Service Definition Document for Higher Education
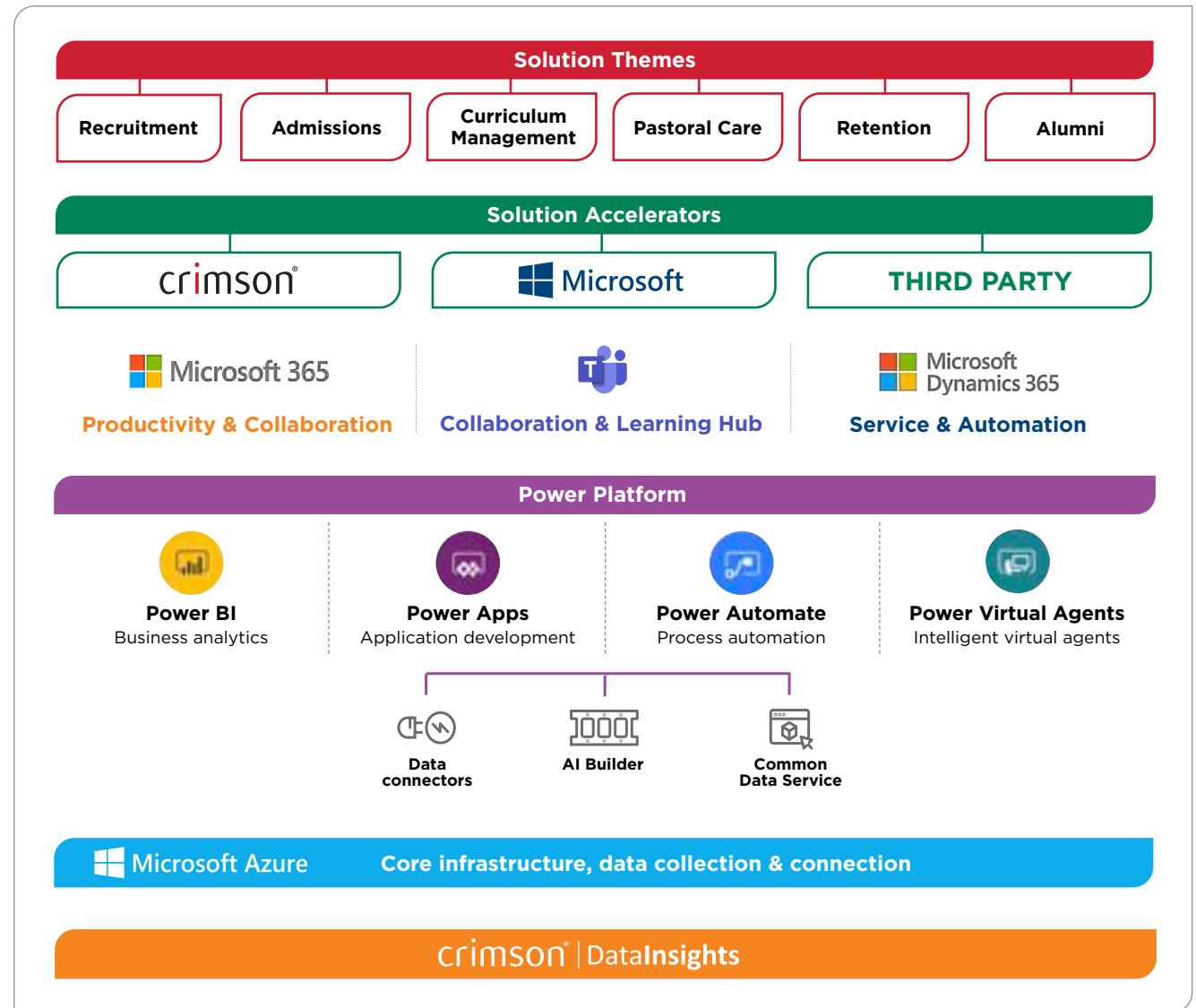
Supporting universities to deliver intelligent experiences for students, faculty, and staff

UTILISING MICROSOFT'S CLOUD PLATFORMS UNIFIES PROCESSES AND DATA ACROSS THE STUDENT LIFE-CYCLE TO DELIVER SUPERIOR EXPERIENCES

Universities continue to choose Microsoft technologies for their affordability, ongoing multi-billion-pound annual investment, market-leading functionality, and ease of use.

