



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."


Microsoft
Dynamics CRM


Microsoft
SQL Server 2008
Reporting Services



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Independent Business College—Dynamics CRM

THE CUSTOMER: As one of the longest established independent HE colleges in the UK, this Independent Business College had a requirement to improve its internal records system, which was based on a combination of legacy systems, and manual paper records.

Based in London, the College is unique in the independent sector, as it has been involved in three interrelated areas of work: delivery of pre-bachelors, bachelors and masters programmes; providing specialist training to major corporate clients (including Lloyds TSB and Capita Registrars); and preparing students for the qualifications of leading Chartered Professional bodies such as the Institute of Chartered Secretaries and Administrators (the ICSA) and the Chartered Institute of Marketing (the CIM).

THE REQUIREMENT: A high proportion of the college students are from origins outside the UK. The College required a facility to track student records to the satisfaction of the UK Border Agency. Delivering MBA courses to a mainly foreign student body presented particular problems for this College:

- Tracking student visa status
- Tracking student attendance to satisfy visa requirements
- Managing payment of courses from a number of different sources
- Handling commission payments to local agencies for recruiting students
- Home Office reporting regulations – compliant.

THE SOLUTION: IRW Systems was chosen to deliver this application, due to our previous experience in delivering quality, best fit solutions to the Education sector, and our capabilities with the Microsoft Dynamics CRM platform.

In building a bespoke application, the Dynamics CRM platform is well suited. Out of the box as standard, it has a fully scalable, single sign on, web enabled database core engine complete with software programmer interface and the ability to build business logic at all stages of the user interaction. Its great capability to be configured and customised to suit specific customer requirements was a core reason for its use.

CRM and Custom Functions

A complete college management module was developed for the CRM solution, allowing for One-Click Provisioning of an entire year. On creation of a new academic year, an entirely customisable template module creates terms, courses, modules, classes, assessments and graduation events. Enrolment was handled by the built-in CRM sales pipeline and subsequently can be assigned to classes. Interfacing with the College's third party biometric attendance system, CRM tracked individuals and their attendances at class. Financial transactions between the College and the student were also tracked via a custom developed finance module.



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Upon graduation, the student is held on the system as an alumni, allowing the College to keep in touch with those it has educated. This enables future marketing to the alumni for a range of products.

Home Office Compliant

Leveraging the SQL Server Reporting Services, reports were designed to meet Home Office reporting requirements along with a suite of reports to assist in the ongoing management of the College.

BUSINESS BENEFITS: Key deliverables from IRW included:

- Automatic integration with the college's attendance system
- Automated UK Border Agency reporting requirements and Home Office compliant
- Easy to customise modules to track financial transactions and enrolment
- Automatic reporting to assist in ongoing management
- Customisable template module allows for extensive customisation and one-click provisioning



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