

ORACLE[®]

Higher Education Solutions

Presenter's Name:

Presenter's Title:

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Agenda



- Leadership in Higher Education
- Innovation in Industry Solutions
- Results Achieved by Oracle Customers

Oracle in Higher Education

Did You Know?



9 of the top 10 academic universities worldwide run Oracle Applications



10 of the top 10 research universities run Oracle Applications



15 of the top 50 academic institutions in Europe run Oracle Applications



8 of the 11 Big Ten conference universities in the U.S. run Oracle Applications

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The Challenges We're Hearing



Global Competition for Best Talent:

How can I recruit students who will thrive and succeed at my university / college?

“Constituent relationship management... represents a move within post-secondary institutions to use business processes to improve productivity, generate cost savings, & burnish brand & service to key constituents.”
– *Catherine Burdt, Eduventures*



Administrative Efficiencies:

How can I lower my administrative costs so I can deliver more services with fewer resources?

“Consolidation, automation & standardization are the most important ways institutions will reduce operating costs in 2006.”
– *Nicole Engelbert, Datamonitor*

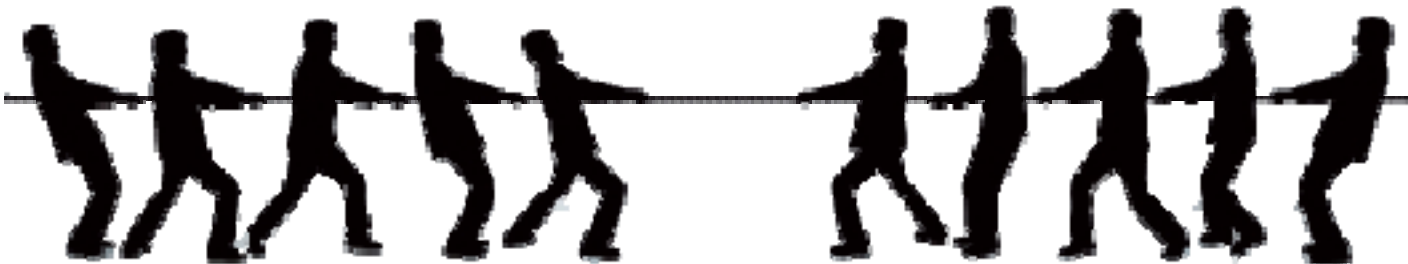
The Challenges We're Hearing



Compliance Pressures:

How can I meet ever-increasing reporting & compliance requirements?

“In response to increasingly strident demands for external accountability, education institutions are turning to Business Intelligence (BI) solutions as a tool to improve performance and demonstrate effectiveness.”
– Nicole Engelbert and Jocelyn Young, Datamonitor



Analyst Quotes



“Oracle’s acquisitions of PeopleSoft and Siebel give it a more significant footprint in Business Intelligence (BI), analytic applications, and performance management.”



“Oracle applications are more reliable—customers experience less downtime and require fewer support calls than SAP customers.”



Walker assesses Oracle as a ‘Loyalty Leader’ defined as “a company earning high percentages of truly loyal customers while compiling relatively low percentages of high risk customers.”



“Oracle has an average 48% lower application cost of ownership than SAP...”



“Oracle Applications, even with its warts, is easier, more user friendly and less time-consuming than SAP.”

Agenda



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Oracle's Higher Education Solutions

Enterprise-Strength Institutional Solutions to Meet Your Ever-Changing
Constituent Demands