Crimson harnesses the tools provided in the Microsoft cloud platform to create Higher Education Accelerators that fast-track implementation times and deliver value sooner.

Higher Education leaders face a plethora of complex challenges and uncertainties that present each university with unique difficulties. Common trends include increasing competition, rising student expectations, pressures attracting international students, and cost burdens driven by tuition fee caps.

Crimson is working with higher education leaders to re-imagine new ways forward in delivering digital services using Microsoft's low-code/no-code platforms. Working with Crimson, universities are overturning the challenges and realising the potential of their investment in Microsoft to advance services for students, faculty, and staff.

Solution Themes

| Recruitment | Admissions | Curriculum Management | Pastoral Care | Retention | Alumni |

Solution Accelerators

| crimson® | Microsoft | THIRD PARTY |

Microsoft 365
Productivity & Collaboration

Collaboration & Learning Hub

Microsoft Dynamics 365
Service & Automation

Power Platform

Power BI
Business analytics

Power Apps
Application development

Power Automate
Process automation

Power Virtual Agents
Intelligent virtual agents

Data connectors

AI Builder

Common Data Service

Microsoft Azure Core infrastructure, data collection & connection

crimson® | DataInsights

WHICH FACULTY, STUDENT OR STAFF EXPERIENCE DO YOU WANT TO IMPROVE TODAY?

Attract the right students, at less cost.

Centralise your marketing and events activity with embedded intelligence on a single platform.

Drive higher levels of student satisfaction.

Understand how your students are behaving and engaging across the institution with 360° single sources of truth.

Create a hybrid learning environment.

Deliver personalised teaching and learning on and off campus to drive maximum engagement.

Deliver tailored student support.

Provide a single point of contact for help and advice on a channel of the student's choice with AI-driven case management capability for staff.

Measure educational outcomes.

Use the same platform to engage with employers and partners to understand how students are engaged and provide career opportunities.

Extend graduate relationships.

Use the 360° view of a student to best engage with them as alumni, managing activities and donations.

ENHANCE THE STUDENT EXPERIENCE WITH MICROSOFT DYNAMICS 365

Working with Crimson to leverage Microsoft, third-party and Crimson's accelerators for Microsoft Dynamics 365, universities can deliver richer student engagements and unlock the power of data to automate and enhance the student experience.

Using the Microsoft Dynamics 365 student management platform, you can gain a single view of a student and deliver more personalised experiences across the life-cycle - from recruitment to alumni.

Attract more students and cut acquisition costs with more intelligent segmentation and personalised 'customer' journeys that tailor communications across multiple channels, including social, web, chat, in-person and events.

Increase graduation rates with proactive student support and pastoral experiences through a single source of activity that creates a 360-degree view of each student's needs.

> *Crimson have 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 of Marketing, Recruitment & External Relations, University of Salford**

TURN GREAT IDEAS INTO IMPACTFUL SOLUTIONS USING CRIMSON'S MICROSOFT POWER PLATFORM SERVICES

The Microsoft Power Platform is more than the sum of its parts. Connect them together — and to Microsoft 365, Dynamics 365, Azure, and hundreds of other apps — and build end-to-end business cross-device solutions that increase staff productivity and reduce costs by modernising business processes.

Microsoft Power Platform ties together four best-in-class services: Power BI, PowerApps, Power Automate, and now... Power Virtual Agents. With Microsoft's no-code/low code approach, Power Platform makes it significantly easier to generate deep insights from data, deploy rich applications, create powerful workflows, automations, and leverage AI.

Crimson equips universities to design, build, test, train and support their apps that end-users adopt – with zero or minimal involvement from the IT departments. By supporting you with the tools and processes to seek out time-consuming processes, Crimson helps your teams to start automating and innovating — fast.

