School by Mylš

white paper

Summary

Version 2.0 updates are coming:
1. Interface screenshots.
2. Competition analysis (feature by feature comparison).
3. More detailed Roles and responsibilities description at User story.

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1. Brief Myls project overview

Myls project has been founded by professionals in industrial and business processes automation.

Our team has more than 15 year of experience in automation of manual operations and procedures in wide range of business segments and we are the one who know how to **Make Your Life Simple**.

Here in Myls we create and deploy platforms which allow to import current data you have at any type of storage and apply algorithms to decrease manual work duration of your employees.

Open market CRM and ERP solutions have huge number of ready-to-use blocks, created to resolve particular automatization tasks, but most part of them ensures standard sales and enterprise management schemes. However there are many niches having specific needs and pains due to special processes and procedures. Such companies usually paying extra costs to develop solutions on their own or suffering due to lack of automation.

Myls cross-platform turnkey solutions are based on inhouse framework and consider specific industry requirements and particular company needs.

There are no limits in blocks and configurations, so Myls products are flexible and scalable and could be deeply customized within several weeks or even days.

When choosing Myls our customers are boosting their business by reduction of execution time, saving development and staff costs and minimizing the human factor.

2. Automation of educational institutions business processes
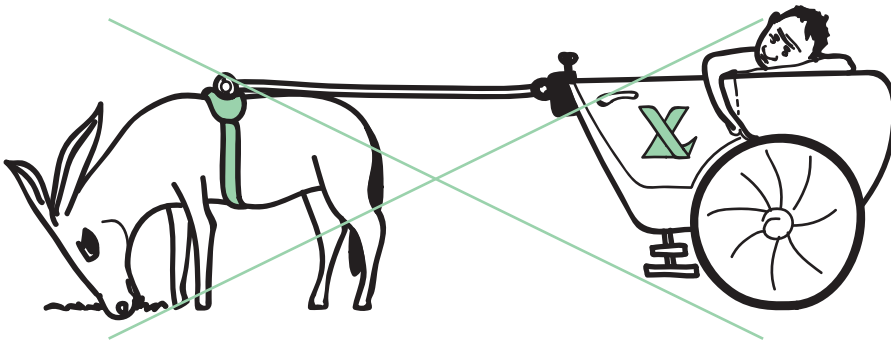
Automation of business processes is a transfer of operations and business tasks under the control of specialized platform.

As a result - boost of business and release of human and financial resources to increase productivity and management efficiency.

Educational institutions like schools, colleges and universities do not have long chains of internal procedures, however they have to work with big volume of data, make tones of matching, receive flow of requests from different channels, generate complicated reports and all these processes to be done by limited number of employees.

That's why automation for schools and other educational institutions is a very important (or even critical sometimes) step to business boost and cost saving.

There are two main directions of automation and ideally it should be done in parallel:
- main business processes (sales, marketing, production, services, etc.);
- support & back office processes (accounting, finance, support).

Main automation tasks are:
- supporting company's executive operations;
- documents generation;
- reporting on all main processes through all necessary filters;
- staff cost saving;
- human factor minimization;
- security;
- services quality increase;
- customer satisfaction increase.

All task above are aimed to reach one big goal: *fast growth of business and profit.*

Main benefits of the automation are:
- general processes and repetitive tasks execution speed increase;
- business transparency improvement;
- staff work quality improvement;
- ability to control big volumes of data;
- manual tasks automation;
- parallel tasks management;
  etc.

When splitting by teams of every particular school, must have automation processes are:

Education (main procedures):
- students' inquiries and data management;
- teachers'/staff's data management;
- scheduling (course/room/teacher/students
- matching).

Executives:
- strategic management;
- budgeting/forecasting;
- security;
- legal.

Sales/Marketing:
- leads generation;
- sales management;
- post-sale functions;
- marketing/PR/SMM activities.

Customer experience:
- quality control;
- customer retention;
- lifetime value management;
- requests/claims management.

HR:
- hiring;
- training;
- staff management;
- benefits and compensation.

Finance:
- accounting;
- taxes;
- planning/forecasting;
- internal and external cashflow.

Back office:
- documentation;
- facilities.

All these processes automation could be performed based on CRM & ERP platform with ability to integrate via API with other software to ensure payments, marcom, BI & customer care.

