



# Global Diploma Alliance

## Unlock Global Revenue: How the Diploma Alliance Transforms University Credentialing with AI and Scale



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## Executive Summary

The **Global Diploma Alliance**, spearheaded by EON Reality Inc., marks the advent of a transformative era in higher education. Leveraging the revolutionary capabilities of the **OH-WOW JOBS** platform, this initiative is redefining how universities generate revenue, expand their global reach, and maintain relevance in the shifting **credential economy**. With 25 years of innovation and a presence in over 80 countries, EON Reality Inc. has built the infrastructure to address critical challenges in higher education, offering an opportunity for institutions to thrive in an increasingly interconnected, AI-driven world.

The **Global Diploma Alliance** provides universities with a scalable and passive revenue model by enabling them to issue globally recognized credentials through the **OH-WOW JOBS** platform. This partnership does not require additional infrastructure, faculty, or marketing investments. Institutions can tap into the platform's **9,000+ certified career pathways**, immersive **Sentient World experiences**, and **AI mentor training**, which collectively deliver career-focused education at a global scale. By participating in this alliance, universities gain access to international markets such as India, Sub-Saharan Africa, Southeast Asia, and Latin America, regions where demand for verified credentials and dual-diploma programs is surging.

### Two Partnership Models for Global Impact

The **Global Diploma Alliance** offers two distinct models to meet universities at their current stage of digital transformation:

- **Option A:** Certify and endorse the **9,000+ career certification pathways** available on the **OH-WOW JOBS** platform. This approach allows institutions to earn revenue on every credential issued under their name, globally, with no additional operational or infrastructural requirements. Universities can begin issuing credentials within 30–45 days of joining the alliance, making this an agile and low-risk entry point.
- **Option B:** Develop proprietary courses using EON's **Genesis XR** platform, enabling institutions to create specialized curricula, such as professional certifications and executive education. These courses are then distributed globally via EON's network, allowing universities to retain the majority of revenue generated from their content. This model transforms universities into global content publishers without the need for physical campuses or local recruitment infrastructure.

Many institutions start with **Option A** to quickly realize the benefits of additional revenue, then scale into **Option B** as their digital strategies mature.

## Unprecedented Outcomes for Universities

The transformative potential of the **Global Diploma Alliance** is reflected in three measurable outcomes:

1. **Enrollment Growth at Scale:** The **OH-WOW JOBS** platform's free discovery model attracts students through immersive, career-focused **Sentient World experiences**. This pipeline converts curiosity into committed enrollment, driving growth rates of 25–30% for early adopters.

2. **Passive Revenue on a Global Scale:** Partner universities earn revenue from every credential issued under their name, regardless of geographic location. This scalable model generates income that far surpasses what a university could achieve within its physical capacity, enabling institutions to serve tens or even hundreds of thousands of students worldwide.

3. **Global Reach Without Infrastructure:** By leveraging EON's existing global infrastructure, universities bypass the prohibitive costs of establishing branch campuses or navigating country-specific accreditation processes. This partnership extends their reach to high-demand regions like India, Sub-Saharan Africa, Southeast Asia, and Latin America.

## Strategic Advantage in a Competitive Landscape

The **Global Diploma Alliance** also offers a significant **first-mover advantage**. In the **globally connected credential economy**, securing territorial exclusivity early ensures that institutions can dominate their chosen markets. Universities that act now will be positioned as leaders in delivering scalable, globally recognized education, while laggards risk losing out on this opportunity.

In summary, the **Global Diploma Alliance** bridges the gap between institutional credentialing and global workforce needs. By joining this initiative, universities can achieve sustainable growth, enhance their global relevance, and play a pivotal role in meeting the reskilling demands of a billion learners by 2030.

## The Problem/Challenge

The global education landscape is undergoing a seismic shift, driven by the rapid evolution of AI, immersive technology, and the demand for accessible, career-focused learning. For universities, these changes present significant challenges in scaling enrollment, generating sustainable revenue, and expanding their global footprint. The **Global Diploma Alliance**

addresses these pain points, offering a solution that aligns with the pressing needs of institutions and learners in the **credential economy**.

