

## CRM for Higher Education

Mira Network offers a CRM solution for External Relations Management – specifically designed and developed for higher education. We work primarily with “external relations”, such as alumni relations, fundraising, commissioned education / executive education, career services and corporate contacts. All modules are based on best practices from our experience in helping more than 40 universities in the Nordic region.

### One system for all relations

Mira Network offers a CRM solution that is designed specifically for the needs of higher education. With our web-based solution, a university can keep track of and build relations to the surrounding society – individuals and organizations.

Individuals can be important for the university from many perspectives: as alumni, participants in commissioned education, donors, journalists, lecturers, career service contacts, etc.

Corporations can be important employers of graduates, buyers of commissioned education or corporate partners. Foundations can be important prospects for fundraising.

With Mira Network’s CRM solution, the university can work systematically with its relations to the surrounding society.

### Best of breed for each use case

Based on a common CRM platform, each user has access to dedicated applications for specific tasks and roles. Alumni coordinators use an Alumni Relationship Management system. Fundraisers and prospect researchers use a Fundraising Management application, but with access to the alumni database. Etc.

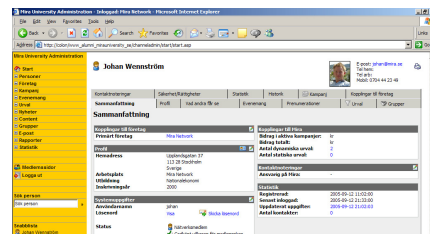
All modules are based on best practices for each use case from working with more than 40 universities in the Nordic region.

### Start simple, with room to grow

Get a flying start, with a standard package designed and developed for higher education in the Nordic region. Use existing modules for information from Ladok or FS. As the university wants to involve more departments in the CRM system, additional modules can easily be included.

### Want to know more?

To find out more or for a demo, please contact us at [info@mira.se](mailto:info@mira.se) or phone +46 (0)8 412 84 00. [www.mira.se](http://www.mira.se)



*360° view of all the relations between the university and the individual / organization.*

### Key benefits

- Specifically designed for higher education
- All modules use best practices from working with more than 40 universities in the Nordic region
- Module-based system – start simple, easy to add more modules after time
- Software as a service (cloud computing) – no installation needed

## CRM for higher education

Most CRM systems are designed for commercial organisations that keep track of prospects and customers. Typical CRM systems are therefore difficult to implement for higher education. All the business processes need to be tailor-made for the needs of the university. On the other hand, Mira Network's CRM system is specifically designed for higher education.

	<b>Typical CRM system</b>	<b>Mira Network - External Relationship Management</b>
Designed for	Primarily designed for commercial organisations selling products or services	Primarily designed for external relations in higher education.
Supported business processes	Primarily sales and marketing related processes: E.g. sales pipeline, leads capturing, etc.	External relations processes: E.g. Seven steps (fundraising), Course participation (commissioned education), Company collaboration projects, etc.
Entities	Typical entities are: <ul style="list-style-type: none"> <li>• Leads &amp; Accounts</li> <li>• Sales opportunities</li> <li>• Quotes</li> <li>• Contracts</li> <li>• Products</li> <li>• Forecasts</li> </ul>	Typical entities are: <ul style="list-style-type: none"> <li>• Individuals &amp; Organisations</li> <li>• Gifts, pledges, gift opportunities (fundraising)</li> <li>• Courses, course terms, opportunities (commissioned education)</li> <li>• Events</li> <li>• Student projects</li> <li>• Collaboration projects</li> </ul>
Type of relationship	Companies and individuals are primarily targeted from a sales perspective: they may be prospects, leads or customers.	Organisations and individuals can have several relationships to the institution – as alumni, donors, recruiters, etc.
Integration with portals	Difficult to integrate.	Designed for seamless integration with Mira's solutions for alumni networks (alumni), CV databases (career services) and course webs (commissioned education).

## Modules

Our CRM solution for External Relations has a large number of modules that can be easily added:

- Advanced Portal Registration
- Alumni Network / Portal
- Annual Fund
- Capital Campaign Planning
- Capital Campaign Management
- Career Fair Management
- CAS Single sign on
- Corporate Partner Program Management
- Course Catalogue
- Decentralised administration
- Event Management
- Facebook Integration
- Facebook Single sign on
- FS imports
- Google Apps Single sign on
- Google Calendar integration
- Google Maps integration
- Job Board (with Content partners)
- LADOK integration
- LADOK user verification
- Life Long E-mail
- LinkedIn integration
- Membership Fees management
- Online donations
- PAR integration
- Portal Groups
- Spar integration
- Stewardship
- Student Portal
- Sub networks / Integrated Channels
- Text messaging
- and many, many more...