Examity
Step up report

July 2020

'Step up' is a health check programme for start-ups and has been developed by Jisc in consultation with the sector and in partnership with Emerge Education. The health check aims to scrutinise start-ups against key sector requirements, to provide institutions with a certain level of assurance when they are considering engaging with these new enterprises. The accreditations awarded following the vetting process form general information only and are not intended to amount to advice on which an institution should solely rely.

Mark Woodcock, European Director of Examity, provides an overview of the solution and the problem it addresses.

Examity is the world leader in online invigilation.

Problem and Solution

Higher Education institutions need to securely, quickly and flexibly move their exams online. This enables them to align with quality assurance requirements whilst at the same time meeting the demand of online students who still have to go to a physical test centre or exam hall in the UK or overseas.

UK and European Further Education Institutions (FEI) and Higher Education Institutions (HEI) are relatively new to online invigilation solutions, whether automated or live (with a live invigilator). Adding to the problems of cultural mindset, the carbon footprint of pen/paper exams, the challenges of digital transformation and meeting demand for flexible online education, is the issue of supporting large scale projects for institutions that have significant student bodies and extensive transnational projects around the world.

Most recently, Examity have been approached by many institutions in the US, UK, Europe, Australia and the Middle East to support their transition to online exams due to campus 'lock-downs' caused by the COVID-19 crisis.

Examity is a global leader that offers highly secure automated and live invigilation solutions for online exams and tests with seamless LMS integration within 3-4 weeks. Examity is one of few companies in the world that can support programmes of 100,000+ online tests per year.

Assessment summary table

Criteria		Assessed as
Legal requirements	Company registration	✔
	Insurance	✔
	GDPR	✔
Business proposition and solution	Articulated problem and solution	✔
	Working product	✔
	Existing implementations	✔
	Designed to meet user requirements and evidence of impact/efficacy	✔
	Consistent and validated pricing model	✔
	Financial track record and longevity	✔[1]
Team and capacity	Background and skills	✔
	Development planning	✔
	Scalability	✔
Data and information security	Minimum technical requirements	✔[2]
	Advanced technical requirements	✔
	Product integration	✔
	Good practice and accessibility	✔[3]

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[1] Examity have a financial track record of at least three years and an overall business risk of medium-high, as assessed by D&B only
[2] Examity is B-rated by SSL Labs
[3] Examity has plans in place to meet requirements within the required timescales

Assessment details

Legal requirements		
Legal requirements	Examity, Inc. is a registered company in the USA and is approved to trade globally.	✔
Insurance	The company has professional and employee liability insurance.	✔
GDPR compliance	There is a documented process to keep records in compliance with GDPR and a published privacy policy. Staff are trained on GDPR and updated as part of an ongoing staff training programme.	✔

Business proposition and solution

Articulated problem and solution	There is a clear definition of the strategic problem addressed by the solution. Its relevance to the UK HE/FE sector is validated through publications, research, government policy, or evidence of market demand.	Higher Education institutions need to securely, quickly and flexibly move their exams online in order to align with quality assurance requirements whilst also meeting the demand of online students who still have to go to a physical test centre or exam hall in the UK or overseas. UK and European Further Education Institutions (FEI) and Higher Education Institutions (HEI) are relatively new to online invigilation solutions, whether automated or live (with a live invigilator). Adding to the problems of cultural mindset, the carbon footprint of pen/paper exams, the challenges of digital transformation and meeting demand for flexible online education, is the issue of supporting large-scale projects for institutions that have significant student bodies and extensive transnational projects around the world. Examity offers secure automated and live invigilation solutions for online exams and tests with LMS integration within 30 to 40 calendar days. The company is able to support programmes of 100,000+ online tests per year. Most recently, Examity have been approached by many institutions in the US, UK, Europe, Australia and the Middle East to support their transition to online exams due to campus 'lock-downs' caused by the COVID-19 crisis. As a result of campus lock-downs caused by COVID-19, Examity has recently been approached by a number of institutions to support their transition to online exams. The existence of the problem has been validated through media materials and the company's own customer research.	✓
Working product	The company can provide institutions with a working product ready for use.	There is a working product, with video walkthroughs and a demo login available.	✓
Existing implementations	The product has been used and evaluated through existing implementations, with success metrics defined and tracked consistently.	The product has been used and evaluated through existing implementations, with implementation success monitored through five key steps: 1. Integration 2. Programme parameters, including institution goals and objectives 3. Communication 4. Training 5. Support	✓

