

A JITTERBIT EBOOK

Customer Success in Higher Education



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Build Your Student 360 and Get More Out of Your Technology Investment

Orchestrating Success in Higher Education

Universities and colleges are under increasing pressure to keep pace with students, who are known to quickly adopt new technologies such as social media, online learning platforms, and mobile apps. Failure to do so risks falling behind in the competition for students. Combine that with the needs of institutions to recruit, admit, market, teach, engage, and eventually connect as alumni, it can be a daunting task to be able to get a complete view at each stage of the process. Add on the need to constantly bring new apps, data, devices on board to streamline operations across departments, it can result in additional challenges.

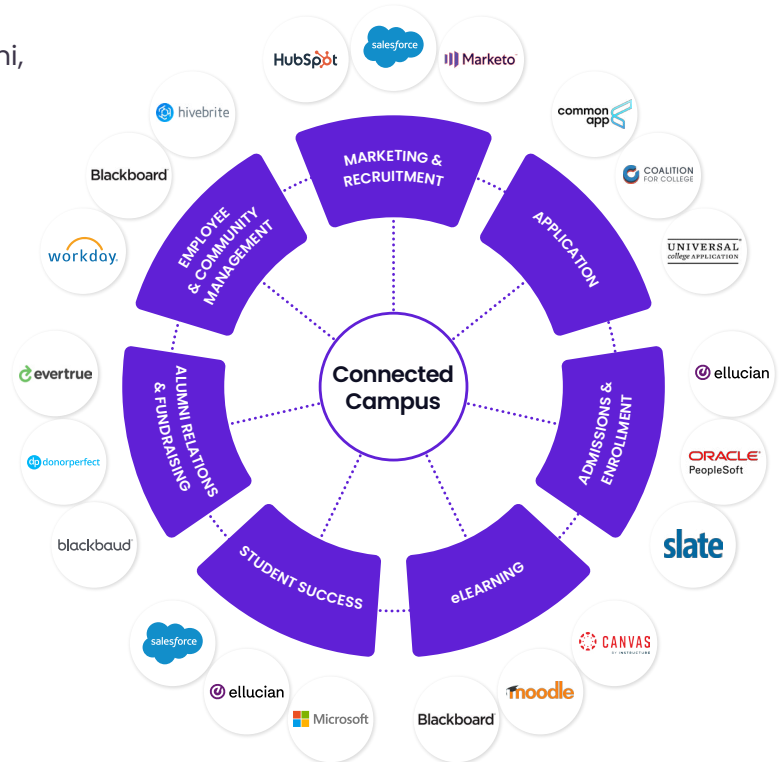
Ultimately, institutions need a way to integrate all types of SaaS, cloud, and on-premises apps, which contain endless student, faculty, and alumni data, in a fast and scalable manner.

Connectivity is the Answer

That’s where digital connectivity, or integration, comes in. Harmonizing disparate apps makes each one that much more useful, allowing the strengths of one app to complement the strengths of another and your whole suite of apps to enable seamless digital processes that create dramatic business benefits.

In this eBook, you’ll learn how universities and colleges have connected their various systems together such as Customer Relationship Management (CRM), Enterprise Resource Planning (ERP), Learning Management System (LMS), Fundraising Platform, and more to:

- ✓ Create a 360-degree view of students, alumni, and donors
- ✓ Build a Connected Campus experience
- ✓ Enable “anytime, anywhere” interactions
- ✓ Achieve complete visibility into operations
- ✓ Improve data accuracy
- ✓ Empower faculty and staff to be more effective
- ✓ Save time and money, while increasing customer satisfaction



Get Connected and Build Brighter Futures

Colleges and universities are designed for teaching, and technology is playing an increasingly larger role. There is a need to accurately manage student, staff, and faculty information, from class schedules to tuition bills to paychecks. Too often, legacy systems can create cumbersome data silos and redundancies, slowing down adoption of the new technologies and tools that students and faculty are excited to use.

With the aid of Jitterbit's integration and workflow automation platform, Harmony, all the information that students, staff, and faculty need can be pulled together automatically from multiple systems. This means that students get the right schedules and bills, staff and faculty have the information they need to do their jobs successfully, and everyone finds it easier to start using new technologies. Institutions can overcome the problem of application proliferation by using integrations and automations to streamline their complex IT landscape.

BENEFITS OF A CONNECTED CAMPUS

- ✓ Create a complete 360-degree view of student information
- ✓ Provide anywhere, anytime access to enrollment, online curriculum, tuition, and more
- ✓ Consolidate multiple sources of data to create tailored recruitment programs
- ✓ Seamlessly process applications, fees, and waivers
- ✓ Gain real-time visibility into student progress and proactively alert staff of potential issues
- ✓ Provide student portals for support, counseling and other resources
- ✓ Connect graduating students with opportunities and potential employers

Berklee Online Brings Harmony to Connected Student Management



APIs help Berklee Online get a 360-degree, real-time view of their student data.

Berklee Online is the online extension school of Berklee College of Music, delivering access to Berklee's acclaimed curriculum from anywhere in the world. With more than 18,000 annual enrollments in credit-based courses and 3.1 million enrollments in massive open online courses, Berklee Online provides lifelong learning opportunities to people interested in music and working in the music industry.

