



Arab HEUG Alliance 2016 Conference

Making a World of Difference

Abu Dhabi University, Abu Dhabi, UAE
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Enabling a Digital Campus framework for Middle Eastern Universities

» SHRINK IT ◀

GROW DIGITAL»»



Introduction

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:

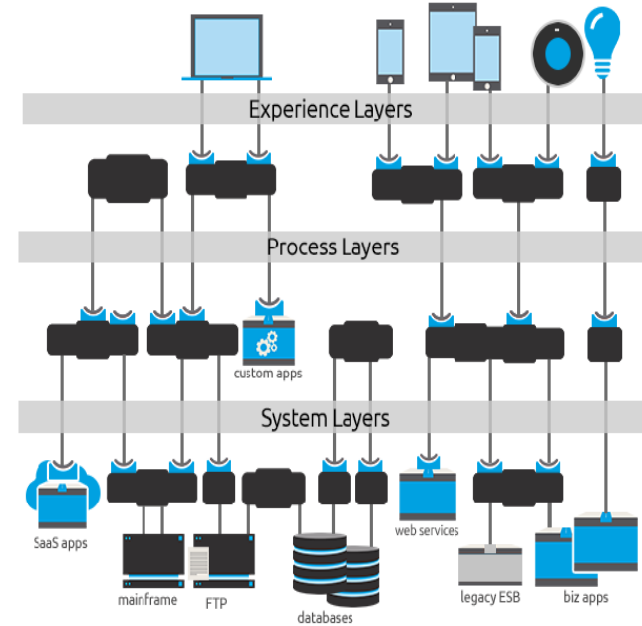
- They are obsessively customer focused
- They are data driven
- They are fast-moving, agile, flexible

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



© MuleSoft

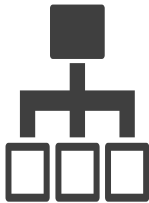
A hand in a white shirt sleeve points towards a line graph. The graph is overlaid on a background of a city street with buildings. The graph has a y-axis ranging from -2000 to 10000 and an x-axis with months from Jan to Dec. There are three lines: a solid line, a dashed line, and a dotted line. The solid line starts at 2000 in Jan, rises to 5000 in Mar, dips to 4000 in Apr, and then fluctuates between 4000 and 6000. The dashed line starts at 4000 in Jan, rises to 6000 in Mar, dips to 5000 in Apr, and then fluctuates between 5000 and 7000. The dotted line starts at 8000 in Jan, rises to 10000 in Mar, dips to 8000 in Apr, and then fluctuates between 8000 and 10000. The background shows a hand holding a pen over a document with a fingerprint and a bar chart.

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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



