INTCAS

INTELLIGENT **C**OMMUNITIES
**A**ROUND **S**TUDENTS

WELCOME TO INTCAS

INTCAS helps education institutions to attract, recruit, and manage qualified international students from around the world in a safe, compliant and cost-efficient manner.

Globally-minded education institutions can join our carefully-crafted institutional community, and select relevant products and services to begin to attract and recruit international students by working collaboratively with other relevant stakeholders.

Centers

Students

Institutions

Government
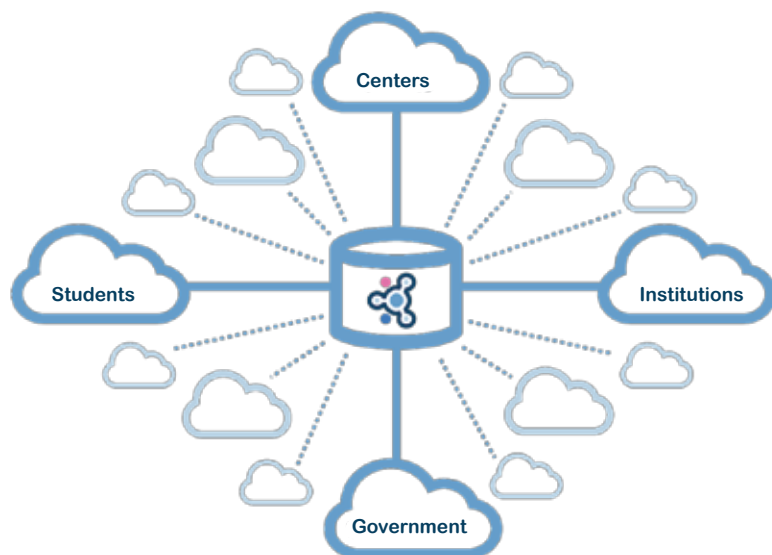
WHY INTCAS?

Since 2011, INTCAS has undertaken extensive research across the global education sector and concluded that the international education industry lacks accurate and complete dissemination of regulated information. For students, the process of exploring international study options and then managing the admission and visa process is riddled with inconsistencies, uncertainty, and risks. This makes it increasingly difficult for genuine students and sponsors to approach the most appropriate place of study - leading to a significant loss of future enrollments.

INTCAS had identified in excess of 160 risks which prevented bona fide students from pursuing their studies abroad. From marketing to academic, to financial and immigration – the process of attracting, recruiting and managing international students required a complete rethink – some would argue a paradigm shift!

INTCAS has been designed to allow multiple communities to connect through a single platform to form an ecosystem. Through this platform, each community will have access to various products and

support services, ensuring the relationship between students and education institutions is elevated and protected. For institutions, the process of attracting, recruiting and managing international students allows all information and stakeholders connected to the student to reside within a single, powerful system. As students progress through high schools, college, and university and into a career as a graduate, manager, and executive, INTCAS connects the student and education institution to pertinent communities to ensure the dissemination of accurate, timely and regulated information.
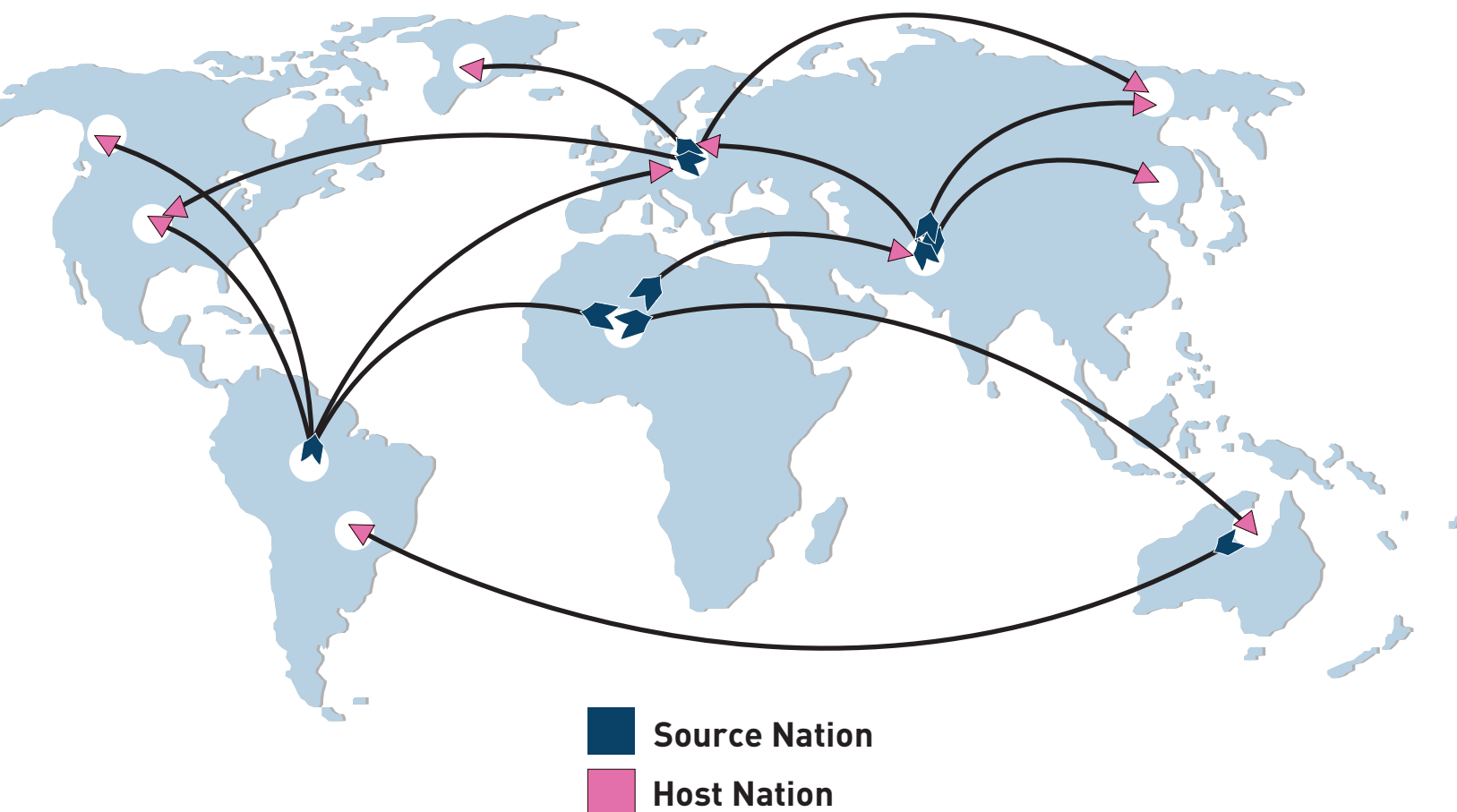
JOIN A GLOBAL COMMUNITY OF EDUCATION INSTITUTIONS