> *Throughout the engagement Crimson challenged how we were functioning, which has increased the appetite to expand on the Microsoft platform to make use of further growth.*
>
> **Kevin McGuire, Business Systems Manager, University of Strathclyde**

![Microsoft 365 logo]

BOOST TEAM PRODUCTIVITY, FLEXIBILITY, AND COLLABORATION WITH CRIMSON'S MICROSOFT 365 SERVICES

Crimson's Microsoft 365 services foster collaboration, so that teams — remote or otherwise — work both effectively and creatively, across devices.

Working across the implementation cycle, Crimson's Microsoft Certified Professionals can guide your team in the successful use of Microsoft 365 — from scoping and governance through to training and support.

With Microsoft 365 universities can provide staff and faculty with tools for planning, assignments, and communication all in one location, enabling them to spend less time managing technology and more time assisting students in their learning.

> "
> *Crimson's knowledge of effective Microsoft 365 security and governance has helped Aston University accelerate its transition towards digital collaboration using Microsoft Teams.*
>
> **James Longmore, Director, Aston University**
> "

Enable teamwork and simplify workflow: meet, call, instant message and meet online with Microsoft Teams, access familiar Office apps on all devices, plus store and share files using OneDrive for Business. Intranets, team sites and enterprise social networks provide additional methods for sharing and exchanging information.

Fuel innovation: create engaging presentations and 3D models, plus immersive mixed reality experiences. When inspiration strikes, effortlessly go from thought to content using voice, touch, and pen on any device. The suite includes tools to effortlessly create engaging presentations and 3D models, plus immersive mixed reality experiences.

Get more done with AI-enabled tools: get more creative, discover new insights, elevate search and get personalised assistance with built-in intelligence features.

UNLOCK THE VALUE OF YOUR DATA TO DRIVE FASTER AND MORE INFORMED DECISIONS WITH AZURE DATA PLATFORM

Crimson's Data Insights team demystifies and democratises data science for higher education; giving you the strategic guidance, tactical brainpower and an end-to-end approach to unlock the value of your data to drive faster and more informed decisions.

Microsoft's Azure tools have incredible implications for higher education; from campus management, human resources, to fast-action security protocols, plus student wellbeing and academic success. Crimson can help you build an end-to-end Azure Modern Data Platform with real-time data that is collected and immediately disseminated.

Combined with data analytics, predictive models can streamline processing to calculate what might happen in the future. Crimson's Data Insights team supports universities in using predictive analytics models to help drive priority agendas, including improved recruitment, retention, and meeting students' needs.

▦ Microsoft Azure

GAIN THE FREEDOM AND FLEXIBILITY TO BUILD, MANAGE, AND DEPLOY YOUR APPLICATIONS ANYWHERE USING MICROSOFT AZURE

The Crimson Azure team support universities in implementing the foundations in Azure that provide everything needed to build great solutions, using preferred languages, frameworks, and infrastructure to solve challenges large and small.

Crimson's Azure team have a range of services to enable your university to execute its Azure journey, providing your cloud programme with practical and insightful implementation guidance, technical and programme governance.

Gold-standard accredited services provide expertise and experience in orchestrating and sequencing cloud transition and transformation activities.

The Azure team help you assess current business capabilities and infrastructure readiness before they move key workloads and applications to the Microsoft cloud platform. Structured consulting engagements can help you envision business scenarios that will help your university achieve its strategic objectives while plotting a realistic roadmap that leads to meeting your goals.