**Strengthen Student
Recruiting and Retention**

**Manage Operations
More Effectively**

**Enforce Compliance and
Reporting Requirements**

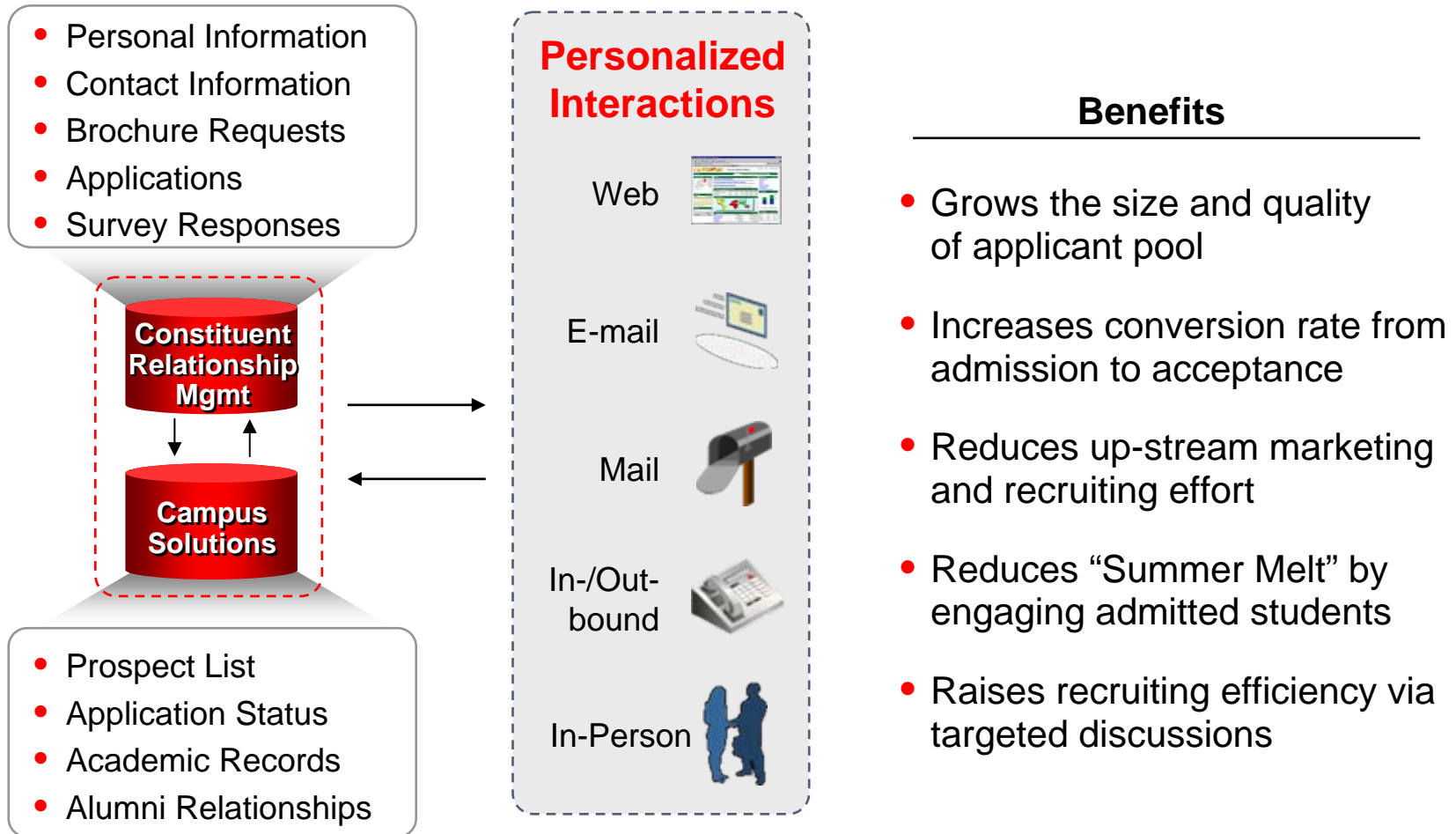


Strengthen Student Recruiting and Retention

Requirement		Oracle Capability		The Oracle Difference
Identify the best student candidates and improve recruiting results	→	Constituent Relationship Management	→	World's best-selling and most deployed CRM solution in the market today
Deliver 24/7 student and faculty access to information & services-in a secure environment	→	Campus Solutions, Campus Identity Management	→	Most proven student system for higher education with best-in-class identity mgmt
Measure and analyze student performance to help them succeed	→	Campus Solutions Warehouse, BI Reporting	→	Only pre-built solution delivering best-in-class embedded BI with higher education content

Example: Constituent Relationship Management

Identify the Best Student Candidates and Improve Recruiting Results



DePaul University Boosts Student Retention



INSTITUTION OVERVIEW

- Large, private Catholic university
- 23,600 students
- \$192.3 million endowment
- More than 4,251 employees

CHALLENGES / OPPORTUNITIES

- Improve the student experience
- Increase student retention rates
- Provide students access to more services
- Become more financially prepared for the future

SOLUTIONS

- PeopleSoft CRM
- PeopleSoft Campus Solutions
- PeopleSoft Human Resource Mgmt
- PeopleSoft Financial Management

CUSTOMER PERSPECTIVE

“PeopleSoft enables us to open a dialog and continuously engage students—and make the relationships we have with our students positive.”