By joining INTCAS, education institutions can enjoy dynamic and far-reaching benefits by becoming part of a single global community all linked within a single system. Across the world, as schools, colleges and universities join INTCAS they are able to develop a network, allowing them to connect with like-minded institutions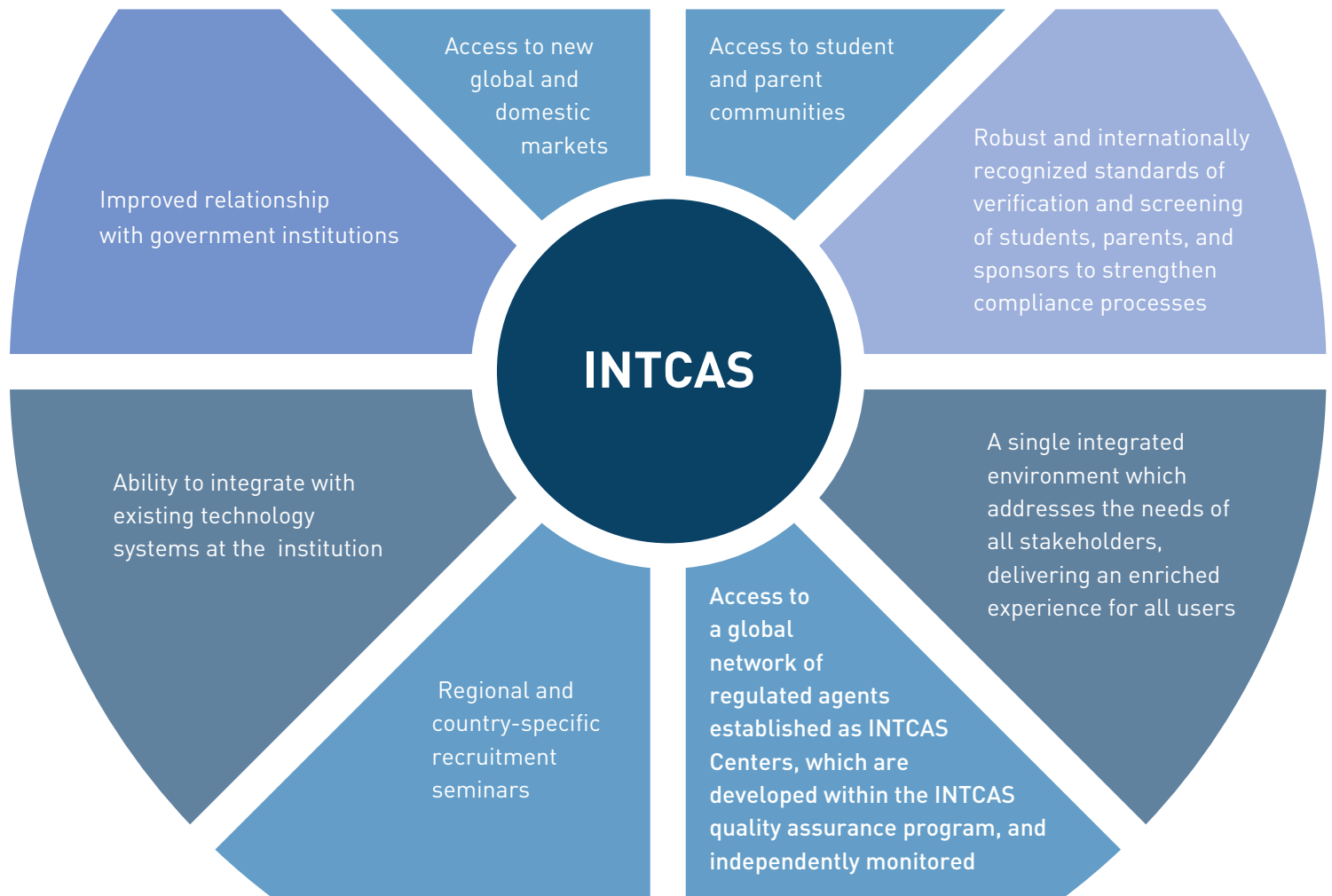. Through INTCAS, education institutions can form communities and undertake various exercises such as sharing best practices and research, academic exchanges, training and international student recruitment. Our global community allows all education institutions to be elevated and promoted within a single environment, ensuring transparency and greater accessibility to education.

