



Executive Education Program Implements Microsite Integrated with Salesforce

Client Background



The University is internationally recognized for its world class research and distinguished teaching



They offer an interactive and technologically enabled pedagogy of seminar-style teaching in small class sizes which remains its unique hallmark



University faculty members collaborate with leading international researchers and universities from USA, Europe, China and India

Business Opportunities & Drivers



- University required a mechanism to interface with the customer for reviewing the Custom Program content from Salesforce. CRM
- Needed a visual of the complete program content including the faculty, schedule etc., in a single view which can be downloaded and printed
- Needed a solution in real-time between two disparate systems, Web Portal and Salesforce
- Providing a selective access to the Program content for the custom programs to Program Participants

How Forsys Helped?

- Forsys provided a scalable online review mechanism of the Program through a Web portal (Microsite) using data from Salesforce
- Midas tool provides a Web Service interface for pulling the program data from Salesforce into the Web Portal
- Program details are presented in Web Portal page using a 'WindowPane' visual
- Midas allows the conversion of the WindowPane visual into a PDF file to be downloaded by the Program participants
- Midas facilitated the access to the Web Portal by the Program participants

Benefits

- Improved the review cycle time to finalize on the program content/schedule
- By providing the Online portal, University need not have to buy exclusive Salesforce Customer portal licenses, thus bringing down the costs significantly
- The entire process is seamless and transparent to end users



For more information,
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