## The Enrollment Bottleneck

Traditional university models are inherently limited by physical capacity. Campuses can only serve a finite number of students, and increasing enrollment often requires significant investments in infrastructure, faculty, and marketing. This approach is neither scalable nor sustainable, especially when global demand for education is outpacing supply. For example:

- In **India**, over **43 million enrolled students** are seeking access to international dual-diploma programs, making it the largest student market on earth.
- In **Sub-Saharan Africa**, where **60% of the population is under 25**, the demand for world-class, verified credentials is skyrocketing, fueled by the world's fastest-growing workforce.
- In **Southeast Asia**, a **700-million-strong population** with a surging middle class is increasingly turning to digital-first learning solutions.
- In **Latin America**, the region's rapid embrace of EdTech and demand for hybrid and English-language programs highlight the need for scalable, globally recognized credentials.

Universities that rely solely on traditional enrollment strategies risk falling behind as these markets expand.

## Revenue Generation Challenges

Higher education institutions are also grappling with the financial pressures of declining government funding, rising operational costs, and increased competition. Generating sustainable revenue often requires tuition increases, which can deter prospective students, or costly international expansion efforts, such as building branch campuses. These methods are not only resource-intensive but also fail to capitalize on the global opportunities presented by the digital transformation of education.

The **Global Diploma Alliance** offers a compelling alternative: **passive revenue** generated through globally issued credentials. This model allows universities to earn income without incurring incremental costs, such as faculty salaries or campus maintenance, and without geographic constraints.

## Barriers to Global Expansion

Expanding internationally has traditionally required significant infrastructure investments, including:

- Establishing branch campuses.
- Navigating complex, country-specific accreditation processes.
- Building local recruitment infrastructure.
- Sustaining ongoing operational costs.

These barriers have historically limited universities to regional markets, leaving vast swaths of underserved learners in regions like Sub-Saharan Africa, Southeast Asia, and Latin America. The **Global Diploma Alliance** eliminates these barriers by providing institutions with immediate access to a global distribution network, enabling them to reach untapped student populations under their own name and diploma authority.

## The Credential Economy's Demands

Today's learners are seeking more than just traditional degrees. They require verified, career-focused credentials that align with the needs of the global workforce. The **OH-WOW JOBS** platform addresses this demand with its **9,000+ certified career pathways**, immersive **Sentient World experiences**, and **AI mentor training**, delivering a learning experience that is mobile-first, voice-first, and AI-powered. Universities that fail to embrace this shift risk becoming irrelevant in the eyes of modern learners.

## A Billion Learners by 2030

By 2030, over a billion people will require reskilling to remain competitive in the global workforce. This unprecedented demand cannot be met by traditional education models alone. The **Global Diploma Alliance** offers a scalable solution, allowing universities to play a critical role in addressing this global challenge while securing their financial future.

In conclusion, the **Global Diploma Alliance** is not just a response to the challenges faced by universities; it is a proactive strategy for overcoming them. By participating in this initiative, institutions can scale their enrollment, generate passive revenue, and achieve global reach — all without the traditional constraints of infrastructure, faculty, or marketing. This is the future of higher education, and the time to act is now.

## The Solution

The **Global Diploma Alliance** represents a transformative opportunity for universities to expand their influence and revenue streams in the evolving **credential economy**. By leveraging the power of the **OH-WOW JOBS** platform, institutions can become credentialing authorities on a global scale, effectively positioning themselves at the forefront of higher education's digital transformation. This solution is designed to address key

challenges in traditional education models, including geographic limitations, high operational costs, and the increasing demand for verified credentials.

At its core, the **Global Diploma Alliance** offers universities a strategic partnership model that enables them to issue globally recognized diplomas and certifications without the need for additional infrastructure, faculty, or marketing investments. By participating, institutions can tap into a global marketplace of learners, reaching students across 80+ countries and benefiting from **passive revenue** generation on every credential issued under their name.

## A New Approach to Institutional Credentialing

The **Global Diploma Alliance** redefines institutional credentialing by functioning as a **distribution model** rather than a traditional educational framework. Universities no longer need to rely solely on local enrollment or physical campus expansion to grow their influence and revenue. Instead, they can issue credentials to students worldwide through the **OH-WOW JOBS** platform, which provides access to **9,000+ certified career pathways**. This approach eliminates geographic constraints and allows institutions to scale their reach and impact with minimal resource allocation.

