



University of  
**Salford**  
MANCHESTER

# University of Salford

## Challenge

Salford's siloed systems hindered student attraction, recruitment, and admissions, affecting retention and system effectiveness.

## Solution

Crimson used Microsoft Dynamics 365 and Power Platform to integrate systems, build application portals, and follow low-code/no-code principles, improving staff efficiency and supporting student applications.

## Outcome

Salford saw significant efficiency gains, improved application processing, and enhanced remote working, with a 26% increase in undergraduate intake and better application management.

“Crimson has brought a combination of practical advice that has supported the successful implementation of the Dynamics solution as well as a broader perspective that is supporting our goal of offering a sector-leading experience.”

**John McCarthy,**  
Executive Director,  
Marketing, Recruitment &  
External Relations

