

PROFILE

Stanford University is known as one of the world's leading research and teaching institutions. Stanford hosts a range of events attended by prospective and current students, academic faculty, alumni, researchers and the public. Events range from departmental meetings for groups like the Department of Chemistry or Engineering Alumni Relations to "Stanford Breakfast Briefing" business forums that showcase some of today's best known corporate leaders, distinguished business researchers and prominent authors.



CUSTOMER CHALLENGES

- Needed to create a unified system for 38 departments, each hosting a wide variety of events.
- Each department had their own Paypal account and it was impossible to track overall spend.
- Stanford needed a single online registration system that could accommodate all departments.

SOLUTION

Certain Meetings' powerful solution was able to help Stanford revolutionize and consolidate departments into a single online registration platform. The Certain team was able to implement a custom system that allowed Stanford to maximize their use of Certain Meetings.

BUSINESS RESULTS

- Stanford easily streamlined its multiple payment accounts.
- Stanford was able to adhere to the most stringent Payment Card Industry Standards due to Certain's diligence in maintaining the highest levels of Compliance available.

“Certain Meetings has been a real success story at Stanford University. It has been applicable to Stanford's needs as demonstrated in the usage statistics in the first year – over 40 departments with over 60 events, bringing in significant event revenue.”

- Eric Armstrong
Director of Student Financial
IS & E-Commerce Service
Stanford University

Stanford has over thirty-eight departments that host an array of events that run the gamut in size from 20 to 2,000 attendees. Each department was handling registration using disparate systems and processes. Payments were being processed via fifty different Verisign (now Paypal) accounts across the organization. Stanford needed a single, turn-key solution to gain control over online registration university-wide.

Certain Meetings' powerful solution was able to help Stanford consolidate more departments onto a single online registration platform. The Certain Team, including account managers, training staff and help desk support, worked with Stanford to foster the development of internal processes that would maximize their use of Certain Meetings.

Using Certain Meetings, Stanford easily streamlined its multiple payment accounts while minimizing online payment exposure via Certain's strong ongoing commitment to security and adherence to the latest Payment Card Industry standards. Stanford also gained greater confidence due to the comprehensive custom reports they could now generate across all department events.