

OUICK FACTS

Industry

Higher education and research

Employees

2.065

Students

17.681

Location

Haifa, Israel

Web Site

www.haifa.ac.il (Hebrew only)

SAP® Solutions and Services

The recruitment and admissions functionality of the SAP* Student Lifecycle Management application; the segmentation and list management functionality and the campaign management functionality of the SAP Customer Relationship Management (SAP CRM) application

Implementation Partner

Ness Technologies

University of Haifa is an Israeli institution of higher learning that welcomes students of all backgrounds and ethnicities. Paper-based, siloed student recruitment processes reduced the university's effectiveness in attracting, enrolling, and retaining top-quality students. To support best practices in recruiting and student lifecycle management, the university deployed solutions from the SAP for Higher Education & Research solution portfolio.

Key Challenges

- Increase student enrollment
- Enhance efficiency of recruiting process
- Improve effectiveness of recruiting process
- Automate lifecycle management processes
- Retain higher percentage of advanceddegree students
- Attract and enroll higher-quality students
- Assign students to backup programs

Implementation Best Practices

- Deployed on time, in just 4 months, and within budget
- Developed internal marketing department and best practices in conjunction with software deployment
- Shared responsibility for deployment between implementation partner and internal experts
- Trained power users to provide support

Financial and Strategic Benefits

- Standardized and streamlined recruiting processes
- Enhanced visibility and tracking of recruiting activities
- Increased efficiency of student recruiting processes, reducing duplicate efforts
- Reduced cost of recruitment communications by eliminating 100,000 letters annually
- Boosted total number and quality of students enrolled
- Improved student impressions of university
- Enhanced university's competitiveness

Why SAP Was Selected

- Existing strategic partnership between SAP and University of Haifa, where SAP[®] software supports key administrative projects
- Positive experience using enterprise software from SAP
- Integration with back-office software
- Superior functional performance compared with homegrown solution and Microsoft Dynamics software

Low Total Cost of Ownership

- Low-cost implementation
- Affordable cost to run software

Operational Benefits Key Performance Indicator	Impact
Student enrollment	+20%
Conversion from leads to student enrollment	+5%
Number of leads generated annually from 2009 to 2011	+7X





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"By deploying the SAP software, we gained full visibility into our recruiting processes, our costs are lower, and our student enrollment is growing rapidly."

Uri Erlich, CIO, University of Haifa

The University of Haifa attracts and educates students from a wide swath of Israeli society. Yet the college's manual, nonintegrated recruitment and student lifecycle management solutions made it difficult to communicate efficiently with prospects and university students. To help expand undergraduate enrollment and increase retention of students through the master's and doctorate levels, the university turned to SAP.

"Our university is 'where inspiration meets innovation,' but our legacy recruitment systems were not helping us excel," says Uri Erlich, CIO of the University of Haifa. "With the SAP software, we streamlined and automated our recruiting processes. Now we can communicate more effectively with prospects."

Degrees of Change

Founded in 1963, the university had no official marketing department, so recruiting activities were managed by a few professors and recruiters. Staff produced communications using office applications. As a result, some students got little information from the university, while others received too many messages.

In addition to gaining more visibility into the recruitment process, the university wanted to enroll higher-caliber students. Finally, administrators needed to be able to redirect students who were not accepted in their first-choice curriculum to other programs with the university.

Head of the Class

After considering several solutions, the university chose to build on its strategic partnership with SAP. Years earlier, the institution deployed enterprise software from the SAP Higher Education & Research solution portfolio, which handles student lifecycle management features and back-office functions such as financials. This positive experience using SAP* software – and its ability to integrate with the recruitment management applications – simplified the software selection process.

In just four months – on time and within budget – the team launched the new customer relationship management (CRM) software. Concurrently, the university created a new marketing department and a customer call center to manage student recruitment. Power users were trained to use the software and later trained other users.

Master in Value

The university quickly realized dramatic benefits. Standardized, streamlined processes enhanced the visibility and tracking of recruiting activities. Increased efficiency reduced duplicate student communications and helped recruiters consistently meet student requests for information. With a new platform for

managing registration and campaign activities, the school was even able to communicate with interested and applying students located in the war zone of the 2006 conflict with Lebanon.

"The SAP CRM software supports efficient and effective marketing to our potential students," wrote university president professor Aaron Ben-ze'ev and rector professor Yossi Ben-artzi in their annual report.

The university has increased student enrollment by more than 20% in just three years. Outstanding students are improving the university's reputation among prospects. The number of leads generated annually is more than seven times higher than when the program began, and those that converted into enrollments grew by 5%. Electronic communications reduced costs by allowing the institution to send 100,000 fewer paper letters.

The affordable SAP software is helping the university compete more effectively against other colleges. The university already upgraded its SAP CRM software and will soon deploy the donor management functionality of the application.

"The SAP software is helping us expand our reputation for excellence and attract outstanding new recruits," says Erlich.

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