UniCloud IT Services

Zoho Premium Partner

AIMLAY

We Lay Foundation of Your Aim

Client Name: Varun Kumar

Country: India

Total Users: 40

Subscription: Zoho One



ABOUT

Aimlay is a global education platform for academic and experiential learners, with a head office in Delhi, India, and offices in the USA and UAE. It describes itself as a mentorship platform for doctorate aspirants and has been operating for 17 years. Its community includes more than 35,000 doctorates and researchers.

Aimlay's services include PhD and DBA admission support, honorary doctorate nominations, thesis, dissertation and research paper guidance, research publication support, law and management course admissions, and biography writing. Learners are matched with mentors, university coordinators and subject matter experts, and the company relies on a tech-enabled platform for milestone tracking and communication between scholars and mentors.



PROJECT OVERVIEW

Aimlay works with a large number of scholars at once, each at a different stage and each supported by a team of mentors, coordinators and subject matter experts. The client needed a single system to manage this work. We built a custom application on Zoho Creator to track scholars, services, mentors and milestones in one place.

PROJECT OBJECTIVE

The objective was to give Aimlay one structured system that keeps every scholar's journey visible, from first enquiry to completion, and reduces manual coordination between teams. The system should assign the right people to each case, track milestones, and give management a clear view of progress.

CHALLENGES

As a service business with many scholars and many team members, the client faced the following challenges:

- Scholar details, service type and progress were spread across separate sheets and tools.
- Each service, such as PhD admission, thesis guidance or publication support, follows its own stages, which were hard to track consistently.
- Mentors, coordinators and experts needed to see only the cases assigned to them.
- Managers had no live view of how many scholars sat at each milestone or where work was delayed.
- Follow-ups and updates relied on manual reminders.

SOLUTION

UniCloud IT Services designed and built a custom application on Zoho Creator for scholar and mentor management. It has the following parts.

Scholar Records and Service Tracking

Every scholar has a record that holds their details, the service they enrolled in, the assigned mentor and the current status. Services such as PhD admission, research support, publication support and course admissions each have their own forms and fields, so the information captured matches the service.

Milestone Tracking

Each service is broken into milestones, and each case moves through them from start to completion. Mentors update milestone status as work progresses, and the record keeps a full history. This gives scholars and the internal team a shared, structured view of where a case stands.

Role-Based Access for the Team

Mentors, university coordinators, subject matter experts and managers each get access suited to their role. Team members see the cases assigned to them, while managers see the full picture across teams.

Automation and Notifications

We automated routine work such as assigning a case to a mentor, status changes at each milestone, and reminders for pending follow-ups. This reduces manual coordination and keeps cases moving.

Dashboards and Reports

We built dashboards that follow the client's business logic. They show scholars by service, cases by milestone, workload per mentor and pending follow-ups, with filters for service, mentor, status and date.

FEATURES & FUNCTIONALITY

- Custom Zoho Creator application built for scholar and mentor management.
- Scholar records linked to services, mentors and status.
- Service-specific forms for admissions, research support and publication support.
- Milestone tracking with status history.
- Role-based access for mentors, coordinators, experts and managers.
- Automated assignment, status updates and follow-up reminders.
- Dashboards and reports with filters.

Illustrative mockups of the application, shown with sample data.

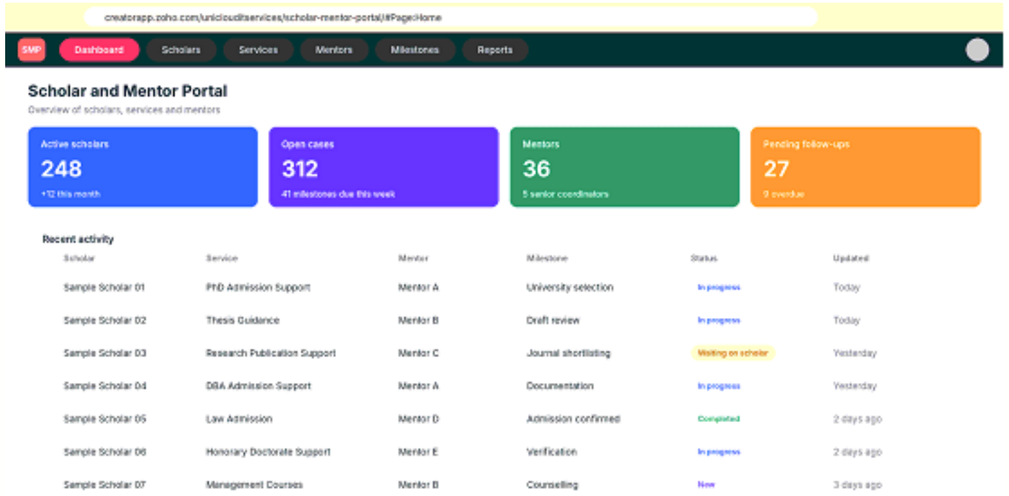


Figure 1: Application home. Zoho Creator application with its modules for scholars, services and mentors.

