



Customer:



Enterprise Development Centre of the Pan-African University
www.edc.edu.ng
Employees: 13
Industry sector: Educational Services

Customer profile

Enterprise Development Centre (EDC) of the Pan-African University was set up to provide holistic business development and support services to small and medium-sized enterprises (SMEs) in Nigeria. Established in January 2003, EDC offers services and non-degree programs to Small and Growing Businesses. Its network of entrepreneurial leaders already consists of over 3,000 stakeholders.

Products in use:

- ▶ CAS genesisWorld Premium Edition
- ▶ Resource licences
- ▶ teamWorks module
- ▶ Report module
- ▶ Survey module
- ▶ Form & Database Designer

Partner:



Integrated Software Services Ltd.
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Fundamentals to build a network of entrepreneurial leaders

"With over 1,000 members in our network we could no longer manage data efficiently using just spreadsheets and manual records. Now, CAS genesisWorld helps us to track each interaction with entrepreneurs, so that we can follow-up on capacity development and advisory services, and to continually improve our business processes."



Peter Bamkole, Director

Requirements

- ▶ Efficient management of increasing data from a growing number of members in its network
- ▶ Tracking all the interaction with the entrepreneurs – from the initial stage of interest through program participation up to the support stage
- ▶ Follow up on capacity development and advisory services
- ▶ One central database for two offices
- ▶ Flexible Software to follow all the improvements of business processes
- ▶ Mobility
- ▶ Affordable CRM solution in purchase and maintenance

Benefits and Advantages

- ▶ Centralized database
- ▶ Improved interaction with the alumni
- ▶ Impact of advisory services now measurable
- ▶ Follow up on participant fees has become extremely simplified
- ▶ Participation at event easier to track
- ▶ Poor interaction by alumni can be detected and proactive steps can be taken immediately
- ▶ CRM data is the reliable base for business planning
- ▶ Entrepreneurial progress and business ventures can be tracked
- ▶ Available information helps in decision making for organizing events, designing products and streamlining services

Solution

CAS genesisWorld has become the central CRM solution for two branches. The whole CRM project was implemented within just 3 months – from the very first step of cataloging all the requirements, through to customization and training and finally going live.



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