



IRW Systems Limited  
concept to realisation



**Microsoft**  
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Partner

"IRW were efficient and professional which enabled us to implement the solution with a minimum of disruption to staff and maximum benefit to the organisation."

**ADAM SMITH COLLEGE**  
INSPIRING LEARNING

 Microsoft  
Dynamics CRM



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## Adam Smith College — Dynamics CRM

**THE CUSTOMER:** Adam Smith College is the third largest Further Education College in Scotland with approximately 35,000 students and 900 staff. The College, located in Fife, has a strong presence in the community with four main campuses, in Kirkcaldy, Glenrothes and Leven, as well as local learning centres.

**THE REQUIREMENT:** The College management wished to utilise CRM as a business tool to help drive the business development strategy, and to provide an effective platform for course bookings, customer/student booking data, and all relevant course information.

**THE SOLUTION:** IRW was requested by Adam Smith College to review the current processes, design the required Customisations to the CRM system, configuration, implement the system and carry out user training. Some key areas covered during the initial project were:

- CRM Customisations Designed for the College Environment
- Workflows
- Infrastructure
- Mapping of key college processes to functional and technical specifications
- Process Analysis
- Data Migration from ACT!
- Design and implementation of the Dynamics CRM System
- User Training
- Management Reports

IRW was able to leverage the built-in Dynamics CRM sales pipeline process to track commercial customers being booked on courses from enquiry stage through to integration with Finance to facilitate invoicing. IRW provided the College with a system to enable Business Development to develop efficiently and maintain key relationships with organisations and individuals and attract more business to the College. Once the system was handed over, on-going training and support was provided as use of the system evolved. IRW is currently engaged in work to further enhance the system and provide further training.

**BUSINESS BENEFITS:** Provides the College with a system to:

- Enable Business Development to develop efficiently and maintain key relationships with organisations and individuals
- Attract more business to the College in the ever increasing competitive nature of further education
- Provide a robust and efficient solution that simplifies and automates several aspects of the process
- Store, maintain and mine related information on courses, applications, trends and KPIs
- Allow for future extension and expansion, and that can be integrated to the web for on-line course enquiries and self-service bookings.