3. Myls.framework. Product description

Myls.framework has been created by Myls team as the product for developers.
It is the "basement" for CRM and ERP solutions of any size and purpose.
All Myls turnkey solutions are based on Myls.framework.
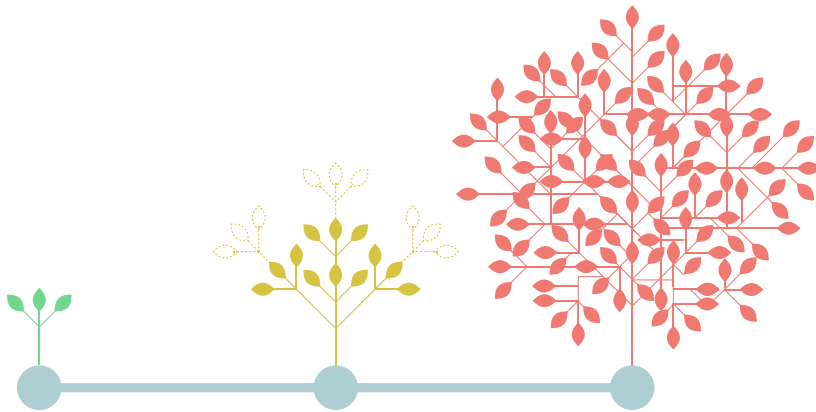
Here is Myls story:
More than 10 years our team is developing databases and ERP platforms for different customers.
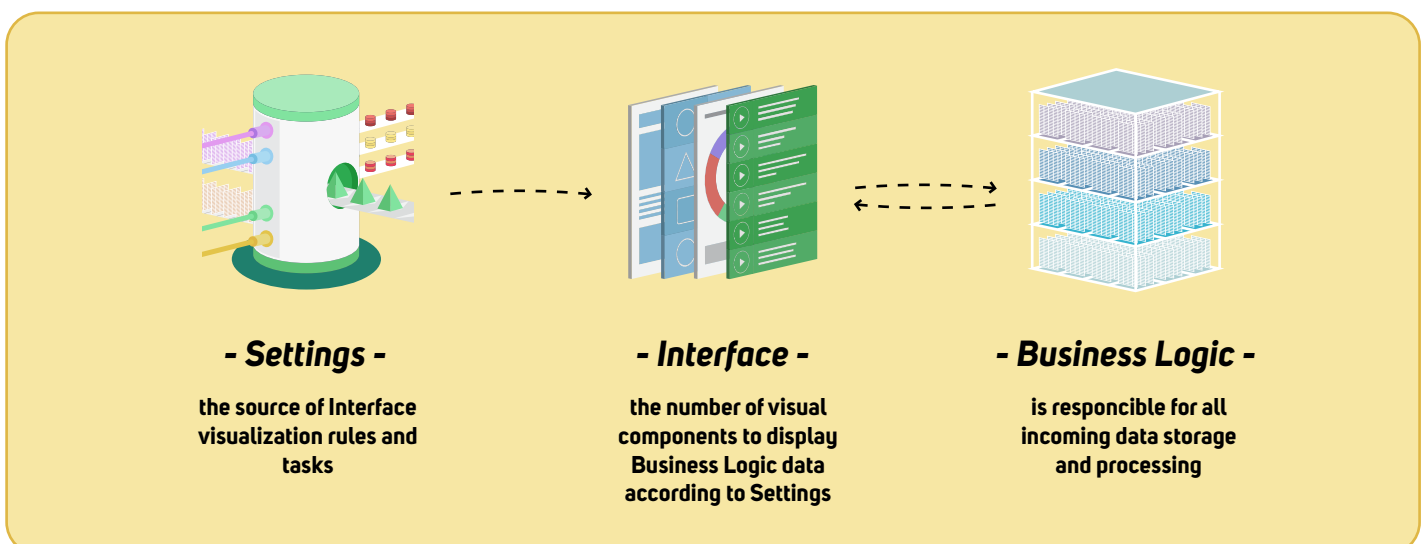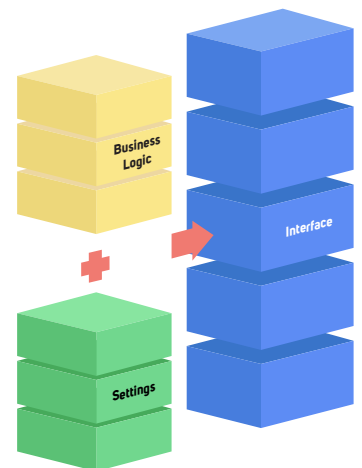*Usually it has been starting from small number of blocks and everything worked well. But every business is scaling sooner or later and once it is happening, number of blocks in the software is growing. Company keeps growing and software becomes a huge tree alike...*
Working with multi-blocks system is tough, long and costly. So we've decided it's time to create new concept of software development and to Make Your Life Simple.

Myls.framework architecture allows to develop software for business processes automatization in very short terms considering customer's special needs and onboard it above existing databases customer may already have.

