Leveraging Microsoft Technologies to Meet Today's CPD Student

Continual Professional Development Management

crimson®

University Transformation

Transforming CPD in UK Universities
Navigating Key Challenges

UK universities face distinct challenges in delivering effective Continuing Professional Development (CPD) programmes. Keeping course content relevant in rapidly evolving fields is paramount. Balancing practical experience with theoretical knowledge demands a nuanced approach.

Integrating technology, particularly with online course delivery, while ensuring user-friendly experiences is critical. Customising courses to suit diverse professional backgrounds and needs adds complexity.

Additionally, securing recognition and accreditation from relevant bodies, ensuring courses are affordable and accessible, and engaging busy professionals with limited time are challenges that require innovative solutions. These challenges underline the need for a robust, adaptable, and user-friendly CPD management solution.

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Crimson's CPD Management Solution: A New Era in Professional Development

Crimson's CPD Management solution, harnessing the power of Microsoft Dynamics and Power Platform, is a game-changer for UK universities. This all-encompassing solution is tailored to streamline CPD program management and enhance the learning experience.

Central to its innovation is managing both open and custom programme lifecycles. Every detail is efficiently handled, from course creation and catalogue management to enrolment and certification. The system's robust administration tools manage course capacities, waitlists, and credit, while integrated marketing tools effectively attract students.

For learners, the transformative experience is highlighted by the integrated Applicant/Student Portal. This one-stop platform simplifies course applications, registrations, and enquiries, with a user-friendly interface for profile and certificate management. It accommodates various payment options, including VAT management and bulk purchasing.

Technically, the solution shines with customisable dashboards for critical insights and seamless integrations with payment gateways, finance systems, and Virtual Learning Environments (VLE).

Crimson's solution delivers significant outcomes: a frictionless learner journey, streamlined recruitment processes, enhanced efficiency through automation, and invaluable data insights for decision-making. This integrated and adaptable approach enables universities to meet diverse demands adeptly, revolutionising CPD program delivery and setting new benchmarks in professional development.

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Why Choose Crimson's Microsoft-Powered Student Admissions Solution?

- **Proven Solution:** As used by some of the most progressive institutionsin the UK.

- **Solution Accelerators:** Pre-configured components shortcut delivery and de-risk the project.

- **Seamless, Scalable Integrations:** Unify all your operations under the Microsoft umbrella—Dynamics 365, Power Platform, Power Pages, and Power Virtual Agents.

- **AI-Powered:** Enabled by Microsoft AI services, integrity checks ensure authenticity and accelerate the admissions process.

- **Ongoing Enhancements:** Continued Microsoft investment in the platform ensures innovations – such as AI – will continue to streamline ways of working so your team can focus on students most in need of personal support.

- **Extensible Solution:** Crimson continues to invest in building a unified student journey, from application to postgraduate alumni engagement. Choosing Crimson and Microsoft means realising the vision of a 360-degree view of the student.

Microsoft Solutions Partner

Accelerate Success in Student Admissions

No two university CPD needs are the same. That's why Crimson's CPD Management solution includes pre-configured components of the Microsoft platform to fast-track and de-risk your university's success in implementing a unified system.

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Crimson have brought a combination of practical advice and a broader perspective that is supporting our goal of offering a sector leading experience."
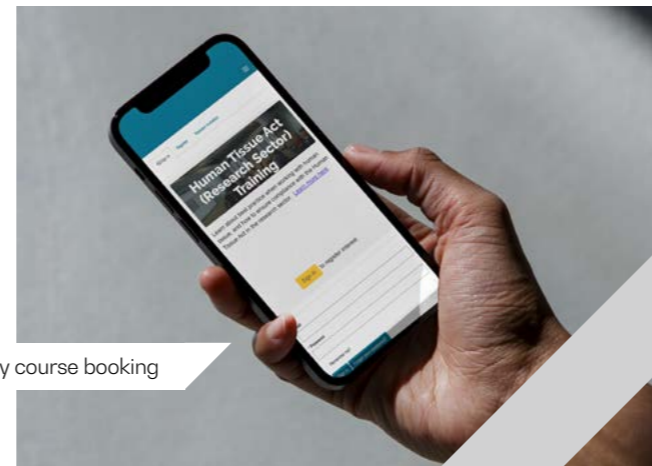
John McCarthy
Associate Chief Operating Officer,
University of Salford

University of Salford

Key Solution Features

With its comprehensive features, Crimson's Microsoft CPD Management solution streamlines course management, enhances student engagement, and optimises financial and administrative processes, positioning your university at the forefront of professional development education.
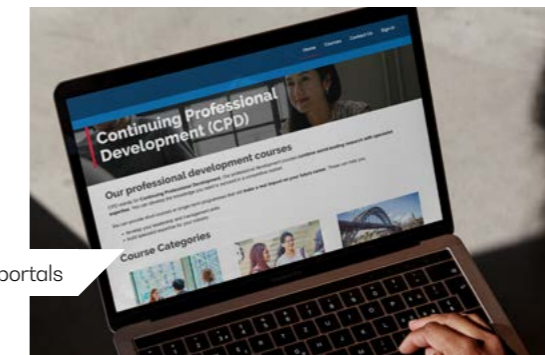
Course Management

Course Management: Easily update and manage course listings, ensuring current and relevant offerings. Streamline course updates, maintaining engagement through relevant content.

