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A Hyve Event

ExCeL London
22 - 24 January 2025

CELEBRATING 40 YEARS

edtech impact

EdTech Impact's
Buyers' Guide 2025

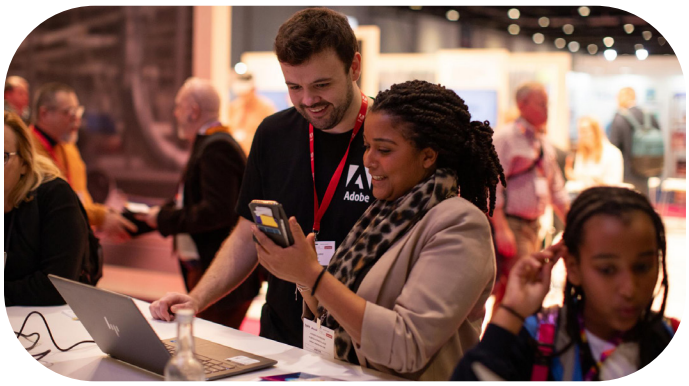
Contents

About this Guide

This buyers' guide has been written by EdTech Impact for the Bett community.

EdTech Impact is an evidence-first marketplace and evaluation platform that empowers educators and institutional leaders to make smarter buying decisions. It brings together a diverse, and often siloed, community of EdTech users, providers, researchers, and analysts to assess the quality of education technology using a holistic assessment framework, global quality standards, and time-stamped certification programme.

This guide draws on the collective experience of the EdTech Impact community, and the Bett Advisory Board, to provide a systematic process for evaluating the EdTech solutions you encounter at Bett 2025. Bett runs from the 22nd to 24th January at the ExCel in London and is free for schools, colleges and universities to attend.



Define your objective - know your digital strategy

Before you even consider searching for technology solutions, it's important to first define the problem you want to solve.

Consider the needs of your organisation:

- What does it exist to achieve?
- What problems and priorities need to be addressed (and why?)
- Who should be involved in those conversations and decisions?
- What is already known about the problem and potential solutions, and what is still unknown?

If you are seeking tools that specifically enhance teaching and learning, focus on these important pedagogical considerations:

- What do you believe great learning really looks like?
- What do you believe great teaching really looks like?
- What kinds of knowledge and skill development do you want to see in your school?
- How should learning in your organisation relate to life outside of it?

Identify Your Pedagogical Alignment

To make informed pedagogical decisions, it's crucial to understand your own pedagogical intentions. A quick and free 5-minute activity to help you with this can be found here:

https://bit.ly/ClassBeliefs

A word of caution

Avoid the temptation to skip the research stage and jump straight to your favourite option. Poor planning has proven to be the Achilles' heel for many EdTech projects, leading to wasted money, decreased staff confidence, and another entry into the (virtual) cupboard of shame.

Equally, be cautious when relying on recommendations from other schools. Peer insights can be extremely valuable, but each school or college is its own unique ecosystem and influences. Contextual factors, such as staffing, budgets, student intake, priorities, and skill sets may vary significantly, leading to different outcomes even with the same tool.

Next, define the outcome your solution should achieve. It's very easy to get drawn into conversations for tools that look fun or impressive, but have minimal impact on learning, or strategic priorities.

We suggest mapping solutions against their impact (the outcomes they claim to improve), allowing you to quickly filter to those aligned with your needs.

Here is our top-level taxonomy:

Student outcomes

- Increase attainment
- Close attainment gap
- Build student knowledge
- Increase student collaboration
- Improve student behaviour
- Improve student wellbeing
- Improve student employability
- Increase digital fluency
- Increase inclusivity
- Improve accessibility
- Raise aspirations

Teacher outcomes

- Improve teacher knowledge transfer
- Improve teacher wellbeing
- Improve teacher efficiency
- Improve the quality of assessment and feedback
- Reduce teacher workload
- Increase digital fluency
- Increase teacher collaboration

Organisational outcomes

- Save money
- Streamline product roster
- Improve data and cyber security
- Provide school data
- Improve school processes
- Reduce duplication
- Improve parent engagement
- Embed cultural digitisation
- Improve staff wellbeing

Evaluate the impact - why might this solution work for your school?