According to Myls.framework concept Interface and Business logic are split and bridged by builder. It allows to differentiate Interface and other elements of platform development and ensure platform's deep customization and scalability. It also allows to move already existing platform to to more simple and friendly logic without existing data and functionality loss.

Considering it's architecture all Myls.framework based solutions ensure fast onboarding, scalability, customization, flexibility, security and ability to integrate 3rd party solutions via API.

- Settings -
the source of Interface visualization rules and tasks

- Interface -
the number of visual components to display Business Logic data according to Settings

- Business Logic -
is responcible for all incoming data storage and processing

But main advantage of Myls.framework concept is time and cost saving on stage of platform revision or scaling. Those processes which take several days in classic CRM/ERP systems implementation, will take several hours or even minutes if you build your platform on Myls. And you don't need to stop platform's operations and all existing processes may keep going.

Non-Mylš

1 →	2
4 ←	3
5 →	6
8 ←	7
9	
10 →	11
	12

🕐 **1-2 days**

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1
↓
5
↓
9
↓
12

🕐 **5 min**
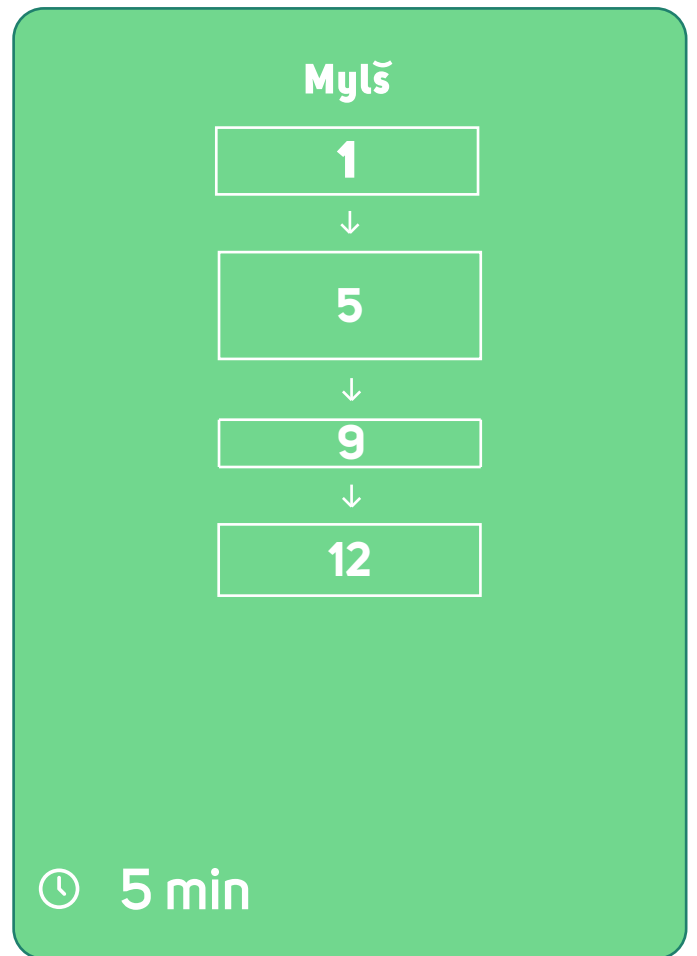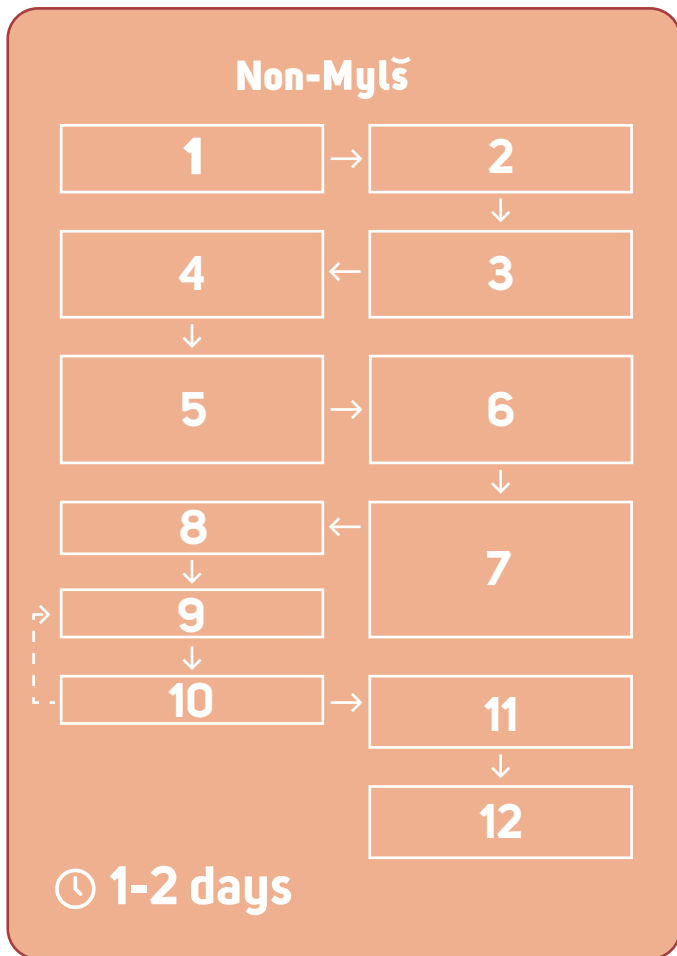
4. Myls.school. Product description