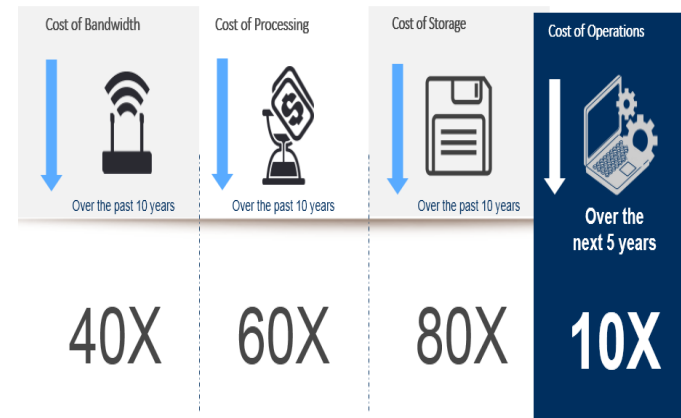
Processes

From a technology IT perspective – underlying infrastructure

Infrastructure – Shrink IT

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

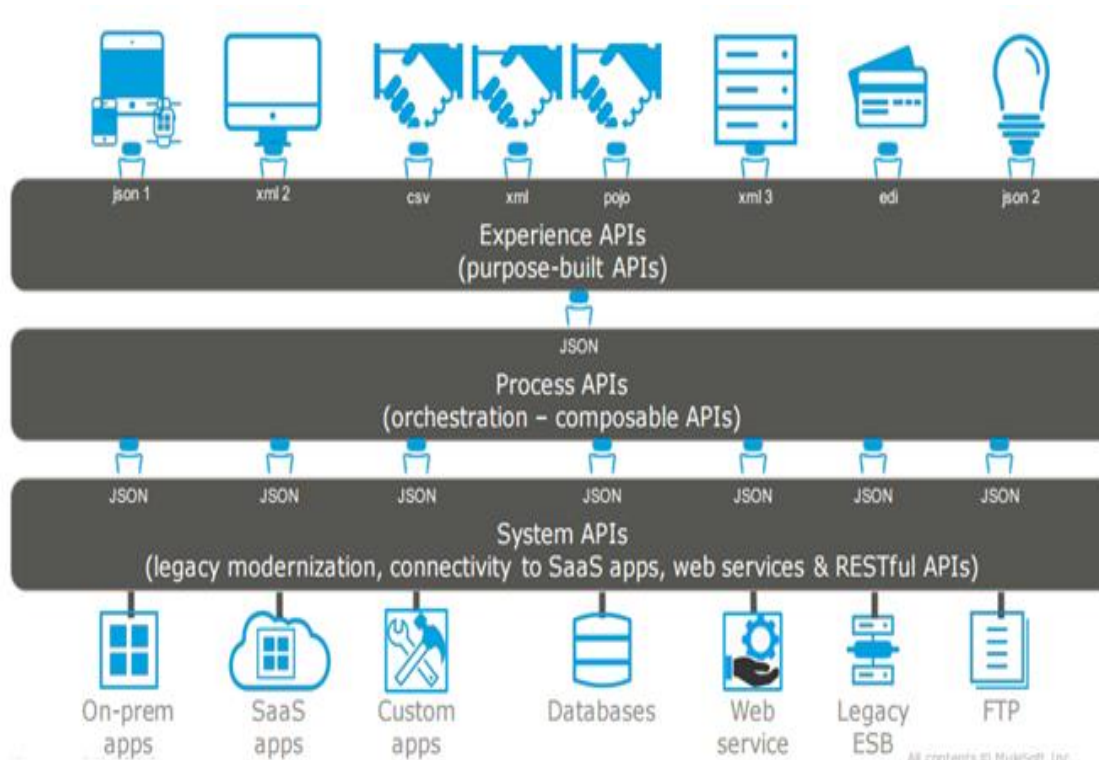
Integrate 'Best of Breed' applications

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



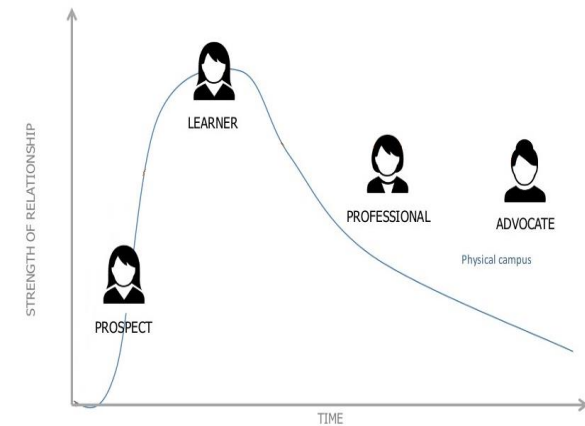
The User Experience Honeycomb

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

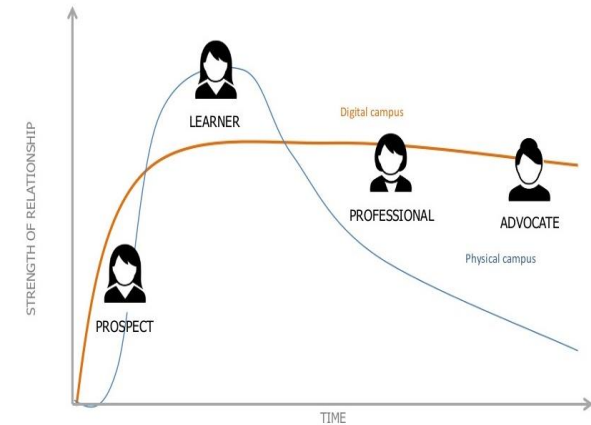
