



Arab HEUG Alliance 2016 Conference

Making a World of Difference

Abu Dhabi University, Abu Dhabi, UAE
15-16 November, 2016

Enabling a Digital Campus framework for Middle Eastern Universities

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Ultimately, customers don't judge you based on how well you gather business requirements, chose development technologies, manage projects, or march through the development process – **they judge you based on how they feel before, during, and after they use your applications.**

This is the digital experience

If you get the customer experience wrong, then nothing else matters

by Forrester

Characteristics of effective digital enterprises

From a business perspective, there are three common characteristics of high-performing digital organisations:

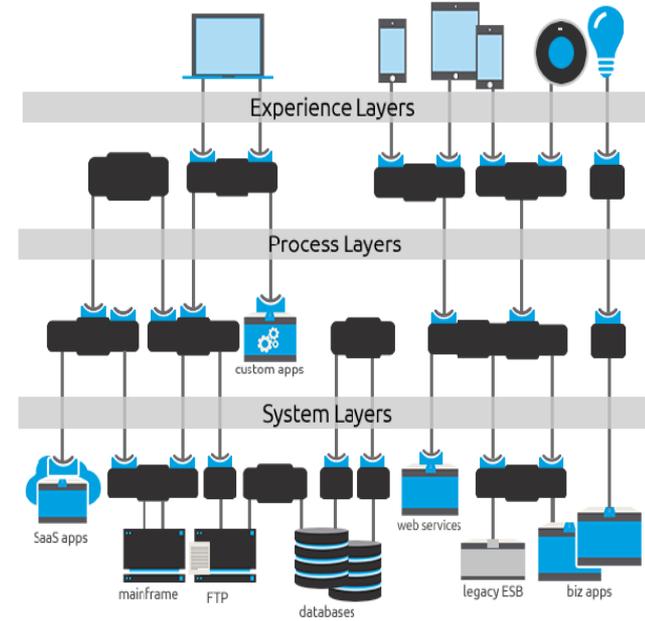
- They are obsessively customer focused
- They are data driven
- They are fast-moving, agile, flexible

For the digital campus, this means a strong focus on the experience of these key constituents: students (including prospects and alumni), academics and administrative employees and using data from feedback to respond quickly to continue improving that experience.

The technology enablers

To become a truly Digital Campus, universities should focus on the following technology enablers:

- Infrastructure and support operations
- Integration of “best of breed” applications and enabling platforms
- User experience





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“Agility – it rhymes with stability”

by McKinsey

The paradox: a stable (resilient, reliable and efficient) foundation is key to an agile, dynamic digital organisation. **From an organisational IT perspective:**



Structure



Governance

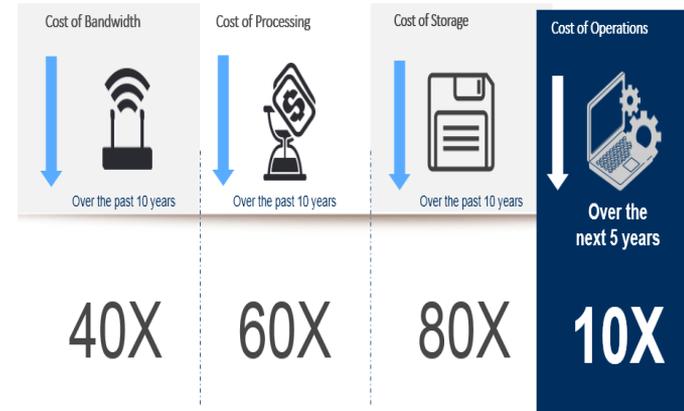


Processes

From a technology IT perspective – underlying infrastructure

There are significant savings related to infrastructure management and operations:

- Universities are spending up to 30% more than they need to on Commodity IT
- Enables organisations to release and redirect resources to implement Digital initiatives



by Goldman Sachs

Levers to reduce Commodity IT



First Set of Levers



Eliminate 30-40% of Incidents



Eliminate 30-50% of Labour



Second Set of Levers

Infrastructure Management Services



Transform Underlying Infrastructure:
Migrate to public, private, hybrid Cloud &
Hyperconverged systems



Business Process Services

Industry/ Process specific STP
through Platforms

A composable enterprise

Understand the building blocks of your university – a composable enterprise:

- Enables development of various heat maps:
 - Strategic importance
 - Effectiveness
 - Infrastructure
 - Support resources