Myls.school is CRM and ERP platform for educational institutions based on Myls.framework. It allows to automate all processes in one interface for executives, teachers, students, administrators, sales, marketing, HR, finance, support and back office.

Interface languages: English, Spanish, Russian. Other languages localization is available as the part of customization pack (10. Support & customization)
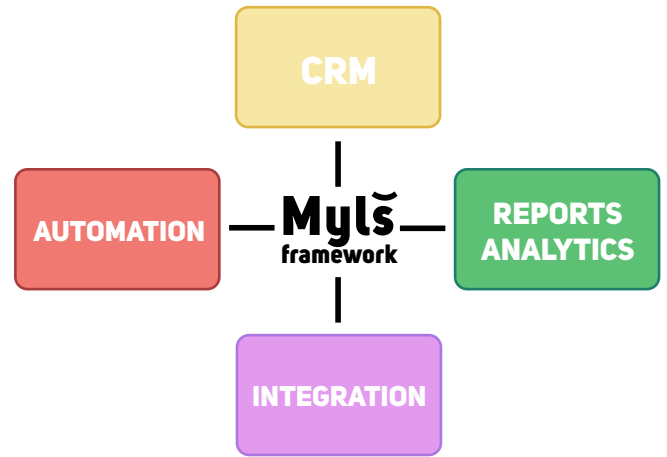
4.1. CRM

CRM @ Myls.school combines elements of a database and tools for sales and marketing.

- ✓ Students
- ✓ Teachers
- ✓ Rooms
- ✓ Disciplines
- ✓ Levels
- ✓ Calendars
- ✓ Groups
- ✓ Inquiries
- ✓ Tariffs
- ✓ Quotes/Discounts
- ✓ Invoices
- ✓ Sales funnels
- ✓ Tags & Sorting
- ✓ Questionaire
- ✓ Perfomance
- ✓ Branches
- ✓ Staff
- ✓ Agents

Students (Clients). Personal data, contact details, list of classes (disciplines), type of classes, level, performance, days/time to study, tariff, payment details, payments history.

Teachers. Personal data, contact details, list of classes (disciplines), level, performance, working days/hours, compensation amounts.

Rooms. Location, purpose, capacity, equipment, availability.

Disciplines (classes). Description, level, type, teachers.

Levels. List, comments.

Calendars. Working days, days off, holidays.

Groups. Size, level, students, teachers.

Inquiries. Students' applications via different channels with all contact details, planned classes, timing, type of classes, level.

Tariffs. Pricing of class/course per hour/week/month/year.

Quotes/Discounts. Special pricing.

Invoices. Template for invoices (individuals, legal entities).

Sales funnels. Customizable tool for leads generation.

Tags & sorting. Features for clients' classification.

Questionnaire. Tool for customer survey.
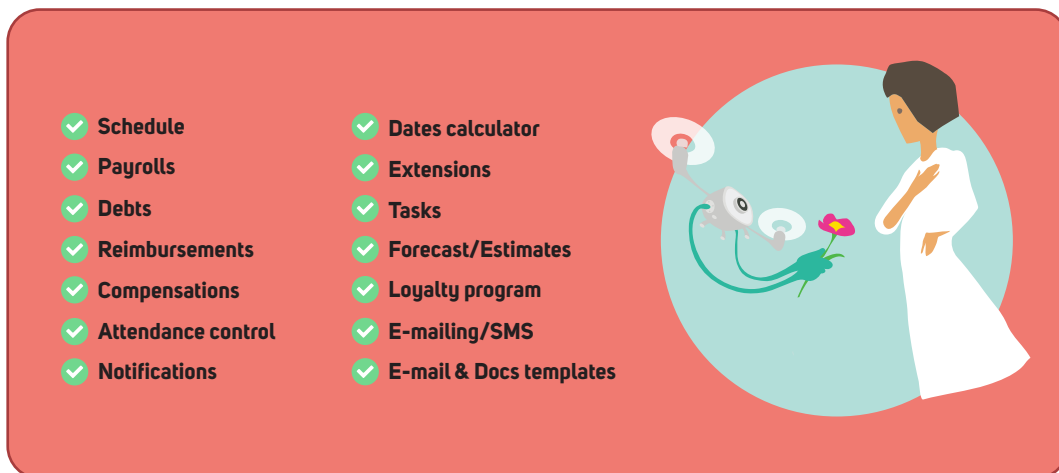
Performance. Tests/exams results grading scale.