BETTER RECRUITMENT AND PLACEMENT OF INTERNATIONAL STUDENTS

Each institution within INTCAS is promoted as a "source" and "host" institution. This means, students within a particular source institution can complete a course and then progress seamlessly on to another INTCAS host institution within the global community. Through this institution-to-institution network, the global education industry benefits through greater efficiency by disseminating accurate and timely information to each other, all held and shared securely within INTCAS.

■ **Source Nation**

■ **Host Nation**

BENEFITS FOR INSTITUTIONS

INTCAS

- Access to new global and domestic markets
- Access to student and parent communities
- Robust and internationally recognized standards of verification and screening of students, parents, and sponsors to strengthen compliance processes
- Improved relationship with government institutions
- A single integrated environment which addresses the needs of all stakeholders, delivering an enriched experience for all users
- Ability to integrate with existing technology systems at the institution
- Access to a global network of regulated agents established as INTCAS Centers, which are developed within the INTCAS quality assurance program, and independently monitored
- Regional and country-specific recruitment seminars

WHO CAN USE THE INTCAS ECOSYSTEM?

- Presidents / Principals / Deans
- Vice Presidents / Headmasters and Headmistresses
- Directors of International Enrollment
- Directors of Finance / Bursars
- Admission Officers
- International Managers
- Compliance Managers
- Curriculum Managers
- Academic Registrars
- Marketing Analysts
- Branding and Communication Managers
- Social Media Managers
- Student Support Services
- Accommodation Services
- Finance Managers
- Alumni Managers

INTCAS offers a range of products and services catering to the needs of institutions of all sizes. We offer a variety of products, allowing institutions to choose and customize combinations which best suit their business and marketing strategy. INTCAS believes in aligning with an institution's technology and infrastructure, and does not seek to replace it.

Our innovation and product management team are constantly designing, launching and incorporating new products into the INTCAS ecosystem.

OUR PRODUCTS

Exploration Cloud

The Exploration Cloud provides a unique opportunity to every participating institution to attract students by showcasing their history, successes, academic excellence, and a range of additional information specific to their dynamic marketing parameters.

Institutions can interact directly with the global student community through the Exploration Cloud. Our On-Boarding team provides support to set up your showcase in the INTCAS ecosystem.

Application Cloud

The Application Cloud allows students, parents or agents to select and place a range of courses identified within the Exploration Cloud into an "application basket." When ready, INTCAS generates a single application form which reflects the combination of courses within the application basket. By capturing all information within one application form, our Application Cloud addresses the student's painstaking and monotonous task of completing multiple application forms. The Application Cloud is a highly intelligent system which builds risk profiles of applicants and addresses numerous financial, legal, immigration and academic risks to assist institutions within INTCAS to remain compliant.

There are four major benefits to an institution using the Application Cloud:

Master Application Form

The Application Cloud is powered by our Master Application Form (MAF) which enables students to complete a single application form and submit it to multiple institutions within the ecosystem. MAF is powered by our generally accepted recruitment principles (GARP) which mirror 80% of the common questions and information requested by every institution. The remaining 20% of the data is structured through our intelligent system which includes questions that are courses-, institution-, and country-specific.

Ensures Authentic and Credible Applications

An advanced feature of the Application Cloud scrutinizes each application, and dispatches the MAF only to those institutions matching their pre-set eligibility criteria/requirements. This reduces unwanted and inappropriate applications and increases the efficiency of the entire admission system.

Powered by Intelligent Algorithms

Application Cloud is powered by an Intelligent Application Algorithm which assesses the probability of student selection based on their MAF, assisting the institution in making only appropriate preliminary conditional offers.

