



CLIENT SUCCESS STORY



Institution: Furman University

Description: Private, four-year

Student Information System: Banner



The Results

Improved Catalog Management Efficiencies

Thanks to Acalog's powerful relational database structure, Changes are made once in just one place. Publish and archive at the touch of a button.

Saves Time and Money

With Acalog's automated workflows, configurable approval roles, and ease of managing, staff hours will be freed up for other things. And most schools discover there's no for even a small print run of catalogs, thanks to Acalog's ability for users to print as much or as little as desired.

Engineered Differently

Acalog was built from the ground up with input from higher education professionals — designed specifically for their needs.

“You don't know you're living in a world of chaos until you live in a world that's not chaotic.”

Brad Barron

VP Enrollment Services & University Registrar, Furman University

Acalog Brings Order, Efficiency, and Cost-Savings to Catalog Management at Furman University

Sometimes you don't know what you don't know. When Brad Barron, registrar at Furman University, found out how easy catalog management could be, it was a game-changer. Brad and his staff “stumbled along for years thinking a PDF catalog was more than sufficient for our students.” He remained open-minded however, until his staff finally convinced him that there was a better way to manage and present the school's catalog.

The solution was Acalog, a thoroughly 21st-century tool that's cloud-based, simple to manage, and always up to date.

The Challenge

Like many other schools a generation ago, Furman had moved from a traditional paper catalog to an online version using the PDF fileformat. The PDF, however, was little more than a facsimile of the old paper catalog. It was cumbersome to manage, and changes had to be made in multiple locations each time a course or program changed. In short, it resulted in chaos for his stressed-out staff.

And for students and prospective students, the PDF was difficult to search and didn't offer the functionality they expected, such as social media integration and the ability to save courses and programs in an individualized version of the catalog. And there was certainly no ability to build in rich media files, such as videos that could be used to market specific academic offerings or provide a glimpse of life at the Furman campus. The PDF catalog had to go.

The Solution

After thinking about it longer than he now admits he should have, Brad made the switch to Acalog by Digarc — the leading e-catalog solution for higher ed, now used by more than 500 schools. “Now that we've made the transition, I wonder why I waited years when there was something as good as Acalog,” he says. His staff could not be more grateful as catalog production time went from months to weeks. Changes could be made in just one place, thanks to Acalog's powerful relational database architecture. Now, students praise Acalog's mobile-optimized interface, which includes social media integration, a degree-planning tool and the ability to view videos right form the catalog.

Acalog also provides the ability to integrate with Banner (and other popular higher ed systems, including Curriculog), and requires no campus IT support. What are you waiting for?

