


Modern Students. Modern Expectations.
Oracle Student Cloud

ORACLE INDUSTRY STRATEGY BRIEF | APRIL 2017



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In the volatile world of higher education, having a sharp focus on improving student outcomes is critical to your success. But improving outcomes is no easy task. Modern students arrive on campus – either in person or virtually – expecting you to know who they are and what they need to stay on track and reach their academic goals. And it’s up to you to engage them personally throughout the student journey. If you don’t, they’ll find another institution that will.

Competition is Heating Up

Competition is increasing among colleges and universities. And at the same time, we’re seeing a shift away from structured degree programs to more innovative learning and engagement models that focus on the ways students, teachers, administrators and parents engage in the educational process. This shift has led to increased competition from institutions serving specialized needs for students seeking new competencies or certification leading to career opportunities. To compete, institutions, both traditional and non-traditional, are searching for ways to differentiate themselves in the market. Every institution has a different answer to what makes them unique—what factors set them apart from all the rest. But institutions that thrive have one thing in common: they clearly demonstrate how they are uniquely positioned to help students reach their academic goals.

Modern Students. Modern Expectations.

Institutions that clearly understand ‘who’ they want to be also understand that using technology strategically makes them successful. After all, modern students demand modern technology. Think about it. Your students interact every day with businesses and services that use modern technology. And what they care about—and what they have come to expect— is a consistent, cross-channel student experience that lets them easily access the personalized information they need, when they need it, across all their devices. That’s why we’re developing the Oracle Student Cloud.

A New Approach to Managing the Student Lifecycle

The planned capabilities for Oracle Student Cloud include an innovative student lifecycle management solution that combines the capabilities of traditional student information systems (SIS) with marketing automation and CRM capabilities to help you personalize the student experience and promote student success. Based on the principles of a modern student platform, Oracle Student Cloud is a flexible, extensible, student-centric platform designed to meet the needs of 21st century higher education.

Principles of Modern Student

Student-Centered Design: *create a complete, modern student experience*


21st Century Education: *meet the needs of modern students everywhere*

Extensible Platform: *tailor and enrich to meet your unique needs*

Insight for Everyone: *promote a data-driven culture*

Integrated Social Network: *foster cross-campus collaboration*

Flexible Business Models: *strategically navigate the volatile higher education landscape*



With Oracle Student Cloud, your institution can personalize the experience for every student by managing relationships across channels and devices and delivering the seamless experience your students have come to expect. You can promote student success by personalizing content and interactions, intervening when students need help, and delivering the support they need to stay on track to reach their goals.

Oracle plans to deliver a comprehensive set of functionality in the Student Cloud including:

- » **Student Engagement:** personalize the student journey by delivering relevant, targeted, cross-channel outreach and engagement, deepen social interactions, deliver content in context to targeted audience segments, and demonstrate marketing's impact on the institution's goals. Student Engagement is available now.
- » **Student Recruiting:** meet enrollment goals by boosting pipeline and improving forecasting, managing recruiters and their territories, driving recruiting results with complete mobility, and optimizing recruiting performance with powerful analytics. Student Recruiting is available now.
- » **Student Support:** deliver the best, fastest resolution by guiding the student's personal journey based on their needs, empowering students with mobile-friendly web self-service, knowledge, and social tools, adapting support processes to meet student's rising expectations and changing behaviors, and reduce support costs through improved productivity. Student Support is available now.
- » **Student Management:** support changing education models by managing flexible academic structures, personalized learning, outcomes and assessments, fees and payments, all supported with just-in-time intelligence to provide insight and improve efficiency and performance.
- » **Financial Aid:** provide a variety of financing options for your students and manage your funds and fiduciary responsibilities with modern capabilities and tools.
- » **Advancement:** engage alumni and donors by building lasting relationships that improve attendance to institutional events, increase the effectiveness of development campaigns, and support the strategic goals of your institution.