Students' Preference Indicator

The Application Cloud allows students to select their preferred institutions, and provides an overview to the institution of its ranking within the student's preference list. This allows both the student and the institution to make an informed decision - benefiting both stakeholders.

Admission Cloud

The Admission Cloud carefully controls, communicates and coordinates the status of each student application as it progresses through critical stages of the admission process. A student application can have multiple communities connected to it, for instance: student, parent, agent, bank, and institution. Whenever the status changes, each stakeholder connected to the application will be informed in a timely manner. Actions, deadline reminders or risk alerts will be prompted. The Admission Cloud provides gateways to ensure that inadequate applications do not progress on to the next stage, introducing a layer of compliance. INTCAS has also developed various engines which support institutions through the offer stages. Our Global Conditions Engine accumulates best practices from across various industries which the institution could select to address numerous financial, legal and immigration matters. Intelligence from across the

INTCAS ecosystem will be used to assist institutions to understand the drop-out and failure rates of applicants not being able to address certain conditions. Such information is pivotal in future strategic planning. The aim of the Admission Cloud is to significantly improve operational efficiency between the institution and all connected stakeholders.

Interview Cloud

The Interview Cloud is one reflection of INTCAS' vision of promoting a culture of responsible recruitment practices. The Interview Cloud helps institutions strengthen the student recruitment process, making it more compliant and comprehensive. It provides a platform for the institutions to interview prospective students and assess their academic and language capability. INTCAS provides a complete framework which includes a question bank and facility to document, record, share, archive and retrieve interviews for up to 10 years. Conducting admission

interviews through INTCAS provides vital insights into the credibility of the student, and delivers the institution with relevant information necessary to progress the application - leading to a conditional or unconditional offer. Institutions can conduct and record one-to-one admission interviews, share the recording within the academic department of the institutions, archive and retrieve interviews efficiently for future reference and usage. The Interview Cloud also allows external communities within INTCAS (i.e. embassies) to view the admission interview and enhance visa success.

Verification Cloud

Institutions can request verification of availability of funds from prospective students. Students (or sponsors) may provide a digital snapshot of their existing bank account using our Verification Cloud to demonstrate financial capacity. Our Verification Cloud currently interacts with more than 4,500 major banks around the world, enabling globally accepted standards as opposed to traditional financial evidence of scanned paper statements as proof of funds, with ample opportunity to manipulate or falsify. INTCAS and its delivery infrastructure are regulated by the Financial Conduct Authority (FCA).

The education institution notifies the student of the obligation to prove financial capacity. The applicants and their sponsors may review and select their bank from within our network. Through a secure and trusted platform, the student or sponsor grants permission for INTCAS to capture transactional data over the past 90 days from their bank account(s) – essentially improving the credibility and integrity of the student application. Students can incorporate up to six different accounts, providing a holistic overview of their capacity to pay for the selected course(s) that they wish to pursue.

INTCAS generates a Verification Certificate for the institutions. Students may access their Verification Report for up to 12 months.
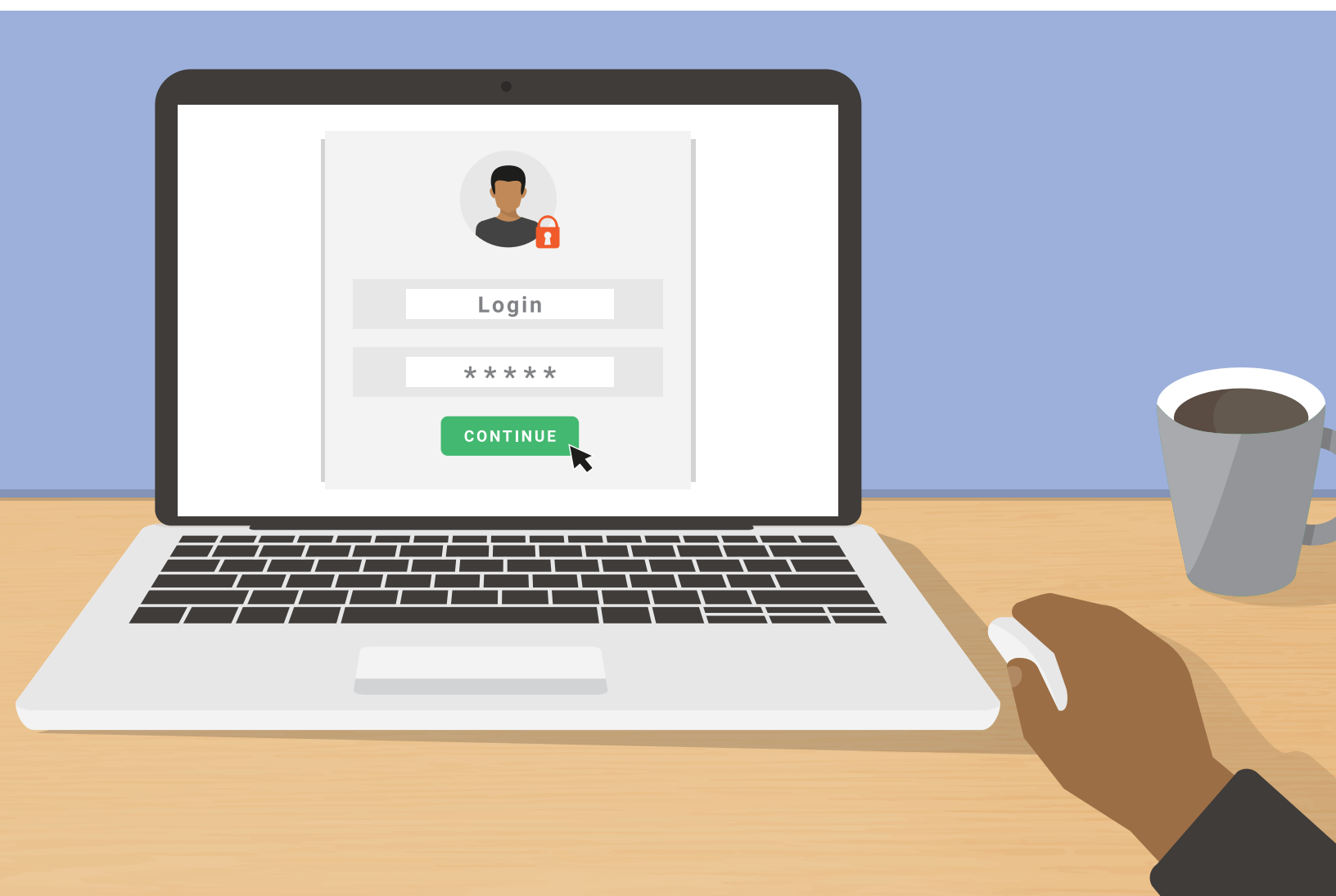
Due Diligence Cloud

