Modern Students, Modern Challenges
College students today live in an always-on mobile first world where consumer experiences such as Netflix and Amazon set the standard for how they experience brands and services. Universities are undergoing a digital transformation to offer a compelling learning environment and compete in a rapidly changing digital educational landscape. Oracle has deep experience delivering innovative industry solutions in the cloud and is ideally positioned to empower colleges and universities to create the next-generation digital campus experience that connects people, processes, things and services. The Digital Campus Experience solution is a mobile, API first platform approach to enable your campus to differentiate and innovate now and into the future.

Differentiate Your Campus with a Modern Digital Experience
Differentiate your institution with a modern digital campus experience to help attract and retain top students, faculty and staff.
• Improve the campus experience with location aware, engaging mobile application experiences.
• Enable your institution to deliver modern mobile services to any device at any time – from wearables to phones, tablets and desktops.
• Give students the consumer-like mobile and innovative digital experience your students expect.

Deliver a Seamless, Unified Mobile Platform
Move beyond just mobile apps and adopt a digital campus strategy enabled by the Oracle Cloud Platform that transforms brand and service opportunities for the campus community. Give your institution one mobile development platform to unify the various distributed apps, data and services and deliver content in context to users anytime, anywhere on any platform.
• Oracle’s Mobile Cloud Service (MCS) is a secure, scalable mobile back-end as a service (MBaaS) technology platform offering a rich set of Platform API to securely integrate with existing campus technologies.
• MCS is designed to accelerate time to deployment with and simplify mobility while reducing costs and improving operational efficiency. Build better apps faster.
• Compose mobile apps rapidly without writing a single line of code which eases the learning curve and dependency on IT

**Empower Innovation on Your Campus**

Differentiate your campus with innovation built into the Oracle Cloud platform. The Digital Campus Experience is a foundation for your campus to explore integration of new immersive capabilities in chatbot virtual assistant, location services, Internet of Things and even mobile augmented and virtual reality

- Optimize campus operations through Internet of Things integrated with systems of record.
- Use the Oracle Intelligent Chatbot Cloud Service to provide users quick and easy access to campus data via messaging.

**Promote Student Success**

Institutions can take advantage of the innovative features and mobile capabilities of the digital campus experience to help engage students and guide them to success. Through mobile analytics, institutions can better understand what works best for each student allowing them to personalize their alerts and interactions. Location context and data combine to enable real-time personalized communication through push notifications and messaging. Help students succeed with nudges such as push notifications to remind them to take care of administrative and academic business — such as registering for a class or visiting a tutor.

**Mobile Campus Life**

Universities can download an application from the Google Play and Apple AppStore that demonstrates the power of the Digital Campus Experience as a subscription in the Oracle Cloud. From course catalog and interactive campus guide to chatbots and personalized messaging — the Campus Life Mobile Application is available today from mobile award-winning partner Sofbang to power the next-gen digital experience for students.