

Oracle CX for Higher Education Strategy & Roadmap



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Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle's products remains at the sole discretion of Oracle.

Today's Modern Student



Digital Natives

Consumer Experiences

Collaborative

The Modern Student's Expectations

Engage – Empower – Intervene

Engage me by knowing my interests and what I want

Empower me to find the information I need

Provide me with timely and relevant content throughout my student journey



Prevent me from going off track and intervene with me if I do

Let me share my experiences with other students

Help me succeed in reaching my goals

The Personalized Student Experience

Meeting the Modern Student's Expectations



**Understand &
Engage Your
Students**



**Present One
Institution**

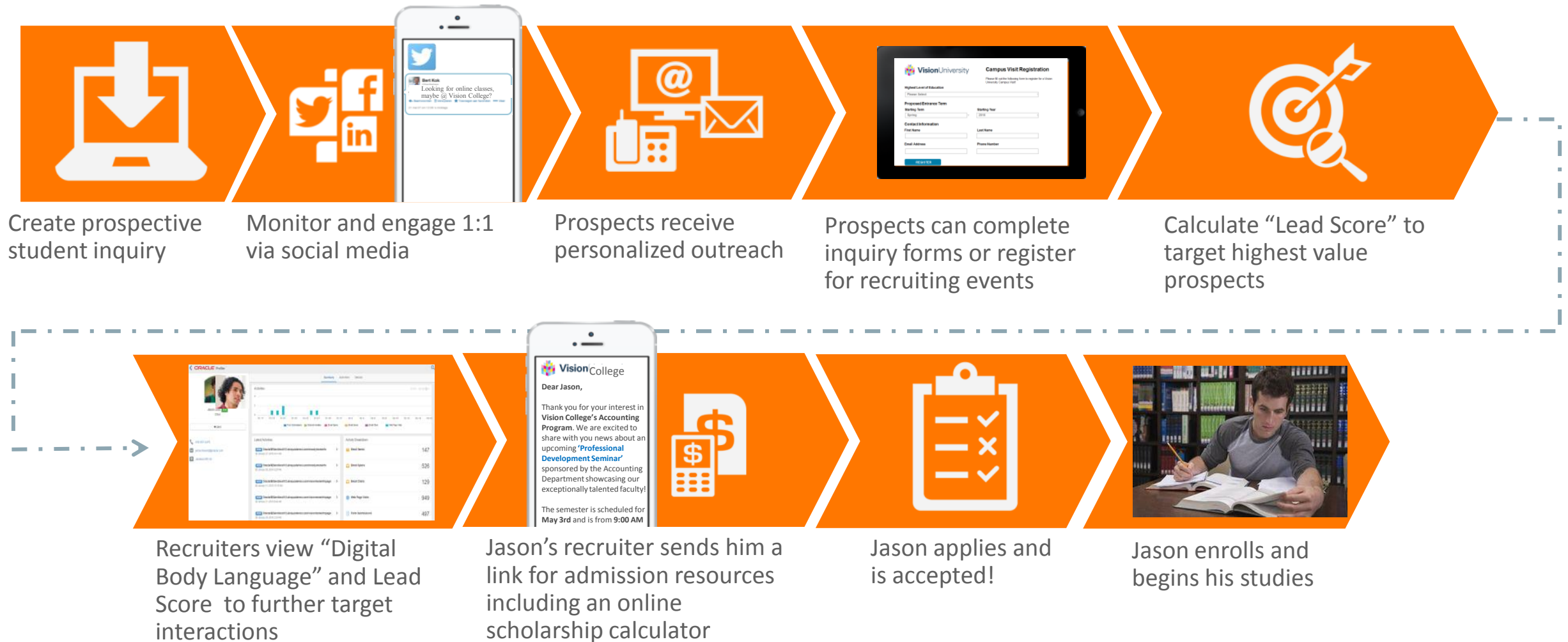


**Listen for Feedback
& Take Action**

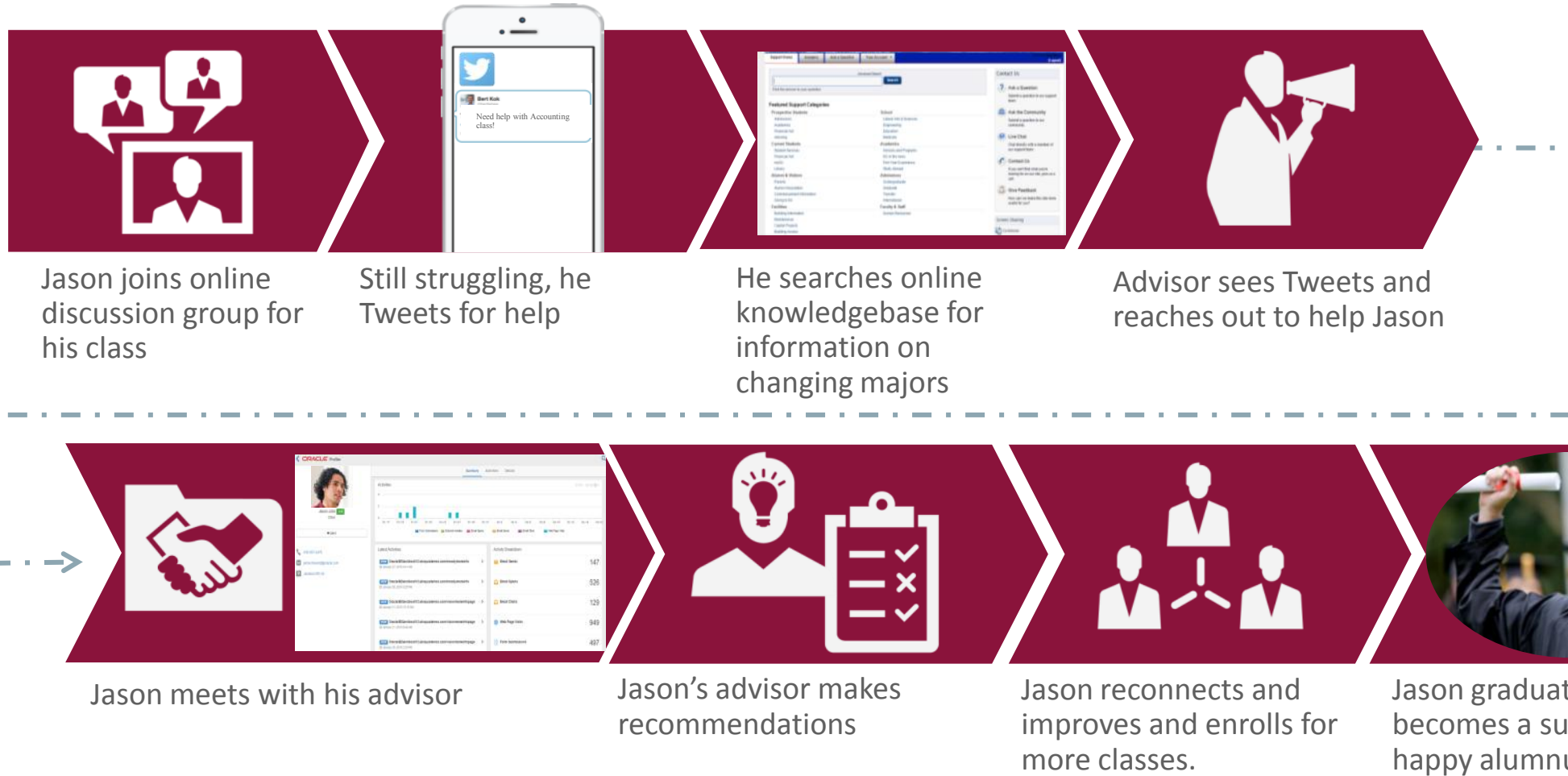


**Embrace
Omni-channel**

Vision College Prospective Student Journey



Vision College Enrolled Student Journey





“In order to transform the student experience, enable more effective market differentiation, and do it in a cost effective way, **institutions must take the leap to a more holistic or enterprise-wide approach to CRM** that better mirrors the student lifecycle and lifelong relationship that a student has with their institution.”

