Esteemed Aeries Clients,

At Aeries Software, we are proud to have served the California education market going on 23 years. We have become California's most popular Student Information System provider, with nearly half the state using Aeries SIS to manage nearly 2.7 million students daily. None of that could have been accomplished without such great customers, made up of users that continually provide us feedback to make our products and services better as we have grown. We believe in that model, and it has allowed us to boast an excellent, loyal customer base – with the average customer having used Aeries SIS for over 10 years.

Aeries SIS is constantly enhanced with brand new functionality included as part of the base SIS cost—every year becoming a bigger and better system. We have always remained committed to our founder's desire to offer school districts a reliable product with exceptional support at an affordable rate – but we have taken some steps to rectify the disparity between our strong product and services offered with competitive rates in the industry. This was necessary for a more sustainable business model – to invest in more resources to offer better support and products.

Around 2012, we studied the industry closely and determined a fair price for our competitive offerings. At this time, for new customers and product lines, we discontinued outdated per-site licensing and annual maintenance and support fees, and instead began pricing at an industry-standard per student subscription. However, for longstanding customers, we only made small price increases amounting to around 10% every other year.

It was not until the 2016-17 school year that we ultimately transitioned our legacy customers from the older model to a per student base SIS subscription. While it was a sizable increase for some, that price remained well below competitors' pricing and even our own pricing for newer clients. As established at that time, we will be increasing that base subscription price about 10% on average every other year. For established clients utilizing other ancillary product offerings that we provide, such as Aeries Analytics, Aeries Online Enrollment, Aeries Emergency Management Tool (EM2) app, those prices will be increased in the 2018-19 school year to still below-market pricing, but at a more sustainable fee to allow for their dedicated continued enhancement.

It is not our intention to burden our customers with price increases, but rather introduce a fee that is reasonable for both school districts and Aeries Software in the current marketplace. We are versed with the state of school budgets and recognize that the proposed increase at this point in the year can be challenging to take to a Board for approval. For that reason, we are at your disposal to work through the process and work towards an arrangement that works for you. Student figures are determined by the most-recent DataQuest numbers updated by the California Department of Education around April of each year. It is our hope that our clients recognize that for over 20 years, Aeries Software has produced unequalled consistency and advancements, while maintaining a high degree of customer satisfaction. We appreciate your support and feedback over the years and we hope to continue to do great things together in the support of California educators and students.

Thank you,

Brent Lloyd