> "Only 8% of schools actually trust the claims made by suppliers."
>
> (Research by the EdTech Evidence Group, 2021)

The EdTech marketplace is highly competitive, and reliable evidence of products improving educational outcomes is limited. Products used by pathfinders or enthusiasts may have different outcomes to those used by other staff and students. Look carefully at the context of any evidence and how it relates to your staff and students.

To make informed decisions, approach bold claims about a solution's effectiveness with healthy scepticism. Take the time to thoroughly examine the evidence provided so that you can determine if the claims made by suppliers hold true, and what assumptions or biases may be embedded within them.

Types of evidence

Anecdotal evidence
Examples: User Testimonials, Reflections, Opinions

Anecdotal evidence is the most readily available type of evidence. It is typically based on impressions and informal observations, like those found in blog posts, product endorsements, promotional videos, and personal recommendations. However, these forms of evidence rarely provide enough contextual information to robustly attribute success to a specific action, strategy, or product.

Descriptive evidence
Examples: Surveys, Case Studies, Interviews, Recorded Observations

Descriptive evidence offers narrative descriptions or snapshots of conditions at a specific point in time. In academic contexts, descriptive evidence can be insightful, as it acknowledges the importance of context and that tools may be used differently by individual teachers and students. However, descriptive evidence is frequently repurposed for marketing, where it often lacks sufficient context about the product, school, or users involved. As a result, while it's a step above anecdotal evidence, it may still omit critical details.

Correlational evidence
Examples: Comparative Studies, Randomised Control Trials, Data Analytics

Correlational evidence is used to establish relationships between two or more approaches and make predictions for the future. However, it does not imply causation. This is because changes can occur independently or in spite of the other variable, rather than because of it. For example, a positive correlation between the use of an app and increased teacher satisfaction can indicate that the two are related; it cannot be used to make inferences about one thing causing the other.

Randomised Control Trials (RCTs) are a form of correlational evidence that seek to include or exclude some of the variables affecting how human beings interact with digital products. These are often viewed as more rigorous because of the statistically large sample sizes, but still often ignore important human and contextual influences that affect outcomes.

Typically, only a small number of companies are able to provide correlational evidence linking their product to specific outcomes, but even then, it's important to recognise that correlation alone is not sufficient to prove (or explain) effectiveness.

The rise of peer reviews

Peer reviews have become a critical component in today's e-commerce world, providing authentic insights into what it's like to be a customer, product performance over time, and how a product ranks against competitor solutions. EdTech Impact has published over 25,000 independent peer reviews on education technology solutions, capturing valuable perceptions of impact and how products are being used in different contexts.

The platform gives awards to top-rated solutions in different categories, and allows users to filter reviews by school setting. After all, a review from a small school in the countryside may not be that helpful if you work in a large inner-city school!

Auditing your EdTech

Conducting a thorough EdTech audit is essential for schools and trusts looking to consolidate and enhance the efficiency of their technology use.
By collecting detailed information on each product, a well-structured audit will provide a holistic overview of your EdTech ecosystem, enabling smarter, more strategic decision-making moving forward.

A well-executed audit should provide clear reporting on the following key areas:

- **Usage:** Understand how frequently each tool is used, by whom, and in what contexts. It is particularly important to look at this over time - beyond initial implementation phases.
- **Impact:** Evaluate how effectively each tool contributes to the school priorities that it was bought to address. What did the decision makers want it to achieve and what influenced whether this happened? Critically, was it the product or other influences that shaped outcomes?
- **Spend:** Track expenditures, manage contract renewals, and identify tools that are redundant or overlapping. This will not only help reduce unnecessary costs, but also prevent unexpected and unwanted auto-renewals!
- **Compliance:** Ensure that all tools comply with data privacy and security regulations. Centralising the management of these policies and continuously monitoring for compliance can help you safeguard sensitive data and minimise risks.

