




INTI EDUCATION BOOSTS STUDENT RECRUITMENT WITH RED HAT SOLUTIONS

FAST FACTS

Company	INTI Education Group	 Laureate International Universities
Industry	Education	
Business partner	iZeno	
Geography	APAC: Malaysia	
Business challenge	To integrate campus student information systems at 11 separate campuses, and centralize the management of the marketing and recruitment process	
Software	Red Hat Enterprise Linux, JBoss SOA Platform, including frameworks: JBoss ESB, JBoss jBPM, JBoss Rules, and Hibernate, SugarCRM Customer Relationship Management system	
Hardware	Dell servers with Intel Xeon Processors	
Benefits	Student information is available with realtime access, faster reports help increase returns on sales and marketing activities, prevented vendor lock-in, increased visibility of systems, increased efficiency, and decreased human errors	

BACKGROUND

The INTI Education Group is a pioneer and one of the most respected and trusted names in the private higher education sector in Malaysia. With 11 campuses in Malaysia and Indonesia, INTI has been recognized by the Ministry of Higher Education as having the largest number of accredited programs and highest international student enrollment in the higher education sector globally. INTI became part of the Laureate International Universities (LIU) network, making the group part of a global entity that spans 20 countries worldwide, in 2008.

Established in Singapore in 2003, iZeno is a Red Hat partner with customers in the Asia Pacific Region, China and Australia. It has successfully implemented open source solutions for small and medium as well as large in multiple industry verticals.

BUSINESS CHALLENGE

INTI's campuses were each running different legacy systems developed in-house, which made getting accurate and updated information on potential students a challenge. As a result, information collation was done manually or by passing Microsoft Excel spreadsheets from department to department.

"Whenever we need any information or report, it had to be compiled and collated manually," said Richard Pany, group CIO, INTI Education Group.

The group needed to find a way to integrate the campus student information systems and centralize management of the marketing and recruitment process for all the campuses.

"With JBoss Enterprise SOA Platform and Red Hat Enterprise Linux supporting our SugarCRM system, we have gained added visibility into our business and increased returns from sales and marketing activities."

-Richard Pany, group CIO
INTI Education Group



SOLUTION

Adopting a customer relationship management (CRM) solution proved to be a logical choice and INTI picked SugarCRM from iZENO, a Red Hat Infocomm Local Industry Upgrading Programme (iLIUP) Partner. The open source-based CRM solution was chosen for its flexibility and cost-effectiveness.

The next challenge was to find a platform to integrate the various legacy systems, which did not have readily available integration interfaces.

Following a detailed evaluation of the performance and reliability of Red Hat's solutions and Mule ESB, the companies' presence in the region, and the maturity of their products, INTI decided to implement Red Hat's JBoss Enterprise SOA Platform and Red Hat Enterprise Linux to run and integrate SugarCRM with its existing systems.

"Using the enterprise service bus (ESB) within the JBoss Enterprise SOA Platform allowed us to make our service reusable and increase development productivity," said Pany. "We also believe that open source prevents vendor lock in. We chose Red Hat because it is based on open standards, which translates to lower costs and greater flexibility."

The system, which runs on a Dell server with storage attached network (SAN) that support across all the applications in the infrastructure, went live on November 2009 after a month of data integration.

BENEFITS

Since its deployment, the new Red Hat platform and middleware solutions have proven to be stable and reliable. INTI now has a full-scope view of each student's information in a single view, rather than scattered across systems. The integration of data was seamless, eliminated human input errors and makes the information available in realtime.

"With the integration of our systems in the various campuses, information is no longer available in bits and pieces," said Pany.

"With the JBoss Enterprise SOA Platform, there is less manual processing of data and duplicated information and effort within the organization. As such, efficiency has increased while cost has been reduced, thanks to a cut in number of human errors," said Pany.

Reports that previously took up to three days to produce on a monthly basis can now be generated daily and consolidated at the group level. With help from Red Hat technologies, INTI has gained a competitive edge in the market.

"With JBoss Enterprise SOA Platform and Red Hat Enterprise Linux supporting our SugarCRM system, we have gained flexibility and transparency while increasing returns from sales and marketing activities," said Pany.

RED HAT SALES AND INQUIRIES apac@redhat.com

Asia Pacific
+65 6490 4200

Australia
1 800 733 428
www.redhat.com.au

Brunei & Cambodia
800 862 6691

India
+91 22 3987 8888
www.in.redhat.com

Indonesia
001 803 440 224

Japan
03 5798 8500
www.jp.redhat.com

Korea
080 708 0880
www.kr.redhat.com

Malaysia
1 800 812 678

New Zealand
0800 450 503

Philippines
800 1441 0229

Singapore
800 448 1430

Thailand
001 800 441 6039

Vietnam
800 862 6691

China
800 810 2100
www.cn.redhat.com

Hong Kong
852 3002 1362

Taiwan
800 666 052