

CAMPUS<sup>SM</sup>  
MANAGEMENT

IS NOW ANTHOLOGY

**Get the Most Out of Your  
Investment in Campus Management  
Solutions with Managed Services**



## PARTNER WITH MANAGED SERVICES

### Optimize Campus Management Solutions with Managed Services

Campus Management clients turn to Managed Services to maximize platform support and performance as well as application utilization. The team combines expertise in higher education technology and best practices to help your institution optimize solutions, ensure uptime and performance, and adapt easily to new strategies.

Managed Services helps you balance staffing needs and focus more time and resources on strategic initiatives and helping students succeed.

### Keep Your Solution Aligned with Your Mission and Needs

- Does your institution need additional support to maximize solution performance and reliability?
- Are your applications aligned with business processes and goals?
- Are you leveraging all the rich software features to automate processes and improve services?

### Gain Additional Resources and Expertise

- Scale easily as budgets shrink and competition for staff increases
- Configure solutions to your exact business processes and goals
- Maximize utilization of features and capabilities of Campus Management solutions
- Manage costs through a fixed, predictable, pay-as-you-go pricing model

Imagine having an experienced team of product and higher ed experts on-call, a team that not only knows everything about Campus Management technology but also how to align the technology with your unique business needs, culture, and goals. What if you could add this expertise without adding staff?

That's what Managed Services is all about.

As a trusted partner, our Managed Services team combines higher education expertise with a solid understanding of your institution's mission and day-to-day needs.

Instead of hiring, training, and managing more staff, let Managed Services become your virtual team for unleashing the full potential of your investment and maximizing operational efficiency across the institution.

### Increase Efficiencies Through Expert Services

The Managed Services team offers the critical services required for your business office to accelerate feature utilization and business-process efficiencies.

#### SIS & CRM Application Administration

- Configuration Updates & Management
- Release Evaluation & Feature Deployment
- User Support & Training

#### Forms Builder and Workflow Administration

- Requirements Analysis
- Forms Development/ Workflow Configuration
- Change Management

#### CRM Imports and Exports

- Requirements Gathering and Analysis
- Data Analysis and Staging
- Automated Input/Output of Critical Data Sets

#### Campaign Configuration and Management

- Targets, Mailing Lists, Offers, and Workflow
- Monitoring of Target Progression
- Metric Monitoring/ Reporting

#### Business Process Advisement

- Requirements Gathering and Analysis
- Business Process Redesign
- Best Practices

#### Technical Account Management

- Proactive Planning and Technical Reviews
- Predeployment Code Review and Troubleshooting
- Deployment/Customization/ Integration Planning

## Augment Your Team with Managed Services

### Application Administrator

Is your institution struggling to develop internal product expertise? Are staff members and administrators not taking full advantage of all the features and tools in Campus Management's solutions? Are they falling back on manual processes as a result? Your Campus Management Application Administrator becomes a part of your team to provide ongoing guidance and support.

### Scope of Services

- User support and training
- Configuration maintenance, management, updates
- Optimization
- Feature functionality and utilization
- Business process and configuration alignment

### Benefits

- Increased utilization of features and functionality
- Increased process efficiency of Campus Management Solutions
- Streamlined workflows and reduce manual processing
- Fine-tuned product configuration to your business processes
- Improved upgrade processes with less business disruption

“One of the key benefits to Managed Services that is invaluable, is having a dedicated application expert who also knows our environment and business needs.”

*JP Schippert | CFO*  
The College of Health Care Professions

### Technical Account Manager (TAM)

Your TAM provides ongoing technical guidance based on a thorough understanding of your institution's platform, the latest industry best practices, and Campus Management's product roadmap. They work hand-in-hand with your team as well as Campus Management's developers, support staff, and professional services teams to mitigate risk and strategically plan deployments, integrations, and future growth.

### Scope of Services

- Dedicated TAM for a variety of business and technical collaborations
- On-demand technical guidance based on a thorough understanding of your institution's platform
- Proactive strategic technical planning and operational reviews

### Benefits

- Reduced risk of changes introduced to environment, platform or solution
- Improved visibility into current and future Campus Management products to plan for and meet your long-term technology goals
- Increased ROI and accelerated execution of your technology initiatives

“I can't imagine how much further we would be today if we would have started with Managed Services a year earlier.”

*Alyssa Wyant | Communication Specialist*  
University of Nebraska Kearney



“I can’t stress enough how critical Managed Services is to our college.”

Matthew Weitzel | IT Project Manager  
Rocky Mountain College of Art + Design



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#### About Campus Management (Now Anthology)

In July 2020, Campus Management, Campus Labs, and iModules joined together to create a bold and disruptive company, Anthology, which is revolutionizing higher education. Anthology brings together the best people, solutions and expertise in higher ed to empower your institution with the knowledge and data-driven insight it needs to drive student and operational success. Anthology supports more than 2,100 unique institutions in over 30 countries with 14 cloud-based solutions that support the entire student lifecycle.

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