*Audrey Bledsoe, CRM Craft Lead,
CRM Technology*

RESULTS

- Increased applicant pool
- Achieved a four percent lift in retention of students at risk
- Proactively and continuously stay engaged with at-risk students during school breaks to improve retention

ROC Van Twente Improves Student Services



INSTITUTION OVERVIEW

- Community colleges for professional and adult Education in the Netherlands, 11 campuses
- 28,000 students, 2,000 faculty and staff

CHALLENGES / OPPORTUNITIES

- Redundant systems inefficient
- Two separate institutions
- Disparate databases make it difficult to comply with Dutch govt requirements

SOLUTIONS

- PeopleSoft Human Resources
- PeopleSoft Portal
- PeopleSoft Campus Solutions
- PeopleSoft Financial Management
- Oracle Database

CUSTOMER PERSPECTIVE

“With PeopleSoft, we now have unambiguous, qualitative management information. And Campus Solutions allows us to really focus on putting the student central on our campuses.”

Okko Huising, CIO

RESULTS

- All business processes & data are accessed through a single portal for the 11 campuses
- Drive economies by merging systems of 2 institutions and 11 campuses in 6 months
- Efficient use of admin resources with centralized processes puts more people in value-add positions to focus on students
- Single database improves the speed & quality of accessing information & means much faster, more accurate response to Dutch government requirements

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Reporting Requirements**



Manage Operations More Effectively

Requirement		Oracle Capability		The Oracle Difference
Reduce administrative costs	→	HR Mgmt, Student Administration, Contributor Relations	→	Only solutions with embedded workflow to optimize workload and streamline processes
Cut procurement costs and enforce compliance	→	Campus Self-Service, Procurement, Strategic Sourcing	→	Only truly integrated end-to-end solution which dramatically cuts all institutional procurement costs
Manage and maintain campus assets	→	Campus Asset Lifecycle Mgmt	→	Only comprehensive higher education asset mgmt solutions for IT, physical plant, and real estate assets

Example: Procurement and Strategic Sourcing

Cut Procurement Costs and Enforce Compliance

Campus-wide purchasing automation

Source for lowest total cost

Create immediate and long-term savings



Consolidate demand



Facilitate cross-functional collaboration



Enable self-service procurement



Automate approval policies



Benefits

- Reduces spend on goods and services
- Streamlines procurement processes
- Enforces policy compliance
- Improves effectiveness of sourcing strategies
- Empowers researchers, faculty and staff to manage their own purchasing with centralized oversight

University of Pennsylvania Saves US\$88 Million



INSTITUTION OVERVIEW

- Major research institution, 12 Schools, 20 Business Units
- More than 10,000 employees
- US\$ 4.25 billion annual budget

CHALLENGES / OPPORTUNITIES

- Fragmented purchasing processes across large, multiple research institutions
- No insight or controls over suppliers and pricing
- Cumbersome, resource-intensive purchasing process

SOLUTIONS

- Oracle E-Business Suite Procurement
- Oracle Financials
- PeopleSoft Contributor Relations
- Oracle Constituent Relationship Mgmt

CUSTOMER PERSPECTIVE

“Using Oracle Procurement and Financials has enable us to transform the purchasing department to a value-added organization, resulting in over US\$ 88 million in documented cost savings.”

