



# Case Study: University of Salford

## Institution:

University of Salford

## Sector:

Education

## Contact:

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Operations Manager

## Applications

CLIM8  
CLIM8 Programs  
CLIM8 Projects  
CLIM8 Scheduler  
Arc en Ciel

## Key Benefits:

- Store and provide current meaningful data to all staff
- CLIM8 Projects accurately records interactions, costings and outputs
- Very useful functionality
- Product grows as our needs grow

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## The Project

Enterprise and Development (E&E) division of the University of Salford Enterprises Limited ([www.ae.salford.ac.uk](http://www.ae.salford.ac.uk)) brings together all externally facing aspects of the University business development and support in a single area. The aim of the division is to raise the reputation, strategic positioning and economic viability of the University.

## The Challenge

The University of Salford has, for a number of years, undertaken enterprise and business activities within the North West region, throughout UK and at time in various parts of the European Union. In this context it was necessary to store important information about these activities, Our initial thought was that a 'standard' Customer Relationship Management (CRM) system would suit our needs. We wanted to work in partnership with a software house that would be responsive to our needs and supportive to all of the activities and involved with our work. We decided to go to tender to search for this company.

## The Solutions

After going to tender, we were considered to be the company that was best suited to supply the solution and fit their search criteria. After extensive discussions it was highlighted that the University of Salford needed much more than a 'standard' CRM system due to the need for managing and recording multiple business activities and enterprises. The development of the CLIM8 Projects module helped solved this growing need, as it was fully integrated with CLIM8 (CRM) and can be used to record information including contact details, costings and outputs. This has become a key element in a number of activities at the University.

*"I have worked with the IT industry for many years and it is not often that you work with a firm that offers such genuine customer focused support. The staff are please and most professional at all times, they know the product because they develop the product! There are often times when they have offered support above and beyond what a customer would expect"*

Graeme Draper  
Operations Manager



**University of Salford**  
A Greater Manchester University