

WISEflow
&
WISEflow
Originality



unlabeled

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About UNIwise

UNIwise is an established European edtech company that provides a dedicated end-to-end digital assessment platform for higher education. Assessment is a crucial element of education, and we lead and support higher-education institutions on their journey of the transformation of their assessment practices.

UNIwise is on a mission to help educational institutions deliver open, transparent and reliable exams and assessment of the highest quality. We help institutions transform the creation, management and delivery of exams and assessments for their staff and their students with our digital assessment SaaS platform, WISEflow.

At UNIwise, we envision a world where technology is used to deliver better, fairer and more authentic assessments that prepare students for what comes next, whilst viewing our mission to support global, outward-looking universities to enhance teaching and learning through transforming digital assessment practice.

But partnering with UNIwise is about more than WISEflow. It's about our people, too. While working in higher education, our founders identified the need for digital assessment, using their experience in research and management to develop WISEflow as a platform that meets both teaching and learning and administrative needs. Higher education is in our DNA: we hire people with experience working in universities or education. That means that customers can draw on our expertise to help shape their ambitions. It also means we know exactly what's at stake for the more than 120 institutions that trust us to deliver their assessments and exams.

UNIwise is headquartered in Aarhus (Denmark), with offices in Skien (Norway), Manchester (United Kingdom) and Hamburg (Germany). All R&D is managed by in-house developers in Aarhus and Manchester, and native-speaking Onboarding consultants serve educational institutions at all locations.

Our values

Learning is fundamental

Learning is the cornerstone of progress, both for individuals and for society, with feedback and assessment being a vital part of learning. We learn from our mistakes. We learn a lot and often.

Think big

We believe technology has the power to transform teaching and learning. We work creatively, grow strategically and think long term.

We're better together

We partner with people, companies and institutions that share our dedication to enhancing education. Your success is our success.

Trust is everything

WISEflow is reliable and so are our people. We're honest, open and accountable, no matter what.

WISEflow Platform Overview

WISEflow is a secure and robust cloud-based digital exam and assessment platform that supports the entire assessment process and the workflow for administrators, assessment authors, students, invigilators, markers and moderators.

The platform simplifies the digitisation of a wide range of assessments: from hand-ins of PDF submissions, essays and advanced multiple-choice assessments, large video and audio files, to oral and practical examination and tests.

WISEflow offers an easy route to create, deliver and assess multiple types of exams and assessment, with tools to make feedback easier and more consistent and enhance the students' learning and satisfaction with the assessment and feedback process on their courses.

It is the most widely used assessment platform in Europe. We are proud to deliver to and work with a wide range of institutions, including universities, government organisations and training bodies in Scandinavia, the UK and Central Europe. In 2025 3,587,807 student participants were enrolled in WISEflow, an increase of 22% on the previous year.

WISEflow is a subscription-based service, with pricing based on the number of active students at an institution. All student and staff users have unlimited use of the services included, with no limit placed on the number of exams or assessments sat within WISEflow.

Strategic benefits

- Transform, standardise and control workflows for on-site digital exams and remote assessments
- Drive greater efficiency and streamline assessment practices
- Deliver on student expectations. Timely, transparent, meaningful feedback
- Futureproof the assessment strategy. Deliver secure reliable online assessments at scale, with resilience, internationally
- Encourage breadth and creativity of assessments
- Support faculty marking and feedback practices
- Integrate assessment workflows & data with university systems

Key features

- End-to-end workflow support for digital assessment with powerful workflow tools
- Modules for Essay, Multiple Choice, Basic and Advanced Sciences, Oral and Practical exams, Closed-book and Open-book, among others, including combinations/linear assessment progression and portfolio support

- Advanced authoring tool, including 50+ question templates
- In-built invigilator monitoring, including AI visual and audio capabilities
- Advanced marking tool with support for moderation and feedback
- Supports double-blind marking and external reviews of moderation
- Assessors can provide inline annotation, audio and summative/cohort-wide feedback with supporting resources
- Simplified paper exam submissions into digital marking and feedback workflows
- Integrations to your existing SAML2 authentication, Turnitin and student registration and learning management systems
- API Access for integration development

Roles

The WISEflow platform is role-based. Different roles can carry out defined tasks at various points during the set-up/running of a flow (assessment process).

WISEflow comes with eight default user roles which have different capabilities. Customers can choose to moderate or combine roles, and the rights and privileges of the roles can be individually customised and configured.