EdTech Impact Manager streamlines schools and trusts' auditing process, consolidating your tools into a single hub where you can evaluate usage, contracts, renewals, impact, and compliance in real time. This centralised approach provides the insights needed to continuously optimise your EdTech ecosystem, making it easier to stay on top of key metrics and maximise your EdTech effectiveness.

Trialling a product in your own context

While existing evidence can guide your decision on whether a solution might work, the next step is to test it in your own setting. A useful way to do so is through a trial period.
If you adopt a product for a trial period, make sure that you have a very clear intention for its use that aligns with your school priorities, and a very clear plan about how you will use it. This will make it easier for you to think about how, when and where you will use the product, and whether it has met your needs once the trial period ends.

An important consideration is Also, consider how easy it will be to stop using a product after the trial period if you choose not to continue with the purchase. Are lesson plans or student access reliant on the product, even though it doesn't fully satisfy your goals?

Though most trials are for 30 days, many suppliers will extend the trial period if you are willing to share your feedback with them. Just beware of online trials that require a credit card or financial sign-up, as they may automatically convert to a paid monthly / annual contract at the end of the trial. Though most trials are for 30 days, many suppliers will extend the trial period if you are willing to share your feedback with them.

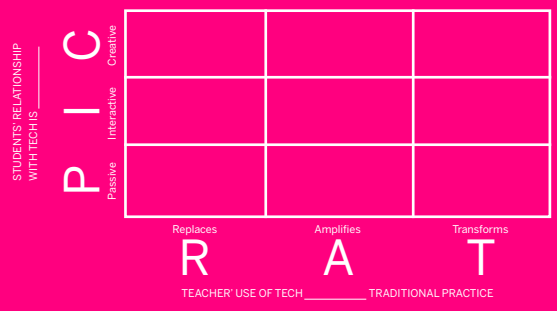
Be wary of (very new) AI startups

While many new AI companies offer exciting innovations, it's important to evaluate their long-term goals. When considering a startup, dig deeper into their vision and long-term commitment to education. Make sure their priorities are aligned with improving the student experience, and be wary of companies whose primary goal may be to attract venture capital and scale or sell quickly, leaving you with a tool that may not be supported or aligned with your school's needs in the future. Don't forget to find out exactly how they will take any data you enter into the tool and where/how it might be aggregated.
If you are considering the use of Artificial Intelligence (AI) in your school, you may wish to refer to this set of insights and recommendations published by a pathfinding group of 23 Multi-Academy Trusts in September 2024.

To deepen your observations, consider using the **PICRAT framework.** Developed by Royce Kimmons and colleagues in 2020, PICRAT combines two dimensions of technology integration: the **student's relationship with the technology** (passive, interactive, creative) and the **pedagogical impact of the technology** (replacement, amplification, transformation). This model provides a structured way for leaders and educators to reflect on how technology is being used and where improvements could be made.

For example, you might consider whether a tool simply **replaces** traditional methods with digital ones, or whether it **transforms** the learning experience by enabling tasks that were previously impossible. By evaluating activities on both axes, you can identify small, achievable steps to move from a lower quadrant (e.g. passive-replacement) to a higher one (e.g. interactive-enhancement), encouraging continuous improvement.

By recording your own experiences and applying the PICRAT framework, you can better determine how the solution fits your school's specific needs and goals. This approach demystifies technology integration and makes it easier to focus on meaningful, incremental changes that improve learning, rather than adopting flashy, ineffective tools. For more information on using PICRAT as an evaluation tool, visit here.



Check the small print - what are you signing up to?

Reading contractual small print is never fun, but once the contract is signed your options are limited. Before committing to any EdTech contract, ask yourself:

> "Am I 100% confident that I know what I'm signing up to?"

