



CASE STUDY

Edinburgh Napier
UNIVERSITY



Edinburgh Napier uses campusM to deliver essential services via mobile devices

ExLibris
campusM



Success indicator

Provide a personalized app
delivering essential university services
to students and staff



Case study: Edinburgh Napier uses campusM to deliver essential services via mobile devices

Edinburgh Napier University has a strong commitment to deliver services via mobile to enhance the user experience. To address students' and staffs' need for greater access to mobile systems, the university set out to provide a consistent service in an ever-changing digital landscape. A particular challenge was to provide students with mobile-friendly access to their university email.

Why campusM?

The campusM platform allows the university to provide a one-stop shop to vital services. Deep integration with systems such as Office 365 and Moodle give staff and students access to the systems they need via mobile or desktop. With the ability to develop additional features and deploy them without needing to resubmit to the app stores, the institution can easily manage updates going forward.

campusM solution

- Desktop portal and native app deliver consistent access to university services across all devices
- Personalized push notifications keep users up to date with relevant information
- Flexible App Extension Kit (AEK) allows the institution to easily continue to develop the app

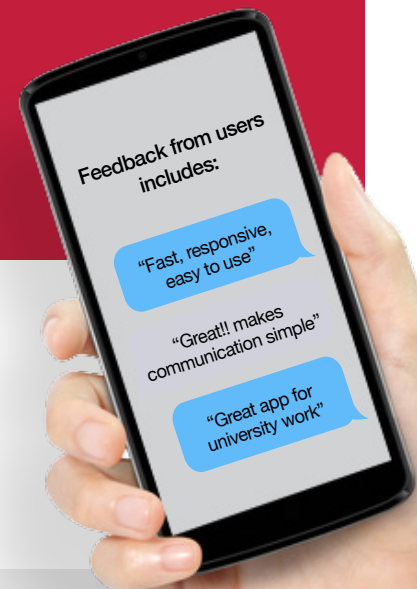
Results

- Very strong initial uptake with 3 million hits in the first month and continued strong usage (over 2 million hits on email alone)
- Consistent personalized delivery of services, giving exceptional user experience

“

Our students and staff really engage with campusM. They enjoy and appreciate accessing our services directly from their devices. The real strength for us as service providers is the way the AEK allows us to develop additional services, like our digital matriculation card and our exam results release. ”

IAIN BRUCE, LEAD IT DEVELOPER (WEB AND VLE)



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