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BUSINESS U RECEIPT OF GLOBAL AWARD FOR ITS CRM PLATFORM B2B ENGAGE®

Los Angeles, Calif — With nearly 4,000 global entries, the Academy of Interactive and Visual Arts (AIVA) awarded Business U, Inc with a gold Davey for its vertical-specific customer relationship management (CRM) platform that supports three vertical market segments in the public sector including workforce, education and economic development.

CEO/Co-founder of Business U, Dr. Christine Bosworth said, “Our 2017 national study on the state of business engagement among our various market segments revealed that up to 72% of those surveyed indicated that businesses were not giving them the buy-in needed to move their workforce and education missions forward, whether that includes engaging them as a customer of government-funded business services, as a partner in sector strategies and career pathways, or as a co-investor of key initiatives.”

The number one challenge that resonated across all market segments surveyed in Business U’s national study was the lack of coordinated business engagement efforts. B2B Engage® was designed, tested and developed with the day-to-day operational and outreach tasks conducted by those within the public sector that need to engage employers.

Business U Co-founder, Celina Shands said, “Based on continuous customer input, Business U’s senior engineers consistently create new releases of B2B Engage® to ensure that it meets their needs to manage, monitor and measure business engagement; it’s one of the key reasons the platform has quickly gained traction across the country in multiple states.”

Some of the 2017 additions to B2B Engage® based on customer needs include a Pathway Reporting Module to track metrics and student/job seeker activities and services for the Department of Labor Workforce Innovation & Opportunity Act requirements. Having both employer and job seeker/student data in one platform allows for talent matching capabilities. The platform has enhanced security to house sensitive data with an additional level of robust authentication and encryption via the gold standard in SSL certification; this adds yet another layer of security on top of the existing Amazon cloud infrastructure (where B2B Engage® is hosted) where all data and interactions are encrypted. Because some agencies want to run CRM technology out of a cloud-based environment, customers can choose to deploy B2B Engage® on custom configured, virtual or dedicated private servers on Amazon AWS and Google Cloud Compute platforms, as well as on-premise deployments to run the platform in their own data centers or local cloud providers.

“Unlike other CRMs on the market that are costly to add specific functionality, B2B Engage® is an all-in-one platform where we turn off functionality that is not applicable to the organization versus piling on costs to add various modules,” said Bosworth. “It’s one of the key reasons, along with the simple user interface that B2B Engage® received an international gold Davey award for its design and functionality.”

The Davey Awards is judged and overseen by the AIVA, a 700+ member organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media. Current membership represents a “Who’s Who” of acclaimed media firms including Condé Nast, Disney, General Electric, Microsoft, Monster.com, MTV, and Yahoo! to name a few.

“No company is more in tune with the CRM needs of workforce and education than Business U,” said Shands. “Our robust platform and award-winning service and training create high adoption rates among users. In fact, our Boot Camp® graduates who also utilize B2B Engage® have improved market penetration to engage employers reaching the private sector by five times their baseline, demonstrating an increase in confidence reaching out to employers and understanding how to nurture relationships into long-term partnerships—Business U’s overarching learning outcome in its learning events.”

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Business U is the only institutionally accredited organization in the nation that focuses on business engagement within three vertical markets including workforce, education, and economic development. Business U earned its institutional accreditation status with the [International Association for Continuing Education and Training \(IACET\)](#), and was awarded the 2017 Innovator of the Year in Learner Engagement Award by IACET. Through professional development, business engagement strategic plans and CRM technology, Business U elevates organizations to effectively meet industry's workforce needs resulting in jobseeker and student success. More at www.Business-U.net

