



EVOLVE

Created for Higher Education

About Pythagoras

We are Changing the Higher Education CRM Landscape

Our Higher Education experts have years of experience working in the sector, helping Universities to simplify operational processes and streamline the student journey; from a prospect's first visit to your website, through application and enrolment, all the way to graduation and beyond.

Our Higher Education solution establishes a foundation that enables Universities to achieve a step change in their adoption and deployment of relationship management solutions, as part of their student journey.

We Understand the Market Drivers

Increasing Competition

Students have more choice than ever before, and the sector has never been more competitive.

The Student Experience

The continued drive to improve student retention and the overall student experience.

More Effective Digital Strategies

Empowering targeted student marketing and mobile learning capabilities.

...And the Common Concerns over Solutions

Big Expensive Projects

New systems take too long to implement and cost too much to maintain and develop.

User Adoption Issues

Money and effort spent on the solution, forgetting the importance of user adoption.

Technology Dead-ends

Too often, new systems can't grow with the needs of the University.

EVOLVE

from Pythagoras

Evolve from Pythagoras is a CRM and Portal solution built on Microsoft Dynamics CRM, and designed specifically for Higher Education. It is an extendable and future-proof system which pulls disparate data together; simplifies communications and business processes; and reduces ongoing system costs.

Evolve takes into account our years of building and implementing CRM systems and portals for Universities, and includes proven solutions to many of the problems typically encountered during the design, build and implementation phases of a University CRM project.

By starting with Evolve, which includes Higher Education data models and screens out-of-the-box, projects are dramatically shortened, with effort being focused immediately on tailoring an already best-practice system to add real value, instead of starting from scratch.

“Pythagoras provided the University with the detailed technical understanding of what the Microsoft Dynamics platform could achieve, but more importantly acted as a partner in helping us evolve our business processes to best utilise that solution.”



David Mutti
Head of Programme Management Office
Information and Library Services
University of Greenwich

Apply



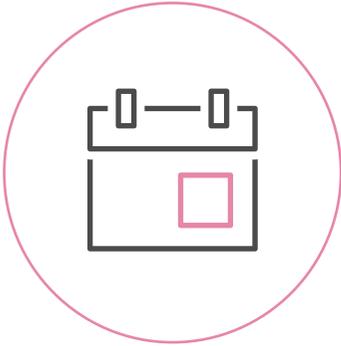
Foundation & Enquiries

This is the core module that allows admission teams to pull together all enquiries into one place, ensuring consistency in response and management.



Applications

The applications module and portal enable Universities to deliver a true self-service experience for prospective students, while equipping staff with the tools, integration and automation to process interviews and applications more efficiently than ever before.



Marketing & Events

Planning and delivering personalised, automated campaigns and reporting is critical for initial perceptions and ongoing student engagement. Our marketing and events module builds on the best functionality within Microsoft Dynamics CRM.

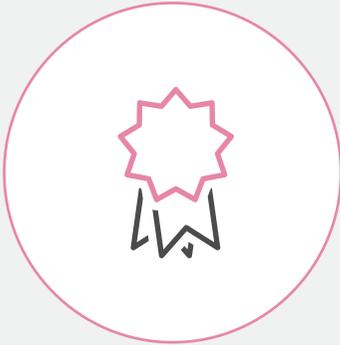
Retain



On Course

Student retention and satisfaction is key for a University's current and future success and growth. This builds student self-service capabilities as well as providing proactive reporting and case management, that allow Universities to engage students as individuals and spot trends that can improve student satisfaction and success.

Graduate



Alumni

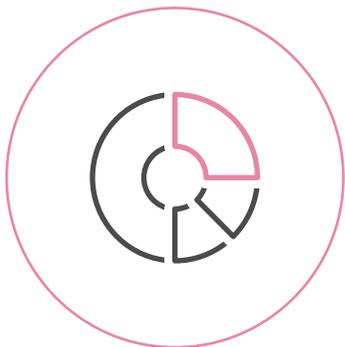
Graduation for students is the beginning of a new relationship with their University. Our Alumni module maintains the existing student record, building on information critical for a University post-graduation. This leverages conversation and tracking of your students' career growth; something which can feed back into marketing campaigns for prospective students.



Sponsors, Funds & Fundraising

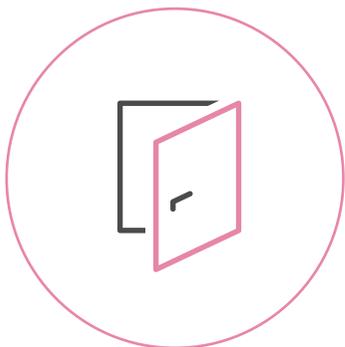
This module is an extension of Alumni and external relations. This enables a University to develop a profile of potential sponsors and engage with them to support events or capital projects. From a recent Alumni perspective, this allows a University to engage potential mentors and advocates in their new careers that can give back to the University.

Enterprise



Business Development

This module provides the tools for Universities to drive additional revenue and build external relations with like-minded organisations and the local community.



Employer Engagement

Building on the basic fundamentals of customer relationship management, this module maximises a University's potential to build relationships with like-minded local businesses that drive mutually beneficial partnerships for their students and commercial teams.

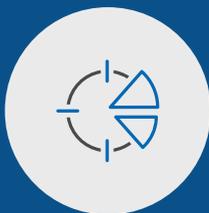


Research & Enterprise

This allows Universities an improved management of interactions between individuals, organisations and the University's business development staff, including the ability to: Provide 'live' summary information to senior management, aiding decision making; provide analysis on performance of the business development team; and conduct marketing communications amongst others.

How we can help

Our Higher Education experts work closely alongside Universities throughout the UK. Below are just a few services we provide alongside our solutions.



Business Value Workshops



Customer Immersion Experiences



Cloud Strategy Workshops



Infrastructure Reviews / Strategy Workshops



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Microsoft
Partner



Gold Cloud Productivity
Gold Collaboration and Content
Gold Customer Relationship Management
Gold Cloud Customer Relationship Management
Silver Cloud Platform



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