



Frequently Asked Questions

What does this rebranding mean?

From the makers of Atomic Learning and Versifit Technologies, Hoonuit combines the same great people and products you know and trust, working together to empower educators with knowledge and insight to become more effective educators, make better decisions, and accelerate student success. Hoonuit provides teachers and administrators with a full range of professional learning and data solutions to advance teaching and learning, improve schools, and positively impact student outcomes.

Why are you changing your name to Hoonuit?

Our organizations have been operating in the education industry for over two decades. Our products have evolved as the ever-changing education landscape has shifted. We've flexed and changed in new and thoughtful ways to ensure we are always meeting our customer's needs. Now it is time for our name to catch-up.

Why the name Hoonuit?

Hoonuit, pronounced "Who knew it," is the feeling you get when you learn something new. Hoonuit-moments are moments of discovery. Moments of insight that make you want to shout "Eureka!" For us, these moments have defined our brand's purpose: to provide schools, districts, teachers, and students with tools that regularly inspire "Hoonuit"-worthy strokes of genius.

Which solutions are included under the Hoonuit name?

Each of our trusted and proven solutions remain with us, and we have a few new ones in the works!

Our current solutions include:

- **Hoonuit District Enterprise**, complete and customized data management solution for districts to leverage information from one single access point.
- **Hoonuit District Essentials**, standard data tools for educators to ensure quality and simplify the reporting process.
- **Hoonuit Early Warning**, analytical tool for educators to identify at-risk students and intervene to get them back on track.
- **Hoonuit District Operations**, advanced data tools for administrators to effectively manage district operations and conduct school reporting.
- **Hoonuit Student Success**, analytics tools to find patterns in data, avoid risks and spot opportunities to prepare students for success in college and/or career.
- **Hoonuit Professional Development**, online professional learning content for educators to improve teaching.
- **Hoonuit eLearning**, online professional learning content for higher education faculty and students to build technical and professional skills.

How will this affect me as a customer?

The same great people and products that you know and trust will remain. Only now, we're structured as a single, unified organization to better meet your needs.

Will there be any changes to the products I am using?

We are happy to assure you that, despite our new identity and brand name, the same products you know and love will remain the same. We will, however, continue to grow our library of Professional Development resources as well as expand our data analysis suite of products.

Who can I contact with any questions?

Please contact your account executive with any questions you may have.