



# Etheryl Working with INSEAD

## Streamlining application processing at INSEAD's top-ranked MBA program using the Adobe® Intelligent Document Platform

### ETHERYL

[www.etheryl.com](http://www.etheryl.com)

### INSEAD

[www.insead.edu](http://www.insead.edu)

### INDUSTRY

Education

### CHALLENGES

- Eliminate inefficiencies from application processes
- Reduce costs to print, deliver, and process prospective student applications
- Provide applicants with greater flexibility in completing lengthy applications

### SOLUTION

- Process management
  - Document collaboration
  - Document control and security
- Etheryl is leveraging the Adobe Intelligent Document Platform to accelerate and simplify application processing at a leading international business school

### RESULTS

- Optimized application process for prospective students
- Provided students with the convenience to complete applications online or offline
- Reduced INSEAD costs to print, distribute, and process program applications
- Ensured more consistent, professional communications with students
- Achieved rapid success and adoption of newly automated application processes

Founded in 1957 with campuses in France and Singapore, INSEAD is the number one business school outside the United States and number four in the world. The school has an enrollment of more than 800 MBA students who must undergo a long, arduous acceptance process.

Optimizing acceptance and admission procedures is critical for the top-ranked school—the institution's performance and image depend on it. Paris-based Etheryl, an application service provider (ASP) for academic institutions, won INSEAD's trust by coming up with a solution that uses Adobe solutions to digitize the INSEAD application process.

### Meeting the needs of a prestigious institution

Etheryl devised a solution that could support the lengthy application document and the proper submission procedures. Prospective students applying to INSEAD must fill out the 30-page application that covers their profile, reasons for applying, and personal achievements. They can take several months to complete it and can even share it with others.

The sheer volume of the application file, the variety of information it contains, and the accompanying information exchange processes prompted Etheryl to integrate Adobe LiveCycle™ Designer and Adobe LiveCycle Reader® Extensions solutions into the INSEAD acceptance and registration platform.

### Creating a 100% digital file

"We wanted to capitalize on the benefits associated with Adobe Portable Document Format (PDF)," explains Etheryl founder and chairman Yann Lechelle, who also holds an MBA from INSEAD. "It's important for an academic institution to give applicants a widely recognized format such as Adobe PDF that is easy to read and work with." Additionally, with Adobe LiveCycle Reader Extensions, the applications can be viewed and completed using only Adobe Reader software, which comes installed on many computers and can always be downloaded for free.

### Optimizing document exchange

A central element of the platform developed by Etheryl is that the intelligent Adobe PDF form guarantees data integrity and full fidelity of the application file. "Developing HTML forms was not the best solution because the printed pages did not look the same as the printed original," says Lechelle. "With an intelligent Adobe PDF form, we've given the electronic document the same overall look—which is what INSEAD wanted—and the PDF form works the same throughout the application and registration process."

Managed by Adobe LiveCycle Reader Extensions server software, the intelligent form streamlines the data integration on the back-end by using XML data flows. "The school's databases are structured to register only administrative information but not the essays or recommendation letter the students put in the file," Lechelle explains.

### Printing a document with full fidelity to its original presentation

Digitizing all the files and managing them by using Adobe solutions enables INSEAD to receive application documents that have been collected first at the Etheryl host site. This means the school can print documents in a format that is true to the original presentation and that conveys the image INSEAD wants to project.

## SYSTEMS AT A GLANCE

- Adobe LiveCycle Designer
- Adobe LiveCycle Reader Extensions

### An efficient service with high added value

The secure exchange of data is taken into account because Adobe PDF allows electronic signatures in the document. Also, the system includes online payment of registration fees via an interface to the school's payment module.

INSEAD has achieved considerable cost savings by no longer printing and mailing the several thousand student applications handled annually and has improved overall application processing. Applicants also have the flexibility to work online or offline with the Adobe PDF files, which would not have been possible using HTML forms.

Best of all, the ease with which applicants, administrative staff, and teaching staff make this solution their own clearly shows success in a world much influenced by print culture. "The application has been up and running and is already a success," Lechelle says. The rapid implementation was the key factor. "In short, Adobe LiveCycle Reader Extensions and Adobe PDF let you do things quickly and elegantly."

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