Oracle Student Cloud
An Innovative, New Product for Today’s Learners in Higher Education

Over the past several years, there has been a significant increase in competition among institutions serving the needs of post-secondary learners. At the same, there has been 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 move toward more innovative learning models has led to an increase in competition from institutions serving specialized needs for students seeking new competencies or certification leading to career opportunities. Furthermore, experts predict that more than 50% of students will attend multiple institutions to achieve their education objectives. So colleges and universities are searching for ways to differentiate themselves. Although competition is on the increase, the ultimate objective of each higher education institution has never changed—the long-term success of students.

What Makes Your Institution Competitive?

Higher education institutions are competing for students and their success. Oracle competes with other application providers to deliver best-in-class solutions to our customers. Over the years, we have learned that competition is not about direct, apples-to-apples comparisons. Competition is about being the best version of you. Competition is about differentiation.

As a result, each of your institutions will have a different answer to what makes your institution competitive—what unique factors set you apart from all the rest. Your institution’s vision and mission set the course of ‘who’ it wants to be in order to serve the learning needs of the specific students you seek to serve. Then, out of a clear understanding of ‘who’ your institution wants to be will evolve a list of IT priorities you need in order to be successful.

For example, community colleges experiencing high demand for general studies programs might need to scale programs quickly through online learning or partnerships with other institutions. Others might need to make programs more attractive to prospective students by offering specialized continuing education options. Others might focus on a more flexible-transfer credit system and offer a clear, up-front degree-roadmap to attract students. Many of you are working on improving the experience of your students and faculty when they access learning and information or interface with your administrative systems through a variety of mobile devices.

“Today, Oracle Cloud supports 9 million users and 19 billion transactions each day...with the broadest selection of enterprise-grade cloud solutions in the world.”

THOMAS KURIAN
EXECUTIVE VICE PRESIDENT, PRODUCT DEVELOPMENT
ORACLE CORPORATION

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Ultimately, for institutions that clearly understand ‘who’ they want to be, it isn’t the technology per se but the strategic use of technology that makes them successful in higher education.

Oracle is committed to innovating for education and research excellence by designing solutions for higher education that align with your priorities that help you win in the competition for students and their success in achieving individual goals. We know there are many answers to ‘what makes my institution competitive?’ There are also many technology paths to achieving that competitive edge.

As a result, Oracle has committed to significantly investing in higher education by developing a range of products that give higher education customers a choice in when and how they want to strategically adopt new and evolving technology solutions.

Oracle will continue to build on its successful, on-premise Campus Solutions suite of products. At the same time, Oracle HCM and ERP Cloud applications are building higher-education-specific functionality such as grants, encumbrance accounting, and position control multiple assignments. These solutions can be deployed on-premise or as hosted solutions. More information about these product solutions can be found on Oracle.com / Applications Cloud.

Along with continued development of its best-of-breed solutions, Oracle is designing a new, comprehensive, cloud-based student information system (SIS). The new system, Oracle Student Cloud, will be integrated with the Oracle HCM and ERP Cloud products to deliver a complete, cloud-based higher education solution. The Oracle Student Cloud is the focus of this solution brief.

Why Cloud?

It is important to have a common understanding of ‘cloud’ and its potential benefits before any conversations can be started about if/when/how to move to ‘cloud’.

Cloud computing is the practice of using a network of remote servers hosted on the internet to store, manage, and process data—rather than hosted entirely on a local server. Cloud is the next stage in the Internet’s evolution—delivering application and infrastructure needs as a service that is available whenever and wherever customers need it. Because cloud solutions are sold on demand, they have a potential for greater flexibility than an on-premise application that the customer must manage and maintain.

The promise of cloud computing is to reduce burden on IT resources because the vendor takes care of maintenance, bug fixes and upgrades—not the customer. This shift of responsibility means your organization can divert precious IT resources to more mission-critical projects (Academic Support, Learning Systems, Research, etc.) and using these valuable resources to innovate and transform rather than spend time on maintenance. Also, licensing cloud solutions becomes an ongoing operating expense, not a capital expenditure like most on premise IT procurements. This new model results in a consistent and predictable cost structure for the institution.

Cloud-based solutions also have the advantage of being built on the most current technologies made for our mobile, any-device, anywhere modern world—rather than trying to update or customize on-premise applications to fit today’s mobile generation.

