

CASE STUDY

How TMU Transformed & Digitized Operations with PayMyTuition's Marketplace Solution

The Challenge

Toronto Metropolitan University (TMU), with over 40,000 students, faced a crisis when its eCommerce and event registration platform was abruptly discontinued after nearly a decade of use. Manual data processing took hours each month, and switching providers added more pressure. The old system caused delays, drained resources, and created inefficiencies. TMU urgently needed a platform that could integrate with their infrastructure, support multiple eStores, and provide a smooth experience for staff and students.

“PayMyTuition has digitized and streamlined our processes, saving time we now use for more strategic initiatives. Their responsive team and commitment to continuous improvement make them an invaluable partner.”

Mary Anne Rait

Director, Financial Systems and Operations

**Toronto
Metropolitan
University**

TMU at a Glance



40,000+

Student Population



Toronto, Ontario

Location



Oracle E-Business Suite

Financial System

The Solution

TMU selected **PayMyTuition's Marketplace solution**, driven by the platform's seamless integration, flexibility, and TMU's positive experience with PayMyTuition for student payments.

The new solution centralized payment processing and financial reporting, streamlining workflow across departments. TMU's new automated system supports multiple eStores, payment forms, and event registrations, creating a smooth, user-friendly experience for both users and administrators.

Key Marketplace Features

- ✔ **Digital Storefront Management:** Manage unlimited storefronts, registration sites, and payment pages with integrated product databases, inventory tools, and omnichannel solutions.
- ✔ **Unified Checkout Experience:** Users enjoy a single cart and checkout process across multiple stores with access to multiple payment options.
- ✔ **Finance System Integration:** Transactions flow seamlessly into TMU's financial system, with unique codes assigned to individual products and events for accurate tracking.
- ✔ **Powerful Reporting Tools:** The platform's flexible dashboards merge Marketplace and Payment Gateway data, with scheduled email reports and exportable analytics.
- ✔ **Event Management Tools:** Built-in event features provide ticketing, seat selection, event scheduling, and customizable pages for an easy registration experience.
- ✔ **Advanced Customization Options:** TMU administrators benefit from features like location-based tax settings and integrated shipping plugins for UPS, FedEx, USPS, and Canada Post.

Impact on TMU's Operations

PayMyTuition's Marketplace revolutionized TMU's event management, eStores, and financial operations. The automated transaction feeds and powerful reporting tools minimized errors and saved valuable time. By integrating with TMU's financial system, the platform enhanced operational efficiency and transparency.

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“Previously, we had to send individual links for every event. Now, users can explore our centralized platform and register for events seamlessly.”

Heng Lee

Business Systems Analyst

Toronto
Metropolitan
University

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The Results

The transition to PayMyTuition's Marketplace had an immediate impact:

- ✔ **30 hours saved monthly** in manual accounting processes, thanks to automated financial feeds.
- ✔ **95% reduction in manual data entry**, allowing staff to focus on higher-value tasks.
- ✔ **3,500+ transactions processed**, totaling \$3.2 million over the last six months—without a single dropped transaction.
- ✔ **70+ storefronts deployed**, supporting events, merchandise, and more.

Future Growth Potential

TMU plans to expand PayMyTuition's Marketplace to include merchandise sales and customizable payment options for future events, ensuring long-term scalability.

Conclusion

Implementing PayMyTuition's Marketplace not only resolved TMU's immediate challenges but also laid the foundation for future growth.

Discover how PayMyTuition can transform your institution's eCommerce and event registration processes. visit www.paymytuition.com.