Ralph Maier
Director of Purchasing Services

RESULTS

- Reduced procurement cost and saved US\$77.5 million in indirect spend over a six-year period
- Reduced invoice processing time by 40%
- Provide continuity, stability, and simplicity
- Introduced central, web-based, self-service system applications

Universitas 21 Global Bridging the Education Divide



INSTITUTION OVERVIEW

- Provider of Online Education globally, 19 affiliated institutions on 5 continents
- 500,000 students in 20 countries, 2 million alumni

CHALLENGES / OPPORTUNITIES

- System downtime interrupts transaction processes and instruction in a global, online setting
- Affiliate institutions have differing processes
- Old, inflexible systems cannot accommodate peak access periods in an entirely online teaching

SOLUTIONS

- PeopleSoft Campus Solutions
- PeopleSoft Portal
- Oracle Database
- Oracle Real Application Cluster (RAC)

CUSTOMER PERSPECTIVE

“We have definitely benefited from the centralized administration and easy access to applications, not to mention the lower costs of maintenance and deployment with such a fluidly, integrated system.”

Dr. Mukesh Aghi, CEO

RESULTS

- All processes & learning are accessed conveniently through a single portal
- Flexibility to accommodate different process requirements of affiliate institutions
- 100% uptime has eliminated transaction disruptions and supports an always-on learning environment
- Reduced IT costs by 50% because of better load balancing with RAC
- Single, centralized database unifies all student records and system access

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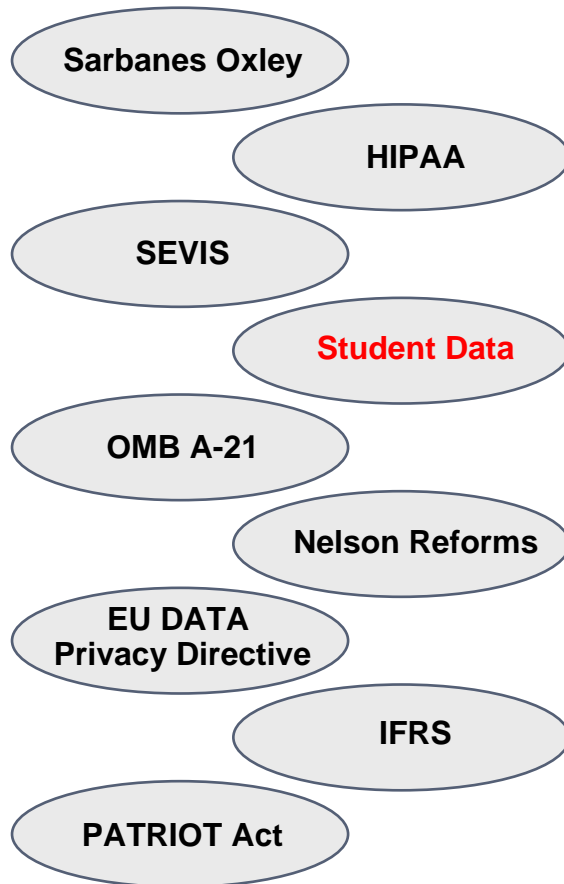


Enforce Compliance and Reporting Requirements

Requirement	Oracle Capability	The Oracle Difference
Effectively manage campus business processes & research programs	→ Financials, Grants, Government Contracts Mgmt	→ Market leader in integrated enterprise wide financials and lifecycle grants mgmt
Achieve secure data access throughout a constituent's lifecycle at the institution	→ Campus Identity Management	→ Only ERP vendor to fully integrate technology & core apps to improve transparency in a secure environment
Access information to track and measure performance	→ Enforcer, Enterprise Performance Mgmt, Student Data Warehouse	→ Best-in-class governance, risk, and compliance infrastructure with native reporting requirements in various countries

Example: Financial Management

Effectively Manage Campus Business Processes



Document

- Processes
- Policies
- Risks
- Controls



Enforce

- Training
- Business Rules
- Approvals
- Data Security



Report

- Regulatory
- Financial
- Operational



Monitor

- Compliance
- Performance



Benefits

- Manages multiple compliance requirements with one platform
- Automates testing, auditing, and reporting in an integrated environment
- Mitigates and manage risk
- Reports to required format and content level
- Meets submission deadlines
- Maintains audit trails

Santa Clara University Improves Budget Governance



INSTITUTION OVERVIEW

- Founded 1851
- Undergraduate/Graduate Degrees
- 5,000 Undergraduate Students
- 1,500 employees

CHALLENGES / OPPORTUNITIES

- Improve budget accountability
- Better manage resource allocation
- Insight into spending for more control
- Keep costs down to keep tuition affordable

SOLUTIONS

- PeopleSoft Financial Management, Service Automation, and Treasury
- PeopleSoft Enterprise Performance Management
- Unified Oracle Database

CUSTOMER PERSPECTIVE

“PeopleSoft Enterprise Budgeting is helping us become more strategic in the way we budget and allocate resources.”

