

# CampusLink Exchange Add-On

Synchronize Microsoft Outlook and CampusVue Student

CAMPUS<sup>SM</sup>  
MANAGEMENT



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## Centralize Communications with Students

In today's on-demand world, admissions staff, faculty and advisors need to centralize and instantly access communications histories with students. For many institutions, though, the record of emails and calendar items from Microsoft Outlook gets left out of the student information system. With CampusLink<sup>SM</sup> Exchange Add-On, you can easily integrate these critical communications in CampusVue<sup>®</sup> Student, the leading student information system.

## Return on Investment

Imagine the additional time it takes to open an activity in your student information system, search for a student, add an activity, then copy and paste emails from Microsoft Outlook. Add this time up over the course of a year across multiple users and departments and you can measure the real value of having this important communications channel integrated with CampusVue Student. Now, with one click, you can add these critical communications histories to gain a 360 view of students.

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# CampusLink Exchange Add-On

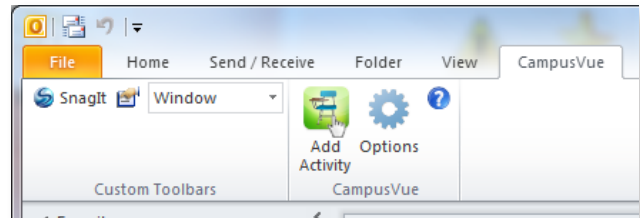
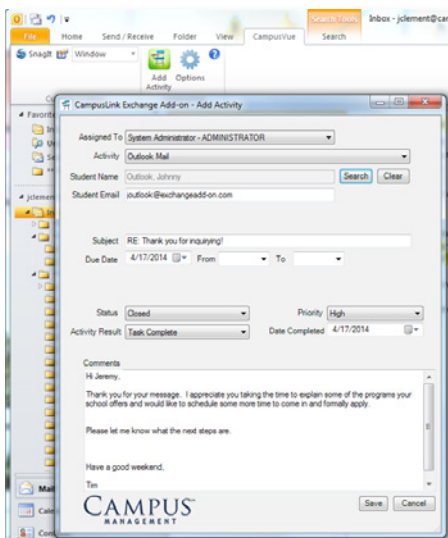
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## Add Value Across the Enterprise with CampusLink Exchange Add-On

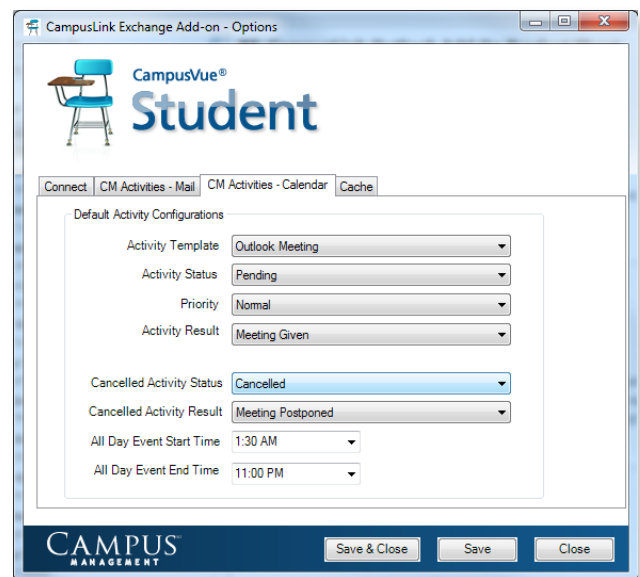
Every role across the organization gains value from having a complete picture of students, reducing manual processes, and spending more time with students. From recruiting and admissions to financial aid and career services, Microsoft Outlook is among the most frequently used and time sensitive communications channels between students and staff. With Exchange Add-On, you click a button and post emails, meetings and appointments into the Contact Manager records in CampusVue Student without having to log into both systems.

- Post emails as Contact Manager activities in CampusVue Student
- Synchronize meetings and appointments from Microsoft Outlook to CampusVue Student
- Ensure security based on Campus Group Configurations and Contact Manager Activity Policy
- Leverage Web services to post activities
- Install and configure with ease

*CampusLink Exchange Add-On is certified for Outlook 2010 and 2013.*



*Add Microsoft Outlook email and calendar information to the communications record in CampusVue Student with one click.*



## Example of Potential ROI Over One Year\*

- 20 users across admissions, financial aid, academic offices and other departments interacting with students
- Currently copying and pasting 15 emails a day, taking 3-4 minutes per email or meeting
- Average cost per hour in labor: \$15
- Automating this with Microsoft Outlook Add-on saves up to \$66,000 a year\*\*

\* This hypothetical example is for illustration purposes only.

\*\* Cost estimate. Actual price may vary depending on situation.

## About Campus Management Corp.

More than 1,700 colleges, universities, foundations, and other organizations in 26 countries rely upon Campus Management Corp® enterprise software products and services. The CampusVue® Ecosystem is a vision for a fully integrated, centralized administrative and e-Learning platform that unifies services, academic delivery, administrative management, and reporting for the range of public, private, and proprietary postsecondary institutions. The ecosystem includes the CampusVue Student administrative system and CampusVue Portal solution, as well as Talisma® Constituent Relationship Management (CRM) and fundraising software.

**CAMPUS**  
MANAGEMENT

777 Yamato Road  
Boca Raton, FL 33431

T: +1.866.397.2537 (North America) +1.561.923.2500  
www.campusmanagement.com