



JOINING THE DOTS BETWEEN YOUR IT & MARKETING SYSTEMS

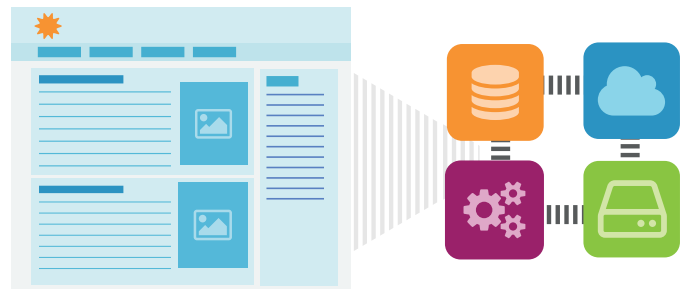
Have you ever thought about the untapped potential of your systems? What improvements could you make to your institution's online strategy if there was a way to combine their knowledge and insights?

Success for today's progressive and digitally savvy higher education institutions make informed data driven decisions. In order for universities, colleges and community colleges to achieve this, they need a holistic content or information strategy that can deliver a powerful student experience by connecting the institution's comprehensive array of software solutions.

TERMINALFOUR's digital marketing & web content management solution is designed to integrate with the best technologies in higher education today. In simple terms, we act as a central hub by joining the dots between your university's integral systems.

Here's just a fraction of our key technology integrations:

- Ellucian Banner
- Ellucian Colleague
- Radius by Hobsons
- TargetX
- Tribal SITS:Vision
- Raiser's Edge by Blackbaud
- Blackboard Mobile
- campusM
- Moodle
- MS Dynamics CRM
- Ellucian Recruiter
- Jenzabar
- Oracle / Peoplesoft Campus Solutions



Benefits

- Seamless integration and visibility of the entire student journey
- Faster decision making based on the ability to invoke business intelligence practices to data
- Removal of information siloes
- Take full advantage of your existing online investments
- Power course search, people finder and self service
- Manage all your data from one secure place
- Save time and increase brand consistency by reusing content from other systems
- Sync your course catalog with your student management system to create targeted content
- Connect people finder with your HR system