Providing anywhere, anytime access to Berklee's curriculum meant digital connectivity was essential to managing student enrollment, online communication, and ongoing support from staff and faculty.

Berklee Online wanted to solve the connectivity challenge with a modern, agile approach that didn't involve creating duplicate data across multiple systems.

Enter Harmony, Jitterbit's low-code integration platform. With Harmony, Berklee connected its Salesforce CRM to Ellucian Colleague ERP and other in-house databases to provide a 360-degree view of its student body. Data connected from multiple systems can be accessed and displayed in real-time through APIs.

With Harmony, Berklee has achieved a symphony of success: a connected, virtual campus where student information is always up-to-date and accurate.

[Learn More →](#)

INTEGRATIONS

Salesforce, Marketo, FTP, Ellucian Colleague ERP, Informer

CHALLENGES

- Legacy monolithic system did not support agile processes.
- Siloed and redundant data locked in legacy apps and depts.
- No centralized reporting and visibility across network.
- Forced to create "copy" of data across multiple systems.

SUCSESSES

- Connected, best-of-breed services deliver modern student experience.
- Created a connectivity hub model across the college.
- Orchestration of student, staff, and faculty interactions across all devices.
- Centralized control of data eases maintenance of data flows.

Central New Mexico Community College Reinvents Its Admissions Process



With Jitterbit, CNM syncs student application data across systems for improved admissions decision making.

Central New Mexico Community College (CNM) is a community college based in Albuquerque, New Mexico. Founded in 1964, CNM offers 150+ associate degrees, professional certificates, and training options. CNM has the largest undergraduate student enrollment in the state and is located across several campuses in the greater Albuquerque metropolitan area.

CNM needed to automate its manually-intensive student admissions process. The college was looking to establish Salesforce CRM as its key system of record and needed an easy, scalable way to sync student application data from Ellucian Banner to Salesforce Sales Cloud. It turned to Jitterbit Harmony, a full-featured cloud integration platform, to quickly connect the two systems together in weeks, not months.

Post integration, the CNM admissions office was able to make faster and more accurate admissions decisions. With an increase in productivity and data visibility across platforms, the college saw an increase in return from their software investments.

“Salesforce integration using Jitterbit is much simpler, the built-in wizards are very useful and help you cover all the steps.”

— Christopher Boulden, Certified Salesforce Architect, CNM

INTEGRATIONS

Salesforce Sales Cloud, Ellucian Banner ERP

CHALLENGES

- The admissions process was cumbersome.
- Rekeying of information introduced costly errors.
- Administrative decisions were compromised by bad data.

SUCCESSSES

- Streamlined the online admissions process.
- Integrated systems led to faster and more accurate admissions decision making.
- ROI from Salesforce investment increased.

Get Connected and Solve Business Problems

Throughout the eBook, you've seen the benefits of integration. While a lot of innovative technology is behind the scenes of our integration and workflow automation platform, the ultimate reason to connect apps is to build a successful digital organization. Here are some of the top problems we've found that integration solves for our higher education customers.



Automate Manual Processes

In the modern era, there's no need to manually enter data into your CRM or ERP (at least if it already exists in another system), or to push a button over and over to run a process many times. Jitterbit provides easy new ways to move data around and run repetitive processes automatically.



Eliminate Data Discrepancies and Duplicates

If you've ever spent time staring at multiple monitors to resolve a confusing data discrepancy, you'll appreciate Jitterbit's ability to automatically push data between different sources without duplicating it. Jitterbit creates a single system of record and makes that data available anywhere, making every system more useful without creating dangerous duplicates.



Renew Focus on Students

When IT processes are lengthy and frustrating, it's easy for institutions to amass large technical teams to deal with them. But this can be expensive and detract from a focus on the end user. By taking the headaches out of application and data integration, Jitterbit frees up time and energy to focus on building superior experiences for students and faculty, not just what works for internal operations.

Integration is the key to unlocking the true value of your software investment. How you choose to integrate is a strategic decision that requires you to consider your organization's priorities. Customers that have implemented Jitterbit as their iPaaS solution most often highlight **Speed, Value, and Innovation** as the three benefits of partnering with us.



Create Culture of Innovation

95% of our higher education customers have two or fewer people responsible for Jitterbit; 50% have a single person managing our solution. And, these users aren't technical developers. Empowering anyone within an organization to learn and use Jitterbit to create their own integrations is not only useful in terms of the connections made, but also in terms of fostering a culture of innovation where people always think about what can be improved next.



Low Total Cost Of Ownership

Jitterbit is a subscription-based tool with flexible and cost-effective plans to meet any integration need. The platform delivers rapid value, as evidenced by **95% of our customers achieving a return on investment in less than a year**. We also enjoy a 98% renewal rate with customers expanding their use of Jitterbit year over year to create additional integrations.



Increase Time to Value

Our streamlined onboarding process ensures that our customers are **up and running within just 45 days, on average**. A fast implementation means a quick time to value and a massive multiplier effect for the utility of every other application you use.

Contact a Higher Education API Integration expert to learn more about how Jitterbit can help you achieve your transformation goals.

Contact an Expert →



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