

Ashworth College Application Roadmap and Program Management

Company Profile



- Est. in 1987, offers 75 career-relevant, lifestyle friendly programs
- Conglomerate of three schools: PCDI, Ashworth and James Madison High School
- Worldwide leader in comprehensive globally accredited online education
- Offices in Georgia, New York and Canada

The Challenge

With 100+ custom applications based on 7 frameworks in 4 distinct technologies, Ashworth University was inundated with applications causing system risk and complexity. Ashworth required a comprehensive Strategic Application Roadmap to support student and revenue growth projections beyond its 65,000 current enrollments and capture emerging business opportunities.

The Solution

Application Roadmap: Moving away from the disjointed legacy application model, iVision developed a roadmap to guide the requirements gathering, selection and implementation of an agile yet centralized CRM and telecom application infrastructure within a fully integrated IT Environment.

CRM Selection and Rollout: Matching revenue and conversion metrics with acquisition and retention goals, while utilizing GAP and RFI scoring of prospective solutions, iVision pinpointed the optimal CRM solution for student lifecycle management from lead to closure.

Telecom Optimization Roadmap: To guide evaluation and selection of a predictive dialer to support the current telephony investments, iVision paired Ashworth's usage and behavioral needs with necessary features to drive business operations as well as improve the student conversion rate.

The Value

With a centralized cost effective CRM solution integrated with telephone and periphery applications, Ashworth is retiring 36 legacy applications while reducing risk and required specialized skill-sets. Ashworth's conservative projection notes a revenue increase of \$3.3 million through application optimization. Their environment is both manageable and agile providing robust functionality for complete student lifecycle management. The scalable application and telephony environment will help drive their business.

About iVision

iVision is a technology management consulting and managed services company that can partner with you to establish a thought-leading, sustainable and cost-conscious IT environment for your business.

Ashworth College removed 36 of their legacy applications while enhancing conservative revenue projections by 3.3 Million dollars.

Business Case Summary

First Look

- Leading global education provider
- Inefficient legacy application model
- Increased system risk and complexity
- Sizeable anticipated student growth

The iVision Solution

- iVision program planning services
- Legacy application retirement
- CRM and telecom scoring and evaluation
- Centralized CRM environment
- Integrated telephony solution

Look Forward

- 36% of legacy applications retired
- Centralized/integrated IT environment
- Business goal and IT alignment
- Projected \$3.3M increase in revenue