Branches. List of one chain offices.

Staff. Employees (excl. teachers) personal data, contact details, working days/hours, compensation amounts.

Agents. Partners (dealers, sales agents) data, terms of agreement, commission rate.

4.2. Automation

Automation is main ERP block which turns manual operations into computer managed ones.

- ✅ Schedule
- ✅ Payrolls
- ✅ Debts
- ✅ Reimbursements
- ✅ Compensations
- ✅ Attendance control
- ✅ Notifications
- ✅ Dates calculator
- ✅ Extensions
- ✅ Tasks
- ✅ Forecast/Estimates
- ✅ Loyalty program
- ✅ E-mailing/SMS
- ✅ E-mail & Docs templates

Schedule. Automated consolidated lessons time table.

Payrolls. List of incoming/outgoing payments with automated push function (integration with accounting SW is needed).

Debts. Automated debts calculation tool.

Reimbursement. Automated tool for reimbursements and refunds calculation.

Compensations. Automated tool for teachers and staff salary calculation.

Attendance control. Automated tool to control (check and consolidate) the attendance of students.

Notifications. All kinds of customizable internal triggers and notifications.

Dates calculator. Customizable tool to calculate duration and price of study considering Calendars and Tariffs.

Extensions. Tool to extend duration of study considering Calendars, Tariffs and Attendance.

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Tasks. Task manager with Notifications to assignee.

Forecast/Estimates. Tool to list, calculate and compare (planned vs. fact comparison) expected income and expenses.

Loyalty program. Tool to manage Clients/Agents incentives programs.

E-mailing/SMS. Tool to distribute e-mails and SMS.

E-mail & Docs templates. Customizable list of templates for e-mail/SMS distribution, request management and documents (contract, application form, graduation certificates, etc.).

4.3. Reports & Analytics

ERP block to generate reports with multilevel filters and dashboard for analytics.

Accounting & Finance. Income/outcome reports, cash flow, financial metrics.

Attendance. Attendance consolidated report.

Sales & Marketing. Sales funnels output, marketing campaign reports analysis (integration with advertising platforms is required).

Performance of Sales, Students and Teachers. Consolidated reports of activities results.

HR. All employees related reports.

**Agents**. Results of agents activities (contribution & benefits).

4.4. Integration

Myls.school could become the core of the ecosystem to ensure 100% of possible automation in case of 3rd party API integration with software for accounting, online payments, fiscal reporting, etc.

School's website could also be integrated: online application form, students' and teachers' personal accounts, online payments.

Helpdesk could be integrated for customer experience improvement and to implement post sales functions like LTV increase, customer retention, re-purchase, etc.

- ✅ **Web site**
- ✅ **Online application**
- ✅ **Accounting SW**
- ✅ **Payment system**
- ✅ **Fiscal services**
- ✅ **Helpdesk**
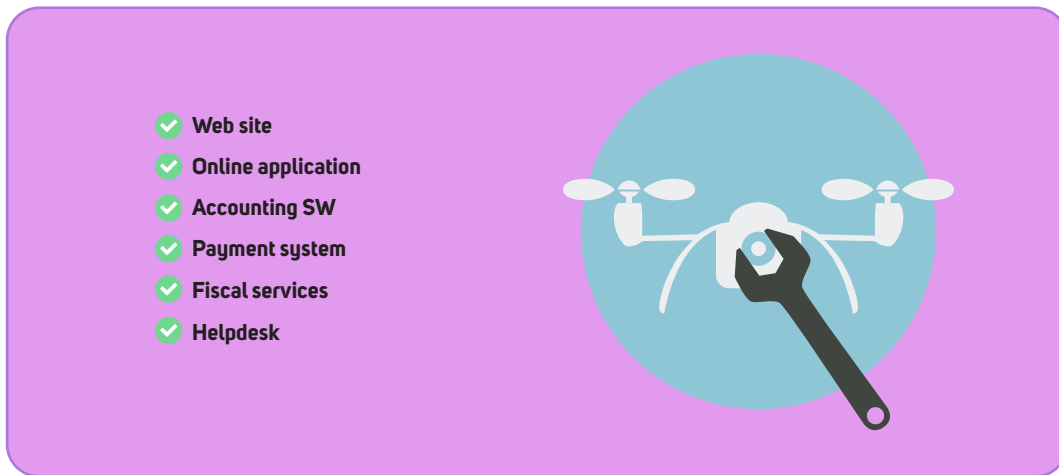
4.5. Security & Settings

Myls.school is SaaS product which works on highly secured servers supported by Myls team.