Composable Enterprise	Higher Education Pillars				
	Learning and Assessment	Student Management	Research	External Relations	Back-office Operations
Subject Areas	<ul style="list-style-type: none"> • Curriculum • Learning resources • Instructional delivery • Evaluation 	<ul style="list-style-type: none"> • Marketing • Student services • Student Enrolment • Student information 	<ul style="list-style-type: none"> • Grants • Regulations • Intellectual property 	<ul style="list-style-type: none"> • Alumni • Affiliations • Corporate Relations • Laws and Regulations 	<ul style="list-style-type: none"> • Finance Operations • HR Management • Facilities • Asset management • Technology
Systems of Innovation	<ul style="list-style-type: none"> • Curriculum • Delivery • Assessment 	<ul style="list-style-type: none"> • Marketing 	<ul style="list-style-type: none"> • Research 	<ul style="list-style-type: none"> • Corporate Relations 	<ul style="list-style-type: none"> • Information Technology
Systems of Differentiation	<ul style="list-style-type: none"> • Curriculum • Learning Resources • Assessment 	<ul style="list-style-type: none"> • Enrolment Management 	<ul style="list-style-type: none"> • Research • Grants Management 	<ul style="list-style-type: none"> • Alumni • Affiliations 	<ul style="list-style-type: none"> • Technology
Systems of Record	<ul style="list-style-type: none"> • Curriculum • Learning Resources • Assessment • Delivery • Assessment • Learning Delivery • Curriculum 	<ul style="list-style-type: none"> • Marketing • Student Services • Student Enrolment • Student Information • Marketing • Student Services • Student Enrolment • Student Information 	<ul style="list-style-type: none"> • Research • Grant Administration • Regulations • IP Creation • Research • Grants • Research • Regulations • Intellectual Property 	<ul style="list-style-type: none"> • Alumni Management • Affiliations • Corporate Relations • Laws and Regulations • Alumni Management • Affiliations • Corporate Relations • Laws and Regulations 	<ul style="list-style-type: none"> • Finance Operations • HR Management • Facilities • Asset management • Technology • IT Operations • Finance Operations • HR Management • Facilities • Asset management • Technology

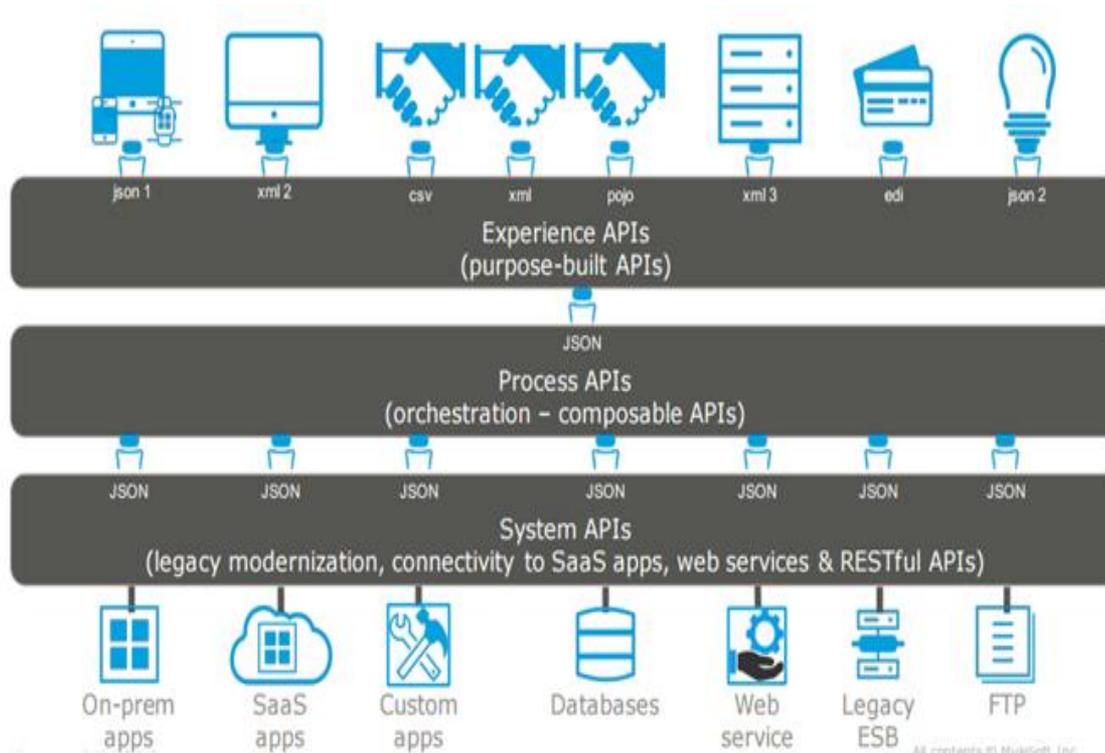
Integrate 'Best of Breed' applications

How to integrate applications seamlessly across different platforms?



