

Radius by Campus Management Improves Onboarding Experience and Boosts Customer Retention with Boomi

Radius by Campus Management turns to the Boomi cloud-native integration platform and MDM product to help its customers quickly connect campus systems and manage data quality.

Campus Management creates software that helps higher education institutions engage in conversations with students and their families about college preparation and admissions, academic advising, holistic student support, and career planning. Radius by Campus Management is an admissions and enrollment management CRM application that is used by universities and colleges around the world.

Critically, Campus Management's customers need to connect the company's software with other campus information systems, such as student admissions software. These systems help institutions track applicants, enrollments and graduates.

When the Radius product team went looking for a vendor to support its integration needs, it was impressed with what it learned from Dell Boomi.

Jennifer Beyer, Campus Management's general manager of admissions solutions, says Campus Management appreciated the direct access it had to the Boomi product management team. Boomi's engineers readily engaged in detailed technical and architecture discussions early in the relationship, which convinced Campus Management that Boomi would be a partner it could count on.

The Game Changer: Adding Self-Service Integration

Certainly, Boomi's support and partnership was just one factor in Campus Management's decision. Each Campus Management customer has unique requirements, so the company needed a flexible integration platform that supported simple customization while easily scaling to accommodate a

growing client base. And since many of its clients do not have large IT departments, a friendly and intuitive user interface was a must.

Boomi's [flexible low-code, cloud-native integration platform](#) fit this need perfectly, Beyer says, allowing Campus Management to quickly onboard new customers.

As Campus Management continued to add clients, it wanted to give its customers the ability to easily build integrations on their own. This meant adding self-service integration capabilities to the Radius product.

At the time, Boomi had recently introduced [Integration Packs](#), which are integration templates that allow the packaging of a single integration for distribution to any number of users simultaneously.

Campus Management worked directly with the Boomi product management team to understand the Integration Pack architecture and develop a proof of concept that demonstrated how its clients could use Boomi's integration infrastructure without directly accessing Boomi.

Partner Spotlight

- **Software Market:** Education
- **HQ Location:** Boca Raton, FL
- **Founded:** 1974
- **Customers:** K-12 schools, community colleges, and universities
- **Employees:** 730



Integration Packs embed core integrations into Campus Management's Radius CRM product, which clients can easily deploy and customize on their own through a simple interface. This self-service integration capability has become a boon for Campus Management and its customers.

"This was a game changer for us," Beyer says. "We've gotten great feedback since we launched the self-service feature, and our clients find it very easy to use."

Although Campus Management still supports custom integrations, self-service integration has raised client satisfaction through faster onboarding. In turn, faster onboarding is lowering Campus Management client acquisition costs while increasing scalability.

"Once our customers started using Boomi, it solved many of their integration needs on campus," says Chuck Zwick, Campus Management's senior technical product manager. "Everything from moving data between systems to transforming the data as it's moving between the systems."

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Chuck Zwick
Senior Technical Product Manager,
Campus Management

"The Boomi partnership has been fantastic. We are both invested in each other's success. We have helped drive each other's roadmaps further, and that's not something you get with every company."

Jennifer Beyer
General Manager of Admissions Solutions,
Campus Management

Data Havoc: Solving the Duplicate Data Challenge

After implementing Boomi's Integration Packs to successfully deliver the self-service capability, the Radius product team was ready to tackle its next challenge — addressing the increase in "dirty" data entering Radius. Schools were importing data from a variety of sources and the reliability of that data was inconsistent. Much of the data wasn't clean — either inaccurate or redundant.

Students often use more than one version of their name, maintain multiple email addresses, and have siblings attending the same school. All of these factors can wreak havoc with data and their applications.

Campus Management knew it had a problem with bad data in Radius, but it had no way to assess the scope of the issue or any way to clean up data in bulk to merge duplicate records. The company evaluated several vendors for help and again chose Boomi.

"We landed on Boomi because of the integration of its master data management (MDM) product with the integration platform," Beyer says.

With Boomi MDM, duplicates could be identified and presented to the client via the Radius interface.



Self-service integration has raised client satisfaction for Radius through faster onboarding.

Project Overview

- **Business Goals:**

Integrate institutional systems of record with Campus Management's Radius product.

- **Integration Challenges:**

- Simplify custom integration
- Offer self-service integration
- Solve "dirty" data issues

- **How Boomi Helped:**

- Offered a highly scalable, easy-to-use cloud integration platform
- Provided collaborative, dependable partnership and support
- Made self-service integration a key feature of the Radius product
- Implemented MDM to identify duplicate records and present them through the Radius interface

"It wasn't just the functionality that Boomi offered," Beyer adds. "It was that tried and true partnership, that level of support we could count on that drove the project forward. Boomi always delivered what they promised and then some."

Boomi provided the Radius team with product managers and engineers to help with the heavy architectural lifting and to thoroughly scope requirements. And the company was able to reuse some of the work that had been done when implementing Boomi Integration Packs, which helped lower costs.

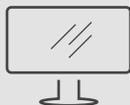
The launch of the duplicate management feature generated a lot excitement among Radius' clients. Often they could see hundreds of thousands of records identified and reduced to much smaller and cleaner data sets.

"Now with Radius, clients can manage duplicates and dramatically improve the quality of their data," Zwick says. "They know when they are engaging with a single person with a single record, rather than one person with multiple, conflicting records."

Campus Management expects the duplicate data feature to significantly improve client satisfaction and drive greater usage of its Radius application. When schools communicate with students, it's critically important to use the most recent and accurate phone, email, and address information.

Clean data means the institutions Campus Management serves can run more effective outreach campaigns with students.

"This feature far exceeded anything our products have offered in the past," Beyer says. "I am confident it will increase our client retention rate."



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