

# Alumni <sup>cloud</sup> Solution is a <sup>Winner</sup> for Wintec

Case Study

Waikato Institute of Technology (Wintec) identified an important need to increase communication with Alumni and provide further opportunities for them. The Wintec Circle was formed in order to build a community that would allow Wintec to keep track of graduates and share their successes, but also enable communication with them by sending regular updates about future courses or events. This platform was customised to allow graduates to easily reconnect to Wintec, keep in touch with fellow alumni and further develop their careers through links to Wintec and social media sites such as **Facebook, Linked In and Twitter.**

**'When a client fills out a field in an online form the system send follow up tasks and emails to the appropriate people'**



In order to manage the "Wintec Circle", the institution required a flexible and efficient Customer Relationship Management (CRM) system. The alumni group had inherited a database of historical and largely outdated student information and their system was not designed to update information or keep track of alumni. This made it very difficult to keep track of them.



**'alumni members can update their own information online saving hours every week in data entry'**

## Customer profile

Waikato Institute of Technology (Wintec) is one of New Zealand's largest institutes of technology servicing more than 25,000 students, providing high quality vocational and professional education in the Waikato region.

## Business Situation

In order to effectively manage the data for Alumni, Wintec needed a system that was easy to manage, would allow Alumni to update their information online and was flexible enough to grow and change with this dynamic organisation. The solution needed to have a content managed website as well as a robust CRM solution supporting it.

## Solution

The Business Mechanix team designed and delivered a solution based on Microsoft Dynamics CRM, complete with an online portal, in less than three months. It is based on the Microsoft Windows Azure computing platform and using Business Mechanix's own B-Agile implementation methodology to manage the project.

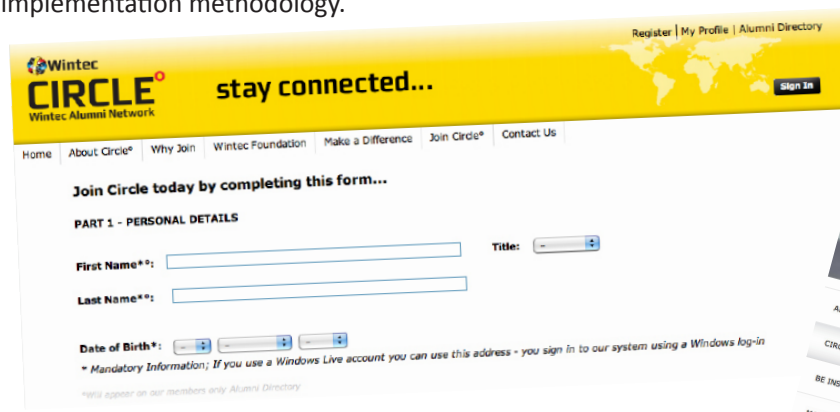
## Benefits

- Alumni members can update their own information online.
- SMS text messaging can be utilised to reach out to students.
- The system's automated workflows operate around business processes.
- System is hosted in the cloud so there are no physical servers to maintain or upgrade and no initial hardware investment.
- Social media tools have been incorporated & utilised - Facebook, Twitter, Linked In.
- Alumni directory.

## Technology

- Microsoft Windows Azure platform. (Cloud)
- Microsoft Dynamics CRM 2011 Online (Cloud)
- Windows Live single sign-in (Cloud)
- Microsoft CRM Exchange Router for e-mail integration
- Arion student management system integration.
- Clickatel SMS texting integration (Cloud)
- Social media links to Facebook, Twitter, Linked In.

The solution requested also needed to automatically update database information and had to be flexible enough to grow and change with the organisation. Lisa prepared a basic brief and worked with Business Mechanix to design the new solution. The team designed and delivered an integrated solution incorporating several technologies such as Microsoft Dynamics CRM, an online portal, Microsoft Windows Azure platform, Cloud computing and Business Mechanix's B-Agile implementation methodology.



Wintec CIRCLE Wintec Alumni Network

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Join Circle today by completing this form...

PART 1 - PERSONAL DETAILS

First Name\*:  Title:

Last Name\*:

Date of Birth\*:

\*Mandatory Information; If you use a Windows Live account you can use this address - you sign in to our system using a Windows log-in

\*Only appear on our members only Alumni Directory



“The Wintec Circle was established with only one full time staff member so it was not a practical option for us to manually input data forms. We needed a system that would allow customers to enter their own details online and update that information as and when necessary”

says Lisa Pemberton, Chief Executive for Wintec Circle.

The final design included a multi access portal where alumni can enter and update information online and the data automatically populates the CRM system which is set up with multiple workflows and triggers the appropriate reactions when clients filled out certain fields in the online form through the portal. **“For example, if a Alumni indicates that they are willing to participate in our mentoring program in the online form, then the workflow is in place to create a series of tasks to make sure that we act on this straight away”.**

The project was initiated in July 2011 and went live at the end of September 2011. Lisa was stoked at the speed and efficiency of the entire process, “It was really fast - the system was ready for us to test in less than nine weeks, and they did a really great job capturing our needs in the Business Mexanix B-Agile process”.

## A bit about us ....

Business Mechanix have been in operation since 2000. Spearheaded by owners Wayne & Lyndal Stewart, they are an innovative & dynamic young team who have earned their place amongst global players. Carving out a piece of the pie in NZ within the tertiary and technology sector, their vision & evolution of core services is based around maximising productivity by employing at integrating the latest in technological innovation. **Their success reflects their ability to keep their fingers on the pulse of where technology in NZ is at present and is likely to go in the not too distant future.**

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