INTCAS recommends that institutions screen all students and sponsors prior to accepting their payments. Our Due Diligence Cloud searches more than nine billion records from around the world, to build a profile of the student and their sponsor. Our proprietary algorithms yield results relating to negative media searches, politically exposed persons, sanction list searches and publicly-recorded financial fraud. INTCAS will soon be introducing social media searches to strengthen its due diligence coverage. INTCAS warns of potentially negative applications which could damage the reputation of the education institution or jeopardize the approval of a visa application.

INTCAS issues a Due Diligence Report for the student using a "traffic light" system, where each case is designated under green, yellow or red. Green, the near-universal signal to proceed, denotes that no negative record or data has been found for the student and/or sponsor. If the search results display as yellow, then INTCAS investigates further as necessary, appropriate and required, involving our own Fraud Detection Unit and external legal advisors. The team then recommends whether the yellow result should move to green or red. A red flag denotes a negative report; INTCAS would advise against progressing the application any further. However, final decisions rest with the institution.

Escrow Cloud

The Escrow Cloud plugs into a global banking infrastructure, coordinating with leading banks to establish an escrow account for each student residing in a mid-to-high risk jurisdiction.

Our objective is to secure 100% of the first-year tuition fees and living expenses, which have represented a major challenge for many institutions in the past. Tuition fees and living expenses are secured, providing much-needed respite for institutions, with supporting evidence provided from a top 50 prime bank through our ecosystem. INTCAS and its delivery infrastructure are regulated by the Financial Conduct Authority (FCA).