Internal platform security is also ensured by different access levels of users.

In case customer has any specific security related requirements, it could be also discussed as the part of customization pack (10. Support & customization).

In case customer has requirement to deploy SW on their corporate servers, on premise solution is also possible. Deployment fee will be added then (7. Myls.school. Pricing).

Myls.school platform Settings allow to manage internal profile, users access levels, system notifications, etc.

5. Myls.school. Mobile application

Myls.school mobile application is restricted version of web platform with the following features:

CRM. Students, Sales funnels, Agents
Automation. Schedule, Payrolls, Attendance control, Dates calculator, Extensions, Tasks, Loyalty program.
Reports & Analytics. All.
Settings. Profile, System notifications.

Myls.school mobile app is available for iOS and Android.

6. Myls.school. Competitive landscape

There is number of direct and indirect Myls.school competitors on local and global levels.

Some of them are highlighting on sales & marketing, but have very limited functionality on main school management processes automation.

Other have self-sufficient automation of all processes, but sales & marketing tools have to high level functionality and are not able to ensure all sales related processes.

Educational institutions in each country have their own requirements in internal and external business processes, so it is very important to deeply customize platform. Myls team has an expert group in each country it operates at, so all market needs and pains are considered.

Another Myls.school advantage is flexible and easy customizable framework, so in case customer has any specific demand, it could be supported by Myls.

Myls team will take care of fast onboarding and painless migration of current data customer has, and also will take care of customer's team training.
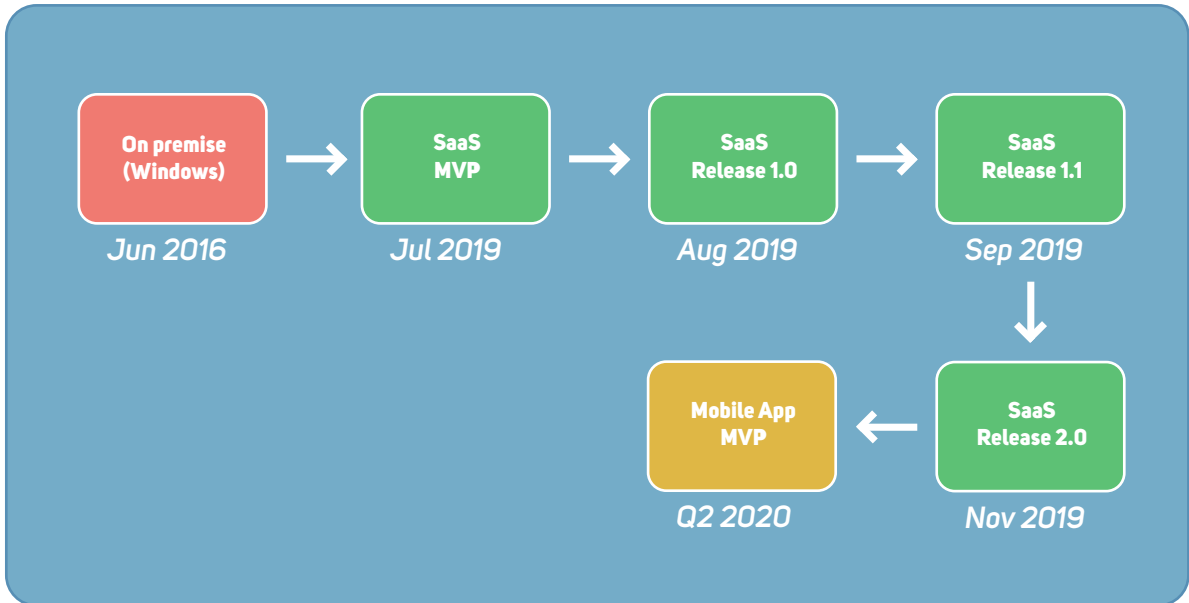
7. Myls.school. Pricing

Free of charge trial version is available for 30 days.

