



## FOR IMMEDIATE RELEASE

Thursday, November 5, 2009

### **Universities Partner with CBORD to Streamline Management of Large Off-Campus Commerce Programs**

*Southern and Central Connecticut State Universities simplify management and increase participation in already successful off-campus programs*

**Ithaca, New York:** The CBORD Group, Inc., the leading provider of campus card and integrated security solutions to colleges and universities, is pleased to announce that Southern Connecticut State University (New Haven, CT) and Central Connecticut State University (New Britain, CT) have selected CBORD® to manage their sizable off-campus payment programs. Although both universities were already managing large off-campus programs with success, they wanted to reduce time spent managing the programs and offer better service to their merchants.

Previously, Central Connecticut State University had 19 merchants accepting its Blue Chip campus card. Since partnering with CBORD, the count has increased to 25. The UGryd® central server solution offers CCSU's participating merchants powerful reporting and efficient reconciliation, making it easy to drive business without increasing labor.

"We've immediately removed \$8,000 in annual maintenance costs for outdated equipment," says Jeff Benner, Campus One Card Administrator, Central Connecticut State University. "System availability has distinctly improved, especially during evening and weekend hours. We also have eliminated payment and reconciliation processes, though we do spend 10 to 20 minutes tracking sales on a daily basis. It's been a positive change for the students, CCSU, and the merchants."

Southern Connecticut State University previously worked with 30 merchants, and 15 have been added since its partnership with CBORD began. CBORD allows the university to continue to offer its widely accepted off-campus payment program—and increase merchant participation—while directing labor and capital elsewhere.

Mark Waters, Director of Financial Business Applications, oversees the University Card Office at Southern Connecticut State University. He states, "Aside from the cost-saving and administrative efficiencies, perhaps the most conclusive advantage to partnering our off-campus program has been the increased participation of merchants. Our students were clamoring for more participation, but limited resources (funding, manpower, time, etc.) required us to limit the number of participating merchants to a manageable number. However, since our partnership with CBORD, we have been able to increase merchant participation by 50% without any additional resources."



“As self-operated off-campus programs grow, they can require management and oversight which can become difficult to manage along with regular card office operations,” says Shawn McCarthy, Managing Director, CBORD Off-Campus Commerce Programs. “Our 24-hour support services for both the merchants and the campus allow successful off-campus programs to continue to grow effectively.”

### **About The CBORD Group, Inc.**

The CBORD Group serves colleges and universities, corporations, healthcare facilities, chain restaurants, supermarkets, and a host of other market segments. CBORD’s products are used in campus ID card privilege control, access control, integrated security, housing services, food service, catering, nutrition services, online ordering, and other institution-wide activities. Founded in 1975, The CBORD Group serves more than 6,000 clients in the U.S., Canada, Europe, South Africa, the Middle East, New Zealand, and Australia. To learn more about CBORD, visit us at [www.cbord.com](http://www.cbord.com).

The CBORD Group, Inc., operates as a unit of [Roper Industries, Inc. \(NYSE: ROP\)](http://www.rop.com). Roper Industries is a market-driven, diversified growth company with trailing twelve-month revenues exceeding \$2 billion, and is a component of the Fortune 1000, Standard & Poor’s S&P Mid-Cap 400, and the Russell 1000 Indexes. Roper provides engineered products and solutions for global niche markets, including water, energy, radio frequency, and research/medical applications.

###

### **Media Contact**

Sarah Ledwith  
Marketing Manager, Colleges & Universities  
T: 607.257.2410 x2713  
F: 607.257.1902  
[sel@cbord.com](mailto:sel@cbord.com)