The Escrow Cloud streamlines the visa decision-making process while minimizing visa refusals for financial reasons. The Escrow Cloud ensures that any amount deposited by the student is converted into the host nation's currency, thereby mitigating the chances of possible visa rejection. Institutions can generate admission letters once the funds are secured in the escrow account. Students can submit evidence of the funds previously deposited when applying for their visa. The Escrow Cloud is insured by INTCAS' fee protection plan; meaning that INTCAS assures students, families, and sponsors making such a payment to any institution through INTCAS is underwritten by an insurance policy. The Escrow Cloud mitigates uncertainty by the institutions; should the student decide to withdraw from the course, any monies held on behalf of the institution are secured and will be paid, curbing vulnerability to financial risk.
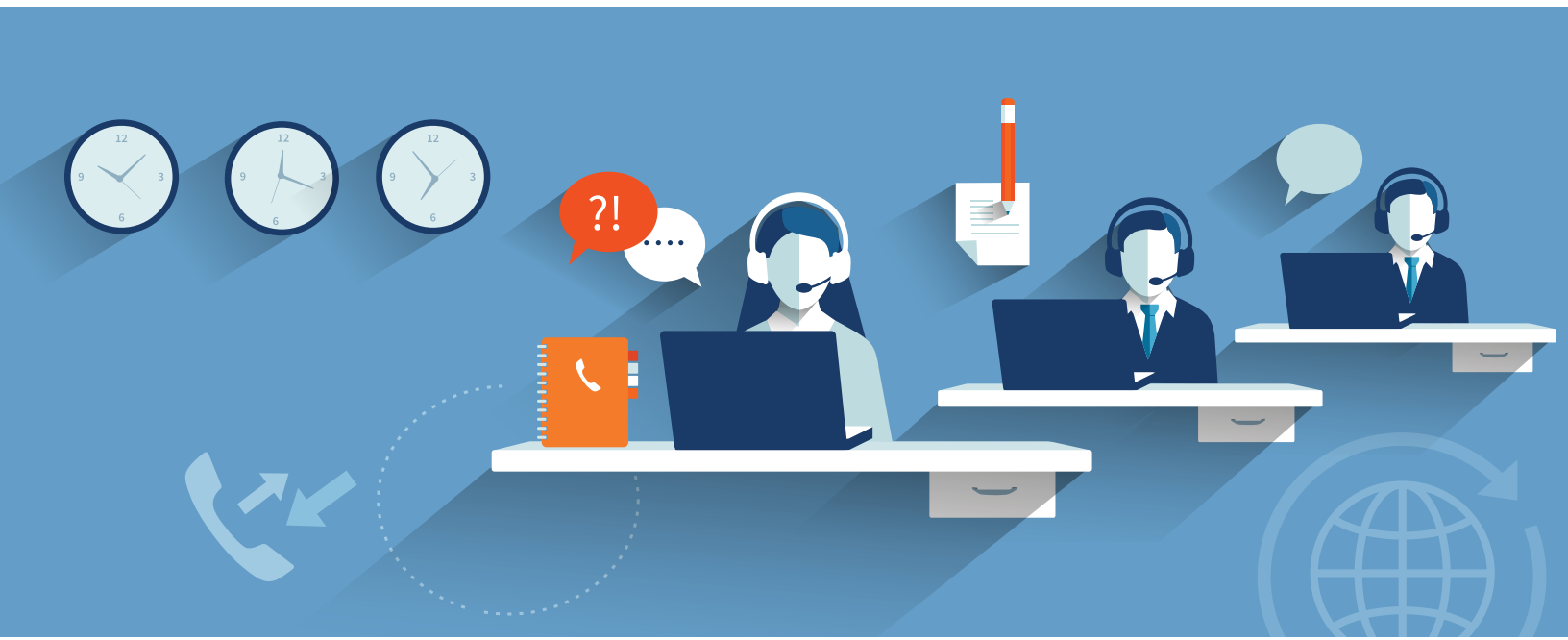
INTCAS Support Centers

The INTCAS technology platform is supported by a global network of Support Centers which are being actively rolled out across key regions, countries and cities around the world. Each Support Center can deliver up to 36 different services from marketing and brand development, to admission and compliance support. Each Support Center provides valuable services that enrich the student experience, allows institutions to penetrate new recruitment channels and unlock new market opportunities in a safe and compliant manner. For education institutions, establishing and operating a global network of offices can consume vast amounts of resources and money; exposing the institution to numerous risks. INTCAS is able to diffuse these risks and provide a cost efficient solution by allowing all our institutions to utilize a common and shared global distribution network. Our Support Centers assist the global education industry to improve quality, efficiency and intimacy with key stakeholders while also reducing the cost of student acquisition and yielding a superior return on investment.
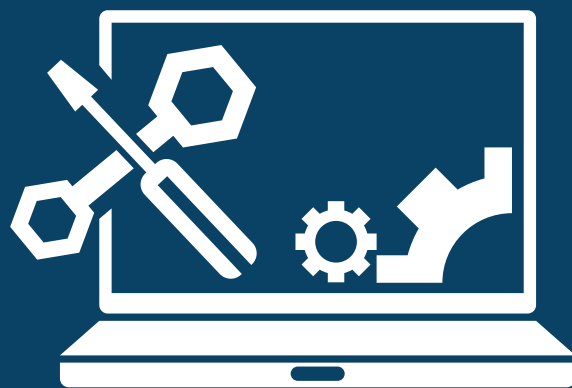
Market Support Service

Our Market Support team provides multi-channel support to each stakeholder to ensure an enriched experience. Students, families, sponsors or agents may contact our Market Support team to make general inquiries or follow up on the status of an application. Our Market Support Service allows education institutions to have a multi-channel presence outside of standard operating hours.

Technology Support Service

INTCAS is a technology platform, and we understand that at any point in time institutions might need technical assistance. We have a dedicated technology support environment to address these technical issues. Users experiencing log-in issues or other technical problems can now speak to a dedicated resource.