	BASIC	PROFESSIONAL	PREMIUM
<100 students	**30 EUR** per month	**50 EUR** per month	
<300 students	**60 EUR** per month	**80 EUR** per month	contact us for custom pricing
<500 students	✕	**100 EUR** per month	
<1000 students	✕	**200 EUR** per month	
1000+ students	✕	contact us for custom pricing	
	pay for 6 month - save 10% pay for 12 month - save 20%	pay for 6 month - save 10% pay for 12 month - save 20%	
CRM	excl. Sales funnels Tags & Sorting Questionnaires	✓	✓
Automation	Schedule Payrolls Attendance control Notifications Tasks	excl. Forecast/Estimates Loyalty program	✓
Reports & Analytics	Attendance Performance (Students)	✓	✓
Integration	✕	Web site Online application Helpdesk	✓
Support *e-mail*	✓	✓	Premium support

Customer data migration existing database import to Myls.school	**30 EUR** per hour
Customization additional features development & implementation	**50 EUR** per hour
Premium support messengers, reply within an hour	**5 EUR** per request excl. PREMIUM tariff

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8. Myls.school. Roadmap

On premise (Windows)	→	SaaS MVP	→	SaaS Release 1.0	→	SaaS Release 1.1
Jun 2016		Jul 2019		Aug 2019		Sep 2019

Mobile App MVP	←	SaaS Release 2.0
Q2 2020		Nov 2019

SaaS MVP
Jul 2019

CRM
- Students
- Teachers
- Rooms
- Disciplines
- Levels
- Calendars
- Groups
- Requests/Applications
- Tariffs
- Quotes/Discounts
- Invoices

Automation
- Schedule
- Payrolls
- Debts
- Reimbursements
- Compensations

Reports & Analytics
- Accounting
- Attendance

SaaS Release 1.0
Aug 2019

CRM
- ...
- Sales funnels
- Tags & Sorting
- Questionaire
- Perfomance
- Branches
- Staff
- Agents

Automation
- ...
- Attendance control
- Notifications
- E-mailing/SMS
- E-mail templates
- Docs templates
- Extensions
- Dates calculator
- Tasks

Reports & Analytics
- ...
- Sales & Marketing
- Perfomance (Sales)
- Perfomance (Students)
- Perfomance (Teachers)
- HR
- Agents

SaaS Release 1.1

Sep 2019

CRM	Automation	Reports & Analytics
...	...	...
	✅ Forecast/Estimates	✅ Finance
	✅ Loyalty program	

SaaS Release 2.0

Nov 2019

CRM	Automation	Reports & Analytics	Integration
...	...	...	✅ Web site
✅ Franchising			✅ Online application
			✅ Accounting SW
			✅ Payment system
			✅ Fiscal services
			✅ Helpdesk

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9. Myls.school. User story

Roles and responsibilities: Administrator, Student (Client), Teacher, Sales & Marketing, Accountant, Finance, Legal, HR, Partner account (business development), Principal, System administrator.

9.1. Administrator

Administrator is an employee of the school.
Administrator's personal data is located in CRM -> Staff.

Administrator:
  - fills in data in CRM (person responsible for all data
    consolidation from different sources and for data availability);

  - takes care of all Students relations management:
        ~ 1st contact once lead becomes client;
        ~ personal data validation;
        ~ disciplines and teacher assignment;
        ~ calendars;
        ~ payments;

  - takes care of all Teachers relations management:
        ~ personal data validation;
        ~ disciplines and students assignment;
        ~ calendars;
        ~ payments;

  - ensures schedule consolidation;
  - responsible for documents flow and storage;
  - makes sure payments are inline with attendance and extensions.

Administrator makes any personal data changes via Principal or HR.

	view	edit
CRM	full	limited
Automation	full	limited
Reports/Analytics	limited	limited
Integration	full	denied
Settings	full	denied

9.2. Student (Client)

Student is the Client of the school.
Student's personal data is located in CRM -> Students.

Student chooses discipline, level, teacher, tariff, duration and schedule.

Student signs the contract and pays according to payment terms.

Student's attendance is being checked by Teacher.

Student makes any data changes via Administrator.

	view	edit
CRM	limited	denied
Automation	limited	denied
Reports/Analytics	denied	denied
Integration	denied	denied
Settings	denied	denied

9.3. Teacher

Teacher is an employee of the school.
Teacher's personal data is located in CRM -> Teacher.

Teacher confirmes schedule and terms of contract.

Teacher is responsible for attendance control.

Teacher makes any data changes via Administrator.

	view	edit
CRM	limited	denied
Automation	limited	denied
Reports/Analytics	denied	denied
Integration	denied	denied
Settings	denied	denied

9.4. Sales & Marketing

Sales & Marketing is an employee of the school.
Sales & Marketing's personal data is located in CRM -> Staff.