“As higher education institutions and their IT departments confront an increasing focus on outcomes, along with decreasing resources, the flexibility and cost-effectiveness of their business systems and processes rise to critical importance. It is rewarding to see that Oracle is introducing new cloud-based options that will allow institutions to shift their focus from running the computers to becoming more efficient and effective enterprises.”

JOEL L. HARTMAN
VICE PROVOST AND CIO
UNIVERSITY OF CENTRAL FLORIDA
Why a Cloud Student System?

Today, most conversations about cloud-adopt are not focused on 'if' but 'when'. Students are already used to interacting with businesses and services that have made the leap to cloud. Students and researchers engage in discussion and debate on core issues online, and can do a majority of their research by accessing materials on their computer through cloud-based services like Audible, Google books, Amazon Kindle, and iBooks. Students store classwork on their personal Dropbox or iCloud, and work collaboratively with other classmates using Google Docs. It's not that students care whether a service is cloud-based or not. They don't. But what they do want—and what they have come to expect because of the prevalence of cloud services in their personal lives—is to have all-the-time, immediate access to what they need where and how they need it.

As higher education institutions 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 of these institutions, 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 its customers choices. With Oracle, higher education institutions have the flexibility to choose from on-premise, hosted and cloud as needed to fit their ever-changing, competitive environment.

Next we will take a look at what Oracle is planning for its Student Cloud offering.

An Innovative Choice—Oracle Student Cloud

Oracle’s overall cloud strategy is to offer choice and flexibility with the most comprehensive, modern, and secure portfolio of cloud products and services to meet an organization’s needs. Today, Oracle is delivering cloud solutions that are:

- **Comprehensive.** Unmatched breadth and depth of offerings for public, private, and hybrid cloud computing at every level of the technology stack.
- **Modern.** With advanced capabilities including social and mobile technologies and built-in business insight.
- **Secure.** Reliable, world-class security for mission-critical systems.

As a result of this overall strategy, Oracle plans to deliver a new, innovative and complete Student Cloud system based on the most modern, collaborative, and secure technology available from any other vendor. The new system will provide comprehensive student life cycle support for all types of institutions.

Benefits of Oracle Student Cloud will include:

**Connected.** Students and faculty will have a connected experience with access to their information from any device, any time. Communications and notifications will encourage proactive interaction while embedded social tools will promote collaboration.

**Personalized.** An easy-to-access user interface for students and faculty will allow your institution to brand and customize for a more personalized look and feel. You will be able to adapt and change the application quickly to maintain your differentiation.

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"I am excited that Oracle is expanding their investment in the Higher Education product offerings. They recognize that in Higher Education "one size doesn’t fit all" and by providing a new product that is cloud based they are providing us with choices. The fact they are moving in this direction tells me that Oracle understands the Higher Education industry and is building their strategy to meet our changing needs."

CINDY BIXLER
CIO
EMBRY-RIDDLE AERONAUTICAL UNIVERSITY
Flexible. The flexible architecture of Oracle Student Cloud will give your institution room to grow as your programs and student offerings expand to manage flexible and traditional term students.

Insightful. Context-based analytics will provide your advisors, faculty and staff with insight into your student body to help them better understand student needs and issues to proactively intervene and more accurately plan.

Secure. Oracle cloud solutions never intermingle customer data, so your organization can be confident that its information is secure. You can also choose whether you’d like your SIS on Oracle cloud or a private cloud.

For the planned 2015 launch of Oracle Student Cloud, we are focusing on the core capabilities of enrollment, payment and assessment which our customers have identified as the core functionality necessary. More comprehensive functionality will follow in the phased delivery for those of you with more complex business models.

Summary

Oracle has always listened to and learned from its higher education customers. And higher education has been a strategic priority in its product strategy. So it is no surprise that Oracle would make higher education its first foray into an industry-specific cloud application: Oracle Student Cloud.

Now higher education customers will have a chance to choose a student system and deployment option best suited to their organization’s needs and objectives—while having the assurance that Oracle is committed to supporting higher education and innovative for education and research excellence—now and far into the future.

“We’re extremely excited about the impact these cloud applications can have across the higher education landscape. Oracle’s proven experience deploying cloud in many other industries is our engine for designing and delivering the best-in-class cloud, and on-premise solutions for higher ed. At a time of intense pressure to improve student success, we believe these revolutionary applications will meaningfully impact higher education’s ability to deliver education at a lower cost.”

JEFF HENLEY
CHAIRMAN
ORACLE CORPORATION

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