Oracle
Playbook

HIGHER EDUCATION

Unlock Endless Possibilities

Enabling a resilient and modern institution for the journey ahead

Higher education

Higher education institutions today face serious challenges. They have to deal with budget cuts, political uncertainty, rising costs of tuition and loans, insufficient and dissatisfied staff, and changing student expectations. Several have had to close their doors or dramatically alter their approach. Confidence and accessibility are at all-time lows.

![Oracle Playbook]

Key imperatives for higher education

1 Simplify to reduce complexity

2 Develop secure, scalable, and automated systems to support innovation

3 Drive sustainability and increase reliability while equitably serving all communities

Forces shaping higher education

INDUSTRY CHALLENGES

Changing student expectations
The pool of traditionally aged students has declined, requiring institutions to use innovative recruitment and retention strategies to meet enrollment goals.

Affordability and access
With the cost of a higher education now averaging $36K per year, college increasingly seems inaccessible, irrelevant, and out of reach.

Retaining staff and faculty
Low wages and difficult work environments created a hiring crisis for administrative staff, while recruiting faculty—and their research grants—is a top priority.

Fragmented systems and spiraling costs
Outdated legacy systems make it difficult to access insights and implement process improvements required to effectively navigate change.

Capitalizing on research opportunities
Missed opportunities to increase funding and enhance institutional reputation through research contributions.

VISION OF SUCCESS

Click on a section to learn more.

1. Hyperpersonalize student interaction
2. Optimize finance and financial aid
3. Attract and retain staff
4. Control costs
5. Improve research and grant access
6. Starting your journey

1: Hyperpersonalize student interaction

Engage learners throughout the student lifecycle with personalized experiences and proactive intervention services to improve recruitment, retention, and graduation outcomes.

Recommended actions:

- Use data and AI to segment student populations more deeply, including adult learners, part-time students, and other groups of learners.
- Recruit and support students while managing costs in line with your goals.
- Measure the impact of marketing and recruitment efforts.

How to get started:

- Connect student data sources on a modern cloud foundation.
- Use generative AI to save time and personalize interactions.
- Use AI and analytics to detect student engagement issues.

Oracle capabilities enabling strategic goals

Enrollment	Admissions	Course management	Marketing	Generative AI	Analytics

2: Optimize financial aid

Optimize the financial aid process through greater process transparency and responsible borrowing, while diversifying academic programs and offerings to attract nontraditional learners.
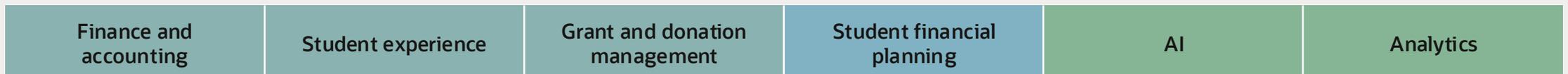
Recommended actions:

- Improve accuracy of financial analysis by collating all relevant data sources.
- Identify and target the right students.
- Automate the financial aid process and enhance with AI for greater transparency, keeping a human in the loop for exception management.

How to get started:

- Analyze existing student financial aid data versus results and costs.
- Use automation and AI to create more efficiency and reduce costs to allocate more money to student support.

Oracle capabilities enabling strategic goals

Finance and accounting	Student experience	Grant and donation management	Student financial planning	AI	Analytics

3: Improve health, safety, and experience

Improve health, safety, and information for everyone on campus.

Recommended actions:

- Integrate real-time data from cameras and other sources to improve situational awareness and incident response.

- Create custom solutions for non-standard needs, such as disease tracking and testing.

How to get started:

- Use generative AI to improve information sharing, communications, and answers to student and faculty questions.

- Use skills data to better map resources to needs and identify training gaps.

Oracle capabilities enabling strategic goals

Human capital management	Real-time data and AI

4: Improve financial and operational management

Do more with less by investing strategically in unified, connected, and intelligent technologies that provide a consistent view across operations—auxiliary services, athletics, on-campus security, and more.

Recommended actions:

- Get more-accurate insights into real costs by integrating key data sources, such as employee data, facilities data, supplier data, and more.
- Make data-driven decisions to optimize overall financial results—without sacrificing student or employee experience.
- Improve capital project management for new construction and existing facilities on and off campus.

How to get started:

- Use data and AI to improve financial management, including budgeting and planning.
- Use AI and automation to streamline repeatable tasks such as invoice matching and payments.

Oracle capabilities enabling strategic goals

Cash management	Operational efficiency	Procurement	Real estate management	AI	Capital project management

5: Improve research quality and support

Increase research contributions and discovery and pursue grants and funding that also enhance the institution's reputation and attract talented faculty and students.

Recommended actions:

- Use AI and advanced analytics to improve research results and maximize return on investment.

- Highlight research results in campaigns to enhance reputation and ability to attract talent.

- Use generative AI to make research, grant management, and marketing more efficient.

How to get started:

- Automate the tracking and management of academic research, patents, and more.

- Measure marketing campaign performance related to your research projects.

- Use generative AI to summarize actions and personalize communications.

Oracle capabilities enabling strategic goals

Project and program management	Patent tracking	Grant and donation management	Marketing	AI	Custom tech
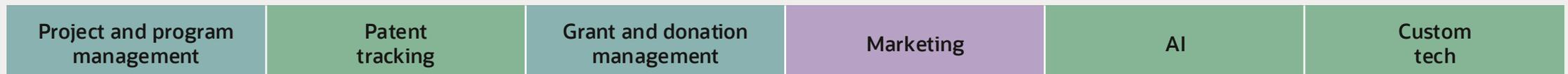
Internal questions to get going

Data and AI

Do we have clear controls and governance in the utilization of our data?

