

Interlochen Center for the Arts Moves Enrollment Management into the Cloud with Enrollment Rx

World-renowned Arts Institution Brings Efficiency and Visibility to Online Enrollment Process with Cloud-based CRM Solution built on the Salesforce.com Platform

Schiller Park, IL – April 12, 2011 - [Enrollment Rx](#), an innovator of cloud-based Constituent Relationship Management (CRM) solutions for academic institutions, today announced that the prestigious [Interlochen Center for the Arts](#) has implemented the company's Enrollment Management CRM solution. Built on Salesforce.com's proven cloud-computing platform, Enrollment Rx enables Interlochen to more effectively and efficiently manage the enrollment process for the [Arts Academy High School](#) and [Summer Arts Camp](#).

Founded in 1928, Interlochen Center for the Arts engages and inspires people worldwide through excellence in educational, artistic, and cultural programs. Providing a fine arts boarding high school and extensive summer camp program, Interlochen offers the highest-quality artistic training combined with comprehensive, college-preparatory academics. As Interlochen's programs continue to grow with thousands of prospective students applying, managing the admissions process became a challenge. This year, as Interlochen began ramping up its Summer Arts Camp — which brings together students, artists, and instructors from around the world — the organization knew that it needed a scalable solution that could effectively deliver the performance that its 2,000+ students and administration demanded.

"Our previous CRM system was arcane and complicated, and didn't provide an online portal for students and parents. It just wasn't meeting the needs of an institution launching itself into the 21st century," said Roger Valade, Executive Director of Information Technology, Interlochen Center for the Arts. "We clearly needed to replace our aging, traditional-style ERP/CRM solution. Instead of building our own solution and running it on our own infrastructure, Interlochen turned to a commercial solution developed on a proven, well-respected 'in-the-cloud' platform. That solution is Enrollment Rx."

Enrollment Rx provides Interlochen with expanded, customizable functionality for recruiting and managing admission candidates across the entire enrollment cycle and financial aid process. With the Enrollment Rx candidate portal, prospective students can work on applications, upload required admissions documents such as transcripts and essays, and request recommendations from teachers or guidance counselors. In addition, the automated communication workflow has enabled Interlochen to make their existing communication infrastructure more efficient with enhanced e-mail and mail-merge functionalities.

"Our goal was to move more of our applications to the cloud in order to reduce operational headaches and take advantage of cutting-edge IT innovations. Applications built on the Force.com platform enable us to confidently work with some of the newest cloud vendors and know that they are backed by a technology powerhouse," said Valade. "Enrollment Rx has made enrollment incredibly user friendly, efficient and reliable, while helping us be more environmentally friendly with a completely online process."

Along with using Enrollment Rx for admissions, Interlochen also deployed Convio Common Ground for advancement and fundraising. Both cloud-based applications reside on the Force.com platform, allowing for seamless integration, as well as process improvements for the various business units. Rich reporting and analytic tools from Enrollment Rx provide visibility into the enrollment funnel, while integration with Convio has increased transparency into alumni data.

“Enrollment Rx offers today’s forward-thinking academic institutions powerful CRM functionality with the lowest total cost of ownership,” said Lawrence Levy, President of Enrollment Rx. “By leveraging the cloud-based Salesforce.com platform, Enrollment Rx helped Interlochen eliminate outdated and inefficient business processes, while providing a flexible solution to adapt to future plans.

Roger Valade will be discussing Interlochen’s move to the cloud at the [2011 Great Lakes Software Excellence Conference](#) on April 16 (Grand Rapids, MI).

About Enrollment Rx

Enrollment Rx, LLC is an innovator of cloud-based higher-education Constituent Relationship Management (CRM) solutions. Built entirely on the Force.com platform, Enrollment Rx delivers powerful CRM and Student Information System (SIS) solutions to academic institutions, both large and small. Enrollment Rx combines its expertise in cloud computing with a strong higher-education background to deliver world-class solutions that transforms operations in terms of functionality, infrastructure and scalability.

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