

Sound familiar?

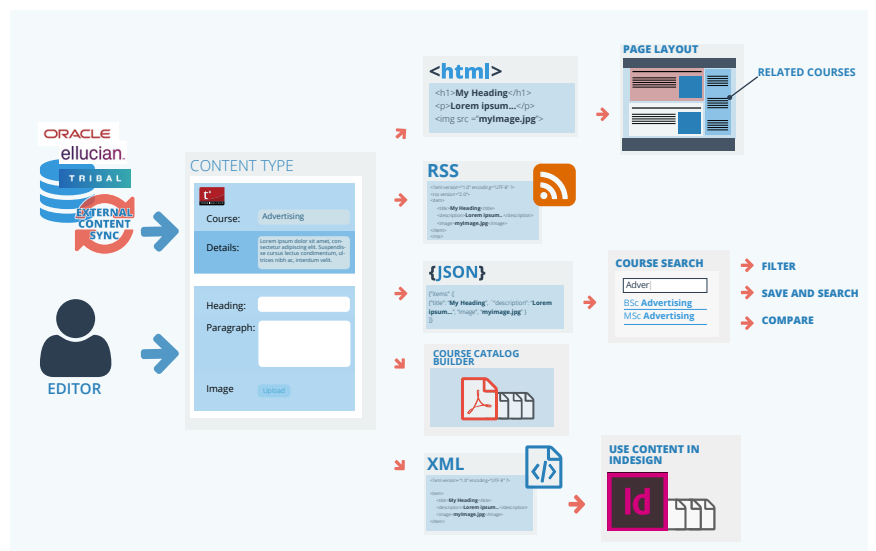
- No single source of truth for academic profiles and course descriptions
- Inconsistent course information across multiple channels
- Restrictions adding marketing fields to third party systems such as Student Management Systems

Making your Big (or Small) Data a breeze

TERMINALFOUR's **External Content Syncer** makes light work of securely reusing content and data from external sources. Data sources can include enterprise systems (Ellucian Banner, Tribal, Peoplesoft etc.), complex relational databases, web services, Excel spreadsheets and XML.

By securely synchronizing content from various sources you can ensure that content consistency issues are a thing of the past.

Once it's synchronized the data can be combined with other data sources, published across numerous channels, further edited and used to power smart interactive website elements.



Benefits

- Create an active connection to your data source
- Take a snapshot of the data without exposing the original source to the web
- Eliminate inconsistencies around course details and descriptions
- Use internal data to securely power course search course or people finder features
- Maximize the impact of content across multiple locations
- Combine external data, like course outlines, with user created content to create rich and relevant experiences for current students, staff, researchers and media
- Publish important but currently inaccessible data to your site visitors
- Apply query filters to publish just the data you want
- Automated workflows can be triggered when new data is identified.