For instance, a university in India can earn revenue from credentials issued to students in Southeast Asia, Sub-Saharan Africa, or Latin America — regions with rapidly growing demand for **verified credentials**. This global scalability is made possible through EON Reality's robust infrastructure, which includes a **mobile-first, voice-first, AI-powered delivery model** tailored to meet the needs of today's learners.

## Dual Partnership Models for Flexible Adoption

The **Global Diploma Alliance** offers two distinct models that cater to universities at varying stages of digital transformation:

### 1. Option A: Certify the 9,000 Pathways

Universities can validate and endorse the **9,000+ certified career pathways** available on the **OH-WOW JOBS** platform. Students who complete these pathways can select the institution's diploma as part of their certification. This model requires no curriculum development, technology investment, or additional staffing, making it an ideal entry point for institutions seeking to engage with the platform quickly. Universities can begin issuing credentials globally within 30–45 days of joining the Alliance, with immediate access to **passive revenue** streams.

### 2. Option B: Build a Custom Virtual Campus

For institutions looking to develop proprietary content, the Alliance provides access to the **Genesis XR** platform. This enables universities to create and globally distribute custom programs, such as MBA courses, executive education modules, and technical certifications. EON Reality handles the technology, hosting, and marketing infrastructure, allowing institutions to focus on curriculum design and delivery. This model allows universities to

retain the majority of revenue from their own content while leveraging EON's global distribution network.

Both models can operate simultaneously, enabling universities to start with **Option A** and expand into **Option B** as their digital strategy matures. These flexible pathways ensure that institutions of all sizes and capabilities can benefit from the Alliance.

## Driving Measurable Outcomes

The **Global Diploma Alliance** delivers three key outcomes for member universities:

- 1. Enrollment Growth at Scale:** The **OH-WOW JOBS** platform uses **Sentient World immersive experiences** to attract and engage learners, converting curiosity into committed enrollment. Early data indicates enrollment growth of 25–30% for institutions that integrate the platform.
- 2. Passive Revenue Generation:** Every credential issued under an institution's name generates revenue without additional operating costs. This scalable model allows universities to earn income from tens of thousands — or even hundreds of thousands — of students globally.
- 3. Global Reach Without Infrastructure:** Traditional international expansion requires significant investment in branch campuses and local recruitment. The Alliance eliminates these barriers, enabling institutions to achieve global reach through EON Reality's established infrastructure.

In a world where a billion people need reskilling by 2030, the **Global Diploma Alliance** positions universities as key players in addressing this challenge. By partnering with EON Reality and leveraging the **OH-WOW JOBS** platform, institutions can redefine their role in the global education landscape.

## Key Features/Capabilities

The **Global Diploma Alliance** is built on a foundation of innovative technologies and strategic solutions designed to empower universities in the **credential economy**. By leveraging the **OH-WOW JOBS** platform and EON Reality's advanced infrastructure, the Alliance offers a suite of key features and capabilities that enable institutions to achieve global reach and sustainable revenue growth.

## Two Partnership Models

The Alliance provides universities with two distinct pathways for participation, offering flexibility to meet their specific needs and objectives:

## 1. Certify the 9,000 Pathways

Institutions can validate and endorse the **9,000+ certified career pathways** available on the **OH-WOW JOBS** platform. This allows students to earn dual credentials, combining practical career skills with an institution's diploma, all without requiring additional resources from the university.

- **Key Benefits:** Zero curriculum development, rapid implementation (30–45 days), and immediate revenue generation.

## 2. Build a Custom Virtual Campus

Using the **Genesis XR** platform, universities can create proprietary content, such as MBA programs, technical certifications, and professional education courses. These can then be distributed globally through EON's network, with the majority of revenue retained by the institution.

- **Key Benefits:** Global content distribution, enhanced institutional branding, and long-term scalability.

## Immersive Career Exploration with Sentient World Experiences

The **OH-WOW JOBS** platform incorporates **Sentient World immersive experiences**, enabling students to explore careers in a highly engaging, virtual environment. These experiences are designed to build genuine interest and competence, guiding learners toward pathways that align with their goals. This feature enhances student engagement and serves as a powerful enrollment pipeline for universities.

## AI Mentor Training

The platform also includes **AI mentor training**, which provides personalized, adaptive guidance to learners as they progress through their selected career pathways. This ensures that students receive the support they need to succeed, ultimately increasing the value of the credentials they earn.