Designed to meet user requirements and evidence of impact/efficacy	The product has been designed with user engagement in mind and the company is able to define and track successful use for reporting over the course of/at the end of implementation. The company's solution helps address individual institutional priorities and requirements and there is demonstrable impact of the solution on the problem.	The company have demonstrated that user engagement is a key consideration in product design. They are able to track successful use through a clear set of metrics including: wait time, launch time, and post survey student satisfaction results. Examity have shown that they respond to an individual organisation's goals and objectives at the start of their implementation process. This helps them to ensure successful integration and implementation of the product and alignment with institutional priorities and requirements. Each institution can access their own students' feedback through a user experience dashboard provided by Examity. These show their students' feedback on their experience of the Examity platform and proctors and allow institutions to track their own KPIs with regards to the product.	✔
Consistent and validated pricing model	The company has a clear pricing strategy and there is a consistent process in place for institutions wishing to buy and/or implement the product. The pricing model (if paid product) has been validated through existing customers (willingness to pay).	Examity uses a standard per exam (usage) pricing model. Modifications to this standard pricing are made based on volume and strategic value. Enterprise pricing solutions are available in some cases for automated proctoring solutions, these are priced per student, per course. Live proctoring is priced per hour and each subsequent hour. Examity have a 96% client retention rate and over 3.5 million tests scheduled for 2020. The company have signed a Chest software licensing agreement with Jisc Services Ltd under UK law guaranteeing best pricing for the FEI and HEI sectors in the UK and Ireland	✔
Financial track record and longevity	The company has a financial track record of at least three years and an overall business risk of medium-high. The company has a successful track record of raising venture capital funding. Examity is North America's fastest growing EdTech firm (Ranked #119 in Deloitte Fast 500 in 2018 - Ranked #201 in Deloitte Fast 500 in 2019) and are ranked 6th in Fast Company's most innovative education companies in 2020 (10 March 2020).		✔
	In the panel's judgment, the company is likely to have sufficient funding and revenue to support operations for a minimum period of 12 months.		✔

Team and capacity			
Capacity and skills	In the panel's judgment, the company possesses the skills, customer empathy, and execution ability necessary to enable effective implementation, including a clear management structure. The senior management team consists of: • Jim Holm, CEO • Nicholas Malone, CFO • Shailu Tipparaju, Chief Technology Officer • Brian Collins, Senior Vice President, Product and Engineering • Kurt Grabner, Vice President, Operations • Nina O'Brien, Head of Account Management • Sarah Pauling, Head of Marketing		✔
Development planning	Customers are regularly engaged in product/service development activity and there is a consistent process for updates to customers on new and planned developments. Improvements to the product are made based on user feedback.	Examity closely engages clients in the growth and development of their platform. This frequent engagement through regular account reviews allows the company to better understand client the needs and pain points. The company then incorporates this feedback and subsequent product enhancements, into the product roadmap. In addition, the company also closely tracks and reports on student surveys that are administered after every exam. The results of these surveys help Examity to assess the test-taker experiences as well as identify areas of concern or opportunity. Their most recent update gathered and analysed data from hundreds of thousands of exams and direct client interactions. They have demonstrated extensive focus on the user experience with evidence of excellent user feedback.	✔
Team scalability	The team possesses necessary skills and management structure in place for effective implementation with a minimum of two-three institutions. There is scalability planning in place for the team to meet growing capacity and support requirements. Proven track record of delivering live implementations and providing appropriate support to several institutions.	Examity has completed over 500 institutional implementations since 2013. The company is able to support numerous implementations in parallel with 80+ full-time staff and 1,500+ full-time invigilators supporting online invigilation, year-round, across all time zones and times of day. The company's planning and funding allow for scalability and full-service support worldwide.	✔