Here are some of the most common pitfalls to watch out for:

1. Total cost of ownership

Much like buying a car, where the sticker price doesn't include fuel, insurance, or maintenance, technology purchases often have hidden costs beyond the upfront price.
The subscription or licence cost is just one element of the total cost of ownership. To avoid unpleasant surprises in your budget, be aware of potential hidden costs, such as:

- Maintenance fees
- Staff training (including venues, catering and travel expenses)
- Ongoing support
- Device compatibility
- Product lifespan
- Staff time setting up, thinking, discussing, trying out and using the product

2. Free still comes with a cost

When considering free, freemium or very low-cost options, ask yourself the paradoxical question: "Free, but at what cost?"

Free products are often self-service, rarely coming with sufficient customer support, training, and account management. Be prepared to invest a lot of your own time learning how to use it, and consider how much time this takes from your day. What will you not be doing as a result?

Also, remember that "free" often means your personal data is the real currency. For example, platforms like Facebook use your data to sell targeted advertising to third parties.

> "We found a free Maths solution in the hope it would help our department, but staff were spending so much time getting their heads around it, it began eating into time they could have been using for lesson planning. After 2 terms we pulled the plug having never fully used it."

3. Training and Support Package

Technology doesn't always work seamlessly out of the box. Its successful implementation often hinges on the training and support that comes with it, alignment with current priorities, and relevance to the context of those using it.

Be aware of your options. There are thousands of solutions listed on EdTech Impact, and their training and support each fall into 5 buckets:

Training	Support
Live Online Training	Email/Helpdesk
Group Webinars	Telephone Support
In-Person Training	Live Chat
Online Documentation	FAQs/Forums
Online Videos	Knowledge Base

Search for a solution that offers the appropriate training and support services for your team's needs.

4. Contract Considerations

An increasing trend in EdTech is for suppliers to offer 3-year contracts. Whilst this isn't inherently good or bad, there are a few considerations to be aware of before committing long-term:

Have you used the product before? If this is your first time using the solution, make sure it's the right fit. Exiting a multi-year contract can be costly, as one school discovered:

> "In the demonstrations, the product looked great and we were told it was easy to set up. After 6 months it wasn't fully up and running and we weren't happy so we decided to find a different solution. When I spoke to the supplier, there was no option to cancel early. We ended up paying for 3 years for something we only used for six months."

Consider requesting a break clause. Ask the supplier if you can add a break clause to the contract. If the solution doesn't meet agreed outcomes, a break clause affords you flexibility to terminate the contract early, avoiding long-term payments for something that doesn't work for your school.

Negotiate a bigger discount. Suppliers often offer a 5-10% discount for multi-year contracts, but don't be afraid to push for more. If you're committing long-term, there may be room for further negotiation on price.

Look at buying through a Third Party. Check if the product is available through a procurement framework rather than directly from the supplier. Frameworks often offer larger savings, especially for bulk purchases.

Cancellation procedures. Many contracts require you to give 90 days' notice to cancel, or they will automatically renew for another year. Some suppliers even require 180 days' notice. That is 6 months and might easily catch you out, so do read the fine print to avoid any unwanted renewals.

By paying close attention to crucial contractual details, you can avoid costly surprises and ensure the best possible outcome for your school.

An Alternative Contract Model

In Utah, a grant program mandated companies to train teachers on software use and refund unused licenses. Consider making similar demands to hold your provider accountable for the successful implementation of their product in your school.

Benchmarks to demand

One would assume that all EdTech solutions meet, at a minimum, all appropriate software requirements and standards. This isn't always the case.

The presence of a Data Privacy Impact Assessment (DPIA) doesn't automatically guarantee that the solution has addressed critical issues, such as cybersecurity risks, exploitative data practices, ethical concerns, algorithmic bias, accessibility, or age-appropriate and human-rights respecting designs.

To ensure the EdTech solution you're considering is up to standard, dig deeper by asking the following questions:

1. Ongoing Feedback and Support

How does the solution address school complaints or feedback?