With Oracle Student Cloud, colleges and universities can:

- » Deliver targeted outreach and engagement throughout the student lifecycle
- » Meet enrollment goals
- » Give students the seamless experience they expect
- » Personalize content and interactions across channels and devices
- » Support flexible academic structures and learning paths
- » Identify at-risk students and intervene in time to make a difference
- » Keep students on track to achieving their goals

Modern Student. Modern Cloud.

With Oracle Student Cloud, not only do you gain rich capabilities that span the student lifecycle, but you also have peace-of-mind because your solution is built on a personalized, connected, and secure cloud platform. With Oracle's modern cloud platform, you can truly make the cloud your own by tailoring your applications and building custom functionality to complement what's delivered. You can connect data, processes, analytics, and people across departments and campuses by integrating your cloud, on-premises, and third-party applications. And you can have confidence that your data is isolated, secure, and protected at every layer.



Oracle's Modern Cloud

First generation cloud providers delivered lower operating costs, speed of innovation, and increased adoption and productivity by having a single solution that is used by everyone across campus. With the Oracle Cloud, you can realize all these benefits, and more.

Oracle knows the importance of making your institution stand out among the competition. By moving beyond these first-generation cloud capabilities to a modern cloud platform, you have options to extend beyond what's in the box and personalize your applications and user interface based on your brand and the unique needs of your institution. We also know that your institutional needs and timing are unique, and may require flexibility in upgrade scheduling. That's why we offer customers the flexibility to run the latest available version or the version prior to the latest available version so that you can choose to update your environment when you're ready. And finally, with the Oracle Cloud, your data is isolated and protected at every layer. Your data will never be mixed with other customer's data, nor will your applications.

Pathways to Modern Student


As higher education institutions like you consider cloud-based solutions they are asking questions such as: What is the best strategy to incorporate cloud solutions for my institution? Is a cloud-based student system something that would work well in my IT environment? Where would a cloud-based solution be the right choice for any of my business models? For many institutions, some or all of the components of a cloud-based student system will be the right choice.

As discussed earlier, one size—one answer—does not fit all. That is why Oracle offers choices that help you define the right path to a modern student platform. And the most important thing to remember is that you can and should start strategically based on your unique campus needs. For some institutions, the logical place to start is simply by documenting existing systems and processes, and identifying gaps and opportunities to deliver a better student experience across campus. Other institutions may be ready to start embracing cloud solutions for one or two key functions, such as student engagement, student recruiting, or student service. While still others may have deployed a few cloud-based solutions, and are now ready to expand the usage of these systems across the institution.

Regardless of where you are, it's important to remember that you're on a journey, and that every institution's journey is unique.

A Complete Solution for Your Modern Campus

Helping students reach their academic goals is core to the mission of your institution. And having the right systems in place to support students on every step of their journey – from prospect, to enrolled student, to alumni - is critical to your success. But your student system is only one part of your campus ecosystem. That's why Oracle delivers a complete solution to help you modernize your campus – the Oracle Higher Education Cloud. With the Oracle Higher Education Cloud, you can meet the demands of modern students, faculty, and staff by personalizing the student experience, promoting student success, and fostering operational excellence. Not only does the Oracle Higher Education Cloud provide core capabilities for HCM, student, and financials, but it's also built on a modern cloud foundation, with social, mobile, analytics, and integration built in. And Oracle's Platform and Infrastructure services deliver agility and quality to address growing institutional needs. They provide secure, scalable, and reliable storage



solutions as well as innovation and speed to extend the Oracle SaaS portfolio, enabling institutions to rapidly build and deploy cloud-based applications that complement Oracle's cloud solutions.

Why Oracle?

Higher education is in the midst of a sea change. And innovating across people, process, technology, and culture is the key to your success. At Oracle, we're innovating for education and research excellence. And by partnering with us, you benefit from a complete solution designed for students on a modern campus, built on a personalized, connected, and secure modern cloud that offers a practical path aligned to your strategic goals. What are you waiting for? Learn more at www.oracle.com/industries/higher-education/index.html.



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Hardware and Software, Engineered to Work Together

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