

University of Michigan-Flint

With Perceptive Content, UM-Flint staff now has single-click access to relevant data directly from Banner and PeopleSoft applications. The university has also realized a quantifiable benefit of more than \$5 million, for an ROI of approximately 1,550%.

Challenge

An overgrown filing system and slow student service were once sources of concern for staff at the University of Michigan-Flint. In order to answer students' questions, student services staff shuffled through mountains of paper in file rooms and went from desk to desk to track down missing files. Students often waited up to 10 minutes for answers to simple questions.

Administrators at UM-Flint chose to implement Lexmark document management, capture and workflow solutions to improve service and employee morale. University officials found that Lexmark not only met these needs, but also saved millions of dollars for the university since it has been implemented.

Peace of mind of proven integration

The university selected Perceptive Content from Lexmark for its ease of use, ability to integrate with the university's Banner by Ellucian system and positive references from other universities. Patented LearnMode™ technology allowed Perceptive Content to integrate easily and rapidly with Banner. Integration provides a seamless connection between the two systems, making all documents related to a student available with a single click from the student's record in Banner. UM-Flint's implementation with Perceptive Content was complete in just a few days on site.

"We had very limited IT resources," says Jay Gandhi, student services senior systems analyst, "but Lexmark held our hands through the implementation and it went very smoothly."

Solution

"It took forever to serve students at the front desk, but now that's history," Gandhi says. "Perceptive Content puts all the documents you need to serve students at your fingertips, and we cleared out the file rooms to make two brand new offices for our support staff."

Meet University of Michigan-Flint

In 1956, Ann Arbor sent their best faculty and administrative talent to Flint to ensure the mission, reputation, and standards of a Michigan education took root here, adapted to this environment, and thrived. Some 8,600 students are enrolled at UM-Flint. An ever-growing number of these students are international students, currently hailing from approximately 40 different countries. UM-Flint faculty from over 100 areas of study have gained an international reputation for their dedication to engaged learning.

- ▶ **Founded:** 1956
- ▶ **Location:** Flint, MI
- ▶ **Enrollment:** 8,600
- ▶ **Areas of Study:** Over 100

Products in use: Perceptive Content

"It took forever to serve students at the front desk, but now that's history. Perceptive Content puts all the documents you need to serve students at your fingertips, and we cleared out the file rooms to make two brand new offices for our support staff."

Jay Gandhi

Senior Systems Analyst, Student Services,
University of Michigan-Flint

Making faster, more informed decisions

Using Lexmark solutions, financial aid officers and admissions counselors make decisions more quickly. With critical information readily available, employees never need to leave their desks to complete a file. Perceptive Workflow streamlines the process, allowing staff to immediately see any student's precise status in the admissions and financial aid process. "Our admissions turnaround time is very quick because of Perceptive Content," Gandhi says.

Gandhi believes Lexmark is well suited for higher education. "Higher education involves a lot of collective decision making," Gandhi says. "Perceptive Content gives all parties instant access to the same document so we can make quicker decisions based on accurate information."

Results

Delivering \$5 million cost savings & 1,550% ROI

Since implementing the solution in the financial aid office in 1999, UM-Flint has expanded the solution to 10 other student services and business departments. The result of faster processing and reduced paper and storage expenditure campus-wide has been substantial cost savings. Including everything from hours saved filing and retrieving documents to savings on storage costs and paper expenses, Gandhi says Perceptive Content quickly paid for itself and is now saving UM-Flint millions of dollars.

"In the time that we've been using Perceptive Content, we've received a quantifiable benefit of more than \$5 million. At a cost of less than \$350,000, that's an ROI of approximately 1,550%," Gandhi says.

Admissions is one area that has seen significant cost savings. Previously, admissions staff made copies of student files and sent them to various academic and non-academic departments through campus mail, making it difficult to know where documents were at any given time. Perceptive Workflow automatically routes incoming applications to admissions counselors and allows staff to electronically route each file to the individuals who provide input on admitting decisions.

"Admissions has saved a lot of money using Perceptive Content, in part because they don't have to make copies anymore," Gandhi says.

Meeting compliance challenges head on

To find old transcripts that predated the Banner system, employees in the registrar's office went to the basement to sort through boxes of old transcripts dating back to the 1950s. Now transcripts are instantly available with a quick search in Perceptive Content. With advanced security features, student documents are available only to authorized users. Gandhi follows strict guidelines for granting access privileges, ensuring security is much tighter than that of a locked basement room.

"FERPA requires that we protect students' sensitive information. The security features in Perceptive Content let us accomplish that easily by restricting access to authorized users," Gandhi says.



"In the time that we've been using Perceptive Content, we've received a quantifiable benefit of more than \$5 million. At a cost of less than \$350,000, that's an ROI of approximately 1,550%."

Jay Gandhi

Senior Systems Analyst, Student Services,
University of Michigan-Flint

In addition to facilitating improved student service, increased security and better compliance with federal regulations, Gandhi says Lexmark technology has had a tremendous impact on employee morale.

"The ease of retrieving documents has improved our productivity immensely," Gandhi says. "As a result, the staff's frustration level has gone down."

A future-proof solution

Though there are hundreds of Lexmark users across the UM-Flint campus, Gandhi finds the task of managing Perceptive Content relatively easy. UM-Flint rolled out the solution slowly to each department, employing a train-the-trainer approach.

"Perceptive Content is exactly what we were looking for," Gandhi says. "It's easy to implement, easy to use, easy to maintain, and the support we get from Lexmark is wonderful." The benefits Perceptive Content has provided make it a popular IT request from departments that still work with paper files, causing a whole new problem for Gandhi—managing the demand for Lexmark solutions. "Perceptive Content is so popular among users that the word is spreading like wildfire. Every other day I get a request for access," Gandhi says.

Read and watch more stories of success from our global customers at www.lexmark.com/success