Is there a clear, user-friendly, one-stop way for students and teachers to request help?

What provisions are in place for addressing issues or providing redress?

2. Accessibility for All

What support does the solution offer for users with specific needs (e.g. Special Educational Needs and Disabilities (SEND) or English as an Additional Language (EAL) learners)?

How does the product adapt to meet the needs and preferences of different types of users?

What accessibility principles does the solution implement?

Which accessibility features and assistive technology support does the product work well with (e.g., screen readers, text-to-speech, etc.)?

Which frameworks and regulations is the solution aligned with (e.g., the EU Digital Accessibility Act, the Web Content Accessibility Guidelines WCAG 2.2) and do they cover everything that your community needs?

3. Age-Appropriate Design Code (AADC)

For EdTech providers that qualify as Information Society Services (ISS).

Does the provider visibly adhere to the Age-Appropriate Design Code (AADC) or other privacy-by-design guidelines?

Are the solution's policies written in language that is easily understood by its intended users?

4. Algorithmic and AI Fairness

If algorithms are used, what is the computational complexity behind them?

What datasets are the algorithms trained on, and how are they maintained for fairness?

Does the solution use AI, and if yes, how transparent are the processes behind it?

- Are the AI's decision-making processes pre-tested before they have been marketed?
- Are AI's decision-making processes demonstrating fairness?
- Are AI-based systems explainable and accountable in the context of student and teacher use?

Does the solution employ Generative AI (GenAI)? If so:

- What is the source of the data used to train the GenAI?
- Does the GenAI model consider safeguarding risks for pupils, such as inaccurate, inappropriate, misleading content generation?
- How transparent are the processes behind the GenAI? Can its outputs be easily audited and explained?
- Are the outputs age-appropriate and aligned with educational standards?

How does the GenAI/AI adapt to diverse learning needs or learning environments?

How does the GenAI/AI ensure personalised learning paths without perpetuating bias?

5. Data Responsibility

Is the solution fully GDPR-compliant?

Is it clear who the data controller is?

What specific data does the solution access, collect, and process?

Is there any secondary use, sharing, or computation of data during its lifecycle?

6. Matters of Cybersecurity

What internal and external security controls are in place?

How does the solution ensure compliance with GDPR and other data privacy regulations?

What functionalities are built into the product? Does it require a webcam, chat feature, or access to third-party apps and content?

Does it provide interoperability, and what data standards are used?

Does the solution support single sign-on (SSO)?

Can it integrate seamlessly with your school's Management or Student Information System?

7. Ethical Trust

Does the vendor understand cultural differences, or is their solution a “one size fits all” approach?

Are ethics integrated into the design stage, and are stakeholders (like your school) considered in any parts of the development process?

8. Duty of Care

Does the provider display clear information about its audit certifications (e.g. GDPR compliance or Edtech Impact pedagogical assessments)?

Are the appropriate and intended age ranges for the solution clearly stated?

Are there transparent guidelines on recommended screen time for users?

9. Human Resources

Who are the individuals behind the product?

What is their culture and ethos with regards to delivering child-centred products?

By asking these crucial questions, you are a significant step closer to ensuring a prospective EdTech solution meets privacy, security, and quality standards, protecting both your school and its students.

Did you know?

25% of EdTech suppliers don’t have a visible Privacy Policy on their website!

EdTech Impact market analysis - 2021

Key questions to ask exhibitors

1. What evidence do you have that your product works?

Ask the supplier to provide their evidence portfolio. Have they conducted any studies prior to launching their product? Ideally, this should include research with control groups to truly measure effectiveness. The more studies, published papers, kitemarks, certifications, or awards they have, the more confidence you can have that the company cares about providing credible, research-backed results.

Next, dig deeper into the research - its quality and depth is crucial in understanding the real impact. Did it thoroughly analyse product usage, or only look at surface-level outcomes and trends? Has it been independently conducted or externally verified?

