



Mobility Solution for Singapore Universities

Business Transformed: Leading universities use Imfinity's SMS solution to value add the student experience.

"Imfinity has done a great job in assisting us to unlock the value of information by putting it in the hands of our users who can get value from it, anywhere anytime"

-Mr Low Kin Kiong, Vice President (IT Services),
Nanyang Technological University

Customer Introduction

Nanyang Technological University (NTU) is an established international institution in tertiary education. NTU was recently ranked by the Times Higher Education Supplement at the 50th place globally and 7th in Asia, in its ranking of the 200 best universities in the world

NTU have 16,000 undergraduates and 7,000 graduate students.

Business Situation

In its quest to be a world class university, providing state of the art IT facilities to its staff and students, NTU turned to Imfinity to design and develop a SMS (Short Messaging Service) solution. The solution was to enable staff and students to use their mobile phones to access daily information such as class schedules, library info, bookings and exam results.

Imfinity's Challenge

The product had to be designed to ensure that

1. The system is extensible in terms of launching new services.
2. The system is scalable to handle a large user base of more than 20,000 students and staff
3. The system is easy to use—to configure services, billing and administration.

Innovation Delivered

Imfinity's solution was to provide a solution powered with the help of its mobile framework called INODE (INformation On DEMand" which can mobilize any corporate portal or enterprise system.

INODE helped NTU provide a set of services that students can access using pre configured SMS keywords directly from their mobile phone.

Extensibility of the solution is provided with the help of an innovative technology called PlusOne.

PlusOne, as the name indicates, allows the system to add new services with zero downtime, which means that new services can be configured very easily. New services can be new SMS keywords or even system generated alerts and triggers. For example: Email alerts over SMS.

PlusOne has enabled NTU to launch a set of services incrementally based on user feedback. Services available today include password reset, exam results on demand, checking of exam seating arrangements, checking of library due dates and fines, sports facilities booking, staff search, subject vacancy checking and registrations.

A simple service like password reset for example has helped students save hours of queuing and walking down to central helpdesk—which was the initial process. Students can now reset a forgotten password securely and instantly in a few seconds.

Key Benefits

- **Saves valuable time for students:** Useful services like password reset saves NTU students hours of queuing and cuts down the process to just a few seconds.
- **Information at fingertips:** Over 20,000 students and staff of NTU have access to the SMS system via their personal mobile phones.
- **Replaces non-scalable solution:** Migrates existing low bandwidth SMS modem solution to highly scalable gateway solution.
- **Highly extensible:** Easy to use administrative interface powered by PlusOne technology to add multiple services with zero down time.

Gaining wide acceptance

In order to make the system easy to use, Imfinity created a very easy registration process, integrated into the existing Active Directory authentication process.

User surveys conducted prior to the launch of the service, allowed Imfinity to introduce a permission based marketing option, to allow students to enjoy a free quota of messages per month. The result: Over 2,500 registered users in the first month of its launch.

From one leading university to the next—National University of Singapore

With the success at NTU, 2 other leading universities have adopted Imfinity's INODE platform, namely National University of Singapore and the Singapore Institute of Management.

The challenge faced by NUS was to release critical information such as exam results to over 30,000 students.

With the help of INODE and broadcast solution, NUS today can today provide this information to its students on the move.

The system provides multiple levels of authentication thereby allowing various departments to use it for their own information dissemination purposes.

Singapore Institute of Management (SIM) provides valuable information to its mobile executive students.

The challenge faced by SIM was to disseminate urgent alerts and information to more than 10000 of its students in a timely and cost effective way.

Imfinity integrated its SMS broadcast solution into the SIM student portal to facilitate faculty and administrators to have a single point of information dissemination.

With the open and scalable architecture of the solution SIM is empowered to incrementally add messaging and communication services which share the robust administrative and billing modules.

Solution Highlights

- **Wide Adoption:** Imfinity's INODE framework today mobilizes various web based services at 3 leading universities in Singapore
- **Highly Interactive:** The INODE platform provides 2 way connectivity—allowing user initiated on demand services as well as push alerts, notifications
- **Self provisioning portal:** All services provided with the help of PlusOne can be self provisioned by customers with the help of the web based front end.
- **Easy Administration:** With the power of INODE framework comes the ease of administration for universities to control access and view billing records across departments.

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Transforming businesses

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Balancing time to market pressures and superior quality is our forte at Imfinity, and that is the essence of the value we bring to our clients. We bring you the much needed technical expertise, outstanding people and quality processes to build great products, on time.

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