Licence administrator

- A licence administrator has the highest privileges within the system and can configure the WISEflow licence for their institution.
- The licence administrator can set default values for several settings as well as manage the overall aspects of the licence, e.g., bulk import users, change users, set privileges and role of users etc.
- The licence administrator has access to detailed log data and statistics on the licence.
- The licence administrator can change the overall notifications sent from WISEflow to the users on the licence and setup a licence-specific support page to be accessed by the users on the licence.
- The licence administrator role is given by WISEflow Customer Support.

Manager

- A manager can setup an exam manually or by means of data pulled from a student information system or learning management system.
- The manager can adjust any part of an exam (what type, which time, where etc.), as well as allocate participants, authors, internal and external assessors, reviewers, invigilators, co-managers etc.
- The manager can upload exam questions, materials and regulations for the exam (assignment/exam questions, curriculum, rubric etc.).
- The manager can change the configurations for all or for individual participants.
- The manager can export assessments to external systems.

Participant

- Participants can participate in the assessments to which they have been allocated. Additionally, participants can see any feedback, either given automatically or by an assessor, in relation to a submission, as well as access all the submissions they have handed in over time (if made available by the manager/institution).
- Participants have access to demo exams that can also test their computer equipment for compliance. To ensure transparency and fairness throughout the examination process, the participant is also able to request explanations about assessments, as well as file an official complaint through WISEflow.

Author

- The author can build interactive tests with more than 50 question types ranging from simple multiple-choice, fill-in-the-blank, matching, short- and long-answer questions to advanced maths and graph questions.
- Exam questions can be shared, drawn from a content bank, or imported into a test and can thus be co-created by several authors. If allocated, the author can also submit the test or assignment for an exam.

Assessor

- There are roles for both internal and external assessors, with no restrictions on the number of assessors.
- An assessor can assess appointed participants' submissions.
- The assessor can assess submissions online using the built-in assessor tool, give comments, feedback, points/scores, as well as access plagiarism reports, distribute marks based on points, and file and export final marks to a learning management system or student information system.
- The assessor has access to a demo exam for trying out all the tools.
- An external assessor can gain access via single sign-on from their own institutions in most cases.
- An external assessor can get an overview of all assigned flows across institutions.

Invigilator

- An invigilator can monitor one or several exams live (using the flow monitor) as well as register participants showing up for exams.
- The invigilator has access rights to help participants in lockdown mode, enter the invigilator password upon entrance or exit of exams, and can access detailed and live log data on each participant in the appointed exams.
- The invigilator can also grant extra time for participants.

Reviewer

- The Reviewer role supports different assessment processes, i.e. monitoring the marking done by assessors, moderating/auditing assessment quality and sampling work by participants.
- A reviewer can have different levels of privileges on flows based on the assessment process set by the manager.
- In a 'read and view' only role, the reviewer can read and view all information, materials and submissions from appointed participants on the flow.
- The second level includes the ability to see the assessments submitted by the assessors.
- The last level also gives the reviewer access to see the assessments from all assigned assessors and the right to decide on the final assessment.

Supporter

- The supporter (and extended supporter) roles can be granted by the licence administrator. Privileges for the supporter role include searching for users on the licence and logging in as users on the licence to help them with various troubleshooting tasks.
- The extended supporter has all the privileges granted to the supporter with the addition of more detailed examination overviews on the entire licence and the ability to edit user credentials and add users to the licence.

Core modules

In WISEflow, the 'assessment process' is referred to as a flow. The platform has a range of core 'flow types' that supports different assessment formats.

FLOWassign

Open book assignments where the Participants upload their completed PDF submissions. Submitted assignments can be individual or group submissions.

Useful for: course work, submission of essays or open-book examinations.

Benefits: submitted work can be automatically checked for plagiarism; assessors can provide inline annotation and feedback on the student's work.

FLOWmulti

Structured multiple-choice exams where the Participants fill out a provided multiple-choice test. FLOWmulti assessments can be conducted in an open book environment or in locked down mode to ensure no use of external aids.

Useful for: interactive online tests with over 50 different question types ranging from simple MCQ and short answer types to complex mathematical validation.

Benefits: Many question types can be auto marked, or, where human marking is required for open-ended questions, different sections of the test can be distributed to different assessors as required.

FLOWhandin

Digital file-based exams in an open book environment. Participants upload their hand-in as one or more files in various digital formats.

Useful for: assessments requiring multi-format submissions, such as, for art students, images of students' artwork and examples of video-making and -editing skills. Our customers have used FLOWhandin to support submission of zip files, computer programmes and musical pieces to name but a few.