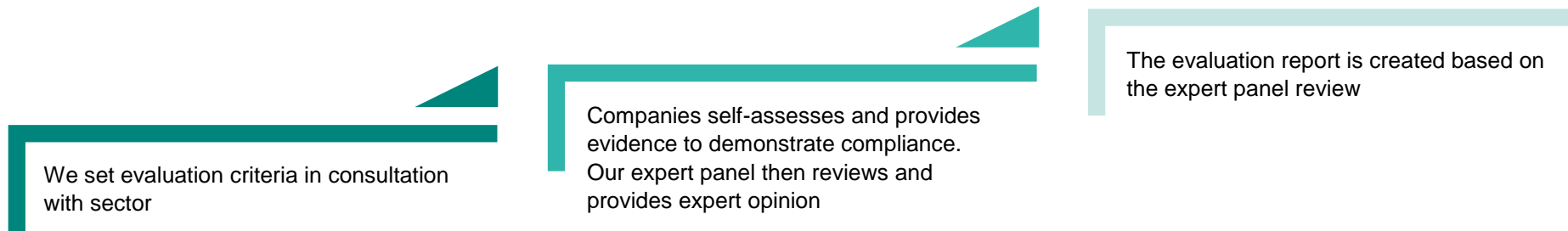| Data and information security * marks minimum technical requirements			
Security awareness*	The company follows the NSCS 10 Steps for Cyber Security guidelines, including a clear process for dealing with incidents.		✓
Encryption*	All data transfers across public and private networks use an encrypted method. Examity provide role-based SSO access and API integrations of all information needed to proctor exams. The product has standard database-wide encryption and PGP 4096-bit encryption (Diffie Hellman Algorithm) used for data security at transmission and at rest. All restricted data is transmitted over TLS 1.3. Advisory: Examity is B-rated by SSL Labs		◆
Data storage*	Examity is GDPR compliant and all its invigilation data for non-US customers is stored in Germany (Rackspace). Examity is also covered by the US-EU privacy shield.		✓
Institutional questionnaires	The company has completed numerous data and security questionnaires and provided evidence of this.		✓
Password storage	Examity does not store passwords locally. Access to Examity is granted via SSO.		✓
Technology stack	The company has provided a description of the technical stack and can share this with customers on demand.		✓
Penetration testing	External penetration testing is undertaken annually, with all vulnerabilities addressed		✓
Product integration			
Third party content	Any third-party content is licensed to be used as a part of the product	The company has provided a list of third-party services in use.	✓
Single sign-on	The product can integrate with institutional single sign-on and preferably integrate with the UK Access Management Federation.	Examity provides integrations with institutional single sign-on for a number of customers outside the UK.	✓
Good practice and accessibility			
Source code management	Examity uses GitHub private repositories to maintain versioning on the different applications.		✓
Accessibility requirements	The web service meets or has a plan to meet WCAG 2.1 checklist Level AA within required timeframes.	Examity provides test integrity solutions with a strong focus on accessibility, ensuring equitable access for all test-takers and instructors. Examity (20.5) is fully compliant with Web Content Accessibility Guidelines (WCAG) 2.0 Level A and Level AA for test-taker and instructor roles. Examity will also be fully WCAG 2.1 Level AA compliant by August 2020. Examity completed a full internal audit of their latest product version (Examity 20.5) on May 8, 2020 and a completed Voluntary Product Accessibility Template (VPAT) from that audit is available upon request. An independent, third-party audit for Examity 20.6 is planned for Q3 2020.	◆

	Mobile and desktop apps (where this is relevant) take into consideration accessibility best practice.	Examity does not have a mobile application.	
Backup requirements	The company has a backup strategy, including a policy on backup retention.		✓
Business continuity and service resilience	The company has a service resilience policy, including an annual BCP/DR and an as-needed BCP/DR test cycle in the event of significant organizational or environmental changes to ensure continuing effectiveness.		✓
Welsh language			
Products for use in Wales need to provide Welsh versions	A statement of ability to provide a Welsh language version of any student or staff-facing products.	The product does not currently support a Welsh language version.	◆

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In undertaking this level of due diligence, we hope to reduce some of the risks institutions face when working with start-ups and increase the level of collaboration between institutions and start-ups.

The healthcheck process:
Overview of step-up and how we assess

We set evaluation criteria in consultation with sector

Companies self-assesses and provides evidence to demonstrate compliance. Our expert panel then reviews and provides expert opinion

The evaluation report is created based on the expert panel review

Step-up is a joint initiative by Jisc and Emerge Education.

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