Graduway BB CRM Integration

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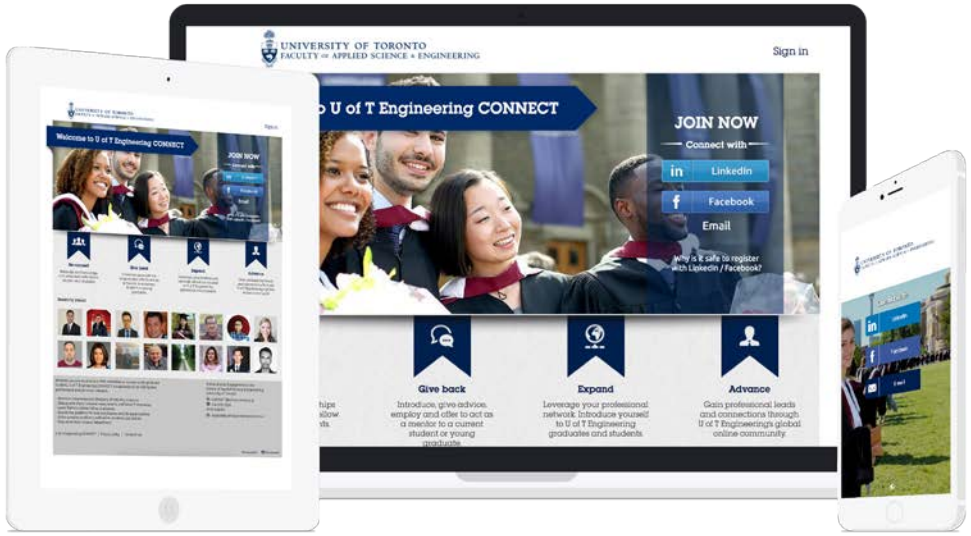
Graduway is the leading provider of alumni networking and mentoring platforms for colleges and universities



600+

Clients

60+

Employees

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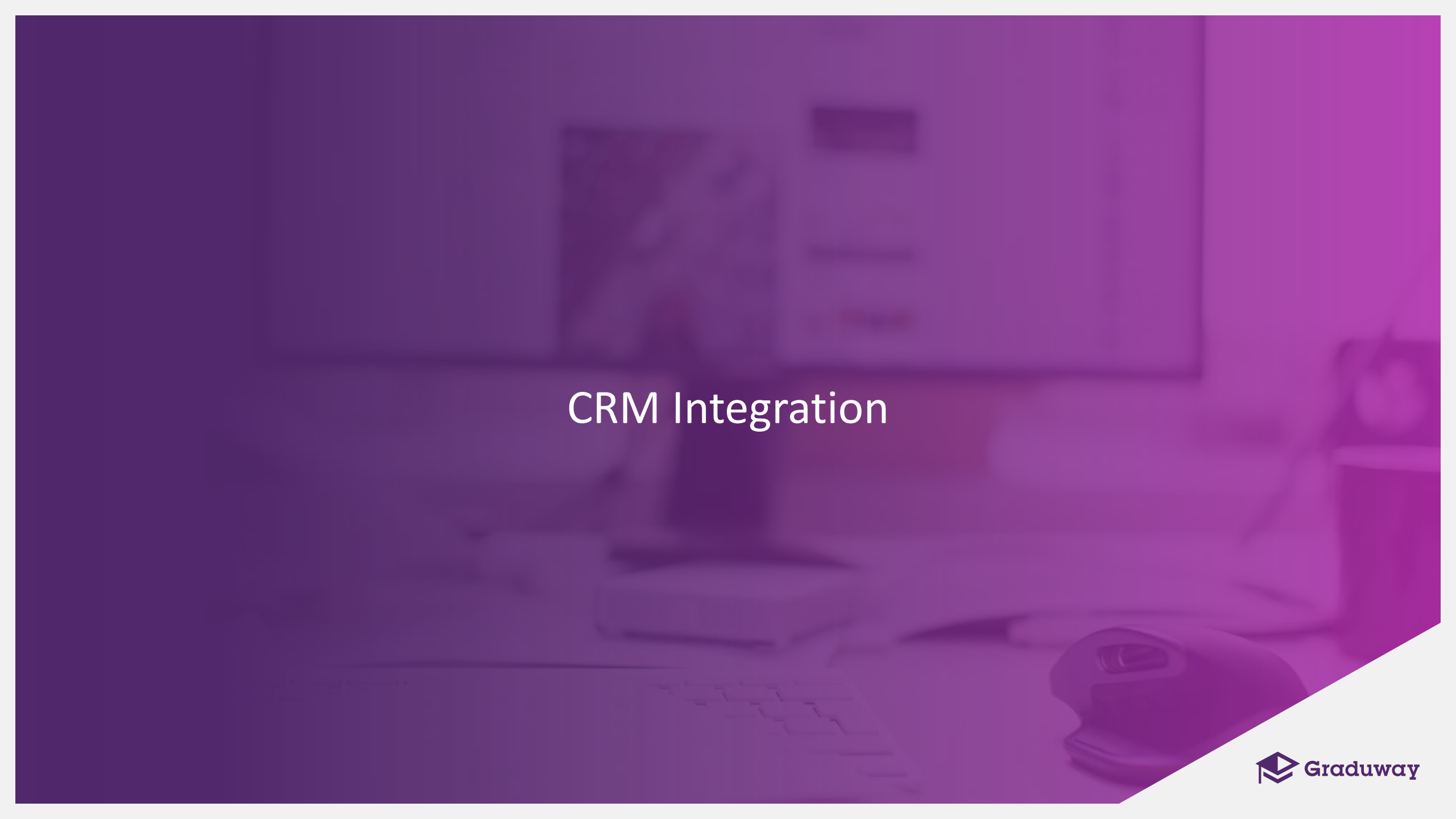
UCLA
University of Oxford
UCD Dublin
Tulane University
Bucknell University
TCU
Tartu Ülikool 1632 Universitas Tartuensis
University of Maryland
Universitas Helsingiensis
The University of Winnipeg
RMIT University
Rice
Jacksonville University
Rotman
Falmouth University
האוניברסיטה העברית בירושלים The Hebrew University of Jerusalem
University of Dundee
Johns Hopkins University
Texas The University of Texas at Austin
Bellarmine University
Johnson & Wales University
Temple University
Brunel University
Azusa Pacific University
uclan University of Central Lancashire
Universidade Positivo
Rensselaer
UCL
Longwood University
Sheffield Hallam University
National American University
Wisconsin Alumni Association
Palo Alto University
Nova Southeastern University
Monmouth College
Northwood University
UIB Universitat de les Illes Balears
Politécnico do Porto
Boğaziçi Üniversitesi 1863
SVSU Saginaw Valley State University
Universidad de los Andes
GCU Glasgow Caledonian University
The College at Brockport State University of New York
Anderson University Academic and Christian Discovery
zeppelin universität
vives katholieke hogeschool
Coventry University
University of Hull
UCSF University of California San Francisco
Aston University Birmingham
Colby
Ithaca College
university of groningen
Muhlenberg College
Concordia University
UEL University of East London
Royal Roads University
Edge Hill University
St John's College

