



Informatica™

M | MICHIGAN ROSS

Data-Driven Degrees:

University of Michigan's Ross School of Business Uses Data to Provide More Personalized Education

"Informatica is key to where we want to go in the future, especially when it comes to getting the most out of Salesforce CRM. It really opens up the range of data sources from which we gain value."

Brian Greminger
Director of Application Services, Ross School of Business
University of Michigan

Goals	Solution	Results
Personalize recruitment and admissions process for students	Partner with alumni association to launch a data integration platform	Supports more effective decision making for degree programs, curriculum, marketing, and outreach
Enhance student campus experiences with insights from actionable data	Deliver timely and accurate student data to program offices	Helps build lifelong relationships with students and alumni
Provide the foundation for a data-driven, automated infrastructure	Informatica Intelligent Cloud Services brings trusted data into Salesforce	Reduces developer time needed for data integrations by 50 percent

Business Requirements:

- Integrate data from many different internal and cross-campus sources to help shape marketing and outreach programs
- Deliver data integrations faster and without depending on central IT Salesforce as APIs change

About University of Michigan's Ross School of Business

Michigan Ross is a top-ranked business school, dedicated to building a better world through business. The research and teaching at the school is designed to develop positive leaders who will bring new innovation to not only real estate, finance, technology and entrepreneurship, but also to the products and services that we use every day.

At a large and diverse school such as the University of Michigan, students can take many different paths. For example, undergraduate students at the Ross School of Business (Michigan Ross) can enhance their education with a dual degree from one of the university's many other fine programs, or supplement their undergraduate degree with a Minor in Business or a specialty Masters degree. In these cases, each school needs to know what is happening across campus, and data must be kept up to date among systems.

At both the undergraduate and graduate level, Michigan Ross faces a larger challenge as online-only business schools flood the market and Ivy League competitors receive much greater funding for marketing and outreach: How can it attract the best students? How can it best support them and enable them to be the most successful? How can it stay in touch with alumni to assess their career development and experiences years later? The answers lie in the university's rich data—but to be useful, the data must be accessible, timely, trusted, and relevant.

More personalized admissions and recruiting

Michigan Ross was an early adopter of analytics to enhance its recruiting process, using Informatica Intelligent Cloud Services for easy and reliable data integration with TargetX Student Recruitment Manager. It pulled data from multiple CRM systems and spreadsheets from the business school's nine different degree programs, making data and contacts from the various groups transparent across the school. As a result, admissions and recruiting personnel can now better manage and track their interactions with prospective students. They can personalize and target communications for better results, and more easily match the right students to the right programs.

"From an admissions standpoint, Informatica helps us identify and reach out to the best students for specific programs and, over time, know which students are likely to be the most successful in those programs," says Brian Greminger, Director of Application Services at the Ross School of Business.

Collaborating across campus

After seeing the power of Informatica Intelligent Cloud Services to transform its admissions and recruiting processes, Michigan Ross decided to help move other groups at the university toward a more connected, data-driven future. Michigan Ross partnered with the Alumni Association of the University of Michigan to share an expanded instance of Informatica Intelligent Cloud Services self-service solution to deliver faster and relevant insights across both organizations. With Informatica Intelligent Cloud Services, both IT teams are saving time by more effectively dealing with the complexities of data obtained from multiple sources.



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“Informatica Intelligent Cloud Services has the potential to make the whole campus more efficient and effective,” says Greminger. “It opens up the opportunity for many useful data integrations, such as among schools and alumni systems, which would otherwise be difficult and time-consuming for IT to build.”

Enhancing student and alumni experiences

Within Ross, departments will be able to reference the data in Salesforce.com for a more complete view of their students and alumni—when and how they have been contacted in the past, which other schools at the university they’re engaged with, and what programs interest them. With Ross’s Executive Education program ranked eighth in the world, becoming a partner in Lifelong Learning is a high priority.

“Students usually think of the University of Michigan as a single entity, and if they’re doing something else across campus, or have done something with us in the past, they expect us to know,” says Greminger. “With Informatica Intelligent Cloud Services, we are able to provide a smoother and more personalized experience for everyone, from prospective student to alumni, by integrating data from various sources into Salesforce.”

Reducing development time by 50 percent

As Michigan Ross adopts more cloud services to improve agility and reduce costs, it can use Informatica to keep data quality and service levels high—without overburdening its own development staff. In many cases, developers can simply use pre-built Informatica connectors for data integrations, savings months of development time and reducing risk. As applications change over time, Informatica maintains the connectors, making outages less likely.

“Informatica Intelligent Cloud Services is enabling us to migrate data into Salesforce twice as fast, reducing developer time needed by 50 percent,” says Greminger. “If we had to build out all of our data integrations using APIs or remote data access requests, it would have taken much longer.”

Staying respected, relevant, and profitable

Thanks to robust data integrations, Michigan Ross will have more informed interactions with students during the recruiting, admissions, and administrative processes—resulting in more qualified, successful, and satisfied students. In addition, the ability to better track alumni and interact with them after graduation will help Michigan Ross determine what educational approaches worked best for students, and use those findings to provide additional programs and help shape future curriculum. Easier access to relevant and actionable data will also help the school maximize revenue from programs and donors.





Inside The Solution:

- Informatica Intelligent Cloud Services

"Informatica is essential to help us get to where we want to go in the future, especially when it comes to gaining the most from our Salesforce CRM," says Greminger. "It really opens up the range of data sources from which we gain value. In our last two admissions cycles, we exceeded our targets for GMAT exam scores and grade point averages for incoming students. Having trusted data plays an essential role in our success and continuous improvement, and that would be much more difficult without Informatica."



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