



Client Case Study

"NYI has been crucial to our growth and day-to-day operations. They combine the technical rigor of the largest firm with the personalized support of a private consultancy."

— Dustin Mithaug, CEO & Founder, UniversalClass



Overview:

UniversalClass (www.universalclass.com) is an education technology company that provides online services to schools, corporations, organizations, educators, and students throughout the world. It aims to advance intellectual exchange in teaching, research, and service with its technology and belief that education should be affordable to all people of all cultures. With a growing course catalog of over 500 courses, UniversalClass is committed to providing only the most affordable and highest quality online training.

The Challenge:

In 1999, UniversalClass needed a mission-critical data services provider to support the launch of its global platform for online learning. After meeting with several vendors, it became clear that UniversalClass required a solution that combined the technical capabilities of a large firm with the personalized support of a boutique.

The Solution:

The New York Internet Company (NYI), an award-winning provider established in 1996, offered a broad range of services that supported both UniversalClass' immediate requirements and its long-term goals. Best of all, NYI understood the unique needs of a startup whose revolutionary offering deserved an extra level of attention.

With a growing course catalog of over 500 courses, UniversalClass is committed to providing only the most affordable and highest quality online training. Over 300,000 students around the world have benefited from UniversalClass' unique instructional technologies. With streaming video, website avatars, insightful instructional content, helpful tutors, and a social networking experience, UniversalClass offers an engaging and measurable learning experience that helps students master and document their educational goals.

Headquartered in Tampa, FL, UniversalClass maintains a staff of over 10 employees while drawing upon a talent pool of more than 100 active instructors, many of whom are retirees. "Our goal is to continue growing our online presence while controlling costs and never losing sight of the customer experience," says Dustin Mithaug CEO & Founder, UniversalClass. "So far we have been successful, thanks in large part to NYI's unflagging service and support."

"Recession-resistant business"

While the economic downturn has affected a broad range of industries, education has remained robust. In fact, UniversalClass has seen a significant increase in business since the recession began, due in part to laid-off workers seeking training in new career paths like medical administration as well as small and large businesses seeking to affordably and effectively train existing employees with new skill sets. "The corporate training aspect of our business has grown significantly, as organizations like Kaiser Permanente® and Marriott International, Inc. (NYSE: MAR) look to address the incredible demand for quality online courses in a global marketplace."

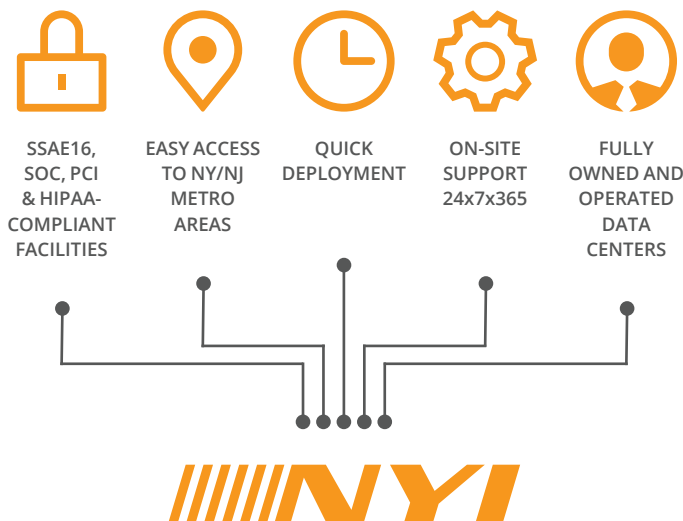
"When we began there were no set tools for online learning," said Mithaug. "And after developing web-based learning solutions for schools in the late 1990s, we soon discovered the need for a more global, more accessible and user-friendly, online learning platform. And so we created UniversalClass™. From those very early days, NYI has been instrumental in our success - and in all the years of doing business together, they have gone above and beyond the call of duty more times than I can possibly name. NYI is the best there is."

About NYI:

At NYI, we understand you're important and so is your business. Our approach is simple, effective and unique in our marketplace. We look beyond our world-class data centers and focus on supporting customer growth and success acting as a genuine extension of your IT team. Since 1996, NYI has provided customers with fully managed, customized infrastructure solutions built to suit specific business and mission critical IT needs with a guaranteed quick turnaround time. NYI looks beyond its world-class data centers, eliminates the red tape and focuses on supporting customer growth and success, acting as a genuine extension of its customers' IT teams. Customers view NYI as a true partner.

NYI Benefits:

- NYI's rock-solid services have enabled UniversalClass to grow and thrive over the past 10 years
- NYI's unparalleled support has given UniversalClass the foundation it needed to enhance its offering with greater interactivity and streaming video
- NYI's bandwidth management has helped bring UniversalClass to more than 300,000 students around the world
- NYI's services have also enabled UniversalClass to expand its offering into corporate training and instruction



NYI is SSAE 16, PCI and HIPAA-compliant.

For more information, visit www.nyi.net; call (800) 288-7387; or follow the company on Twitter and LinkedIn.

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