Benefits: assessments that more closely reflect professional challenges; work produced in just about any software can be uploaded to FLOWhandin, and files are gathered in one place for easy access by assessors, rather than across USBs and other online storage repositories. Large file submissions are supported.

FLOWoral

Performance-based exams where Participants are examined in a live oral environment such as OSCEs, presentation, aural assessments or performances.

Useful for: providing administrative support for oral exams, such as vivas, language exams or clinical observational assessments.

Benefits: students can be scheduled into exam sessions and individual slots. The assessor can take digital notes that can be shared with the student afterwards.

FLOWattend

Registration of participant turnout; recording grading information for observed or in-person assessment and “digital checkmark” for assessments not run in WISEflow

Useful for: course work, submission of essays or open-book examinations.

Benefits: submitted work can be automatically checked for plagiarism; assessors can provide inline annotation and feedback on the student’s work.

Added value functionality

In addition to the core flow types detailed above, the following functionality is available within WISEflow.

FLOWlock

Closed-book essay exams taken in an online locked-down secure environment where in-assessment tools, whitelisted web resources and 3rd party apps can be added.

Useful for: on-site or remote assessments in which the candidate should only have access to the assessment environment and any whitelisted resources.

Benefits: similar benefits to the FLOWassign, but designed for situations where academic integrity is a priority. FLOWlock provides a secure test-taking environment while still allowing students to access whitelisted web resources or use the in-built appendix manager feature which includes a code editor, drawing tool and a mathematical expression builder.

FLOWcombine

Combine any flow types and set entrance bar a series of activities to be executed in a sequence.

Useful for: creating a sequence of assessment activities where progression to each flow is based on a condition from the previous flow, for example midterms leading to a final exam or a written assessment followed by an oral defence.

Benefits: students, assessors and managers can be synchronised across the sequence of flows and the progression of students between flows can be managed in semi-automated way.

FLOWseries

Create flows with requirements (formal and informal). Set up a series of activities to a final assessment or a single grade.

Useful for: portfolio work; qualifying students for a final exam/assessment by leading them through a series of assessments or tests with defined requirements, e.g., a minimum grade.

Benefits: users can set complex rules for progression to the final assessment including the individual requirements for each flow and the number and combination of requirements that need to be met to allow progression. Information can also be synchronised between flows.

Rubrics

Used for: Providing assessors with a framework to standardise student assessment.

WISEflow API

Used for: Integrations with student information systems and learning management environments (LMS).

Direct chat

Used to: Communicate via two-way chat with individual participants during exams.

Useful for: providing support to participants during online exams, such as on-site or remote assessments in which the candidate should only have access to the assessment environment and any whitelisted resources but can be used on all assessments.

Virus scan

Used for: Protection against malware

Files submitted by Participants in either FLOWassign or FLOWhandin can be scanned, quarantined and flagged, to minimise the potential effects of malware.

If a malicious file is detected among Participant submissions, it will not be viewable or downloadable to users within WISEflow. Any affected Participants and Managers of the flow receive notifications if files have been identified for quarantine.

Assessment integrity tools

Facial comparison

Used for: Remote invigilation to confirm the identity of a student and monitor ongoing activity using AI facial comparison technology. Facial comparison can be enabled for FLOWlock and FLOWmulti assessments. A match score and captured images are available to Managers and Invigilators in the Participation Monitor tool within WISEflow.

WISEflow Device Monitor

Used to: Capture shots of participant screen capture in a monitored open book assessment environment. Managers and Invigilators can review captured images within the Participation Monitor tool within WISEflow.

Audio detection

Used to: Capture and transcribe participant audio, including multiple voices, in locked down assessments. Available for FLOWlock and FLOWmulti assessments. Managers and Invigilators can review the recorded audio or read through transcribed text within the Participation Monitor tool within WISEflow.

Integration of anti-plagiarism software

Used to: Integrate the institutions' Turnitin similarity licence into WISEflow.

WISEflow Originality Description

Purpose

WISEflow Originality is a plagiarism control solution that integrates closely with WISEflow, so that the similarity report is displayed directly where the assessment takes place. The solution supports academic quality and fairness in written assessments, simplifies the work of teachers and external examiners, and provides the study administration with clear management options. Methodologically, Originality combines understanding of meaning/meaning in text with classic string-based comparisons, so that both verbatim copying and paraphrasing can be detected.