Dennis Roberts, Budget Director

RESULTS

- Better alignment between budget decisions and strategic goals
- Online access to integrated, accurate budget and financial data
- Eliminate duplicate planning efforts
- Reconcile, consolidate, and verify data against budget targets

Oracle Higher Education Solutions Summary

Strengthen Student Recruiting and Retention



- Constituent Relationship Management
- Campus Solutions, Campus Identity Management
- Campus Solutions Warehouse, Business Intelligence Reporting

Manage Operations More Effectively



- Human Resource Management, Student Administration, Contributor Relations
- Campus Self-Service, Procurement, Strategic Sourcing
- Campus Asset Life Cycle Management

Enforce Compliance and Reporting Requirements



- Financials, Grants, Government Contracts Management
- Campus Identity Management
- Enforcer, Enterprise Performance Management (EPM), Student Data Warehouse

Oracle's Higher Education Footprint

Relationships

Students

Parents

Faculty

Staff

Alumni

Vendors

Business Partners

Economic Partners

Customer Interaction Channels

Marketing

Sales

Recruitment

Service

Analytics

Enterprise
Performance MgmtData Warehouse
Builder

Reporting

Data Mining

Business Operations – Campus Solutions

Student Administration

Admission

Records &
Registration

Financial Aid

Student
AccountsAcademic
Advising

Course Catalog

Grade Book

Self-Service

Constituent Mgmt

Marketing

Online Mktg

Tele-Marketing

Support

Helpdesk

Multi-Channel
Communications

Auxiliary Applications

Personal
PortfolioCourse
Management

Scheduling

Housing

Parking

Learning
Management

Library

Degree Audit

Food Service

Bookstore

Institutional Administration

HR

Financials

Budget

Governance
& ComplianceTreasury /
Cash Mgmt

Project Mgmt

Maintenance
Mgmt

Grants

Payroll

Source to
SettleCatalog
Content

Training

IT Asset Mgmt

Real Estate
Mgmt

Helpdesk

Clinicals

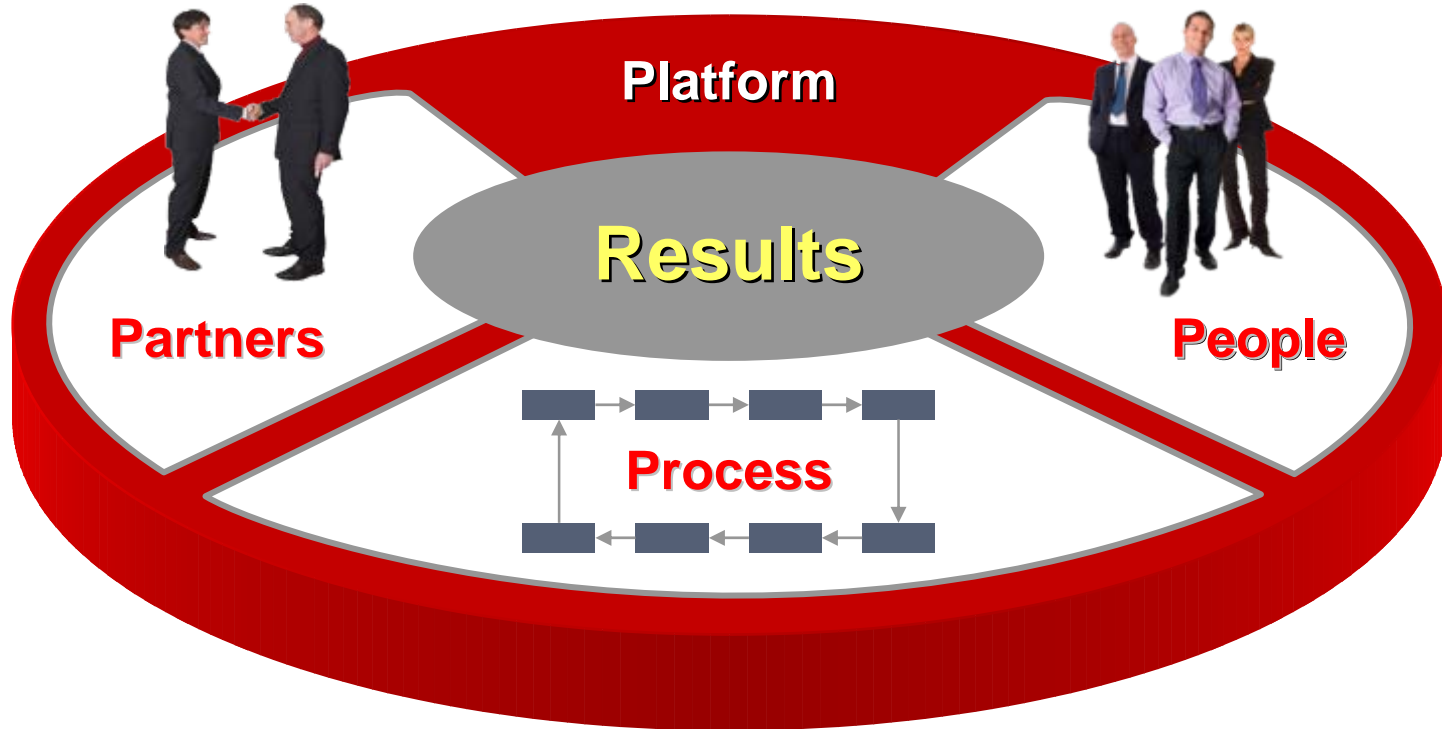
Infrastructure

Hubs (Customer Hub)

Applistructure & Integration Framework (e.g., Identity Management, Security, Discoverer, Collaboration Suite and BPEL)

Technology (e.g., Database, RAC, Oblix, TimesTen, Thor)

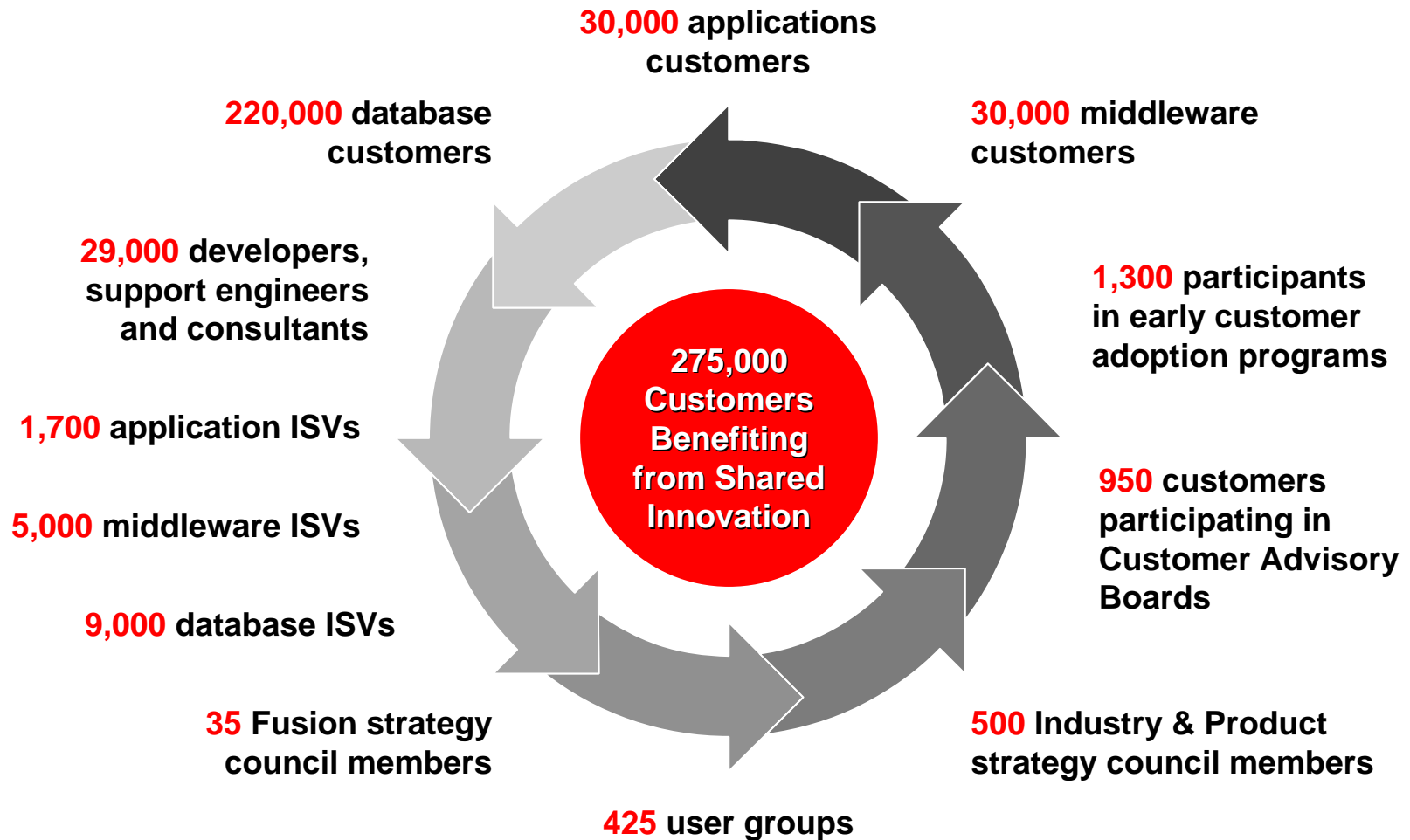
The Only Complete Higher Education Solution



