



## **FISION Completes First Phase of Digital Asset Management and Sales Enablement Solution For Capella University**

MINNEAPOLIS, MN, May 9, 2017 FISION Corporation ([FSSN](#)) has successfully completed the first phase of a SaaS-based, digital asset management (DAM) and sales enablement deployment for [Capella University](#), an online university operated by one of the nation's leaders in higher education, [Capella Education Company](#).

FISION has initially deployed the solution for Capella's business-to-business (B2B) operations, where Capella has realized a substantial reduction in fulfillment costs and increase in printing efficiency. The improvement in efficiency also resulted in greater student enrollment by employees of Capella's corporate partners, which in turn has supported greater employee retention.

According to Capella's marketing manager, in the competitive world of online higher education timing is critical, and it is often the first responders who sign the business or enroll the new student. However, she says thanks to FISION, Capella's sales teams now enjoy a key advantage – speed. FISION has streamlined Capella's marketing and sales process, so users are now spending less time searching for documents when responding to inquiries or managing marketing campaigns.

Capella's challenges were not unique; marketing personnel and sales representatives in most organizations spend more than 30 hours a month searching for content to support the sales process. This is primarily because sales reps and field marketers cannot easily locate the right materials or easily customize them appropriately. As a result, nearly 70% of corporate sales and marketing content goes unused.

While other digital asset management platforms require multiple systems for search and printing, FISION performs these functions all in one system. This has reduced Capella's need for multiple site administrators down to one, while the multi-tier functionality provides senior management and the administrator visibility into each department use of digital assets – even down to the individual user and document

Customized user hierarchy and business rules, along with detailed reporting and analytics on outreach activity, allows real-time performance measurement of Capella users and the digital assets they use. For Capella, this has resulted in dramatically reduced administration overhead and staff training times, while increasing the effectiveness of its marketing programs.

FISION's simple-to-use template builders enable relevant, on-brand communications via email, mobile, print, social and web. So, when a prospect requests information, a Capella user can assemble a custom communication in real-time during the conversation and send it before the call ends. The communication will have the specific degree information requested and tuition assistance available, and is co-branded with the corporate partner's logo.

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FISION CEO Mike Brown commented: "As one of the nation's most valued and respected educational institutions with several major corporate partners, Capella University represents an ideal use-case for FISION. Capella's marketing teams can now be assured the right message will be delivered to the right audience at the right time, thereby improving the efficiency and effectiveness of their enrollment process."

Now that it has delivered an effective B2B solution for Capella, FISION is looking to expand across its organization to Capella's much larger and more demanding B2C operations. There is also an opportunity to deploy multi-tenant capabilities so that external users can access the system. For example, a partner's employee benefits manager could access the university's digital asset repository directly, and produce employee-specific and brand-compliant materials about Capella's courses and tuition packages on their own.

FISION also sees the opportunity to offer Capella the cloud-based content collaboration technology it gained from its recent [acquisition](#) of Volerro, which simplifies how enterprise teams create, refine and distribute content.

Capella is among several enterprises from a range of industries that have recently adopted the FISION platform, including a national financial services company, an operator of the world's largest business network, and the world's largest maker of people movers.

[www.capella.edu](http://www.capella.edu) or call 1-888-CAPELLA (227-3552). ' type="text">About Capella University

Capella University, an online university and wholly-owned subsidiary of Capella Education Company, is accredited by the Higher Learning Commission. Founded in 1993, the university is dedicated to providing flexible, professionally aligned online degree programs designed to help working adults advance in their careers. At the end of 2016, 37,800 students were enrolled in Capella's bachelor's, master's, doctoral and certificate programs. Known for its commitment to learner success, academic quality and innovations in online education, Capella pioneered competency-based direct assessment programs, allowing students to learn at their own pace. For more information, visit [www.capella.edu](http://www.capella.edu) or call 1-888-CAPELLA (227-3552).

[www.capellaeducation.com](http://www.capellaeducation.com). ' type="text">About Capella Education Company

Capella Education Company is an educational services company that provides access to high-quality education through online postsecondary degree programs and job-ready skills offerings needed in today's market. Capella's portfolio of companies is dedicated to closing the skills gap by providing the most direct path between learning and employment. For more information, go to [www.capellaeducation.com](http://www.capellaeducation.com).

[FisionOnline.com](http://FisionOnline.com). ' type="text">About FISION Corporation

Founded in 2011, Minneapolis-based FISION is a cloud-based digital asset management and marketing automation company. FISION's advanced, proprietary technology specializes in managing a customer's brand and marketing content enabling marketing and sales people to quickly and easily create compelling, personalized, on-brand communications, which increases revenue and profits. With more than 65,000 users in 21 countries, FISION services enterprise clients in the health care, hospitality, financial/insurance, software and technology industries. For more information, visit [FisionOnline.com](http://FisionOnline.com).

### Important Cautions Regarding Forward-looking Statements

Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Words such as "anticipate," "believe," "estimate," "expect," "forecast," "intend," "may," "plan," "project," "predict," "should" and "will" and similar expressions as they relate to FISION Corporation or [Capella Education Company](#) (the "Parties") are intended to identify such forward-looking statements. The Parties undertake no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The factors that could affect future financial results are discussed more fully in the Parties' respective filings with the U.S. Securities and Exchange Commission ("SEC"), including the their most recent Annual Report on filed with the SEC. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates.

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