## Revenue Sharing on Issued Credentials

Alliance members benefit from a **revenue-sharing model** that generates income from every credential issued under their name. This passive revenue stream scales with the platform, not with the institution's operational capacity, allowing universities to earn income from students worldwide without additional costs.

## Triple-Verified Credentialing

All credentials issued through the Alliance are **triple-verified**, ensuring their authenticity and global recognition. This level of validation enhances the credibility of both the platform and the participating institutions, making the Alliance an attractive option for students seeking verified credentials.

## Mobile-First, Voice-First Delivery Model

The **OH-WOW JOBS** platform is designed for accessibility, utilizing a **mobile-first, voice-first, AI-powered delivery model**. This ensures that learners in regions with limited access to traditional education, such as Sub-Saharan Africa and Southeast Asia, can participate and succeed.

## Global Distribution Network

Through EON Reality's established presence in 80+ countries, the **Global Diploma Alliance** enables universities to reach students across continents without the need for physical campuses or local recruitment efforts.

By combining these features and capabilities, the **Global Diploma Alliance** empowers institutions to redefine their role in the global education landscape, driving both enrollment growth and revenue generation while addressing the world's urgent need for reskilling.

## How It Works

The **Global Diploma Alliance** is a revolutionary model for universities looking to expand their reach, enhance their relevance, and create sustainable revenue streams in the evolving **credential economy**. Partnering with EON Reality, universities can choose between two distinct pathways to participate in the Alliance, both powered by the **OH-WOW JOBS** platform and its transformative suite of technologies, including **immersive Sentient World experiences** and **AI mentor training**. These options enable institutions to seamlessly integrate into a globally connected ecosystem without the need for significant upfront investments in infrastructure or staffing.

### Option A: Certify the 9,000 Career Pathways

The first entry point into the **Global Diploma Alliance** is through the endorsement of EON Reality's **9,000+ certified career pathways**. This option allows universities to leverage EON's pre-established career certification programs without the need to develop their own curriculum or technology infrastructure. Institutions validate and endorse these pathways, enabling students to choose their university's **dual credentials** upon completing certification programs.

This model operates on a streamlined process:

- Universities sign an agreement to endorse the **certified career pathways**.
- Students on the **OH-WOW JOBS** platform who complete relevant certifications in the university's region can select the institution's diploma as part of their credential.
- For every credential issued, the university earns a **revenue share**, creating passive income at a global scale.

The benefits of this model are immediate. With no curriculum development, technology investment, or additional staff required, universities can go live within **30–45 days** and start generating revenue. This makes Option A an attractive starting point for institutions at the early stages of **digital transformation**, offering a low-risk, high-reward entry into the global credential economy.

## Option B: Build a Custom Virtual Campus

For universities looking to take a more active role in content creation and global distribution, Option B provides the opportunity to build a proprietary **custom virtual campus** on the **Genesis XR** platform. This approach allows institutions to develop their own specialized courses—ranging from MBA programs and professional certifications to executive education and technical training—and distribute them to a global audience.

EON Reality supports institutions at every stage of this process by providing:

- The **Genesis XR** platform for **AI** and **XR-powered** course creation.
- Hosting and global marketing infrastructure to connect courses with learners across **80+ countries**.
- A distribution network that eliminates the need for local recruitment or branch campuses.

Universities retain the majority of revenue generated from their proprietary content, transforming them into global content publishers. This model is especially suited for institutions with unique expertise or specialized programs that can attract a global audience. Option B allows universities to directly shape their global footprint and maximize their revenue potential while still relying on EON’s robust technological and operational support.

## Integrated Approach

Both models—Option A and Option B—can operate concurrently, allowing universities to grow their participation in the **Global Diploma Alliance** over time. Most institutions begin with Option A, certifying the **9,000 career pathways** and generating immediate revenue. As they gain confidence and refine their digital strategies, many transition into Option B, leveraging the **Genesis XR** platform to create and distribute proprietary content.

The **OH-WOW JOBS** platform serves as the operational hub for both models, facilitating global enrollment through its **mobile-first, voice-first, AI-powered delivery model**. Students discover career opportunities through **immersive Sentient World experiences**, receive guided training from **AI mentors**, and seamlessly select their preferred institution for credentialing. This integrated process ensures that universities not only gain access to a global learner base but also benefit from cutting-edge technology that converts curiosity into engagement and, ultimately, enrollment.

