

PRESS RELEASE

ASR Analytics Unveils Dashboard and Strategic Reporting Solution for Recruitment and Admissions

Potomac, MD, March 31, 2008: ASR Analytics has expanded its strategic reporting framework for higher education to include a web-based dashboard and reporting for recruitment and admissions management. The new solution is designed to make it easy for admissions professionals to manage the recruitment funnel, coordinate recruitment activities, and understand staff productivity and effectiveness using data.

ASR's new strategic reporting framework takes transactional data from student information and CRM systems and optimizes it for strategic reporting. Highly visual and interactive charts, graphs, and maps provide insight into:

- Admissions Funnel
- Class Profile
- Counselor Productivity
- Campaign Effectiveness
- Recruitment Territories

There were three main goals in development of the framework:

1. Provide a 'dead-simple' way for busy enrollment management professionals to visualize and work with data to aid in institutional planning.
2. Produce a framework that works with existing tools and technology already in use at the institution.
3. Eliminate the need for clients to pay new recurring software license fees.

The secret to successfully meeting these goals lies in the strategic data model at the heart of the solution. "Once you've nailed the data model, it's a matter of integrating the model into the technology infrastructure that already exists at the institution," said Graham Tracey, ASR's Director of Higher Education Services.

“Enrollment managers that have seen this solution love its ease of use and highly visual representation of data. At the same time, IT Directors are happy that the solution fits right into the enterprise platforms they’ve already put in place at the institution,” Tracey continued.

ASR’s Strategic Reporting Framework for Recruitment and Admissions is built using business intelligence methods and best practices. As a result, the solution can be deployed for use with reporting tools from companies such as, Business Objects, Cognos, and SAS. Institutions that have not yet standardized on a framework for business intelligence can leverage Microsoft’s SQL Server and Excel (tools already licensed at the institution) to view reports and do ‘deep-dive’ analysis.

An all-new web-based dashboard, is also available as part of the solution to help deliver key charts and reports to institutional stakeholders. The dashboard was also developed to complement existing institutional technologies. Developed using Adobe Flex, a technology used to create Rich Internet Applications (RIA), the dashboard can be ‘snapped’ into most portals including those powered by Microsoft SharePoint, Oracle, and uPortal, in addition to SunGard Luminis, Blackboard Community Portal, and other popular portals in use within higher education.

To test-drive the web-based dashboard and learn more about ASR’s solutions for higher education visit:

ASR’s Strategic Reporting Framework for Recruitment and Admissions:

<http://www.asranalytics.com/solutions/education/recruitment-reporting/>

ASR’s solutions for Higher Education: <http://www.asranalytics.com/solutions/education/>

ASR’s business intelligence blog: <http://www.asranalytics.com/category/blog/>

About ASR Analytics, LLC

ASR Analytics LLC (ASR) provides high-end business intelligence and analytic consulting services to clients in higher education. ASR aims to provide institutional decision makers with self-service decision support tools to help them be more effective in their recruitment, retention, and accountability initiatives. To learn more about our solutions visit: <http://www.asranalytics.com/>.