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eCommerce
for Education

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A New Approach

Modern education institutions face a constant challenge when it comes to managing and administering their student bodies and faculties. In many cases, digital systems are introduced as and when required, which often results in a disjointed ecosystem with considerable administrative involvement. In today's market, reducing overhead and centralising systems and information are common objectives that contribute significantly towards profitability. Magento Commerce is perfectly positioned to act as that central point, delivering engaging and meaningful experiences for students while allowing faculties to centralise their product and service offerings.

Set A Course For Success

Magento offers a sophisticated framework for product creation, allowing the setup of everything from courses, events, tours and University accommodation, through to books and laptops out of the box. Course products can be configured to display specific information including, start and end dates, curriculum details as well as associated degrees and certificate information, which enables students to make informed decisions. Courses can accept enrollments directly from the product page or Magento can be configured to build a portfolio of courses for students to review and finalise.

Enhance Offerings

Courses often require the purchasing of additional materials and this is where Magento's automated product recommendation functionality is key. Faculty members have the ability to associate products or services directly on the product page, allowing students to easily understand the additional required resources or curriculum activities. Grouped products can also be created, allowing courses and relevant study materials to be added to cart for purchase with a single click. Virtual and downloadable items can also be set up out of the box, thus, students can

purchase on-demand lectures or digital course materials and access these directly from their user login.

Seamless Integration

The Magento API enables easy integration to multiple information systems. Magento can be used to pickup product and service catalogues for each faculty, aggregate the data and provide a unified storefront for students to organise their semester and purchase appropriate materials.The same API can also manage the information flow to ensure that relevant enrollments and purchases are communicated back to the appropriate systems.

Granular Control And Flexibility

Magento can be extended to provide marketplace type functionality, where each faculty team has access to setup and administer their own products, ensuring there is no accidental adjustments to other departments offerings. Student organisations can also utilise this functionality for clubs and events, therefore collecting relevant signup data and enabling students to access club information and engage with organisers from the same unified storeview Traditional payment methods are available for purchases, however Magento also allows for extensive options in this area such as, subscription, recurring, account or partial payments. It is also possible to offer different payment options by product type, for example, invoice style payments for courses and upfront payments for course materials.

Extensive Experience

Balance Internet has extensive experience providing leading education institutions with customised solutions. We understand the unique requirements institutions have when it comes to compliance, privacy and security and have a multitude of solutions available to ensure your site setup is tailored specifically for your student and faculty requirements.

Key Business Benefits

- Create new revenue streams by selling a large number of differing products with a range of modern payment options
- Aggregate product data from multiple systems and display the information seamlessly on a unified storefront for students and staff
- Group multiple products and services, allowing students to enroll for courses and purchase relevant course items with a single click
- Pass updates back to other systems to ensure full visibility
- Take advantage of out of the box product recommendations to intelligently link relevant courses and products
- Customise products to display a large amount of relevant information, allowing students to make informed decisions
- Enable faculty and student groups restricted access to create and administer events, products and services specific to the faculty or club
- Granular access control is available to ensure data enrichment is restricted appropriately for various administrators
- Magento has access to a large extension marketplace for further customisations to meet specific requirements

Customer And Industry Types

- Technical colleges, Vocational colleges, Public and Private Universities, Language schools
- Online learning centers, Primary and secondary schools, Early learning centres, Kindergartens and preschools

Why Magento?

- Highly secure platform - constantly updated to address any potential security issues
- Flexible open source framework - allows customisation to meet specific WCAG compliance requirements
- Large number of product types available, allowing setup of a range of differing physical, virtual and downloadable products
- Extensive integration options including REST and GraphQL APIs as well as more traditional CSV import and exports

- Range of modern flexible payment methods
- Granular access control for administrator teams
- Ability to provide limited access to student bodies and clubs for student lead events
- Ability to provide faculties with access to setup donation drives and charity events
- Integrate campus bookstore catalogues and enable online sales and instore pickup

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