Q What is Willo Labs?

A Launched in 2016 by co-founders Andy Hall, Kate McKain, and Matt Hanger, Willo was designed to address the proliferation of digital learning platforms in higher education and K-12, which create challenges and confusion for students, instructors, IT teams, and campus stores. Willo is currently integrated with over 40 campus stores, 1,400 institutions, and all major digital content providers in higher education.

Q What does Willo offer?

A Willo's platform makes it possible for institutions to provide thousands of digital learning tools with a single LMS integration, allowing students to access all their learning materials quickly and easily with just one click. Willo also offers cutting-edge security and privacy features that ensure student data is fully protected.

Willo's platform simplifies the delivery of, and access to, digital course materials for institutions, campus stores, campus technology teams, content providers, students, and instructors.
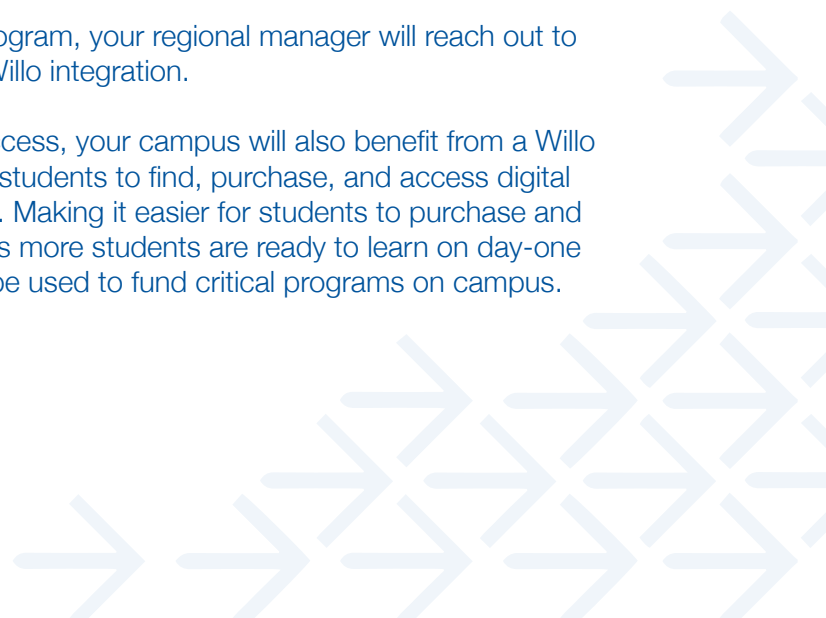
Q Why did Follett acquire Willo?

A Together with Willo, Follett will enhance its services for colleges and universities and the students they serve by making the learning material experience even more seamless, safe, and streamlined. Willo is one of the best-performing technology platforms out there, and we're confident that, by bringing the company under the Follett Higher Education umbrella, we can better support institutions, simplify course materials access, enhance security and privacy, and further strengthen the learning experience.

Q How will Willo Lab's products be made available to Follett Campuses?

A Willo's best-in-class LMS integrations will be rolled out to all Follett campuses over the next 24 months. Beginning in spring 2023, Willo will be the default integration path for all Access programs.

If your campus has an existing Follett Access program, your regional manager will reach out to discuss how your campus will benefit from the Willo integration.

If your campus isn't yet participating in Follett Access, your campus will also benefit from a Willo integration. Specifically, Willo makes it easier for students to find, purchase, and access digital learning materials from within your campus LMS. Making it easier for students to purchase and access learning materials within the LMS ensures more students are ready to learn on day-one and increases campus store revenues that can be used to fund critical programs on campus.

Q What impact will this have on the Follett BryteWave eReader?

A Follett will continue offering the same web- and mobile-friendly, WCAG 2.1 accessibility-certified, BryteWave reader, powered by RedShelf. We look forward to continued innovations coming to the BryteWave reader from our partner.

Q How will this impact Follett Access?

A Everyone on campus will benefit from the enhancements that Willo's platform offers to Follett Access.

Students get:
- day-one access to all digital course materials within the LMS with a single click. No more access codes!
- enhanced privacy. Data is never shared with any third parties without student consent.

Instructors get:
- the freedom to adopt and provide students seamless access to any LTI-enabled learning materials without the need for campus IT intervention.
- improved peace of mind that students have access to required content on day-one, without the hassle and headaches of helping students navigate various systems and access codes

CIOs/Technology teams get:
- a way to eliminate the hassle of maintaining hundreds of LTI integrations. With Willo, there is only one integration to maintain. Willo handles the rest
- an LTI app library so your team never has to set up or manage another one-off LMS integration again
- peace of mind that student data is never shared with third parties. Willo puts a lock on one of the biggest data risks on campuses today
- enhanced campus security by limiting the number of connections to your LMS and ensuring the highest level of LTI security

Auxiliary/Business Services teams get:
- a simple way to maintain faculty academic freedom while ensuring that your campus has control over cost, the student experience, and how student data is shared and processed

Provosts/Presidents get:
- increased student success with instant, codeless access to digital learning materials—all through your current campus systems and LMS
- a complete picture of student usage of digital learning materials, allowing your team to integrate data to support at-risk students and improve outcomes and retention

Q How will this impact my sales of digital products in traditional student choice models (in-store and online) at my campus?