- Access to innovative learning materials, and assessment applications that help improve student learning outcomes

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



© Precedent

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

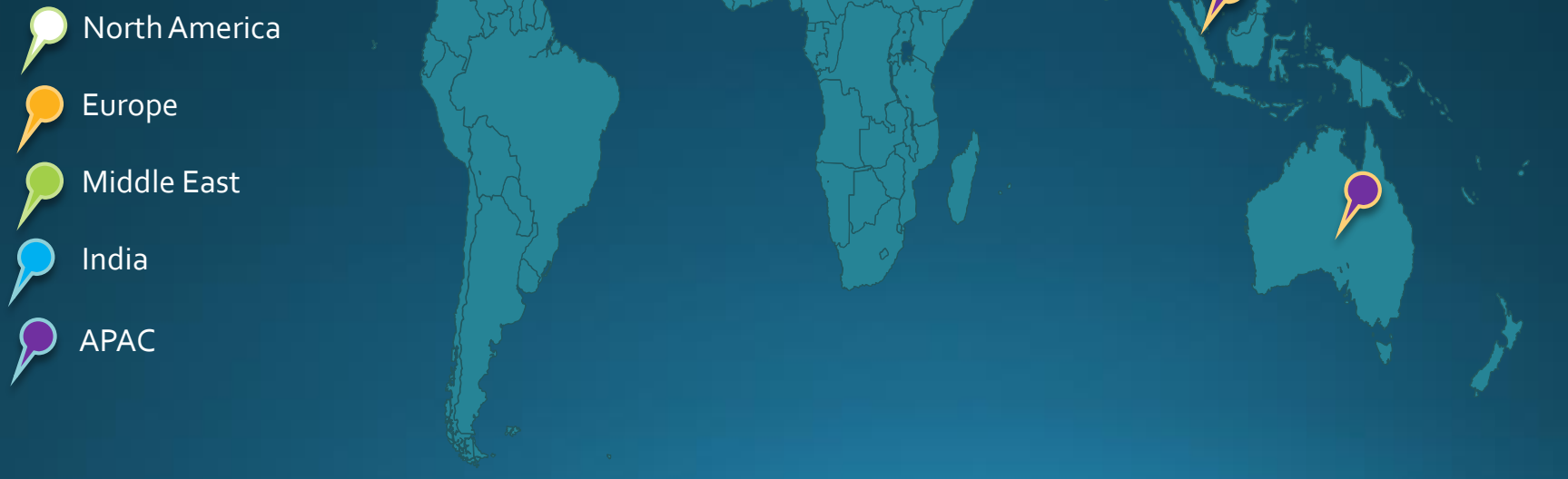







A close-up of a hand reaching out, with several glowing digital icons appearing to float around it. The icons include a magnifying glass with a plus sign, a smartphone, a music note, a play button, a speech bubble, and a camera. The background is a soft, out-of-focus blue with bokeh light effects.

