

# EMAS Managed Services

EMAS Managed Services provides an experienced Education Systems staff member to manage the technical and functional aspects of EMAS Pro. Designed for clients without the staff resources to fully utilize EMAS Pro's broad feature set, Managed Services assigns an EMAS Pro Account Manager to work on your behalf.

## **EMAS Pro Account Manager Responsibilities**

EMAS Pro Account Managers are responsible for conducting daily EMAS Pro activities and implementing additional EMAS Pro products purchased. The EMAS Pro Managed Services relationship begins with a planning call followed by an assessment of your recruitment processes and EMAS usage over the past year.

Additional responsibilities include:

- On-campus implementation assistance to setup EMAS Pro to help achieve your enrollment objectives
- Initial help and training with imports from homegrown or contracted data sources
- Assistance with the creation and usage of communication plans
- Preparing queries to run priority EMAS Reports
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EMAS Managed Services provides ongoing operational technology support including use analysis, monthly reports to decision-makers, ad-hoc e-mail campaign assistance, and other duties to help you succeed with EMAS Pro. Turn-around times for support requests are mutually set and vary according to Service Tiers (see reverse).

## **Benefits:**

- **Saves Time** - The EMAS Pro Account Manager streamlines many of the administration functions familiar to admissions offices such as contracted data file loads and direct mail export jobs.
- **Reduces Reliance on IT Resources and Workload on Admissions Staff** - The Account Manager will change inquiry forms and update online pages (if EMAS Online Pro is part of your installed suite), update communication plans, run activity reports, and assist with automated e-mail campaigns. Managed Services also cover queries for reports showing Telecounseling call lists and preparation of tracking queries for reports from responses to admission events.
- **Replaces Trial & Error with Effective Practices** - Managed Services helps you send more personalized communications and increase response rates by adding years of experience to your existing processes.

## **EMAS Managed Services Return on Investment:**

### **Tier 1 includes:**

- EMAS Managed Implementation for new EMAS Pro products
- 2 hour turn-around on requests during regular business hours
- Four annual one-day on-campus site visits (travel expenses not included)
- Scheduled database integrity checks, version updates, data replacements, and input of campus-supplied content
- Assistance with advance features, queries, and best practices for EMAS Pro

### **Tier 2 includes:**

- EMAS Managed Implementation
- 24 hour turn-around on requests during work week
- 2 annual one-day on-campus site visits (travel expenses paid by client)
- Scheduled database integrity checks, version updates, and data replacements
- Assistance with advance features, queries, and best practices for EMAS Pro

### **Tier 3 includes:**

- 48 hour turn-around on requests during work week
- 1 annual one-day on-campus site visit (travel expenses reimbursable by client)
- Scheduled database integrity checks, EMAS updates, and data replacements

- Assistance with advance features, queries, and best practices for EMAS Pro