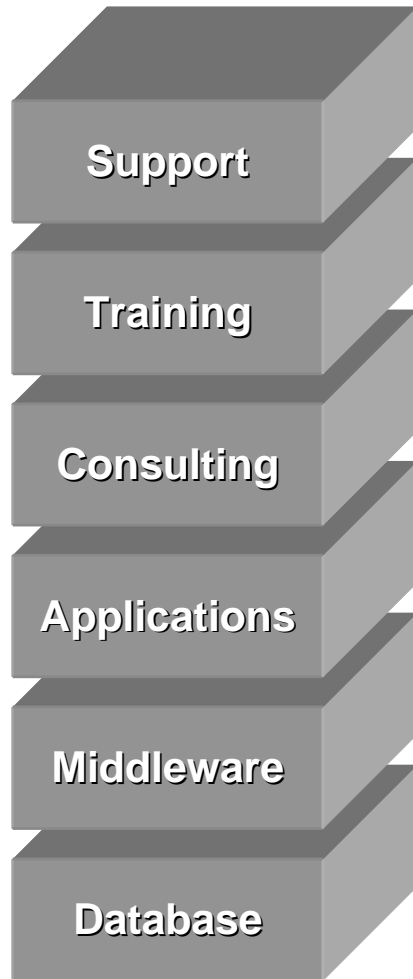
Oracle Uniquely Delivers a Competitive Advantage by Leveraging **People**, **Partners**, **Process**, and **Platform**

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People: Oracle's Ecosystem Creates Advantage



Process: Top to Bottom Support for Higher Education



#1 Enterprise Software Vendor

- ERP, CRM, SCM and more
- Most scalable, reliable, secure infrastructure
- Most complete range of on-demand and on-premise deployment options

Built-In Higher Education Capabilities

- Comprehensive student administration including recruiting / application mgmt, academic progress tracking, and financial aid & billing
- Campus identity management
- Research support including proposal management and integration to grants.Gov
- Alumni and donor relationship management

Largest Software Support Team

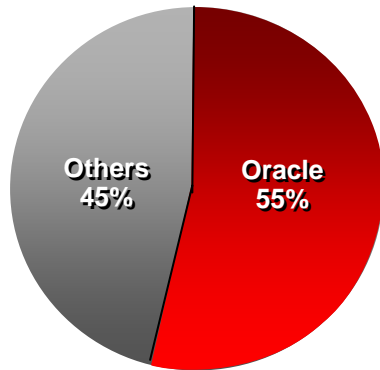
- 21,000+ development and support engineers
- 145+ countries

