



Shimer
The Great Books
College of Chicago

Enrollment Rx™

Shimer College selects Enrollment Rx to provide a comprehensive CRM solution for Marketing, Recruitment, and Enrollment Management

July 23rd, 2009 – Schiller Park, IL. Enrollment Rx, LLC is pleased to announce that Shimer College has selected Enrollment Rx as the Enrollment Management Software solution for the school's Admission department. Enrollment Rx is a robust Higher Ed CRM that has been custom-designed to meet the specific recruitment challenges and needs of Academic Institutions. Enrollment Rx will replace Shimer College's legacy system with a powerful product that can manage the full life-cycle of prospective students, and empower the school to accurately track, control, and report upon their entire Enrollment pool. Enrollment Rx worked closely with Model Metrics Inc. to develop the solution, which is built entirely on the Force.com platform from salesforce.com.

"We are excited to be working with Shimer College in their effort to upgrade their Enrollment Management processes" said Lawrence Levy, President of Enrollment Rx, LLC. "Because Enrollment Rx is an affordable Software-as-a-Service product that has very little impact on Shimer College's IT resources, it was much easier for Shimer College to commit to this implementation. We are confident that Shimer College will immediately see an improvement in their day-to-day business processes. Enrollment Rx provides tremendous efficiencies that can dramatically reduce the time and effort needed to manage prospective students through the Enrollment Funnel."

Elaine Vincent, Director of Admission for Shimer College said, "Enrollment Rx will allow our small staff to be more efficient and provide access to more data - we'll be able to plan and forecast in ways we could only dream about until now."

About Shimer College

Shimer is a small independent four-year liberal arts college located just minutes from downtown Chicago. Shimer students develop their capacity for critical thought and interpersonal communication through careful reading of the Great Books, which sustain a life-long passion for learning. With small classes, a full-time teaching faculty, and great books, Shimer offers a rare and enduring educational experience.

About Enrollment Rx

Enrollment Rx, LLC is a software company dedicated to delivering powerful CRM solutions for Higher Education Institutions. Enrollment Rx, LLC offers several products for Higher Ed including:

- Enrollment Rx – Enrollment Management Software
- Placement Rx – Career Services Management Software

- Alumni Rx – Alumni Relationship Management Software

All of Enrollment Rx, LLC products are built entirely on the force.com platform from salesforce.com, together with Model Metrics, Inc. By leveraging industry-leading Software-as-a-Service technology, Enrollment Rx, LLC is pioneering the way in bringing the Higher Education community into the cloud.

About Model Metrics

Model Metrics delivers applications and services at the cutting edge of the fast growing Cloud Computing industry. Since its founding in 2003, Model Metrics has become one of salesforce.com's most diversified and respected partners and a charter partner of Amazon Web Services. Headquartered in Chicago with offices in San Francisco, Los Angeles, New York, Detroit, Minneapolis and Dallas, Model Metrics' customer base spans all industries and includes enterprises such as Abbott, Allstate, Aon, Cars.com, CME Group, Honeywell, InfoUSA, MasterCard, Medtronic and Orbitz. With a focus on mobile, ecommerce, portal, CRM, and call center technology, business process and change management innovation, and custom development, Model Metrics has completed hundreds of engagements in both mid-sized and Fortune 1000 companies. Its world-class application development skills using Force.com, Adobe Flex and AIR, Amazon Web Services, Google, and the Apple iPhone enable the creation of custom applications featuring multimedia-rich user experiences. To learn more, visit www.modelmetrics.com or email info@modelmetrics.com or call 877.542.2885.

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