CRM Integration



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Augment CRM data

Goals

Getting up to date information about the end-user

Auto approval of registrants

More/Advanced

1. Mentorship program tracking
2. Contributing back – willingness to help
3. (Correlation between platform engagement and donation)

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Demo

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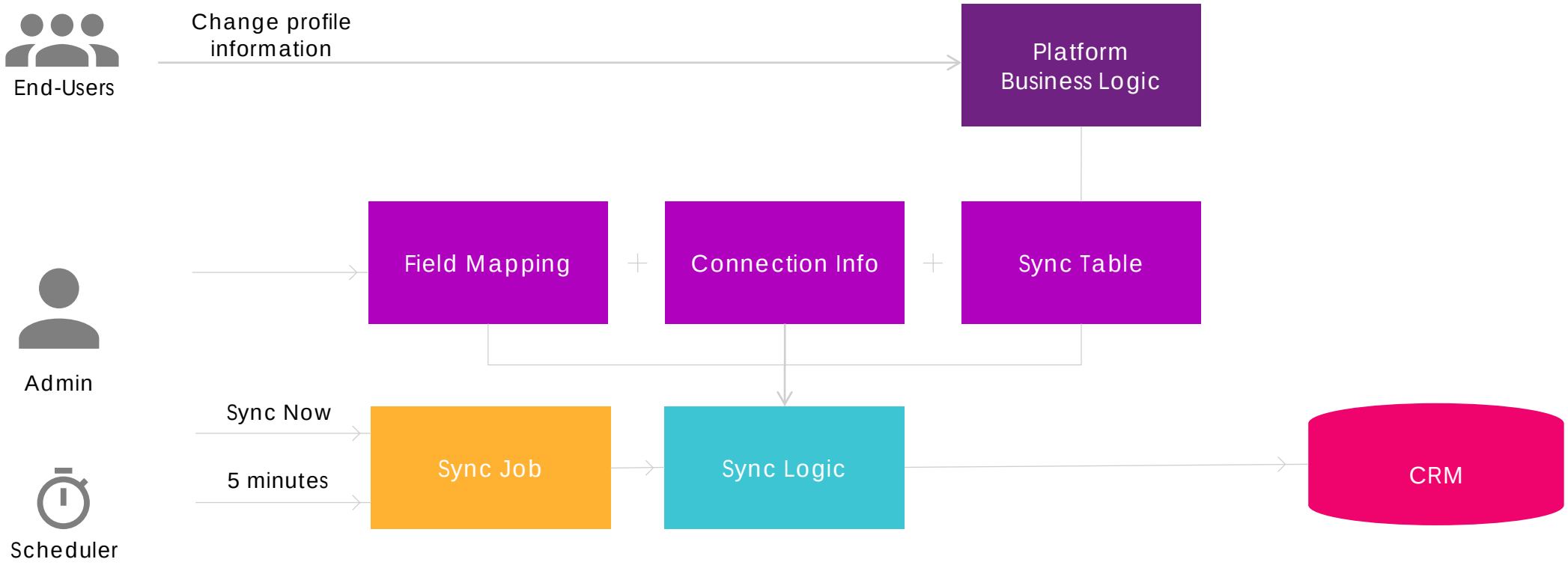
How does it work



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Key features

Resiliency

Testing

Monitoring

Historical updates

Batch updates

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Rollout process

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Stats

13 customers

100K records were updated since public launch (a half a year ago)

68.13 updates per day per customer

47.32 is the frequency of updates per user (days)

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Effort

Product

~Month to spec out together with a design partner

Development & QA

- 3 months to beta
- 3 months to test, fix/refine
- Rinse and repeat

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Future Plans

More data & CRM systems

Our own batch

Configuration test

Move the fields mapping from our Backoffice app to the customer's administrative interface

Push info to admin: Alerts, Stats

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Other notes & tips

Utilize external knowledge and help to speed up development

Understand your internal processes and how your application is effected by them

Utilize the highly skilled resources you have in the university - the faculty members

Questions

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