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## Ovum Recognizes Hobsons EMT for its Education Technology Leadership

*Analyst firm lauds Hobsons for its technological capabilities across the entire student lifecycle*

CINCINNATI, OH—August 31, 2010— [Hobsons](#), the leader in Enrollment Management Technology (EMT) software, received analyst accolades in the recently published Ovum Education Solutions Guide which assesses the competitive landscape for higher education constituent relationship management (CRM) technology. The Solutions Guide shortlists Hobsons EMT as a higher education market leader, citing the company's key differentiators as its commitment to the education market, volume of new customers, and cross-campus capabilities.

The report analyzes fifteen CRM vendors in the higher education space to identify the key market players based on technology strength, market impact, and ability to support the entire student lifecycle. Education-focused Hobsons EMT receives high marks in all three areas with above average scores in student lifecycle and the technology assessment. Visit the [Hobsons Web site](#) to access portions of the June 2010 Ovum report, "Industry Solutions Guide: Selecting a CRM Vendor in the Higher Education Market."

Report author and Ovum practice leader, Nicole Engelbert, places Hobsons EMT in the top third of its market, stating that "When many colleges and universities think of CRM in higher education, Hobsons EMT is one of the first few vendors that is likely to come to mind." Engelbert continues, "This year I attended Hobsons' annual user conference, Connect University, and heard numerous success stories that demonstrate Hobsons' commitment to continuous product development based on user feedback."

"We complement our thirty years of education-specific experience with a customer network that includes more than 1,000 two-year, four-year, public, and private colleges and universities," said Sasha Peterson, Hobsons EMT president. "Our feedback-driven development program ensures that our entire product line stands ready to meet our customers' cross-campus needs."

### **About Hobsons**

Hobsons is a premier provider of innovative technology and integrated marketing solutions that empower education professionals to manage the entire student lifecycle including recruitment, enrollment, and retention. With end-to-end, enterprise-class products built from over thirty years of education experience and market knowledge, Hobsons helps more than 5,000 global secondary schools, colleges, and universities achieve their goals. A Daily Mail and General Trust (DMGT) subsidiary, Hobsons is headquartered in Cincinnati, OH with offices in Washington DC; Fairfax, VA; Oakland, CA; London, England; and Melbourne, Australia.

For more information about Hobsons and its complete line of technology solutions, please visit [www.hobsons.com](http://www.hobsons.com).

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