



Enrollment Rx™

ARPAC University© selects Enrollment Rx as the Enrollment Management CRM solution for The ARPAC Group's Continuing Education and Training Division.

August 20, 2009 – Schiller Park, IL. Enrollment Rx, L.L.C. is pleased to announce that The ARPAC Group has selected Enrollment Rx as the Enrollment Management Software solution for ARPAC University, a Continuing Education facility for Sales and Technical Training. ARPAC University sought a highly flexible and scalable solution that integrates with back-end systems to manage their prospect pool, with little impact on IT resources. It was of great importance that ARPAC University select a solution that manages marketing efforts, tracks inquires, and provides automated communication workflow. ARPAC University also required a system that digitally stores and manages document collection in an online environment in order to eliminate paper records.

“Beforehand, we had difficulty managing our different training programs across departments, as communication and visibility into the registration pipeline was limited,” said The ARPAC Group’s President Rick Allegretti. “Executive Management could not readily access key information and data about ARPAC University’s performance. Enrollment and attendee info was not being tracked in a consistent, reportable, and scalable manner. Enrollment Rx provides ARPAC University with an affordable solution that contains the necessary functionality to effectively manage our Continuing Education Division.”

“When we met with ARPAC University’s staff, we identified that Enrollment Rx would not only solve their particular Enrollment Management pain-points, but would also streamline processes and increase customer service,” said Enrollment Rx President and Chief Executive Officer Lawrence Levy. “Enrollment Rx provides ARPAC University with custom-automation, rich reporting and analytics functionality, data management consistency, and real transparency into their Enrollment Funnel. We are delighted to be working with ARPAC University, and know that they are already experiencing significant improvements in their day-to-day Enrollment Management efforts.”

About The ARPAC Group

The ARPAC Group specializes in manufacturing heavy-duty, standard and custom-designed packaging systems that meet the needs of a broad range of industrial users. All machinery is sold and serviced by the ARPAC Group's international network of distributors and service technicians. ARPAC University© is designed to deliver Sales, Operational, and Maintenance training on ARPAC Shrink wrappers, shrink bundlers, BRANDPAC corrugated packers, and stretch wrapper machines.

ARPAC University© is housed in an exceptional 10,000 square foot training facility and showroom and includes over \$1.5 million of ARPAC packaging machines installed for training and demonstration. ARPAC University's dedicated team of PMMI trainers delivers professional materials, hands-on instruction, and Training For Life to all participants in the program. Located near Chicago's O'Hare International Airport, The ARPAC Group maintains sales offices throughout the United States and selected countries worldwide.

About Enrollment Rx, L.L.C.

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. By leveraging industry-leading Software-as-a-Service technology, Enrollment Rx, LLC is pioneering the way in bringing the Higher Education community into the world of cloud computing.

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