By offering these two distinct yet complementary pathways, the **Global Diploma Alliance** empowers universities to participate in the **credential economy** at their own pace while positioning themselves for long-term success in an increasingly globalized education landscape.

## Benefits/Outcomes

Participation in the **Global Diploma Alliance** delivers transformative benefits for member universities, redefining their role in the **credential economy** and enabling growth at a scale previously unimaginable. Through the integration of EON Reality's **OH-WOW JOBS** platform and its cutting-edge technologies, institutions not only expand their reach but also unlock new revenue streams and establish a competitive edge in a globally connected education market.

## Enrollment Growth at Scale

The **OH-WOW JOBS** platform introduces a groundbreaking enrollment pipeline powered by **immersive Sentient World experiences** and **AI mentor training**. Students can explore career pathways at no cost, develop genuine interest and competence, and then choose an Alliance member university for credentialing.

Institutions that have integrated the platform are already reporting **25–30% enrollment growth**, driven by:

- **Global accessibility:** Students across **80+ countries** can engage with the platform using their smartphones, regardless of geographic or economic barriers.
- **AI-driven engagement:** Personalized learning journeys ensure that students remain motivated and committed throughout the process.
- **Seamless credential selection:** The platform's intuitive interface allows students to easily choose their preferred institution for credentialing, converting initial curiosity into committed enrollment.

This continuous, automated pipeline operates without requiring additional marketing spend from universities, making it a cost-effective solution for sustained enrollment growth.

## Passive Revenue at Global Scale

One of the most compelling advantages of the Alliance is the opportunity to generate **passive revenue** through globally issued credentials. Every credential issued under a member

university's name, anywhere in the world, contributes to the institution's revenue without incremental operating costs.

This model is inherently scalable:

- A university serving 5,000 students on campus can earn revenue from **50,000 or even 500,000** students globally.
- Revenue generation is decoupled from the institution's physical capacity, enabling exponential growth.

For many universities, this represents a paradigm shift—moving from reliance on traditional tuition and enrollment models to a diversified, scalable revenue stream that grows alongside the global adoption of the **OH-WOW JOBS** platform.

## Global Reach Without Infrastructure Investment

Historically, international expansion has required significant investments in branch campuses, local recruitment, and country-specific accreditation. The **Global Diploma Alliance** eliminates these barriers, allowing universities to achieve **global reach** through a single partnership.

Through EON Reality's existing infrastructure, institutions can issue their own diplomas to students in key markets such as:

- **India:** The largest student market globally, with over **43M enrolled students**.
- **Sub-Saharan Africa:** Home to the world's fastest-growing workforce, with **60% of the population under 25**.
- **Southeast Asia:** A region of **700M+ people** with a rapidly expanding middle class and a strong demand for internationally recognized certifications.
- **Latin America:** The fastest-growing EdTech region, with significant demand for hybrid and English-language programs.

This global distribution model requires no additional infrastructure, enabling universities to extend their reach and impact without the traditional costs and complexities of international operations.

## First-Mover Advantage

The **credential economy** is rapidly evolving, and institutions that join the **Global Diploma Alliance** early gain a significant competitive edge. **Territorial exclusivity** ensures that first movers secure a dominant position in key markets, establishing their brand as a global leader in education. This exclusivity is not just an advantage—it is a defining factor in the globally connected credential economy.

By participating in the Alliance, universities strategically reposition themselves as forward-thinking institutions, capable of meeting the demands of a billion people who will need reskilling by 2030.

In conclusion, the **Global Diploma Alliance** offers member universities a unique opportunity to achieve **enrollment growth**, **passive revenue**, and **global reach**, all while reducing operational costs. This partnership represents more than a technological innovation—it is a strategic transformation that aligns institutions with the future of global education.

## Conclusion: Redefining University Roles in the Credential Economy

The **Global Diploma Alliance** represents a transformative opportunity for universities to redefine their role in the rapidly evolving **credential economy**. In a world where the demand for verified, accessible, and globally recognized credentials is outpacing traditional education systems, institutions must adapt to remain relevant, competitive, and financially sustainable. Through strategic partnership with EON Reality, universities can not only enhance their global reach but also unlock passive, scalable revenue streams — all without the need for additional infrastructure or operational complexity.

