



## Alumni Records Digitization and Data Integration

### Introduction:

One of our clients is involved in the business of helping institutions build and manage and develop a successful alumni relation. It offers an interactive digital solution that connects the four most important school groups alumni, students, parents and the school management – on a single platform.

### Opportunity:

Student records have been maintained in physical registers prior to digitization. Our client required help with scanning and digitization of those vast records along with secure integration onto their platform. The company approached NorthAlley, as we are a trusted solution provider in the technology space and have experience in the education sector.

### Solution:

We at NorthAlley, implemented an advanced functionality to our client's alumni platform through the implementation of powerful algorithms where the data/records present in any format like spreadsheets, PDF documents, institute yearbooks, or others, can be digitized in simple steps. Following our unique EDGE process that delivers measurable results, we used Image Analysis and Optical Character Recognition (OCR) algorithms to retrieve data from yearbooks.

The digitized records of alumni are then integrated into the platform directly by deploying the files that include individual profile data of multiple alumni. The alumni records are collected from the respective colleges in digital format itself or are collected by manual process and converted to digital formats and then deployed.

Our commitment towards delivering easy and Secured Alumni records digitization and data integration helped achieve numerous benefits for our client, including revenue-growth opportunities, improved visibility and cost efficiencies, and a greatly enhanced customer experience.

### Technologies Used:

**Database** – MYSQL

**Software Version** – PHP

**Software framework** – Codeigniter

**UI** – Bootstrap

**Service Providers** – Digital API (campaigns), TWILIO (SMS), MANDRILL (Email)

**Supported Plugins** – Redactor HTML (templating system), Flot chart (Analytics/graphs)