Crucially, ensure that the evidence aligns with the specific outcomes valued by your school. For example, improvements in areas like student engagement, wellbeing, or specific learning outcomes, rather than just academic attainment.

> The best evidence base will be one which combines quantitative (measurable) insights with qualitative (descriptive) insights. A good combination will bring together large scale samples (offering headline facts and figures) with smaller scale case studies (which are much better at surfacing the reality of human experiences and forms of impact which are not easy to measure).

2. How does the product meet cybersecurity and data privacy standards?

Ask the supplier for evidence that their service is reliable and secure against technical failures, security breaches, and third-party risks, especially if it relies on content, data, intellectual property, or software.

Before attending Bett, consult your Data Protection Officer (DPO) about the GDPR requirements for new products. DPOs will appreciate companies completing due diligence questionnaires, contributing to DPIAs, and clearly signposting resources like template processor agreements, End User Licence Agreements (EULAs), lists of sub-processors, data transfer details, and compliance with the age-appropriate design code (AADC).

Data Managers will need to know what data is processed and how. Confirm if the product requires direct CSV uploads or integrates with data tools. Remember, it's the school's responsibility to verify compliance, ensuring cybersecurity and data protection standards are met for a smoother approval process.

Companies that are willing to complete due diligence questionnaires and contribute to Data Protection Impact Assessments (DPIAs) can expedite the approval process with your DPO and provide confidence that the product is secure and compliant with data privacy laws.

3. How does the product ensure learners are safeguarded?

The DfE's Keeping Children Safe in Education (KCSIE) report has raised the bar for safeguarding in schools and colleges, so it's crucial to ensure that any solution aligns with its requirements. For communication-enabled products, ask what measures are in place to protect learners. Does it allow anonymous incident reporting? Does it prevent "over-blocking" to allow for age-appropriate usage?

Safeguarding isn't just about reacting to incidents; it's also about preventing them. And for safeguarding-specific solutions, the focus is increasingly on how technology can enhance preventative safeguarding processes. Ask how the system supports the detection of concerns before they escalate, and how it works to reduce future incidents.

The KCSIE guidance and Ofsted inspection framework stress the importance of filtering and monitoring systems working together - check if your prospective solution is designed to meet this standard, supporting both functions in tandem.

4. Does the product support SEN/EAL students?

> Accessibility should be built into the design from the start, not added as an afterthought ("bolt-on" accessibility).

Ask how the product was developed to ensure inclusion - has it been evaluated against accessibility standards like WCAG? Check whether essential accessibility features, such as adjustable text size, contrast settings, and alternative formats, have been incorporated.

Enquire how the product supports students with specific needs, such as those who are blind, D/deaf, dyslexic, or physically disabled. Can the supplier demonstrate or explain how it accommodates these learners? What assistive technologies are compatible, and how does the product integrate with tools like screen readers, text-to-speech software, or speech recognition? What is the feedback process if some learners' access needs are not met by the product?

The ultimate goal of any inclusive technology should be to empower SEN/EAL students to reach their full potential. Ask how the product specifically addresses these needs and what evidence the supplier has to show its effectiveness in narrowing attainment gaps.

5. What is your sustainability strategy?

As schools are required to develop sustainability action plans by this year, it's important that any EdTech solution aligns with your school's environmental goals.

Ask suppliers what their sustainability strategy is, and how that fits with the lifespan of devices and replaceable parts. Especially in the current climate, find out what they are doing as a company, and how their product might fit into your sustainability strategy (think reduction in printing costs, less duplication of work, energy usage). For AI-driven solutions, enquire about the energy efficiency of their AI models and the use of green computing practices.

Additionally, explore whether the provider has a long-term plan for minimising the environmental impact of their technology, such as through the efficient use of computational resources or optimising the longevity of software and hardware. Sustainability isn't just about reducing costs; it's about making decisions that support both your school's educational and environmental goals for the future.

By integrating sustainability into your procurement process, you can help your school meet its sustainability targets while adopting responsible, future-ready technology solutions.

