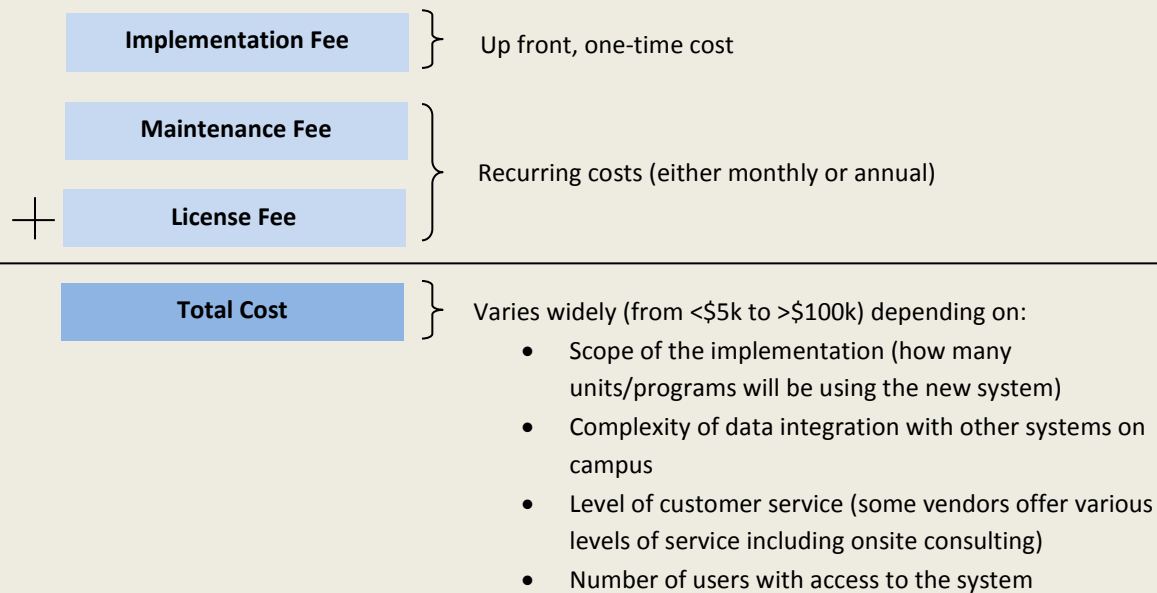# Tool #25: Higher Education CRM Vendor Primer

Because a multitude of factors contribute to an administrator's evaluation of vendors, COE executives are often searching for a starting point in assessing vendor strengths. This tool offers a baseline of vendor information including typical pricing models for CRM providers and a list of vendors that the COE Forum encountered during the research on the topic. Please note that it is not exhaustive and cannot substitute the process of scoring vendors based on the unique needs of the unit. Next to each vendor is a link to its website, a list of its clients in higher education, and a basic description of their pricing model.

**Typical CRM Pricing Formula**

| | |
|---|---|
| **Implementation Fee** | Up front, one-time cost |
| **Maintenance Fee** + **License Fee** | Recurring costs (either monthly or annual) |
| **Total Cost** | Varies widely (from <$5k to >$100k) depending on:<br>• Scope of the implementation (how many units/programs will be using the new system)<br>• Complexity of data integration with other systems on campus<br>• Level of customer service (some vendors offer various levels of service including onsite consulting)<br>• Number of users with access to the system |

## Vendor Comparisons Based on COE Forum Research[1]

| Vendor | Key Notes | |
|---|---|---|
| **blackbaud** | Reported Strengths | Fundraising, alumni relations |
| | Pricing Structure | • User license For their Raiser's Edge product (a back-end CRM), customers pay a (typically around $10k-$12k/year/user,<br>• Institutions then have the option of adding on functionality modules that can range in cost from $10k to over $100k |
| | Customers | McNeese State University Office of Alumni Relations, U.S. Naval Academy Office of Alumni Relations, UT Dallas Alumni |
| | Website /Phone | https://www.blackbaud.com/education/#tileContent1 |

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1. All information in this table is available either on the website of the vendor or was derived from The Advisory Board Company interviews and analysis.

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| Vendor | Key Notes | |
|---|---|---|
| **CampusCE** | Reported Strengths | • Corporate education, payment platform integration, registration outside of semester-bound timelines |
| | Price/Pricing Structure | • Upfront cost:Initial License/Implemnation Fee: <$10k->$100k<br>• Maintenance cost: <$6,000 - $60k<br>• Pricing is different for the credit side requiring an individual consultation. |
| | Customers | Bellvue College Continuing Education, Kennesaw State University, Illinois Central College Division of Corporate and Community Education, Furman University Center for Corporate and Professional Development, University of Minnesota OSHER Institute for Lifelong Learning |
| | Website | http://www.campusce.com/ |
| **ellucian** | Reported Strengths | CRM packages include two-way web integration with Banner SIS because Banner is owned by Ellucian.  Ellucian also provides the source code for its solutions to its client community so they can make changes to configure the solutions to their needs |
| | Price/Pricing Structure | • Prices for CRM products ranges significantly across each client, but a minimum baseline price is around $50,000 with additional per user license fees offered in volume discounts.<br>• This baseline price includes two-way web integration services to ensure data transfer from the CRM to Banner and Colleague SIS (which also offer semester, term, and open entry/exit enrollment tracking options).<br>• Pricing/payment structure can be flexible according to the university's payment needs but is typically offered initially as an "on premise" or "Software as a Service" (SaaS) deployment. |
| | Customers | *Ellucian did not release customer names.* |
| | Website | http://www.ellucian.com/educationservices/ |
| **Enrollment Rx** | Reported Strengths | Changes are relatively easy to make to the platform as the compnay operates on a "clicks not code" philosophy. |
| | Price/Pricing Structure | • Implementation and Professional Services: $50k->$100k<br>• Licenses: $1,188/user/year; if non-profit they qualify for 10 Salesforce licenses and additonal individual salesforce licenses at an 80% discount after reaching ten. |
| | Customers | Lasell College, Babson College Olin Graduate School of Business, Michigan State University Broad Graduate School of Management |
| | Website | http://www.enrollmentrx.com/ |

