

# Oracle delivers a new student system with the student as the focal point

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## Ovum view

### Summary

As evidenced from the August 2018 Higher Education Analyst Summit, Oracle has transitioned, both in its messaging and execution, from a technology company to a solutions provider and partner to higher education institutions. Recent additions to the Oracle Student Cloud solution – including the acquisition of automated financial aid solution Vocado (now Oracle Student Financial Planning) and the fall release of Student Management for Traditional Programs – demonstrate how Oracle is empowering colleges and universities to achieve true transformation and drive improved student outcomes.

### A new type of solution for managing the student lifecycle

One of the major takeaways from the summit is that Oracle is building Student Cloud not as a solely transactional, institution-centric "student information system" but as a true "student system" that proactively manages the full student lifecycle with robust insight, transaction, and engagement capabilities. While this might seem like semantics, such messaging ruptures traditional systems' boundaries to indicate how one platform can support much of the student lifecycle, from recruiting to advising support to alumni relations. Many schools are increasingly recognizing the value of a one-platform approach, rather than having to manage the integration of (and different data from) separate point solutions; as a result, Oracle is building its student system to offer best-of-breed capabilities without the weaknesses of the latter approach.

In addition to Student Cloud, Oracle has reconfigured modules from its HCM, ERP, and CX Clouds to meet the needs of the higher education industry, with institutions such as Rutgers University, Boise State University, and Lorain County Community College already having gone live on one or more of these solutions.

While the higher education industry has historically been slow to move to the cloud, Ovum predicts that its overall cloud spend will increase from \$1.165bn in 2017 to \$3.197bn in 2022. This growth represents a tremendous opportunity for those technology providers that can demonstrate the value of the cloud to business leaders and end users, not just the IT department. To increase adoption and enthusiasm across the campus, vendors must communicate the clear benefits of cloud-based solutions, such as the ability to optimize operational processes and provide real-time insights.

Vendors must nonetheless be cognizant of the many barriers to adoption, particularly as most institutions rely upon a homegrown or heavily customized on-premises student information system (SIS) that is difficult and expensive to "rip and replace." Thus, even as Oracle aggressively delivers the final pieces of Student Cloud, it continues to enhance and support its on-premises solution, Campus Solutions. Moreover, in order to offer institutions more options, Oracle announced it will extend premier support for version 9.2 of Campus Solutions until at least 2030, and while premier support for Campus Solutions 9.0 will end next year, Oracle will provide those customers with three years of optional extended support for an additional fee. Additionally, in an effort to enable Campus Solutions schools to take advantage of cutting-edge financial aid management capabilities faster, Oracle will release an out-of-the-box integration to Student Financial Planning from Campus Solutions this fall.

## Oracle provides a "Practical Path" to the cloud

Colleges and universities have three main approaches for moving Campus Solutions to the cloud, each of which is intended to meet an institution's current and future states. The most expeditious approach is to re-platform Campus Solutions on Oracle Cloud Infrastructure (OCI) to take advantage of more robust performance, scalability, and security capabilities. Institutions using other SIS solutions can also take advantage of OCI's benefits.

The second is a hybrid methodology in which Campus Solutions is extended with PaaS and SaaS, migrating existing customizations and supplementing with cloud applications. This incremental, practical approach – branded "Practical Path" – is likely to be the most popular with Oracle's large base of Campus Solutions customers, as demonstrated by the University of Wisconsin–Madison's example. A long-time Campus Solutions client planning to move from version 9.0 to 9.2, the university is also piloting Student Management for Continuing Education to support its pre-collegiate programs next spring.

The final, and most transformational, approach is a more comprehensive migration to SaaS-based offerings, similar to Lorain County Community College's adoption of Oracle HCM, ERP, EPM, and CX modules. While this is the boldest cloud migration path, it represents, in Ovum's view, the eventual end goal for all institutions: a future-proofed, flexible system that can manage the student lifecycle and drive institutional innovation. This vision should resonate with non-Campus Solutions customers as well, so Oracle should leverage its platform's capabilities alongside this strategic pathway approach to address the broader educational market.

## Appendix

### Further reading

*Global Higher Education Technology Spending Through 2022*, ENV006-000017 (May 2018)

"Oracle adds financial aid solution Vocado to the Student Cloud suite," ENV006-000026 (May 2018)

"Oracle aims to transform higher education's box office," ENV006-000024 (May 2018)

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### Ovum Consulting

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