### Meeting the Credential Demand of the Future

The world faces a monumental challenge: over a billion people will require reskilling by 2030. This unprecedented demand for education and certification cannot be addressed through conventional means alone. The **OH-WOW JOBS** platform, with its **AI-powered, mobile-first, and voice-first delivery model**, ensures that learners, regardless of location or resources, can access **9,000+ certified career pathways**. The **Global Diploma Alliance** enables universities to embrace and benefit from this global transformation.

By becoming an Alliance member, institutions can extend their diploma authority across **80+ countries**, bridging the gap between credential demand and institutional supply. This partnership empowers universities to leverage **EON Reality's infrastructure** and **immersive technologies**, including **Sentient World experiences** and **AI mentor training**, to meet learners where they are — geographically, economically, and technologically.

### A Scalable Path to Enrollment Growth and Revenue Expansion

The **Global Diploma Alliance** offers universities a dual pathway to success:

## 1. Option A: Certify the 9,000 Pathways

Institutions can validate and endorse EON's extensive career certification pathways, issuing globally recognized **dual credentials**. This model allows universities to generate **passive revenue** on every diploma issued under their name, reaching a global audience without requiring additional faculty, curriculum development, or operational costs. Early adopters have already seen **enrollment growth of 25–30%**, fueled by the **OH-WOW JOBS platform's** free discovery model, which converts curiosity into committed enrollment through immersive experiences.

## 2. Option B: Build a Custom Virtual Campus

For institutions seeking to establish unique educational programs, the **Genesis XR** platform enables the creation of proprietary courses, such as MBA programs, executive education, or specialized technical certifications. These courses can be distributed globally, with the institution retaining the majority of revenue. This model transforms universities into **global content publishers**, leveraging EON's technology, hosting, and marketing infrastructure to reach learners across regions like **India, Sub-Saharan Africa, Southeast Asia, and Latin America**.

Both models are designed to operate simultaneously, providing a flexible framework that accommodates universities at any stage of their **digital transformation** journey.

## Unlocking the Power of Passive Revenue and Global Reach

The **Global Diploma Alliance** eliminates traditional barriers to international expansion, such as branch campuses, localized recruitment efforts, and country-specific accreditation processes. Instead, it offers a streamlined approach to **global reach**. Alliance members can issue their diplomas in markets with the largest credential gaps, such as:

- **India**, home to **43M+ enrolled students** and the largest student market globally.
- **Sub-Saharan Africa**, where **60% of the population is under 25**, representing the fastest-growing workforce on earth.
- **Southeast Asia**, a region with **700M+ people** and a surging demand for internationally recognized certifications.
- **Latin America**, the fastest-growing EdTech market, where learners seek hybrid and English-language programs.

This global scalability ensures that universities can serve **50,000 or 500,000 students**, far beyond the constraints of a physical campus, while generating revenue from every credential issued — with no incremental operating costs.

## First-Mover Advantage in a Globally Connected Economy

In the **globally connected credential economy**, speed and strategy are critical. Institutions that join the **Global Diploma Alliance** early position themselves as leaders in their regions, securing **territorial exclusivity** and establishing their brand as a trusted provider of global credentials. This exclusive positioning is not merely a competitive edge; it is a defining factor that will shape the university's role in the future of education.

## A Strategic Partnership for a Transformational Era

EON Reality's **Global Diploma Alliance** provides universities with an unprecedented opportunity to modernize, expand, and thrive in the AI-driven future of education. By aligning with EON's **OH-WOW JOBS** and **Genesis XR** platforms, institutions can:

- **Unlock scalable, passive revenue streams** through global credential issuance.
- **Achieve enrollment growth** without additional marketing or operational investments.
- **Expand their reach** to underserved and rapidly growing learner markets worldwide.
- **Lead the credential economy** by embracing innovative, AI-powered educational models.

The institutions that act today will define the next decade of higher education. By partnering with EON Reality and joining the **Global Diploma Alliance**, universities can transform their role from regional educators to global leaders in credentialing and workforce development.

To learn more about how your institution can benefit from the **Global Diploma Alliance**, contact EON Reality today. Together, we can shape the future of education and meet the world's credential demand at scale.