



## HAMPTON UNIVERSITY SELECTS INTELLIWORKS CRM SOLUTION

*Historically Black College Augments Marketing Communication Business Processes;  
Hosts One-Day HBCU Conference for Institutional Success*

**Rockville, MD — July 30, 2007** — Intelliworks, Inc., the leader in customer relationship management (CRM) solutions for higher education, today announces that Hampton University (HU), a historically black university located in Hampton, Va., has selected Intelliworks to improve communication business processes within its admissions and marketing offices. Intelliworks' CRM will streamline workflow for HU by increasing online communication and maintaining a single record for each constituent.

"By deploying Intelliworks CRM, we are better able to identify, track, and respond to inbound inquiries from prospective recruits, as well as communicate more effectively with current students and alumni," said Teresa Donnell Walker, assistant provost for technology, Hampton University. "We are thoroughly impressed with Intelliworks' extensive experience with higher education institutions. The company's professionalism, commitment, and attention to our needs made the decision to move forward easy, with no hesitation."

Hampton University offers a broad range of liberal arts, technical, pre-professional, professional, and graduate degree programs to more than 5,700 students from 49 states and 35 territories and nations. This constituent diversity creates the need for increased communication efficiency with potential recruits, current students, and active alumni. Seamlessly deployed, Intelliworks CRM will dramatically reduce the amount of paper-based communication between the institution and its constituents.

"Because of Hampton University's rich history and varied requirements, it is the perfect candidate for our CRM solution," added Todd Gibby, chief executive officer of Intelliworks. "Intelliworks is honored to work with HU as they enhance their marketing campaign execution and measurement."

On July 31, HU will host a one-day conference – "Driving Institutional Success" – for historically black colleges and universities (HBCU) administrators and leadership. Sponsored by Intelliworks, keynote and breakout sessions will focus on how an integrated approach to managing relationships can help higher education institutions successfully fulfill their missions. More information can be found online at <http://www.intelliworks.com/?q=Hampton>.

###

**About Intelliworks**

Intelliworks is the leading provider of relationship marketing software for higher education enabling institutions to effectively communicate with prospects, applicants, students, and alumni. Intelliworks offers the only on-demand solution that infuses higher education processes with best of breed CRM technology that is fast, easy, and affordable. Please visit <http://www.OrionOnDemand.com>.

**Media Contact:**

Erin West  
SpeakerBox Communications  
703-287-7806  
[ewest@speakerboxpr.com](mailto:ewest@speakerboxpr.com)

**Company Contact:**

Alika Nagpaul  
240-238-3222  
[alika.nagpaul@intelliworks.com](mailto:alika.nagpaul@intelliworks.com)