6. Does the product integrate with other EdTech?

Interoperability is a key feature that can enhance the efficiency and usability of any EdTech solution.Does the product link with existing products you are using in school? For example, products like Thinglink, Book Creator and Mote all link seamlessly with Canva.

This direct linking can reduce cognitive overload, providing familiar user experiences and allowing more cross-channel usage of content without having to sign in and out of various products and reformatting to fit.

7. How long is the free trial?

Many products offer a one-month free trial, but it's worth asking if this can be extended to at least three months. A shorter period often isn't enough to fully evaluate its usefulness and potential.

Be sure to check what features you'll lose if you don't subscribe after the trial and what, if anything, will remain accessible. Some products revert to a free version once the trial ends, potentially locking you out of any content created during the trial. This can cause issues for students needing access to previous work and create extra work for teachers who have invested time preparing resources.

8. How do you support us with the trial?

Key considerations include staff training, troubleshooting and implementation support. When your trial concludes, decisions will be based on evaluating the product's impact, so don't be afraid to ask the supplier for guidance on how to assess their product and which key performance indicators (KPIs) they recommend. It's reasonable to expect suppliers to be proactive in offering support throughout the process.

9. How do you support long term implementation?

Be upfront about your CPD calendar. If it's already set, and time for training is limited, ask the exhibitor about flexible options such as on-demand resources such as webinars, video tutorials or online courses that teachers can access at their convenience. Find out if they offer a train-the-trainer model or deep-dive sessions for advanced users, and ask how they can tailor training to your school's specific needs and schedule. Ask about ongoing support after initial setup, such as follow-up sessions, access to a dedicated account manager, or personalised support. Check whether they offer user communities or forums for peer learning, and whether other schools in your trust are using the product so you can share lessons learned.

Finally, confirm how the product fits into your long-term professional development strategy and ensure that it supports your broader goals, such as improving digital literacy or enhancing pedagogy with technology.

10. How does the freemium offer work?

Many products offer a freemium package where teachers can 'earn' access to additional features by generating new user sign-ups or recommendations. This can be beneficial, but it depends on your ability to reach enough adopters. You'll need to assess whether you can attract enough users to unlock the features offered. Freemium packages can also be valuable for testing the product among colleagues, helping you gather evidence to support a larger pilot.

11. How is the price calculated?

Many EdTech products base their pricing on the number of students enrolled in your school, but this model may not be ideal, especially if certain groups, such as EYFS or KS1

students, may never access the tool. Paying for students who don't use the product can feel unfair and drive up costs unnecessarily.

Instead, consider alternative packages based on active users or number of seats. Ask whether seats are fixed or can be reallocated as needed. This may offer more flexibility and better value for money. Newer, smaller companies may offer more adaptable pricing structures than larger, established providers, so it is worth negotiating for a model that matches your actual usage.

Note: in specialist settings your staff to student ratios will differ from mainstream, so ask for a package meeting your requirements rather than the standard assumptions.

12. How will you demonstrate that the product has been successful in our school or college?

Focus on what matters to you. Think about what 'effective' or 'impactful' outcomes would look like for your students, your specific school environment, staff, and the wider community.

When speaking with exhibitors, try to cut through the jargon and assess how well they truly understand their products.

If they can't answer all of your questions on the spot, don't hesitate to ask for a follow-up or find out if there's another team member who can provide the answers.

Ensure all your questions are fully addressed before making any commitment, and don't be rushed into making a decision on the spot to obtain a special discount - they should still be willing to offer itafter the show!

13. How does the product support future-proofing and adaptability?

As AI and EdTech continues to evolve, it is important to ensure that the product can adapt to future advancements and changes in educational needs. Ask how the solution is designed to scale with developments in AI, machine learning, and/or other emerging technologies.

Does the supplier have a roadmap for keeping the product up-to-date over the next 3-5 years? Can the solution evolve alongside your school's digital transformation / strategic goals, avoiding frequent overhauls or costly upgrades?