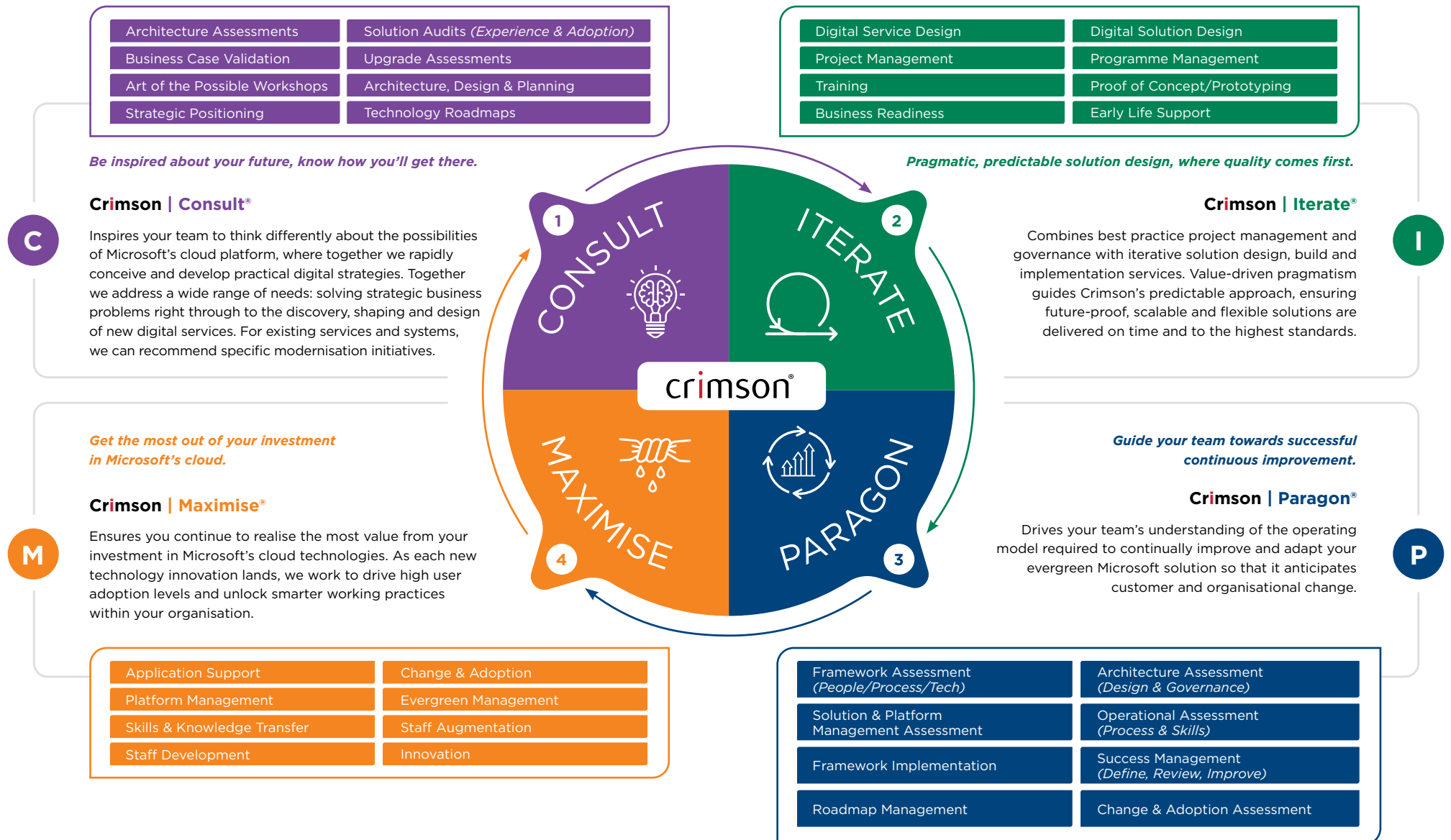" *Crimson helped us to validate our migration to Microsoft Azure from a design, security and operational governance point of view and provided relevant areas of enhancement to ensure we are getting the most out of