
LUMENDATA SERVICES FOR HIGHER EDUCATION

LumenData provides high quality planning, implementation, integration, and maintenance services for Informatica products, including creating a Higher Education Constituent Master Data Management (MDM) solution. LumenData does business in many industries but has a special focus on Higher Education and enjoys a unique partnership with Informatica. Our customers include the University of Colorado, James Madison University, University of North Carolina at Chapel Hill, University of Utah, and many others.

FOR MORE INFORMATION

Email us at sales@lumendata.com

Call us at (855) MYLUMEN / 695-8636

Visit lumendata.com

DIGITAL MARKETING AUTOMATION

Higher Education institutions are relying more on MDM solutions and marketing automation to establish and maintain meaningful relationships with students and alumni. Using these tools, LumenData can help institutions segment constituents by student behavior, and then serve and track personalized communications based on the behavior. Today's MDM and marketing automation tools can integrate email, content marketing, social media marketing, and comprehensive analytics to perform a wide range of functions, including:

- Definition, segmentation, scheduling, and tracking of marketing campaigns.
- Use automated workflows to reduce repetitive tasks associated with the marketing process.
- Nurture students to enroll and advance in their lifecycle.
- Manage email, SMS, and social campaigns from deployment to tracking to ROI assessment.
- Scoring to identify quality of student prospects and prioritize follow-up campaigns.
- Use campaign analytics and ROI to attribute engagement and admissions by channel.

DATA GOVERNANCE AND DATA QUALITY

Frequently, schools are unsure as to the extent of the challenge they face in poor data. LumenData offers an Initial Data Quality Assessment in which we sample data from your systems and create a comprehensive assessment of your data using industry leading KPIs. We can also assist you in establishing a Data Governance Center of Excellence using your own resources, and we have deep experience with leading-edge DQ tools, such as Informatica IDQ and others.

REAL TIME ADDRESS CORRECTION AND ENHANCEMENT

Leveraging LumenData's years of expertise in this area, you can perform address correction and enhancement directly from your existing systems using Informatica Address Doctor. This capability will also enable you to de-duplicate, standardize, and enhance constituent data across all campus systems.

LEVERAGE POST-PRODUCTION SERVICES

In response to demand from customers, LumenData offers services to monitor, maintain and upgrade Data Quality and MDM systems. For DQ implementations, we can help assess, clean, consolidate, and migrate data on a continuous basis. We perform ongoing DQ audits based on a pre-agreed format and frequency and provide these audits for management as well as IT teams. Our reporting and analytics are based on metrics and ROI calculations that will directly link IT investments to value. In doing so, we provide continuous visibility of the quality of your data in a predictable, reliable way. For MDM implementations, we provide full support for ongoing data loads remotely or on site. We help to manage MDM workflows, configuration, integrations, and processes so that they run continuously without downtime. Our team of skilled experts can perform most of these tasks remotely.

To learn more, contact LumenData at sales@lumendata.com or (855) MYLUMEN / 695-8636.