— Nicole Engelbert, “*Creating a Holistic System of Student Engagement*”, Ovum, May 2015

Today SIS → Tomorrow Student Lifecycle Management

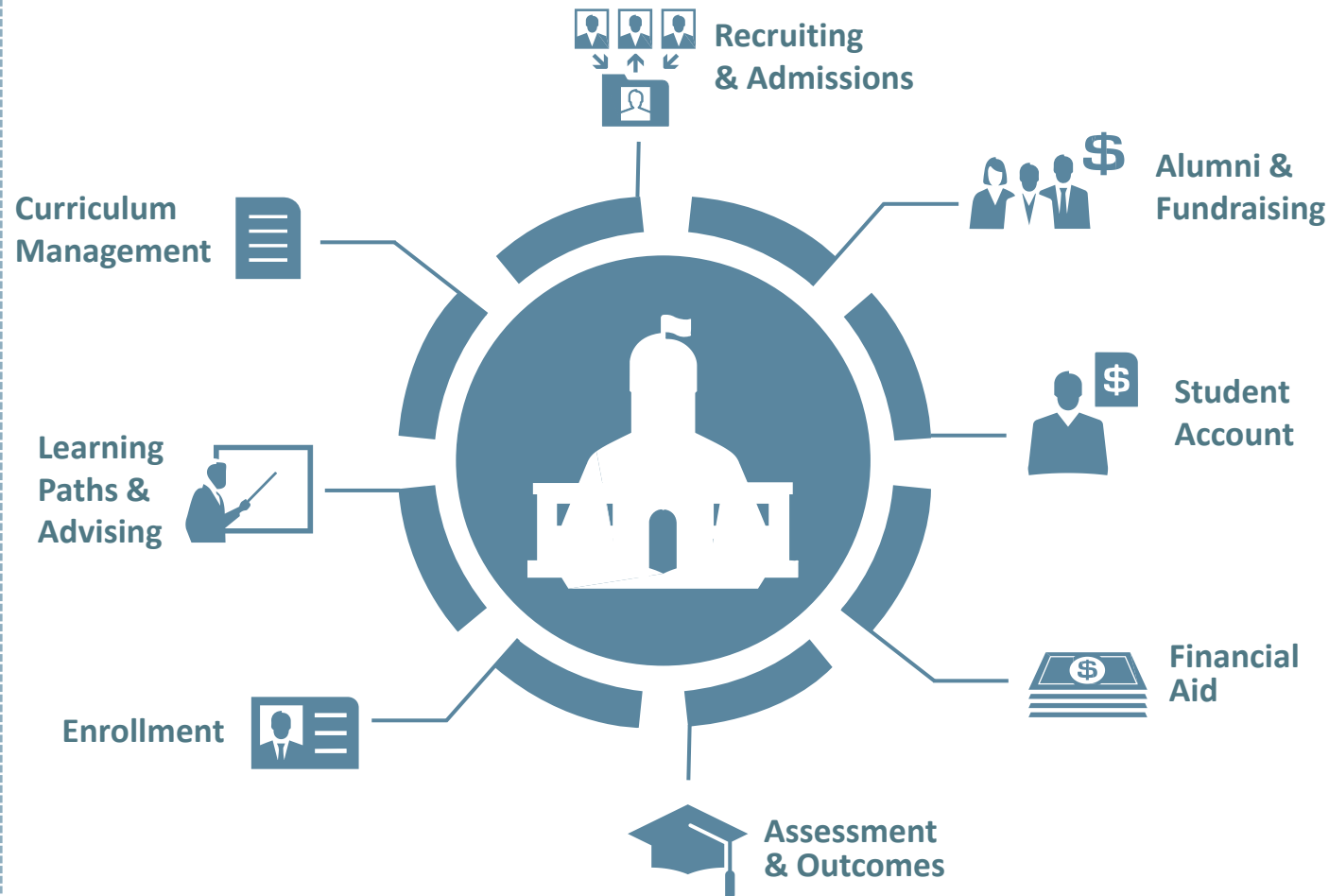
Mobile First Design



“Consumer-Like” Experience



Social Listening and Engagement



Immediate Access to Information



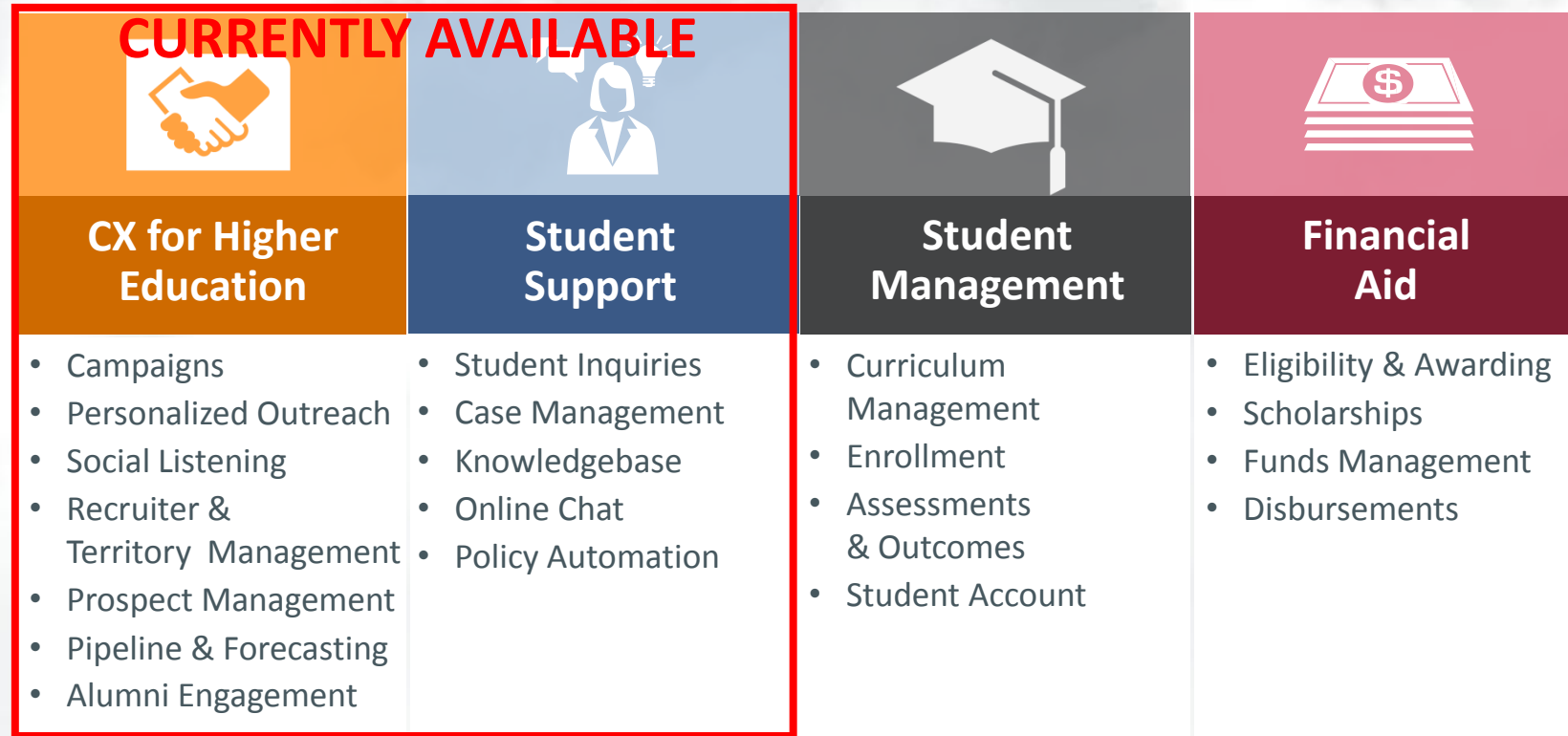
Embedded Analytics and Decision Tools



Embedded Collaboration and Chat

Oracle Student Cloud

Manage the entire student lifecycle



Integrated Foundation

Social Network

Mobile

Analytic KPIs & Dashboards

Predictive Analytics

Integrations

Oracle Customer Experience In Higher Education



Oracle CX for Higher Education Roadmap *(as of October 2016)*

Current Release +1

- Pre-configured HED data model to support Student Recruiting
 - Constituents/Contacts
 - External Organizations
 - Prospects/Inquiries
- Custom object to support Previous Schools Attended
- Activities, Relationships, Conversations, Qualifications, Product Groups and Notes
- Territory Management



Current Release + 2

- Integrated marketing and outreach capabilities with custom objects
- Integration with Campus Solutions
- First release of Student Management Cloud



Future

- Complex external file loads
- Online Admission Application
- Admissions Evaluations
- Integrated service capabilities
- Comprehensive 360-Degree view

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Integrated Cloud

Applications & Platform Services

ORACLE®