Verification Support Service

Verification Support Service is a dedicated environment designed to allow education institutions to understand more about the student. Education institutions receiving applications need to adopt and embrace a new generation of financial and due diligence checks to promote a new paradigm of responsible recruitment practices. Our Verification Support Service enables institutions to call a dedicated and private center to verify student funds and get a detailed due diligence report of the student.
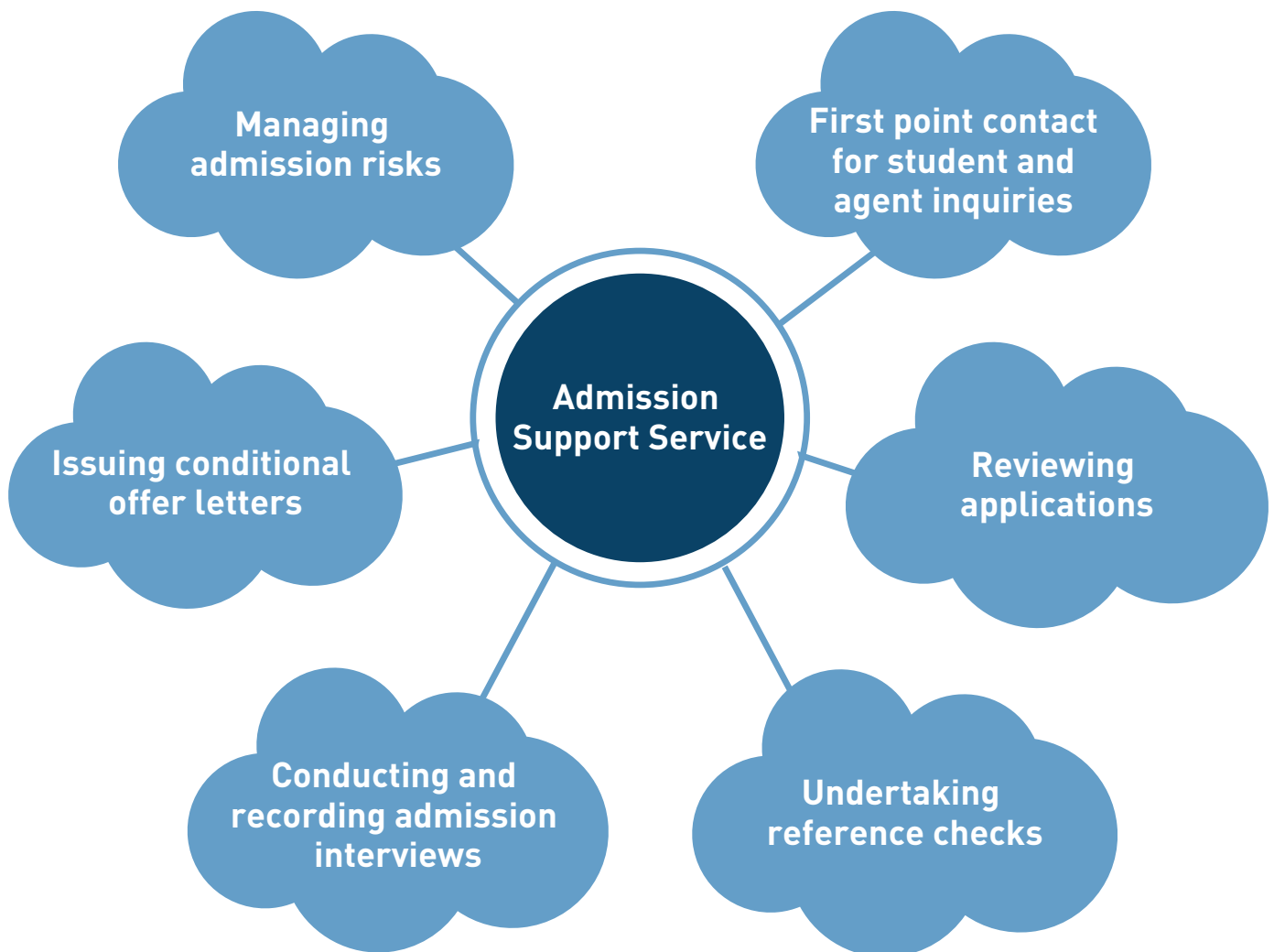
Immigration Support Service

Our Immigration Support team helps education institutions, students, and families to navigate through the complexity of the visa process. It minimizes the frustrations of education institutions, ensuring a team of professionals is guiding and supporting the student. Our immigration specialists provide a range of services from immigration health checks to undertaking mock visa interviews with students, to advising students on completing and submitting visa application forms to embassies. At each stage, INTCAS keeps all stakeholders abreast with progress through the Admission Cloud. INTCAS provides efficient service to minimize the rate of visa refusals for the institutions.

Admission Support Service

Our admission support team has been established to help education institutions with the first line processing support. This helps institutions to scale up their operational efficiency by entrusting INTCAS to handle the complex admissions process with minimal risk. Our team consists of highly experienced trained specialists in the admission process. Support includes, but not limited to:

Managing admission risks

First point contact for student and agent inquiries

Admission Support Service

Issuing conditional offer letters

Reviewing applications

Conducting and recording admission interviews

Undertaking reference checks

Brand Development Support Service

Organize, build and implement strategic and tactical projects to help your education institution to build and maintain a marketing presence, and unlock the potential across new channels and markets. Our local presence means we can organize events, seminars and webinars with various target communities to ensure you can yield a more potent return on your marketing initiatives.