the platform. The Crimson team were very knowledgeable and worked seamlessly with the team to deliver a successful go live of the Azure services*
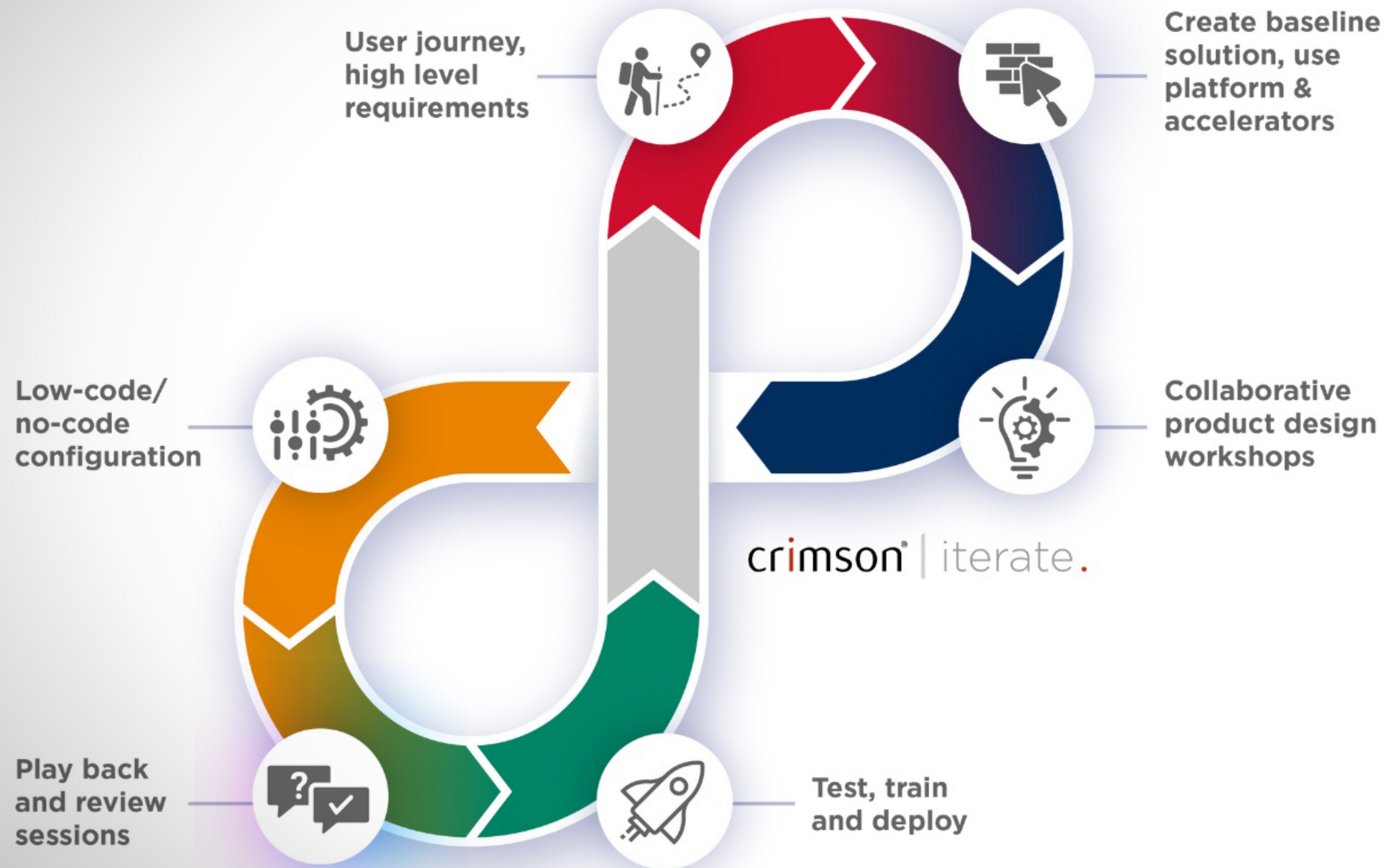
Matt Castle, Head of Application Platforms, University of Oxford.