Course Capacity Management: Includes waitlist management, optimising course enrolment and attendance—maximising course participation, enhancing revenue and student satisfaction.

Course Credit Management: Manages course credits efficiently, aligning with professional standards. Ensure courses meet professional development requirements, enhancing credibility.
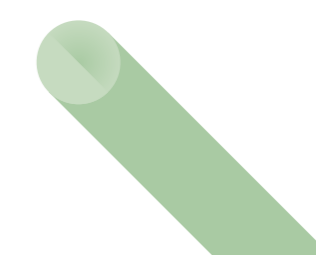
Mobile-friendly course booking

Student Interaction

Applicant/Student Portal: A centralised platform for course applications, registrations, and enquiries. Simplify the application process, improving user experience and engagement.

My Account: Personalised account management for profiles, courses, payments, and certificates. Enhance user autonomy, leading to higher satisfaction and retention.

Seamless VLE Integration: Integrates with Virtual Learning Environments for a cohesive learning experience. Provide a streamlined educational experience, reducing barriers to learning.

Self-serve portals

Marketing and Recruitment

Marketing Campaign Management: Tools for effective marketing campaigns and student attraction strategies. Increase course visibility and enrolment rates.

Event Management: Facilitate workshop and conference organisation, enhancing community engagement and networking opportunities.

Social Campaign Management: Manages social media campaigns, reaching wider audiences. Expands reach and attract diverse learners.
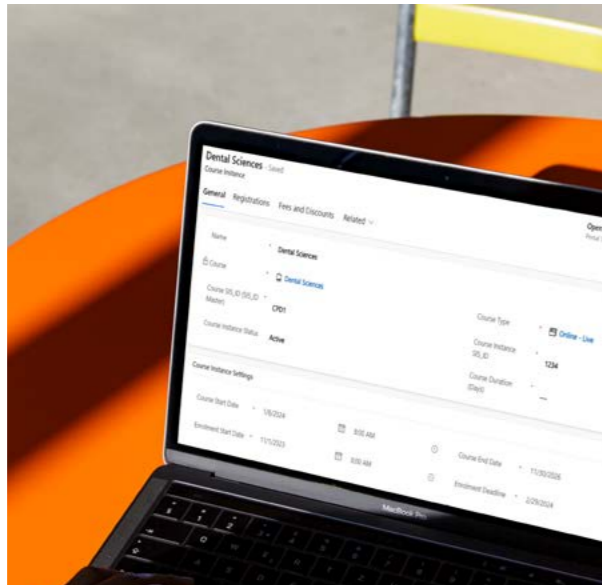
Integration and Analytics

- **Customisable Dashboards:** Provides vital data insights for informed decision-making. Enhance strategic planning and course management effectiveness.

- **Technical Integrations:** Integrate with various systems for a unified operational approach. Create a cohesive technical ecosystem, improving administrative efficiency.

Payment and Financials

- **Portal Basket Payment Platform:** Simplify payment processes for courses. Streamline transactions, improving payment efficiency and user experience.

- **VAT and Invoice Management:** Handles VAT and diverse payment options, including bulk purchasing. Offer financial flexibility, catering to various user needs.

Streamline payment processing

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Their expertise shines through in everything we do with them."

Clare McKeague
Senior International Operations Manager, Newcastle University

See How Crimson and Microsoft Can Work For Your Organisation

Crimson's CPD Management solution doesn't just transform your organisation; it does so by seamlessly integrating with Microsoft's leading-edge technologies and an expansive platform. Better data across the application journey gives you improved insight and leads to better decision-making.

You and your team are invited to preview Crimson's CPD Management solution and explore how Crimson's experience in the higher education sector can underpin your success in developing a unified Microsoft-based platform across your organisation.

Get started today by calling the team on 01675 466 477

Crown Commercial Service *Supplier*

Microsoft Solutions Partner

Crimson
The Hive, Kings Court, The Crescent, Birmingham Business Park
Birmingham, West Midlands B37 7YE T: 01675 466 477