Compliance Support Service

Mitigate risks by delegating key processes to our local support centers. From pre-offer to pre-departure briefings, our local centers can be used to address and mitigate compliance risks.

HOW TO ACCESS INTCAS?

AT INTCAS, we understand that the requirements of each institution are unique. We offer options which can be customized to meet the needs of each individual institution.

Option 1: The full INTCAS Ecosystem. This includes access to the entire range of products and support centers offered by INTCAS.

Option 2: INTCAS Components. Institutions can select from a pre-defined range of products and support centers which suit their requirements.

Please contact us for detailed information. We would be delighted to discuss which options could be most applicable to your institution.
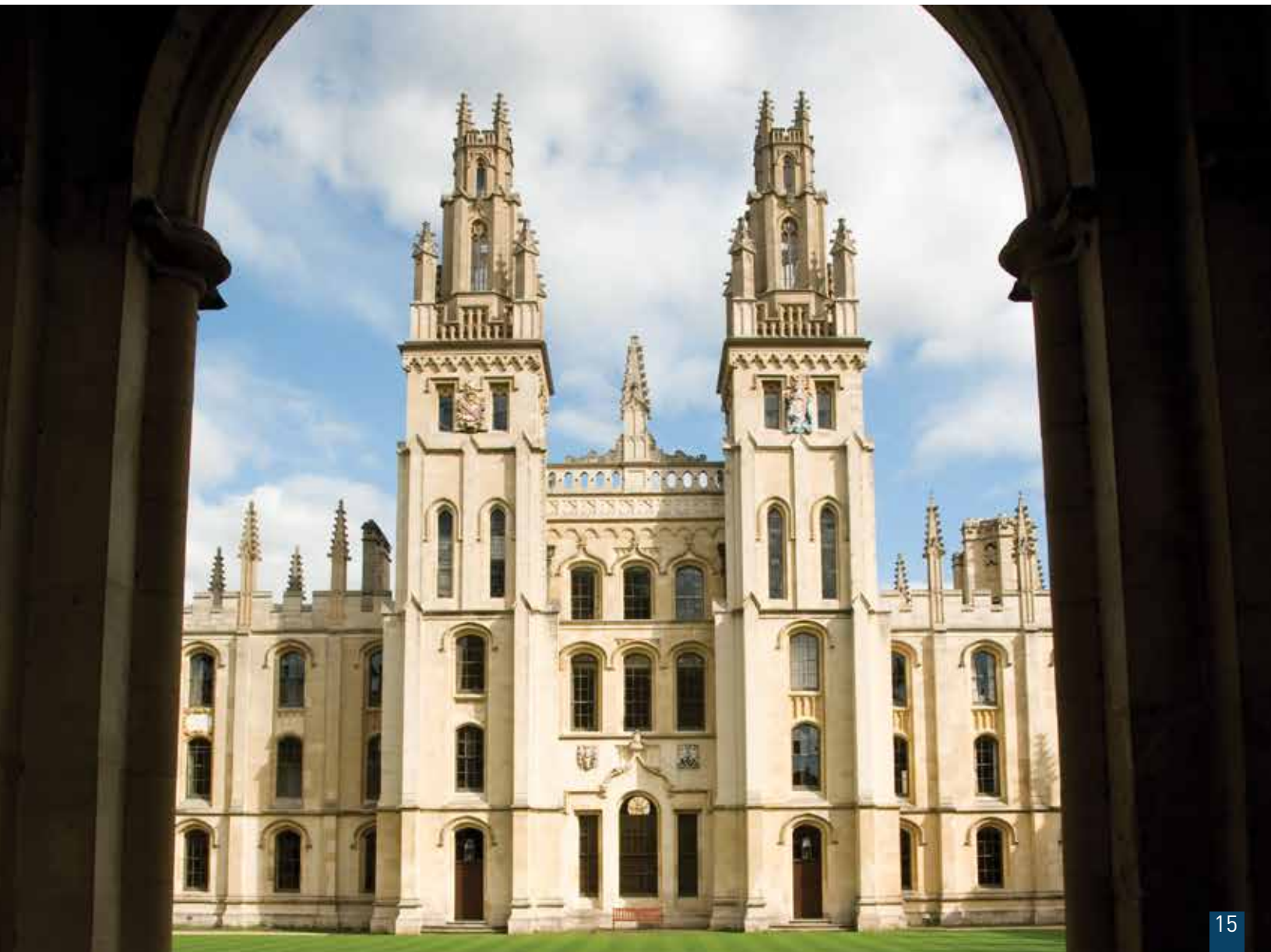
INTCAS USA

P.O. Box 363, Corning, New York 14830

Main: +1 202-765-2706
Email: inquiries@INTCAS.com
Web: corporate.INTCAS.com

Follow us on

facebook.com/intcas

@myINTCAS; #askINTCAS