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Architecture Assessments	Solution Audits *(Experience & Adoption)*
Business Case Validation	Upgrade Assessments
Art of the Possible Workshops	Architecture, Design & Planning
Strategic Positioning	Technology Roadmaps

Digital Service Design	Digital Solution Design
Project Management	Programme Management
Training	Proof of Concept/Prototyping
Business Readiness	Early Life Support

Be inspired about your future, know how you'll get there.

Pragmatic, predictable solution design, where quality comes first.

Crimson | Consult®

Inspires your team to think differently about the possibilities of Microsoft's cloud platform, where together we rapidly conceive and develop practical digital strategies. Together we address a wide range of needs: solving strategic business problems right through to the discovery, shaping and design of new digital services. For existing services and systems, we can recommend specific modernisation initiatives.

Crimson | Iterate®

Combines best practice project management and governance with iterative solution design, build and implementation services. Value-driven pragmatism guides Crimson's predictable approach, ensuring future-proof, scalable and flexible solutions are delivered on time and to the highest standards.

C CONSULT 1 — ITERATE 2 **I**

crimson®

M MAXIMISE 4 — PARAGON 3 **P**

Get the most out of your investment in Microsoft's cloud.

Guide your team towards successful continuous improvement.

Crimson | Maximise®

Ensures you continue to realise the most value from your investment in Microsoft's cloud technologies. As each new technology innovation lands, we work to drive high user adoption levels and unlock smarter working practices within your organisation.

Crimson | Paragon®

Drives your team's understanding of the operating model required to continually improve and adapt your evergreen Microsoft solution so that it anticipates customer and organisational change.

Application Support	Change & Adoption
Platform Management	Evergreen Management
Skills & Knowledge Transfer	Staff Augmentation
Staff Development	Innovation

Framework Assessment *(People/Process/Tech)*	Architecture Assessment *(Design & Governance)*
Solution & Platform Management Assessment	Operational Assessment *(Process & Skills)*
Framework Implementation	Success Management *(Define, Review, Improve)*
Roadmap Management	Change & Adoption Assessment

Crimson's Iterate Methodology

User journey, high level requirements

Create baseline solution, use platform & accelerators

Low-code/ no-code configuration

Collaborative product design workshops

Play back and review sessions

Test, train and deploy

crimson | iterate.

- Business-led approach
- Built on Microsoft
- Low-code/no-code
- Config and IP owned by you
- Collaborative approach for greater adoption and buy-in

crimson®
Part of **Nash Squared**

crimson®

THE UNIQUE CRIMSON DIFFERENCE THAT GETS YOUR UNIVERSITY RESULTS

You can win the hearts and minds of colleagues. Crimson's people-centred approach enables successful change management – the crucial ingredient in any IT programme. And combining Microsoft's technology platform with Crimson's four service streams is where education leaders can deliver transformational results.

You can accelerate the implementation cycle and time to value. Crimson's and Microsoft's collection of cost- and copyright-free higher education solution accelerators, combined with the Crimson's packaged service steams expedites your project so your team can see results sooner and move forward with confidence.

You can support innovation across the university. Crimson Paragon® helps support teams that want to be more technologically self-sufficient and manage their own continuous improvement. We can offer knowledge transfer, change management processes and solution architecture tools to enable your teams to extend your evergreen Microsoft cloud solutions in-house – or help you co-develop with an integrator partner such as Crimson.

A people-centric approach to your project. Every successful IT project involves winning the hearts and minds of people. Crimson's collaborative approach and change management expertise makes sure that you get the right people in place to deliver on today's project and beyond.

You can draw on greater strength and depth. Crimson is part of the global £1BN Harvey Nash Group, giving Crimson the bandwidth and global outlook to meet your ambitions while remaining an independent, agile company that keeps business personal.

LET'S GET STARTED TODAY

Crimson can inspire your team to think differently about the possibilities of Microsoft's cloud platforms, provide clarity around your strategy, guide you towards success and ensure you continue to get the most out of your investment.

To learn more about the work we've done elsewhere, get more out of your existing Microsoft platform investment or to discuss your current IT project, call the consulting team today on 01675 466 477

STRENGTH THROUGH PARTNERSHIP

Crimson is committed to working closely with our partners. While each partnership is unique, our goal is to understand service offerings to deliver a broad range of solutions, expert guidance, and quality service to our mutual client community.

BT

Microsoft

REALISE UNLIMITED

ClickDimensions

combinedknowledge

GeckoEngage

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