

## Why Choose a Web-based Management System?

*Let's run a mundane errand – let's pick up a quart of milk. We get into the car and turn the key. Then online mapping system appears on the dashboard. As we are guided by satellite to the grocery store, we listen to the radio – a story beamed live from Athens, Greece comes on. We park the car, walk into the store, pick up the milk, and pay for it. The information from our purchase is sent to India for processing. In 15 minutes we have traveled around the world for our quart of milk.*

*The essence of modern commerce lies in interconnectivity, as Cem Erdem reminds us in his article "Why Choose a Web-based Management System?" The guiding force behind this interconnectivity is the benefit that it offers for all involved. This ability to harness communication allows unprecedented convenience, opportunity, identity, and flexibility to those who grasp it. This web of connections has already permeated our life, for even our most mundane of tasks causes us to interact with hundreds of people and machines around the planet. Erdem hopes that lifelong learning programs will harness this interconnectivity and reap its benefits for themselves and their customers.*

By now you probably know the benefits of having your registration software enabled to use the internet. Internet registration makes it easier than ever for your customers to register for your classes and for you to reach a widening online customer base. Additionally, having students register themselves saves your staff time. But this isn't the end of the story. You can get a lot more mileage out of your registration software by using a system that is built to be used *entirely* on the web, instead of just using the internet for registration.

The benefit of having your registration software based *entirely* on the web is not always apparent. We'll introduce you to some of the benefits of a Web-based system in the following article.

### **Portability and accessibility**

Web-based software goes wherever you go. You can log onto your Web-based system from any computer with an internet connection, and access all the system's functions – including registration, catalog creation, reports, and financial – from one unique site. There is no need to reinstall the software on every new machine that you do work on. You and your staff can work on anything from anywhere with a computer and an internet connection – at work, at home, at any time. Web-based software can give your business a new flexibility and responsiveness to help meet your customers' needs.

### **Abstract**

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**Cem (gem) Erdem,**  
*President and CEO,*  
*Augusoft, Inc.*

## **Software designed for your needs**

Web-based software tends to be geared towards smaller markets; the companies that create it design software to fit the specific needs of businesses in specialized fields like lifelong learning. Since Web-based software is “distributed” online, it can be flexible enough to change with you. If you request a feature unique to your business, the software developer can easily and quickly respond to your request by changing your site.

Unique solutions for individual businesses are much easier and quicker to create. You no longer have to wait for a new version of the software to be released, sent to you, and installed. Your sites’ fixes and customizations come immediately after they are created. You save time and money on software upgrades – these are uploaded automatically to your site.

## **Individualized and interactive communication**

Web-based registration gives your customers instant feedback regarding class availability. If a class fills up, or its registration closes, this is reflected immediately on your website. You can communicate more on a website without worrying about wasting paper or incurring extra printing costs. For each class you can include a unique instructor biography and directions to a class location.

You also have the power to create a unique look for your site, customizing your site to match the season. You direct all communication with your customers: you can showcase your favorite class, and offer special discounts and send out individual emails.

Web-based software offers a huge benefit in getting your customers involved in your business. Students can see their individual profile online, up-to-date class transcripts, and receipts and invoices from classes they paid for last year, or a minute ago. All your customers’ information is updated instantly and accessible at any time.

Web-based systems also give instructors better communication with their students. Instructors can log into your site, view the roster for an upcoming class and send out an email to each student in the class, telling them important information for the next class meeting. Instructors can also access their own profiles, including payment they have received from you for teaching.

Using Web-based software gives you the most flexible solutions for running a lifelong learning organization. Having your registration system be entirely online allows you to identify and respond to customer needs quickly and creatively.