



The German University of Applied Sciences for Small and Medium-Sized Businesses - FHM - reorganizes processes and data management relying on the SUGAR CRM System

As from now, the support of FHM applicants, students and alumni will receive top marks! By using a uniform software solution, everything is ready for clear and consistent information management!

The challenge of the FHM

Which organization doesn't know this: Manual processes slow down everyday work. This is also what happened to the branches of the **German University of Applied Sciences for SMEs**. In addition to time delays and error proneness, this also caused administrative challenges that led to unnecessary additional work: multiple names for the same study-program, different abbreviations for supervisors and **FHM** employees, missing data and a lack of information transparency.

The **FHM** decided to embrace the modern age of digitalization and usher in a new era.

Goal definition

The **FHM** wants a solution that significantly improves processes, primarily in the following two areas:

1. Facilitating the daily work of **FHM** employees who are responsible for the manual maintenance



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of data and information. In the future, the FHM departments shall work with one common platform that provides a uniform way of working and thus streamlines and accelerates the standardization of information and data management. Furthermore it shall enable automated control.

2. Objective: Information should be made available to interested parties, applicants, students and alumni quickly, clearly, automatically and comprehensibly.

The solution

After considering several options, **FHM** decided on the cloud CRM version from Sugar and on LOGIN Software as an integration partner, who convinced with its can-do mentality and profound expertise in complex software project management.

SugarCloud was developed based on the latest technologies and components to offer optimal performance, reliability, scalability and security. The advantage over on-premises solutions that require on-site support is obvious: **There are no local costs for IT, company-owned hosting, server maintenance and updates**. Developments are automatically imported by the provider. The CRM scales with your own requirements.

LOGIN Software ensured that the entire lead lifecycle can be mapped and managed - from prospects to students and the FHM alumni network.



Sugar optimally supports the following FHM areas:

Function	Description
Info dispatch	Automatic dispatch of information material requested by the applicant via the website
Contract and applicant management	Inbound & Outbound Tracking with traffic light system and reminder function (missing documents, etc.)
Lead-Phase Management	Prospects pass through several phases that can be viewed at any time: <ul style="list-style-type: none"> • A prospect becomes an applicant and a contact in the same step • From applicant to student • From student to graduate to alumnus • Status query & reporting: List of prospects per program
Mailings	Updates for a specific groups like prospects, students, alumni, etc.
Outlook-Plugin	Seamless transfer of data to Microsoft Outlook, so that contacts and information are always available via Outlook mail and calendar
Document-management	Easily create and send email templates, attachments, folders, etc.
Archive function	Easily retrieve historical data and documents at any time.

Together with the **FHM** contact persons, **LOGIN** cast the requirement definitions and the subsequent implementation steps into a project form. The identified functions and processes were implemented step by step using an agile approach.

Project duration

The project was implemented in 2 phases, a) from planning to implementation and b) testing to smooth use in live operation.

Benefits for the FHM students

Better support for the institutes during the process of prospective students, students and applicants. Thanks to the automation, the alumni network can be optimally supported, too.

The main advantages for the FHM:

- One system for everyone! This ensures speed, transparency and an overview. The processes have been standardized and automated. From now on, information asymmetries can be avoided and information can be exchanged quickly between the institutes.
- In addition, integration with MS Outlook ensures that all information in the calendars and email accounts is always at hand.
- **Call-to-action** functions now support the communication and registration processes: The registration process of interested parties on the website, the final entry of the application or possible missing data trigger certain actions or reminder functions for the Sugar users.

Conclusion: Consistent end-to-end customer journey support. All information available and in view at all times!

From now on, students can be informed quickly and in a structured manner along the progress of their studies. Data is mapped in a uniform system and information can be accessed in a standardized way. Contemporary & user-friendly! This is how digital information contributes to educational progress.