Data basis and source types

Originality compares submitted texts with a targeted and documented relevant collection of sources:

- Own submissions (the license): the institution's own submissions are used as the primary source for detecting self-plagiarism and possible collaboration between students. Deletion/withdrawal in WISEflow is reflected in the plagiarism database.
- Shared submissions (sharing groups): voluntary participation in regional sharing groups (e.g. Denmark). Secure sharing across institutions enables plagiarism checks against assignments submitted at other institutions. The institution has full control over the sharing of documents and sets its own level of sharing.
- Web sources: relevant web sources are harvested and indexed, including domains that students refer to in text and bibliographies, so that the sources become subject and subject-specific (to be expanded and improved in early 2026)

- Ad hoc sources from the institution: the possibility to upload your own documents (e.g. previous assignments, exemplary papers, teaching material) and use them as sources.

Strategic principle: quality over quantity – focus on sources with the highest probability of plagiarism, supplemented by online sources and voluntary sharing.

Analysis process (how Originality works with the text)

1. Document Understanding and Structural Analysis

The submission is reviewed for sentences, paragraphs, tables and figures. Optical Character Recognition (OCR) reads text from images, and expanded character support allows you to analyze special characters, math/chemistry notation, and code blocks.

2. Semantic source finding

The submission and potential sources are vectorized so that the text can be compared by importance. This detects paraphrases, synonyms and changes in sentence structure – even when the text is not verbatim identical.

3. String-based methods (hybrid reinforcement)

Where spelling mistakes or small word/character changes are crucial, are supplemented with classic methods such as editing distance. Semantic and string-based results are weighted together to form an overall assessment.

4. Finding Fund qualification and categorization

are displayed in four match categories – precise, strong, moderate, and potential similarity – with clear attribution of sources (web source, private source, or document) and access to source context where possible.

The report in connection with the assessment (teacher/external examiner)

- Embedded view in WISEflow: the report opens as an overlay on the student's answer; similarities are seen as annotations and in a sidebar with sources ranked by contribution.
- Summary and details: overview of key sources and sentence continuation display with identifiers for documentation.
- Filters and exclusions: filtering by source types (own/shared/net), match category, and minimum word length; hide insignificant findings and save settings for a focused review.
- Updated similarity score: the overall score is clearly updated when settings are changed.
- Documentation: it is possible to download the report as PDF/A.

Time management and parallel analysis

- Generation and updating: submissions are typically sent for plagiarism control approx. 2 hours after the end of the participation period; the report is ready within 24 hours. If new submissions are received within the next 24 hours, the reports are updated automatically.
- Parallel analysis: passes in the same flow and flow period are compared in both directions (A $\leftrightarrow$, B) to detect collision more safely. The grouping is done automatically based on flow and submission identifiers.

Administration and management (study administration/license managers)

The administration overview contains key management functions:

- User and role management.
- My documents: upload/re-upload and selecting indexing as the source and/or report generation.
- All documents: search, filter, report opening, deletion, and retention policy management.
- Net: add domains/URLs to be indexed.
- Statistics: simple operating overview (usage, errors).
- License settings: sharing level, minimum word length, inclusion of tables/figures, delete/retention policy.

Access management follows WISEflow's roles (assessor, manager, support, license administrator). For independent use without WISEflow, login is done via role-based management in the institution's identity solution. Deletion or withdrawal in WISEflow is reflected in the plagiarism database.

Accessibility, devices, and browsers

The interface follows accessibility principles (screen reader, keyboard navigation, AA contrast, scalable text) and is responsive on phone, tablet, and computer. Supports the two most recent versions of the most used browsers. New versions are released in continuous releases and cross-tested across platforms.

File formats and documentation

Originality accepts a wide range of file formats, which are converted to PDF for analysis; The report can be exported in PDF/A for archiving.

Operations, service and reporting

Operations are based on high availability targets. The institution can follow the operational status and operational notes via a public status view and participate in regular service reviews with key figures for case processing.

Data protection and governance

All data is stored solely in the EU. The institution sets its own sharing policy (level and participation in sharing groups). Deletion/withdrawal of submissions in WISEflow is reflected in the plagiarism database. Retention policy and minimum word length are adjusted centrally.

Principles and recommendations

The similarity report is an indicator tool – it is the professional assessment that decides the case. Originality does not use general detection of AI-generated text, as legal, ethical, and technical conditions make the risk of erroneous markups significant. Instead, the recommendation is to vary exam formats and types of assignments so that abuse becomes less attractive and academically easier to uncover.

Total value

WISEflow Originality provides the educational institution with a robust, transparent and user-oriented basis for plagiarism control, which strengthens the quality and fairness of written assessments – while at the same time making everyday life more efficient for assessors, external examiners and study administration.