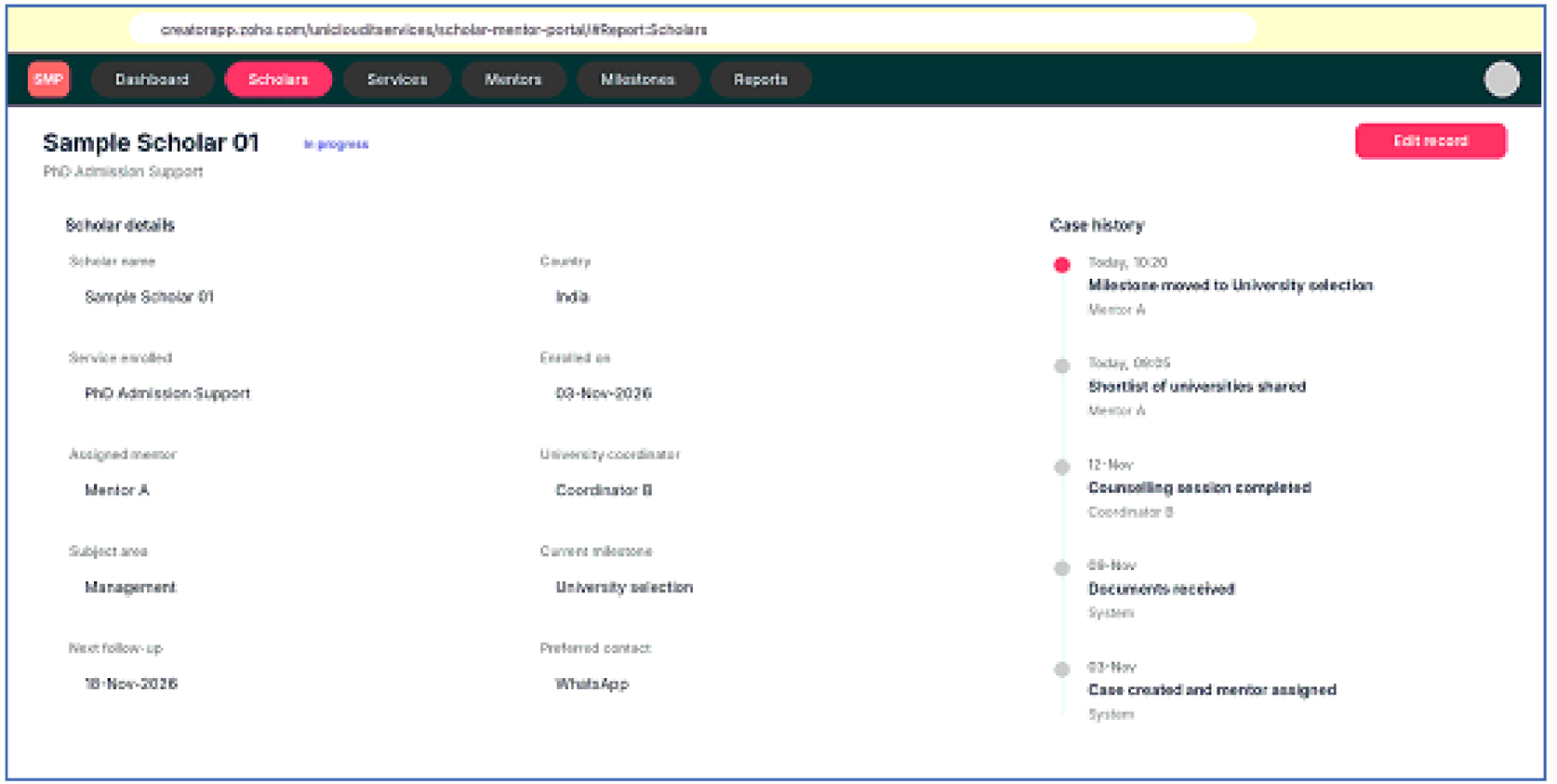


Figure 2: Scholar record. Scholar details, service enrolled, assigned mentor and current status.