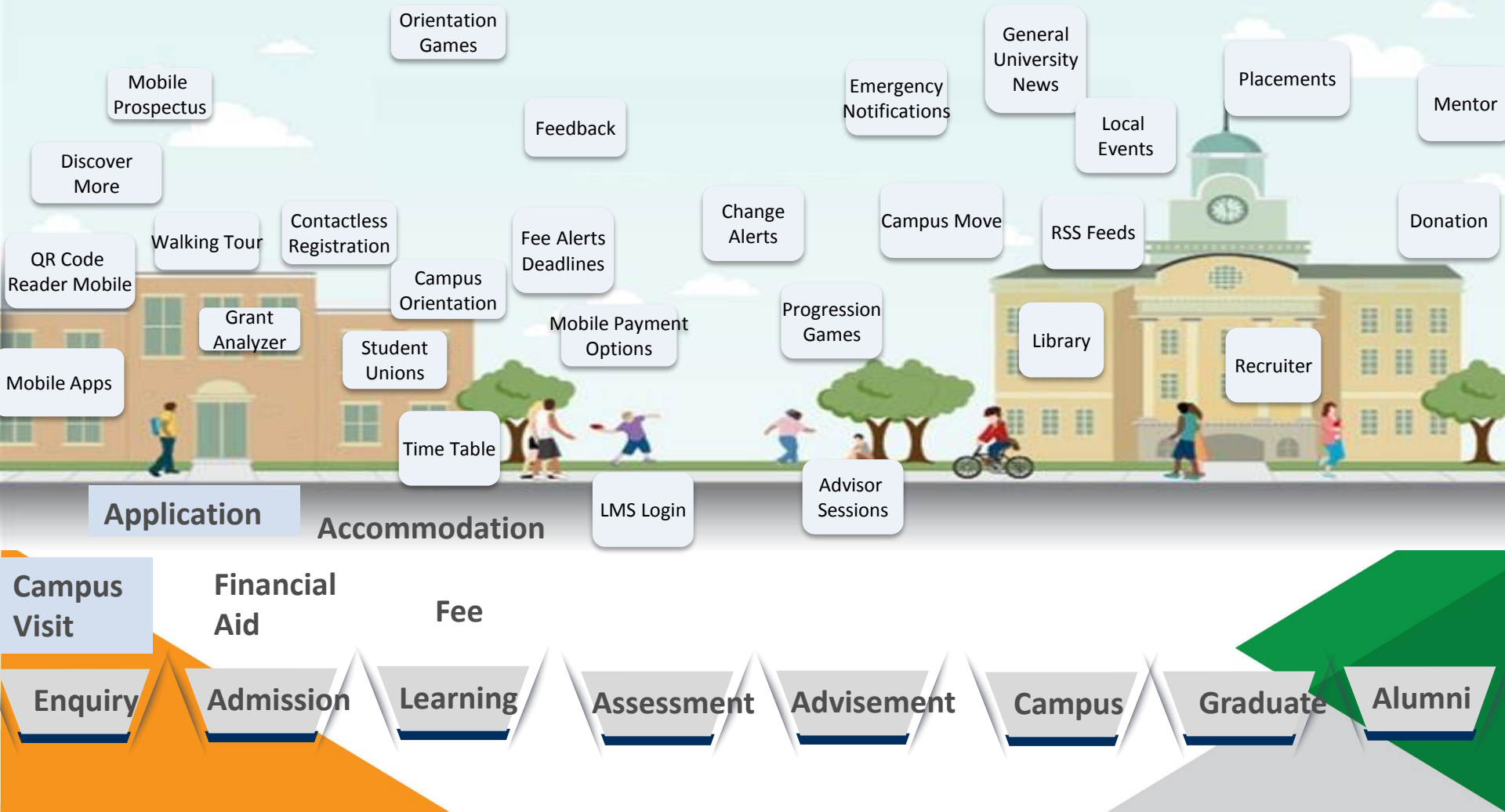
Hexaware and the Campus Journey



Global footprint in Education Sector

- 
- A world map with a dark blue background and light blue landmasses. Six colored pins are placed on the map to indicate global presence: a white pin in North America, an orange pin in Europe, a green pin in the Middle East, a blue pin in India, a purple pin in Southeast Asia, and a purple pin in Australia.
-  North America
 -  Europe
 -  Middle East
 -  India
 -  APAC

Financial Aid and Scholarship Life Cycle





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