| Vendor | Key Notes | |
|---|---|---|
| **HOBSONS** | Reported Strengths | VIP Portals; Owns Intelliworks CRM |
| | Price/Pricing Structure | *Hobsons did not respond to discuss pricing information.* |
| | Customers | *Clients listed on their website:* Purdue University, Stetson University, Presbyterian College, George Mason University, Villanova University, The College of William and Mary, St. Bonaventure University, University of Texas at El Paso |
| | Website | http://www.hobsons.com/education-solutions/solutions/engage-enroll/education-crm-suite/ |
| **INTELLIWORKS** CONNECT WITH PURPOSE | Reported Strengths | Customizable and user-friendly interfaces; Owned by Hobsons |
| | Price/Pricing Structure | *Intelliworks did not respond to discuss pricing information, but research contacts indicate that pricing is similar to the $40,000 base range, extending upward depending on the service package an institution selects.* |
| | Customers | Empire State College Enrollment and Admissions, Virginia Commonwealth University Graduate Studies, Concordia University Texas Admissions Department, Lourdes College Graduate Admissions, CSU Sacramento External Graduate Programs |
| | Website | http://www.hobsons.com/crm-for-higher-education |
| **JENZABAR** | Reported Strengths | The Higher Reach product is designed to serve the needs of continuing education units, including non-credit enrollments |
| | Website | http://www.jenzabar.com/higher-ed-solutions/continuing-education-workforce-development / |
| | Price/Pricing Structure | *Jenzabar did not respond to requests to discuss their pricing structure.* |
| | Customers | *Clients listed on their website:* California State University-San Marcos, Hofstra University, Flagler College, Lousiana State University, Naropa University |
| **N2N** | Reported Strengths | Can be customized to allow for data transfer with any SIS Product suite spans the student lifecycle with a focus on mobile applications to improve contact between recruiters and prospects |
| | Price/Pricing Structure | One-time product license prices range from $15,000 to $75,000 in addition to annual maintenance fee of 20% of the license fee. |
| | Customers | Kanawha Valley College, Mohawk College, Georgia Perimeter College, Vicennes University |
| | Website | http://n2nservices.com/ |

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| Vendor | Key Notes | |
|---|---|---|
| **RightNow** | Reported Strengths | Works well for managing multiple public interfaces (websites) with the same back-end system; owned by Oracle |
| | Price/Pricing Structure | • Pricing structure is primarily determined by the number of end users at the institution; all of whom have full access to the product's capabilities<br>• Charged as a monthly subscription to the SaaS product |
| | Website | http://www.oracle.com/us/products/applications/rightnow/overview/index.html?origref=http://en.wikipedia.org/wiki/RightNow_Technologies# |
| | Customers | Distance Minnesota, Minnesota State Colleges and Universities (MNSCU), University of Southern Queensland |
| **salesforce foundation** | Reported Strengths | Very cost effective if selected for Salesforce Foundation access |
| | Price/Pricing Structure | • Salesforce Foundation offers non-profit institutions access to 10 free user licenses through an application proces,<br>• if the institution wants additional user licenses they can purchase them for $360/user/year<br>• Typical implementation and customization consultation engagements can range from $5k to $20k |
| | Customers | Fresno Pacific University, IESE Business School |
| | Website | http://www.salesforcefoundation.org/ |
| **SUGARCRM** | Reported Strengths | Very low cost depending on the extent of service assistance needed; service costs typically decrease over time as staff are better trained |
| | Price/Pricing Structure | • No upfront implementation fee<br>• Annual user access fee (typically $420-$720/user/year) which includes system functionalities and customer support<br>• Optional implementation consulting service packages are available (typically around $1,500) |
| | Customers | Sim University (Singapore), HEC Groupe (France), Summa College (the Netherlands) |
| | Website | http://www.sugarcrm.com/ |
| **TALISMA** A Campus Management Solution | Reported Strengths | User-friendly for leads and prospect management |
| | Price/Pricing Structure | *Talisma did not respond to requests for a discussion about pricing structures.* |
| | Customers | Indiana University, University of Illinois at Urbana Champaign, University of Notre Dame |
| | Website | http://www.talisma.com/en-us/products_services/talisma_crm/Pages/TalismaCRM.aspx |

| Vendor | Key Notes | |
|---|---|---|
| | Reported Strengths | Company leadership have substantial experience working in higher education |
| | Price/Pricing Structure | • Pricing structure includes an upfront licensing fee for the institution (typically around $40,000) which includes 10 users on campus<br>• Additional users can be added for approximately $120-$250 per user per year<br>• Jenzabar Higher Reach (a continuing education ERP) sells Target X as an optional part of the package, the pricing can fluctuate a bit in sales through Jenzabar |
| | Customers | Pepperdine University, Birmingham Southern College, Southern Polytechnic State University, Alfred University, College of William and Mary, Saint Joseph's University, American University, Kettering University |
| | Website | http://targetx.com |