Integrate 'Best of Breed' applications

- Implement API-led connectivity platforms to integrate applications
- Enable rapid deployment of user functions across channels





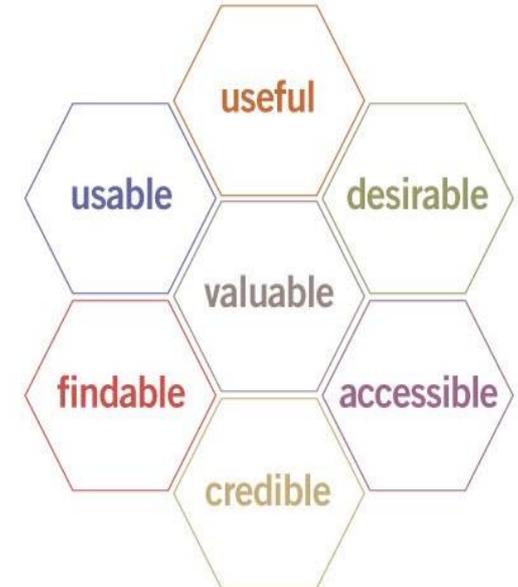
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User Experience

"User experience" encompasses all aspects of the end-user's interaction with the university, its services, and its core products.

- User experience is not simply usability or the user interface
- The Honeycomb test can equally be applied to:
 - Prospect communications
 - Online lectures
 - Employee self-service



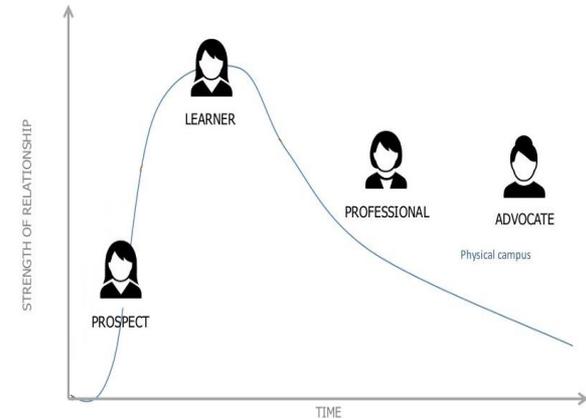
The User Experience Honeycomb

By Peter Morville

The Student life-cycle

The student engagement with a university follows a traditional cycle:

- Application experience
- Learning / Campus experience
- Graduate experience



© Precedent

The Digital Campus will transform and enhance the student engagement experience throughout the lifecycle.

The Student life-cycle

The application experience

- Transform from a marketing web presence to focus on the prospect

The learning experience

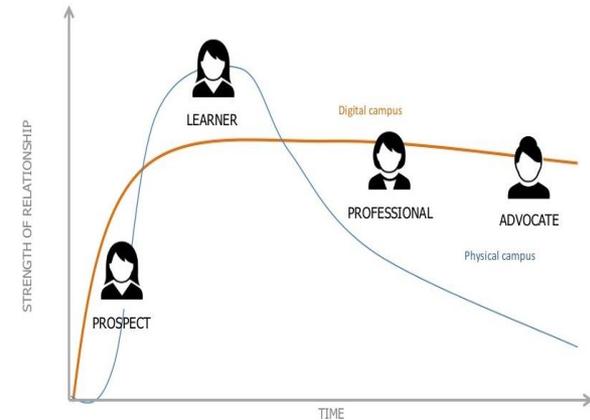
- Access to innovative learning materials, and assessment applications that help improve student learning outcomes

The campus experience

- Personalised content to enhance student life outside the classroom

The graduate experience

- Maintain the relationship with graduates to convert alumni to ambassadors



The Academic experience

Digital technologies have certainly impacted the role of a teacher:



Learning – not just digital for convenience or
to support traditional teaching modes



Assessment – analytics that provides
real insight to student progress

“The most important principle for designing e-learning is to see e-learning design as not information design, but as designing an experience”

by Cathy Moore

The Employee experience

- Singapore Management University's iNet – an example of best practice
- Developed by small SMU project team
- Winner of the Gold Medal at 2015 Intranet Innovation awards,
- Recognised in 2016 CIO Asia 100 honourees
- Provides a collaborative and connected workplace