Platform: Oracle Fusion Middleware Leads the Market

Best-Selling

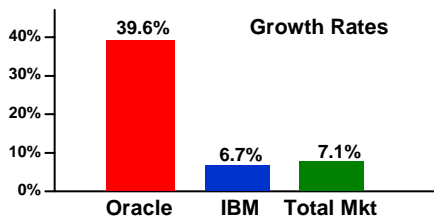
- 32,000+ Customers Deployed
- 70% of World's 50 Largest Firms
- \$1B+ Business

----- #1 Middleware By Share -----



Source: Gartner's Market Share Application Integration & Architecture

-- Fastest Growing Middleware --

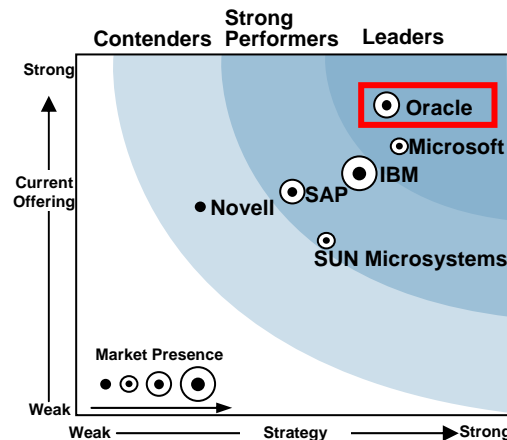


Source: Gartner's Market Share Application Integration & Architecture

Highest Rated

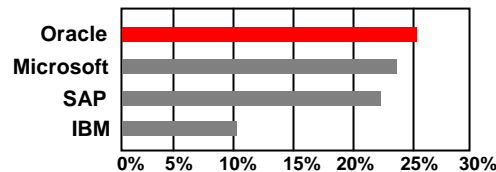
Only Vendor in Gartner and Forrester Leader Quadrants for All Middleware Components

----- Oracle Leads the Pack -----



Source: Forrester Research Ranking of Application Platform Servers

----- SOA Vendor of Choice -----



Most Comprehensive

Industry's Most Comprehensive Platform for Developing, Deploying & Integrating Enterprise Apps

----- Rich Functionality -----

	ORCL	IBM	SAP
J2EE Server & Dev Tools	●	●	◐
Enterprise Service Bus	●	●	○
Portal, Collab, Content Mgmt	●	●	◐
BPEL Process Management	●	●	○
Activity Monitoring	●	●	◐
Business Rules Engine	●	◐	◐
SOA Management	●	◐	○
Business Intelligence	●	○	◐
Integrity Management	●	●	○

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Agenda

- Leadership in Higher Education
- Innovation in Industry Solutions
- Results Achieved by Oracle Customers



What Customers are Achieving...



saved approximately 20,000 man-hours in admissions processing with Campus Solutions Enrollment Services



increased prospective students by over 75% in one year with Campus Solutions Student Recruiting



saved over US\$ 88 million in procurement costs with Oracle eProcurement

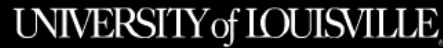


raised retention of at-risk students by 4% with Constituent Relationship Management (CRM) for Higher Education



shortened month-end financial reporting time by 75% with Oracle's PeopleSoft Enterprise Financial Mgmt

What Customers are Achieving...



UNIVERSITY of LOUISVILLE

reduced annual paycheck printing costs by US\$ 90,000 with Oracle's PeopleSoft Enterprise eBenefits



achieved payback on investment in 36 months & expects to save NOK4.7M (US\$ 777K) over 5 years with Oracle Real Application Clusters and Oracle Financials



reduced average time to fill a position from 70 to 44 days with PeopleSoft Enterprise Human Capital Mgmt



saved AU\$ 11.7 million over 5 years with Oracle E-Business Suite Financial Management



saves US\$ 65K annually via admissions productivity gains with Campus Solutions Enrollment Services

The Oracle Difference

Only Oracle...

- ✓ Most comprehensive constituent relationship management solution for higher education
- ✓ Adaptable, feature-rich student system for higher education
- ✓ Integrated data for 360 degree view of the student
- ✓ Largest higher education user group worldwide



ORACLE IS THE INFORMATION COMPANY