

REAL TIME INTEGRATION OF CRMOD WITH LEGACY APPLICATION; FOR ONE OF THE LEADING EDUCATION INSTITUTE IN UNITED STATES

KEY FEATURES

- Replicates Best Practices Across all campuses
- Maximizes agent efficiency
- Improved reporting
- Address student body erosion to “new competition”
- Easy and Fast implementation

CRM On Demand solution is integrated with Banner Application, a legacy application through an interface. The interface bridges both applications and facilitates the bi-directional data flow. Our client benefited with secured, data transfer from CRMOD to Banner System; which eliminated redundant and duplicate data entry. Solution was delivered with a futuristic view of extending business activities without geographic restrictions.

Industry Trends

CRM offered in Software as a Service model is the latest trend in the industry. The web based CRM applications are delivered as services over the internet, rather than on local network like conventional CRM software. More and more vendors are developing CRM software solutions for specific vertical markets.

CRMIT answers not only the vertical specific CRM requirements but also company specific requirements. Being world’s leading CRMOD implementation partner of choice, CRMIT has successfully deployed CRMOD and web services to more than 30 customers across various verticals.

Business Problem

Prior to the project implementation, the education institute utilized Banner Application (Oracle Form Application) to maintain the student information. Banner is an administrative software application specifically used by higher education institutes.

The Banner system supports and manages student information, accounts receivable, financial aid, alumni/ advancement, finance, and human resources. In addition, Banner includes a number of self-service features so that students, faculty and advisors, and staff can access personalized and online University services to conveniently conduct business.

Our client wanted to implement CRMOD to standardize the best practices by obtaining a centralized database across seventeen campuses to maintain student information. To avoid the manual and repetitive work of entering data into CRMOD and Banner System; and to fasten the application processing time, client wanted to create an interface to bridge both applications. Following are the major business problems which posed challenges :

- Client requires an interface to the Banner application to populate selected information from the Siebel OnDemand application.

CUSTOMER EXPERIENCE

“CRMIT Team is a great group to work with. We also wish to have conversation with you on furthering our partnership.”

SIEBEL CRM ON DEMAND**SIEBEL CRM ON DEMAND**

Comprehensive CRM for Maximum Results: Siebel CRM On Demand offers the most comprehensive set of sales, marketing, and service automation capabilities of any on-demand CRM solution.

CRMIT's Legacy Application Integration with CRMOD

CRMIT used CRM On Demand to integrate with a legacy application "Banner System" through an interface, which facilitated the bi-direction data transfer, from CRMOD to Banner System (Oracle Forms Application) and vis-à-vis.

- Client wanted a centralized database to maintain the student information collected across seventeen campuses.
- Integration of hosted CRM application with Banner System (Oracle forms based application) by implementing standard Banner API's and business rules.
- To speed up the application processing time.

Solution Description

CRMIT offered a cost-effective CRM solution that brought both business and technical benefits. As a first step, CRMIT carried out a detailed study, analysis and understanding of Banner System and client's requirements.

CRMIT's consulting group with its vast exposure in Large scale Siebel implementations provided multiple solution approaches to arrive at the best solution that meets the strategic vision and business requirements. Custom web services approach was used for requirements that were not achievable in OnDemand. User training and continuous production support streamlined the business process to achieve significant value and benefit. Following are the two key approaches

- Integrating the CRM application with oracle forms application by following business rules and designing standard API's for transferring data.
- Implementing XML object's for data transfer from CRM to oracle database.

Key Features

- Complex Database and API structure to communicate with Banner system.
- Implementation and Integration of multiple technologies i.e. CRM, Java with Oracle database API's written as stored procedures.
- Retrieval of information from CRM and displaying in the format of their private secure application.
- Two way update i.e. Form CRM to Oracle Database and back to CRM.
- More flexible reporting is configured to fulfill the management needs.

Joint Value Proposition

CRM On Demand is a highly comprehensive and robust yet easy-to-deploy CRM solution. The success of implementation lies in working closely with the client and customizing the solution as per the needs and adding value through web services.

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Contact Information

To know more about our products and services visit us at www.crmit.com Or contact us directly contact@crmit.com for further details.