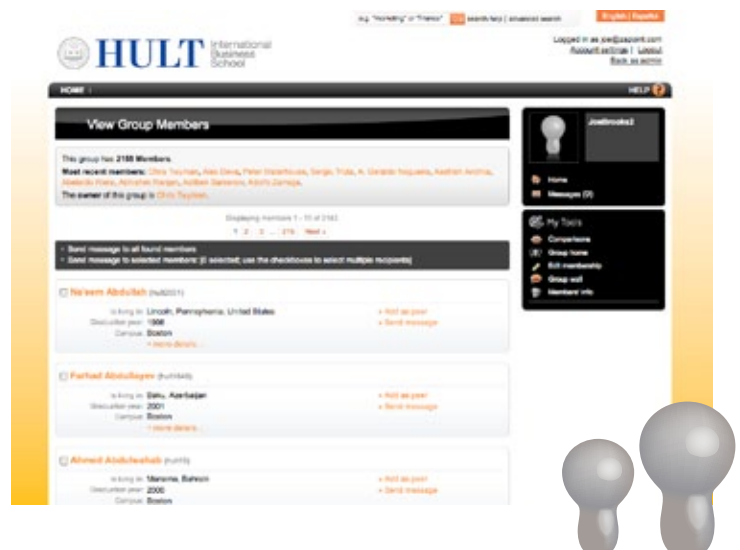
Zapoint has enabled this disparate group of alumni and faculty to connect, making them a key collective force in the business education marketplace. By creating an alumni social network throughout alumni and faculty, Hult can turn former students into referral partners, school ambassadors, and even sources for future endowment – gaining significant benefits with minimal effort and generating revenue from alumni connections.

“I am very familiar with a range of professional networking and alumni management solutions and feel that Zapoint provides something very different,” said Hodges. *“Zapoint goes beyond these tools as their solution empowers users with tools to stay proactive in their careers, while giving us accurate and up to date information about our alumni and their experiences.”*



The screenshot shows a user's talent profile on the Zapoint platform. The profile is for Peter Brown (pbrown), located in Boston, Massachusetts, United States. It includes a 'Summary' tab with a progress bar for Professional (11yrs, 2m at 60%), Educational (3yrs, 6m at 24%), and Gaps (1yr at 2%). The 'Personal Summary' states he has worked in multimedia and print design since 2000. 'Current Positions' include Chief Operations Officer at ACME (Boston, United States) and Board Member at Gamma Industries (Boston, United States). 'Education' includes an MBA (GPA: 89%) and a BA Marketing (GPA: 74%). 'My Links' include a blog, ACME, and LinkedIn. A 'Network' sidebar shows 10 connections, 4 conversations, 3 discussions, 0 questions, 1 best answer, and 2 groups.

Zapoint Talent Profile



The screenshot shows a group page for Hult International Business School. The group has 2188 members. It lists 'Most recent members' and 'The owner of this group is Chris Taylor'. Below, it shows a list of members with their names, photos, and location. For example, Naveen Abdulrah (nabd2011) is from Lincoln, Pennsylvania, United States. Other members listed include Farhad Abdulbagyev (farhad1) from Baku, Azerbaijan, and Ahmed Abdulwahab (ahmed1) from Mansoura, Bahrain. Each member entry includes options to 'Add as peer' and 'Send message'.

About Us

Founded in March 2006, Zapoint develops career planning and learning technology that lets companies build more effective partnerships between HR and employees. Headquartered in Cambridge, MA, Zapoint helps organizations engage, retain and develop their workforces, to sustain their competitive advantage. Across the world, employees use Zapoint to manage their careers from both inside and outside their company.

For more information, please visit www.zapoint.com



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