A In traditional student choice models, Willo makes it easier for students to find, purchase, and access digital learning materials from within your campus LMS. Making it easier for students to purchase and access learning materials within the LMS ensures more students are ready to learn on day-one and increases campus store sales which fund critical programs on campus.

Q What about the Follett Discover Shelf Product?

A Willo Portal will be the new technology underpinning Follett Discover Shelf. We expect to bring the benefits of Willo to all Follett campuses using Discover Shelf by Fall of 2023. Willo Portal offers numerous advantages to the current Follett Discover Shelf, including seamless, codeless access to all digital learning materials, student privacy protections, and universal LTI 1.3 upgrades for security.

Q What does this mean for independent campus stores?

A At Follett, our mission is to inspire, enable, and celebrate the academic journey. While we primarily achieve that mission through the operation of leased campus stores, we recognize the important role independent campus stores play. Willo's team will not share data regarding independent store sales and other sensitive information with the Follett sales team.

Independent campus stores will continue working with Willo as they have in the past. Willo will remain a standalone business unit led by Andy Hall, Kate McKain, and Matt Hanger. The business relationship, terms, and working processes established with Willo will remain the same. Willo will continue to operate with publishers per its existing agreements.

With Follett's investment, the Willo team will have access to additional resources to develop new tools and technologies to help independent stores grow and thrive.

Q How can I learn more about Willo?

A To learn more about Willo and the acquisition, visit **www.follett.com/willo**. If you have questions for the Follett or Willo teams, email **transform@follett.com** or **info@willolabs.com**

Q I'm a Publisher, what does this mean for me?

A From a relationship perspective, you will still work closely with the Follett Publisher Relations team just as you do today. From a content perspective, all eBooks will be ingested and delivered to Follett via RedShelf. As to LMS codeless integrations, we expect that the collaboration with Willo will expand to as many Follett Operated Bookstores for both Student Purchase, including within the LMS via Discover Shelf, and Follett ACCESS over the next 24 months. You will continue to work with Willo on the independent stores they already have relationships with.

Q How will this better serve my campus? / How will this make my job easier?

A Everyone on campus will benefit from the enhancements that Willo's platform offers.

Students get:
- day-one access to digital course materials within the LMS with a single click. No more access codes!
- enhanced privacy. Data is never shared with any third parties without student consent.

Instructors get:
- the freedom to adopt and provide students seamless access to any LTI-enabled learning materials without the need for campus IT intervention.
- improved peace of mind that students have access to required content on day-one, without the hassle and headaches of helping students navigate various systems and access codes

CIOs/Technology teams get:
- a simple solution to eliminate the hassle of maintaining hundreds of LTI integrations. With Willo, there is only one integration to maintain and WIllo does the rest
- an LTI app library so your team never has to set up or manage another one-off LMS integration again
- peace of mind that student data is never shared with third parties. Willo puts a lock on one of the biggest data risks on campuses today
- enhanced campus security by limiting the number of connections to your LMS and ensuring the highest level of LTI security
- dramatically fewer student access problems and support tickets

Auxiliary/Business Services teams get:
- more course material revenue to your store, allowing for reinvestment of revenue in strategic programs, scholarships, etc.
- A simple way to maintain faculty academic freedom while ensuring that your campus has control over cost, the student experience, and how student data is shared and processed

Provosts/Presidents get:
- increased student success with instant, codeless access to digital learning materials—all through your current campus systems and LMS
- a complete picture of student usage of digital learning materials, allowing your team to integrate data to support at-risk students and improve outcomes and retention

Q What will happen to the Willo Team?

A All Willo team members have been offered employment at Follett. Willo will continue to be led by Andy Hall, Kate McKain, and Matt Hanger. They will report directly to Ryan Petersen, President of Follett Higher Education.

Q What will change for Willo customers?

A Willo's current customers will work with Willo as they do today. Willo customers will also benefit from increased investment and product enhancements from the Willo team, in partnership with Follett.

With this acquisition, Follett has returned to its roots of offering services to independent college stores in support of our mission to inspire, enable, and celebrate the academic journey.

To learn more about Willo and the acquisition, visit www.follett.com/willo.
If you have questions for the Follett or Willo teams, email transform@follett.com
or info@willolabs.com

To inspire, enable, and celebrate the academic journey.