



## Case Study



**Icreon**

# Manya-Princeton

Open Source Integrative Software

**Manya Group is a leading educational training providing group with a branching network spread all over the country. They required an online solution through which students can interact with each other and with professionals. The group wanted a centralized management platform through which students registering from any location can be managed from one focal point. The requirement was for a robust networking system for communicative interaction between students and also a mode through which students could get answers to their educational queries. Icreon Communications analyzed all the requirements and came up with-ManyaGroup.com.**

## Customer Profile

Manya is an Indian group with functional branches running all across the country. They provide educational training for GRE, GMAT and MAT. They cater to large student groups who are interested in studying in foreign universities by providing them training for specified courses.

## Business Requirements

The group required a web based informative solution, which on one hand would help the students through their courses in getting admissions in foreign universities, visa procurement process, assistance in the process of filling application forms etc. The application should offer services to help students in selecting universities, application filling process, essay editing, visa counseling, document preparation, mock interviews, cover letters, interview preparation and resume editing etc.

On the other hand the application should be able to help the Manya Group to manage their admission counseling services across all company locations. They required a nodal administration point for managing the entire process of educational training. A comprehensive solution was required that would provide for the following:

- Keeping track of the students registered/ enrolled at the city level
- Managing the different city level admission counseling operations of centers
- Edition work management
- Quality management facility
- Separate login access levels to the administrator
- Facility to make the online request for shortlist students
- Invoice management
- Banner management

- Newsletter addition on website
- Administrative authority to add bulk email ids
- A facility for foreign universities to display their profile using web based services of Manya Group

## Online Educational Support Solutions

ManyaGroup.com was developed keeping the versatile nature of user's demand in forefront. It was so desired that the application should be functional from user as well as administration point of view. To provide all the required functionalities in the application our developers' incorporated the following functional modules:

### **Discussion Forum**

- Vbulletin has been customized and integrated in the system as a base module.
- It provides a robust platform to the students and members to take part in active discussion sessions.
- The user management of Vbulletin is used for user registration on the web site.
- Vbulletin has been customized to implement a centralized user authentication for the whole website.
- The forum has been divided in two areas, one is for the premium users who have purchased any educational package from the group and the other is for the general user.
- The premium users can access all the services of the website but a normal user has limited access to the website functionalities.
- Vbulletin has been customized to provide the facility of adding student's address, city and phone number.

### **Content Management System**

- Vbportal has been customized and integrated as a CMS in this application to streamline the process of managing the content.
- It provides the basic structure of the website.
- It has been customized in a way so that its administrator can manage the content and the layout of all the pages.
- We have customized the CMS in a way so that the front end templates are modified to suit and blend with the rest of the site.

- English language part of all new coding done by us can be easily edited by using Language Files written in PHP.
- Its integration has been done in synchronization with Vbulletin and its administration section can easily be accessed through Vbulletin's admin section.

## **Help Desk**

A third party help desk application has been customized and incorporated in the application known as Cerebrus. It forms a major part of the back end and manages the student's queries. The Cerebrus has been implemented with multiple administrations based on their assigned access levels. These administrators are:

- Webmaster
- ACS Head
- National Service Coordinator
- City Sales Coordinator
- Master Admissions Counselor
- Senior Admissions Counselor
- Admission Counselor
- Chief Editor
- Editors
- Quality Controllers
- Visa Counselors

Its login is through the Vbulletin login authentication system and it can only be accessed by the premium users. The authority to manage the content of the Cerebrus resides with the web administrator. Cerebrus has been customized in a way so that the premium users can raise queries any of the following segments:

- University Selection (short-listing)
- Application Filling Help
- Essay editing
- SOP editing
- Resume editing

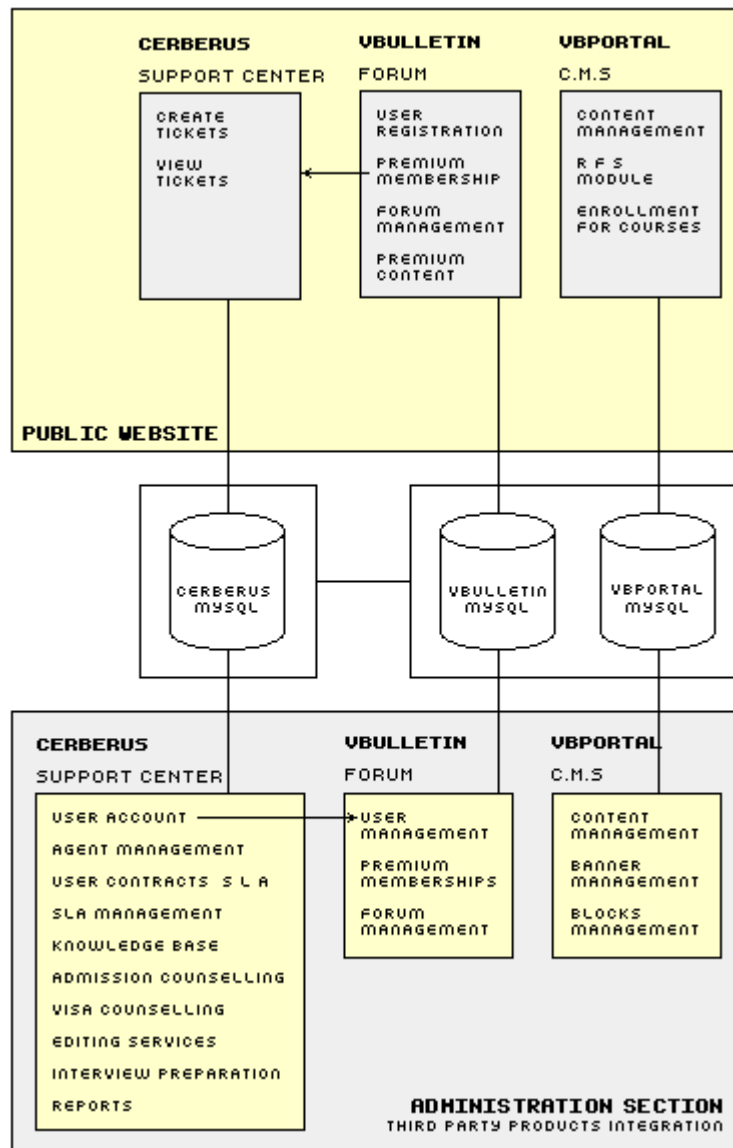
- Misc. Editing
- Interview Preparation Help
- Visa Counseling
- Pre-sales / Support

The website has the facility to enroll site visitors for any course segment of their choice. The Request for Shortlist Module has been implemented in the website, which is used for gathering information of the students regarding their preference of universities and their grades in various tests. The admin end of the website has been developed for managing the content of website's front end pages through CMS, managing the users and content of forum, managing the student's tickets at support center. There are separate administration sections for the help desk, forum and the CMS. The website has been developed with some other service provisions, which can only be accessed by the premium users, such as:

- Essay editing
- Miscellaneous editing
- Resume editing
- Editing of Statement of Purpose
- Assistance in filling application forms
- Preparation for interviews

A module for report generation has been incorporated in the application. It generates reports for various systems of the application, such as:

- City Level Coordinator
- Admission Counselor
- Editors
- Students
- Iteration Cycles
- Audit Contacts
- Request for Shortlist



Technologies used in developing this application are:



## Summary

Through this web based application Icreon communications gave Manya Group a robust and flexible solution for providing assistance to students aspiring to study abroad. With the development of this application we enhanced our skill set in customizing off-the-shelf solutions to suit specific customer requirements.