Sales & Marketing is the owner of leads generation process, PR, marketing campaigns, SMM.

Sales & Marketing ensures school has all contact details and all preliminary lead qualification data.

Sales & Marketing responsible for:
  - all potential customers' info escalation to other colleagues;
  - communication with prospect until the moment he becomes customer (student);
  - leads/prospects classification and analysis;
  - market communication via different channels;
  - branding;
  - e-mails/SMS distribution;
  - customers' surveys;
  - sales & marketing analysis presenting to principal.

Sales & Marketing makes any personal data changes via Principal or HR.

	view	edit
CRM	limited	limited
Automation	limited	limited
Reports/Analytics	limited	limited
Integration	full	denied
Settings	full	limited

9.5. Accountant

Accountant is an employee of the school.
Accountant's personal data is located in CRM -> Staff.

Accountant is responsible for:
  - invoice template generation;
  - payrolls consolidation;
  - income/outcome reports validation;
  - debts/refunding/reimbursements validation;
  - forecast and estimates consolidation;
  - tax service relations & accountant documents flow.

Accountant makes any personal data changes via Principal or HR.

	view	edit
CRM	limited	limited
Automation	limited	limited
Reports/Analytics	limited	limited
Integration	full	denied
Settings	full	limited

9.6. Finance

Finance is an employee of the school.
Finance's personal data is located in CRM -> Staff.

Finance has highest level of access to all finance related info, but some finance related actions are denied.

Finance is responsible for:
  - cash flow;
  - income/outcome deep analysis;
  - accountant actions control;
  - forecast and estimates analysis and approval;
  - accounting and finance reports analysis;
  - financial strategic planning.

Finance makes any personal data changes via Principal or HR.

	view	edit
CRM	full	limited
Automation	full	limited
Reports/Analytics	full	limited
Integration	full	denied
Settings	full	limited

9.7. Legal

Legal is an employee of the school.
Legal's personal data is located in CRM -> Staff.

Legal is responsible for all school's official documents.
Legal approves all changes in any document template.

Legal makes any personal data changes via Principal or HR.

	view	edit
CRM	full	limited
Automation	full	limited
Reports/Analytics	full	limited
Integration	full	denied
Settings	full	limited

9.8. HR

HR is an employee of the school.
HR's personal data is located in CRM -> Staff.

HR is responsible for:
  - all staff compensation and benefits management;
  - compensation budget consolidation;
  - staff performance analysis;
  - HR reports analysis.

HR makes any personal data changes via Principal.

	view	edit
CRM	full	limited
Automation	full	limited
Reports/Analytics	full	limited
Integration	full	denied
Settings	full	limited

9.9. Partner account (business development)

Partner account/business development is an employee of the school.
Partner account/business development's personal data is located in CRM -> Staff.

Partner account/business development is responsible for:
   - agents relations;
   - loyalty program management.

Partner account/business development makes any personal data changes via Principal or HR.

	view	edit
CRM	limited	limited
Automation	limited	limited
Reports/Analytics	limite	limited
Integration	full	denied
Settings	full	limited

9.10. Principal

Principal is manager of the school.
Principal's personal data is located in CRM -> Staff.

Principal is an executive person and responsible for all process management.

	view	edit
CRM	full	full
Automation	full	full
Reports/Analytics	full	full
Integration	full	full
Settings	full	full

9.11. System administrator

System administrator is an employee of the school.
System administrator's personal data is located in CRM -> Staff.

System administrator is responsible for supporting of Myls.school platform and an expert is all the platform's processes.

	view	edit
CRM	full	full
Automation	full	full
Reports/Analytics	full	full
Integration	full	full
Settings	full	full

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10. Support & customization

Myls support team is available from Monday to Friday from 9:00 to 18:00 GMT+2 time zone.

Contacts of support team are:
support@myls.education
We reply within a working day.

Coming soon:
online chat (working hours)
feedback form (out of working hours)

11. Myls team contacts

Want to become our customer or strategic partner?
Please contact **av@myls.education**

Any questions on technical integration or partnership?
Please contact **aa@myls.education**

12. Other Myls products

Myls.framework and Myls company business model allows us to successfully work on different niche markets with complicated internal processes, big number of customers/partners and lack of automatization.

For today Myls team is happy to offer following turnkey solutions:
Myls.film.distribution - SaaS for rights management and film distribution.
Myls.events - SaaS for event agencies, which allow to execute and manage any format of event on one single platform.
Myls.clinics - SaaS for hospitals, clinics, dental clinics, beauty clinics, beauty salons, gyms.

Thank you!

Myls̆