



## Customer Spotlight: Fresno Pacific University

Featuring Jeff Jones, Institutional Research

Fresno Pacific University, [www.fresno.edu](http://www.fresno.edu)

### Tell me a little about Fresno Pacific University, Jeff.

Fresno Pacific University is the California Central Valley's only accredited Christian university, offering leading academic programs, ethical and spiritual development through traditional bachelor's degree, adult degree completion, master's, certificate and credentialing programs.

### What is your role at Fresno Pacific University?

I'm the Institutional Research Coordinator at Fresno Pacific. My office does all the ad hoc, internal, and external reporting for our University primarily from our student information system. Consistent, accurate, and immediate data are imperative to our operation.

### Describe a recent challenge you faced within your department?

We needed an affordable way to access this data that was secure, easy to use, and accessible for virtually anyone to create and customize reports in minutes without help from our database experts. The requirements we had were fairly straightforward - an **affordable solution** that works with our existing database to provide more **sophisticated reporting** than what already existed.

### In what way did the capabilities of Informer address this challenge?

After searching among the available reporting options, we selected and implemented Informer. We've been using it for a couple years and now **average about 15,000 reports – both scheduled and ad-hoc – on a monthly basis**. Our users can now instantly create and customize reports using an intuitive browser-based interface.

Informer is able to perform **real-time extraction of our live data** significantly faster than we were able to in the alternative solutions because it does not have to move individual records to a data warehouse or cube. Best of all, the data is always accurate and up-to-date because there is no batch process to wait for.

### And what results did you see from this approach?

Given the success we've had, we then decided to identify our return on investment in Informer. We quantified in minutes the time spent on reporting before implementing Informer and compared it with the time spent with Informer in place. **After crunching the numbers, we realized that we save almost 60 hours per month executing reports using Informer.** When I told my boss, he was absolutely thrilled, recognizing that **Informer had more than paid for itself**. Informer has an excellent return on investment. You have a great product and a loyal customer!

For more information, including customer-driven demonstrations of Informer software, visit Entrinsik at [www.entrinsik.com](http://www.entrinsik.com), call 888.703.0016 or email [sales@entrinsik.com](mailto:sales@entrinsik.com).

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University

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