

Digital Campus Experience



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.

KEY FEATURES

- Enable real-time personalized communication with push notifications and messaging
- Way-finding and just-in-time digital interaction with the campus through beacons, locational context and geo-fencing
- Access to disparate data sources at your fingertips
- Seamless and easy to use experience across digital ecosystem
- Integration with any on premise or cloud back-end applications and content resources
- Chatbot virtual assistant technology driven by artificial intelligence

KEY BUSINESS BENEFITS

- Promote student success by providing real time, contextual content and insight into the student's academic life
- Personalized digital experience to improve student engagement and help recruitment, retention and student success.
- Integrate with on premise, cloud-based back-end applications and content resources for a consolidated view of the academic enterprise

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

KEY TECHNOLOGY FEATURES

- Built on standards-based interfaces and REST API's to allow the integration of campus applications, data and business processes.
- Enterprise-grade security
- Rich analytics to understand mobile usage, adoption and effectiveness of digital and social marketing campaigns
- A rich set of tools for professional or citizen developers to create innovative new mobile applications based on openly available API's and protocols

Comprehensive back-end services: location service, beacon registration, push notification, user management, storage and analytics

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.

Google Play: <https://play.google.com/store/apps/details?id=com.sofbang.campus&hl=en>

Apple: <https://itunes.apple.com/us/app/mobile-campus-life/id1200739096?mt=8>



CONTACT US

For more information about Digital Campus Experience, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative

Integrated Cloud Applications & Platform Services

Copyright © 2019, Oracle and/or its affiliates. All rights reserved. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group. 0119

CONNECT WITH US

- blogs.oracle.com/oracle
- facebook.com/oracle
- twitter.com/oracle
- oracle.com