CLIENT >>>

The George Washington University is a private research university in Washington, D.C., enrolling more than 11,000 undergraduates and more than 15,000 graduate students. Founded in 1821 as Columbian College, the university has since grown to comprise fourteen undergraduate and graduate colleges and schools.

Learn more at **www.gwu.edu**

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>
> Felice Jackson
> Business Analyst

QUICK FACTS >>>

Client Focus
Higher education

Business Location
Washington, D.C.

Shamrock Services + Solutions
Upgrades, scripting, e-forms development and workflow

Project Focus
Campus-wide

SUCCESS STORY >>>

Like many higher education institutions, The George Washington University (GWU) has a wide range of computer hardware and many different student- and business-focused software systems to manage across multiple campuses. With limited bandwidth among its IT team, GWU needed some third-party assistance with certain applications. They turned to Shamrock, a leading provider of content services and solutions.

When business analyst Felice Jackson started in her new position at GWU, the school had already contracted with Shamrock. Not being familiar with the company (which offers a wide range of content services, support, software, professional services and custom solutions for ECM, ERP and business systems) she didn't know what to expect—but was pleasantly surprised when she started working with Shamrock's experts.

"Right from the beginning, Tom has been a joy to work with," Jackson said. "He has exceeded our expectations and the level of customer service I've experienced with any other vendor. His speed, thoroughness and responsiveness are second to none. Shamrock always considers every scenario and advises us on the best way to do things."

Tom, one of Shamrock's workflow specialists, provides Jackson and her colleagues with day-to-day support for their enterprise content management system. This includes writing new iScripts that speed and enhance processes in multiple departments.

"When we need an update, I just email Tom the requirements and we work on them together," Jackson said. "If it involves modifying an iScript, he usually gets it done in a couple of days."

Transitioning from Nolij Web to Perceptive Content

Previously, GWU wasn't able to tap into the full potential of workflow automation. But recognizing the need to remove manual tasks and paperwork from multiple processes across campus, the IT team again turned to Shamrock.

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SUCCESS STORY continued >>>

"When we decided to upgrade from Nolij Web to Perceptive Content 7, we knew we could rely on Shamrock," Jackson said. "Keith made sure the project ran smoothly. He had a great attitude and the turnaround time was very fast. Anytime he estimated a due date it was right on, which made things easier for us."

Now that they've made the transition, GWU is able to take full advantage of Perceptive Content's potent workflow features. One example is in the main undergraduate admissions office.

"With the Perceptive Content workflows that Shamrock helped us get up and running, we were able to go from between 15,000 and 20,000 applications a year to managing more than 30,000," Jackson said. "There's no way we could've done that if we were still dragging and dropping images to upload them. Shamrock also made the e-form that we use for undergraduate application review into what it is today so that we could make the most of that functionality."

Building a Long-Term Partnership

While there are big picture benefits to the content services and software solutions that Shamrock provides at GWU, many more result from the smaller, behind-the-scenes tweaks that Tom, Keith and the rest of the team make.

"It's amazing how detailed Shamrock's work is on some of these projects," Jackson said. "They're able to explain things in simple terms to our less technical users so they can understand and take advantage of new enhancements."

Going forward, GWU intends to continue using Shamrock to manage its content management system and the integration between it and the Banner ERP suite.

"Shamrock is so fast at getting back to me that I can't usually keep up," Jackson said. "The combination of their expertise and customer service makes me feel privileged to work with them."

PAIN POINTS >>>

> New business analyst was unsure of what to expect from Shamrock

> Saw a need to streamline workflows in multiple departments campus-wide

> University also wanted to transition from Nolij Web to Perceptive Content

> Needed less technical users to fully embrace the new functionality

RESULTS >>>

> Relationship with Shamrock experts exceeds GWU's expectations

> Quick turnaround on workflow scripting drives new efficiencies

> Number of applications they can manage per year almost doubled

> Down-to-earth approach ensures staff take full advantage of enhancements

> "The combination of their expertise and customer service makes me feel privileged to work with them.

Felice Jackson
Business Analyst