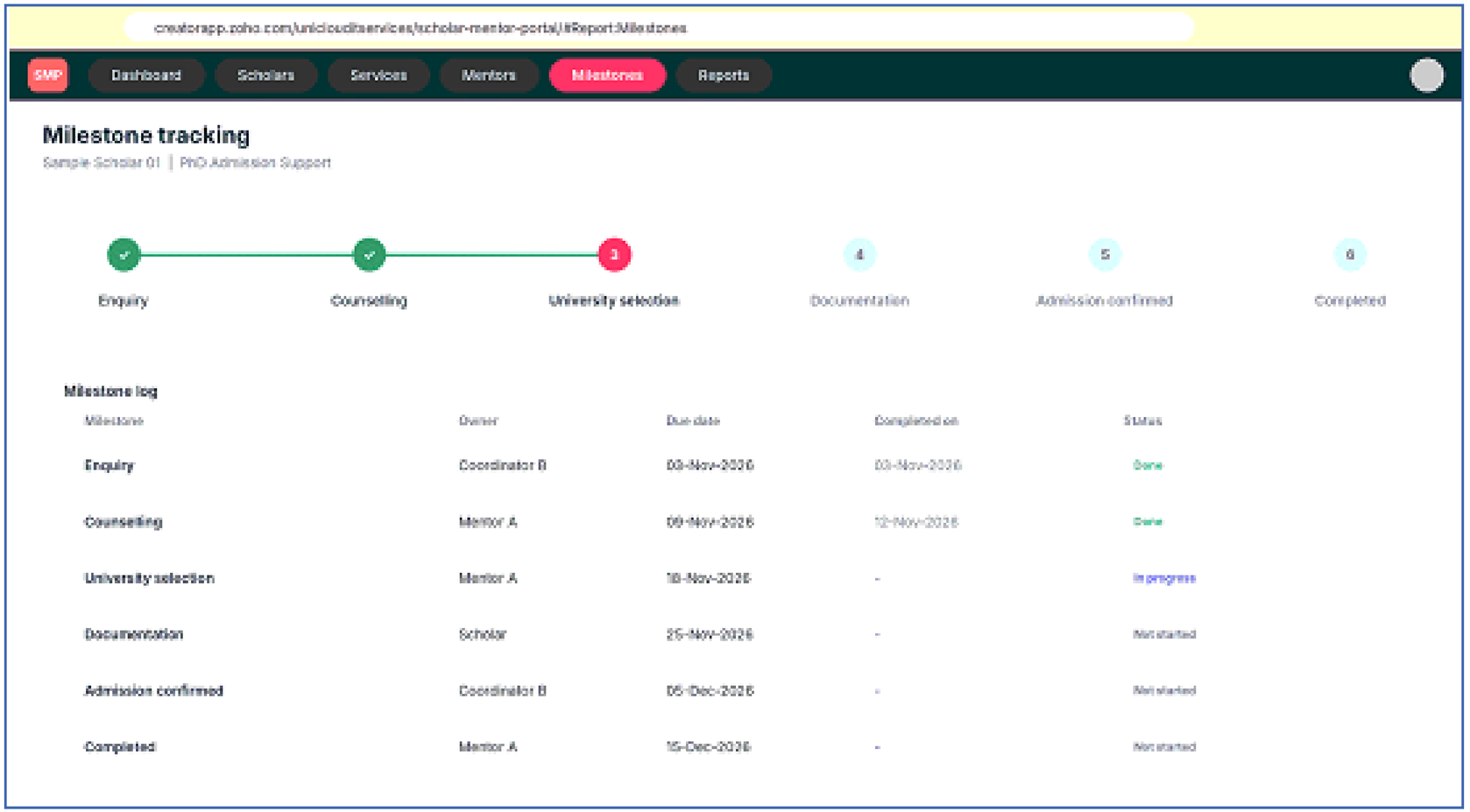
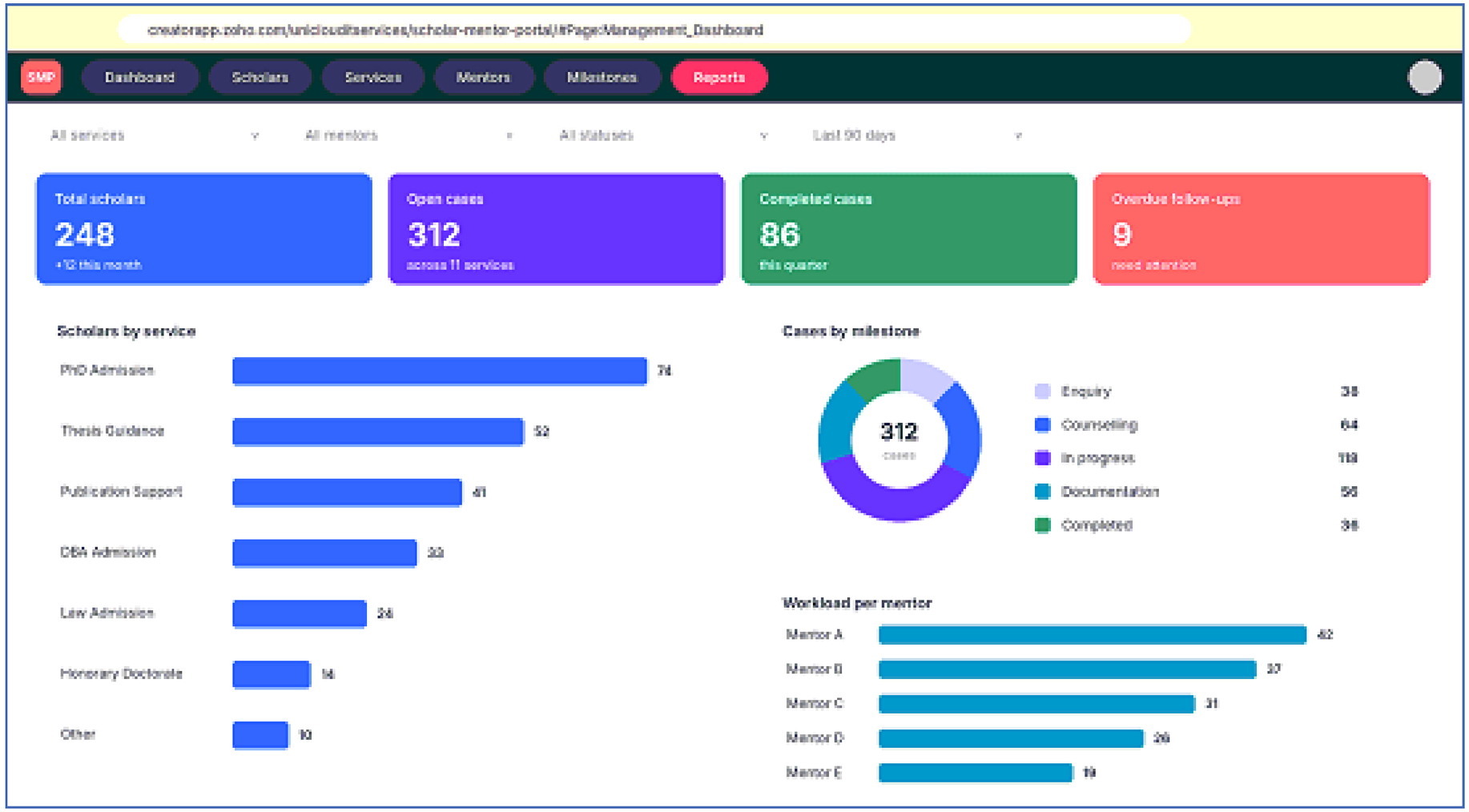


Figure 3: Milestone tracking. Stages of a case with status and history.



CONCLUSION

The application gives Aimlay one place to manage scholars, services, mentors and milestones. Every case has a clear owner and a visible status, routine coordination is automated, and managers can see progress and workload across the organization.

This supports the client's goal of a seamless, structured experience for scholars and a more efficient process for its team. As Aimlay adds services and scales across India, the USA and the UAE, the application can be extended with new forms, roles, automations and reports.

ABOUT US

Founded on September 12, 2018, UniCloud IT Services is a trusted cloud service provider specializing in ZOHO solutions. Our team of experienced developers brings over seven years of combined expertise, delivering tailored services that help businesses across industries achieve their goals.

To date, we have successfully completed 1,000+ projects for over 5,000 clients, maintaining a 95% project success rate and strong client retention. Our team holds multiple ZOHO certifications, reflecting our commitment to quality, security, and reliable support.

UniCloud continues to expand its services, partnering with organizations of all sizes to implement effective, technology-driven solutions.

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