Future-proofing your decision now will help save both time and resources in the long term.

Glossary of commonly used terms

Term	Explanation
Age-Appropriate Design Code (AADC)	15 standards that ISS solutions need to follow to ensure compliance with their obligations under data protection law to protect children's data online.
Active User	Account holders who are actively using the product.
Account Holder	Account holder but not an active user (potentially wasting a seat/money)
Artificial Intelligence (AI)	Computer systems performing tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.
Data Protection Officer (DPO)	The person ultimately responsible for data protection in your organisation.
Digital Transformation	The integration of digital technology into all aspects of the educational experience, including teaching and learning, and school operations. It can facilitate collaboration and communication, improve access to education, and allow for greater flexibility and individualised tailoring of the learning experience.
Freemium	A free version of a product but with limited features.
General AI	An AI system with human-like intelligence capabilities that can adapt and perform across a wide range of tasks and contexts.
General Data Protection Regulations (GDPR)	A legal framework for keeping everyone's personal data safe by requiring companies to have robust processes in place for handling and storing personal information.
Generative AI	Technology with integrated AI models and algorithms capable of learning from large volumes of data to produce new, original content.
Human-in-the-Loop (HITL)	The integration of human oversight into AI or machine learning systems to supervise, guide, or improve their automated functioning. For example, a teacher reviewing the recommendations of an AI-driven adaptive learning platform.
Key Performance (KPI)	A metric used by suppliers to measure the success of the product.
Large Language Models (LLM)	A type of model used in generative AI that is trained on extensive datasets to grasp the complexities of language structure, grammar, and semantics. Can subsequently generate coherent and contextually appropriate text.
Machine Learning (ML)	Computer systems that use algorithms and statistical models to analyse and draw inferences from patterns in data, allowing them to learn and adapt without following explicit instructions.
MIS Integration	The integration of live data from your Management Information System - also known as School Information Management System - with other systems.

Term	Explanation
Multi-Factor/Two-Factor Authentication (MFA/2FA)	Live data is drawn directly from your school's Management Information System - also known as School Information Management System.
Narrow AI	An AI system designed and trained for specific, well-designed tasks. Excels at its limited scope of function, but lacks broader learning or generalised knowledge capabilities.
NIST, IASME/Cyber Essentials, DfE cybersecurity standards	International standards and guidelines on cybersecurity measures for organisations. Most EdTech suppliers do not adhere to such guidelines, so schools should request to see evidence that appropriate cybersecurity measures are put in place.
Non-Generative AI	Technology with integrated AI models and algorithms capable of learning from extensive data to make predictions, classifications, or decisions based on the acquired knowledge.
Number On Roll (NOR)	Number of pupils on roll - often used for pricing structures.
Operating System (OS)	Many products are web-based and available on any device, but some may be specific to Windows, Mac or Chrome devices.
Randomised Controlled Trial (RCT)	A scientific methodology used to test the impact of an 'intervention' (e.g., an EdTech product) on specific outcomes. Involves assigning two or more groups, with one group receiving the 'intervention' while the others act as control groups. Results between the groups are subsequently compared to see if the intervention has impacted on the desired outcome.
Single Sign-On (SSO)	Enables users to sign in using credentials from an existing system rather than a separate login e.g., Google or Microsoft account.
Software as a Service (SaaS)	Software licensing and delivery model in which software is licensed on a subscription basis and is centrally hosted. SaaS is also known as "on-demand software" and web-based/web-hosted software.
User Experience (UX)	The entire interaction you have with a product, including how you feel about the interaction.
User Interface (UI)	The screens, buttons, toggles, icons, and other visual elements that you interact with when using a website or app.
Web Content Accessibility Guidelines (WCAG)	An international standard that guides companies that provide online products and services on how to make digital content more accessible to individuals with disabilities.

For further reading, visit

edtechimpact.com

uk.bettshow.com

With thanks

This guide was created by EdTech Impact and Bett, with thanks to the following collaborators:

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