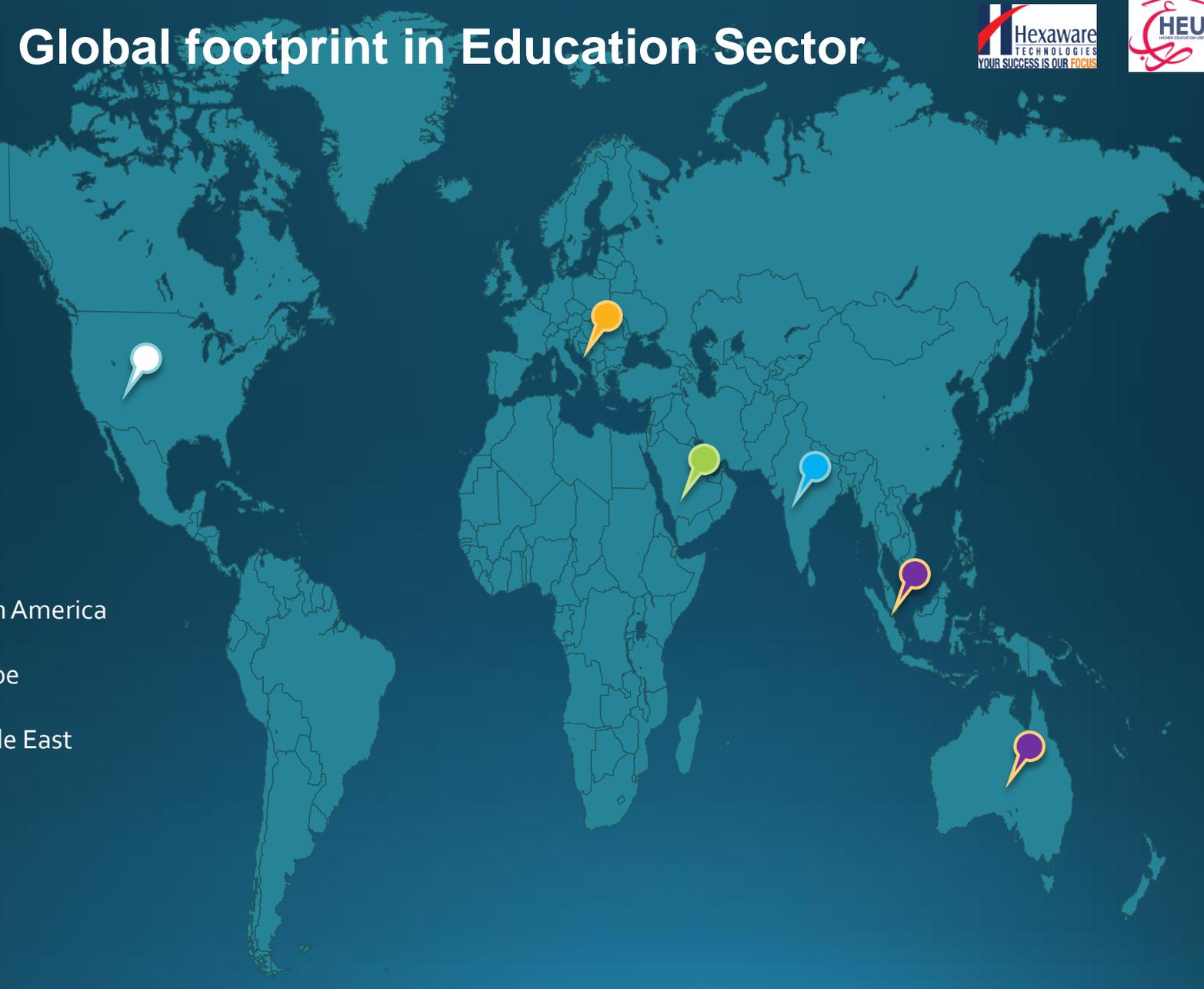


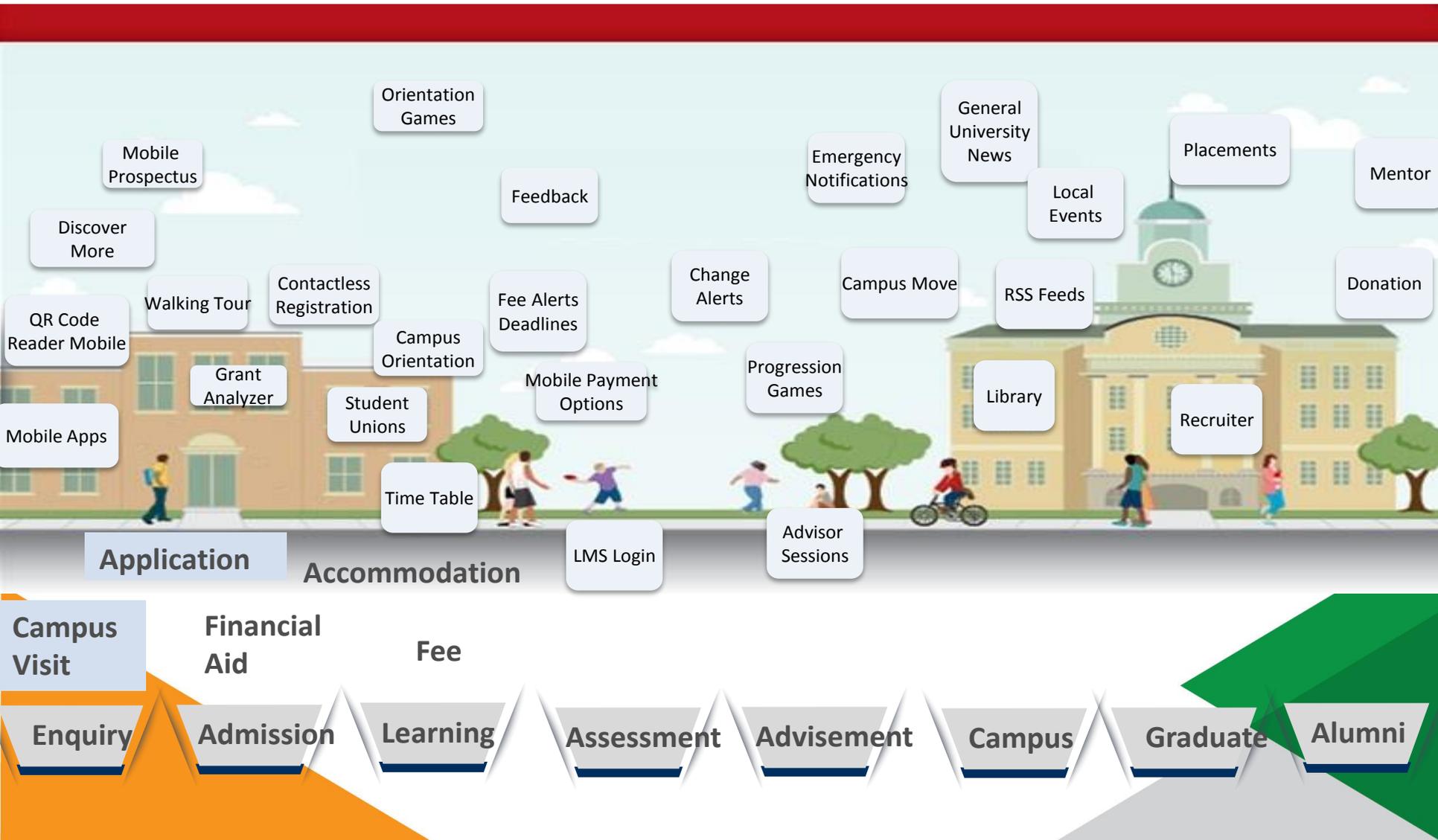
Hexaware and the Campus Journey



Global footprint in Education Sector

-  North America
-  Europe
-  Middle East
-  India
-  APAC







Consulting

- Learning & Development Advisory, Process Consulting



Student Marketing

- Integrated IT & BPS Solutions for Sales, Marketing, Telemarketing, Support, Application Screening, Student Help Desk, Email Management, Virtual Relationship Manager



Student Lifecycle Management

- ADM/Package implementation for Student Admin, Curriculum Management & Grading, Student Financials, Financial Aid & Scholarships, Alumni & Contributor Relationship, Policies & Guidelines



Student Analytics

- 360 degree view, Student Intimacy, Sentiment Analysis, Student Drop Out Prediction etc.



Student Experience

- Ux transformation, Mobile Enablement, Content Management, Collaborative Portals, Any Device-Anywhere Access



Learning Academy

- Library + e-Learning + Instructor Led Trainings+ Assessments + Collaboration + Feedback
- Content Creation and Administration



Back office

- On Premise/Cloud HR & Financial Systems, HR Outsourcing, F&A Services



Security

- Identity, Access Management, Security testing



Cloud Migration

- Oracle Public Cloud
- Migration to the cloud
- Bi-Modal, integration in the Hybrid world

Conclusion

- Ensure a robust technology and data foundation that has the capability to release resources to focus on the digital campus
- Focus on the User eXperience
- Lets have a conversation around Enabling a Digital Campus at your esteemed University!

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Thank you