Do we have a plan for change management as we evolve to use AI?

Where are we in our use of AI?

Modern tech stack

Do our faculty, staff and students fell like they're working with modern technology?

Which teams do we foresee being the hardest to enable? Fastest?

Finance and planning modernization

Are we able to get the right insights out of our finance and accounting systems?

How well can we do planning and budgeting linked to our broader goals?

Student enrollment and course management

How effectively are we managing student enrollment?

Are we able to segment our students and offer relevant schedules (e.g., remote, part-time, adult learning)?

# Four key elements to your success

Leadership defines vision/urgency for AI adoption, alongside commitment to customer success and continuous improvement.

People

Processes are continually reimagined to **streamline** operations and **empower** people to focus on higher-value work.
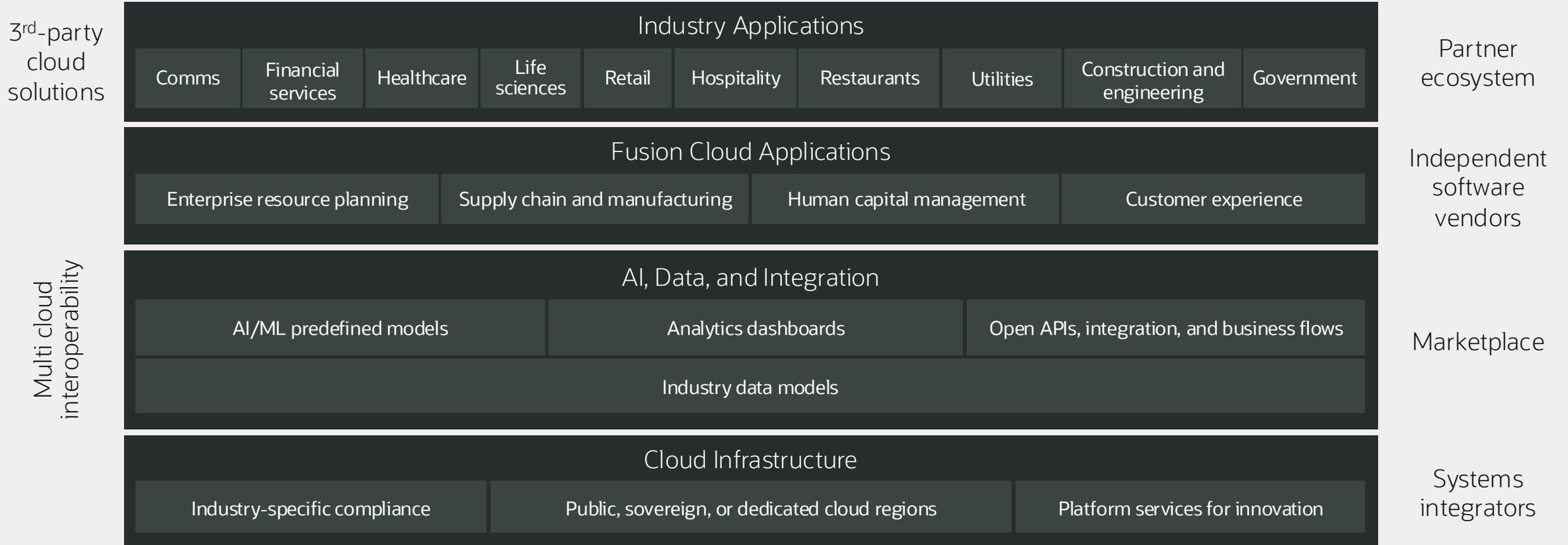
Processes

Oracle Playbook

Oracle provides everything you need to deploy best-in-class applications and continuously innovate – with AI and agentic at the core.

Systems
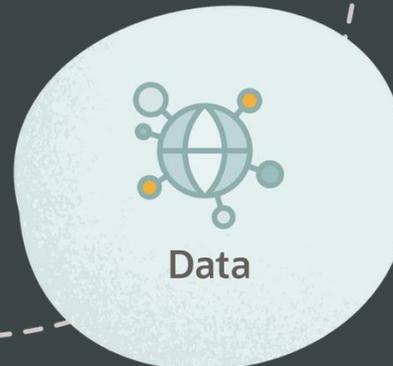
Benefit from a unified data model provided by Oracle's end-to-end technology stack and invest in data governance.

Data

Oracle Playbook

Oracle solutions for every industry

3rd-party cloud solutions

Industry Applications									
Comms	Financial services	Healthcare	Life sciences	Retail	Hospitality	Restaurants	Utilities	Construction and engineering	Government

Partner ecosystem

Fusion Cloud Applications			
Enterprise resource planning	Supply chain and manufacturing	Human capital management	Customer experience

Independent software vendors

Multi cloud interoperability

AI, Data, and Integration		
AI/ML predefined models	Analytics dashboards	Open APIs, integration, and business flows
Industry data models		

Marketplace

Cloud Infrastructure		
Industry-specific compliance	Public, sovereign, or dedicated cloud regions	Platform services for innovation

Systems integrators

Additional ways Oracle serves Higher Education

Complete capital program management

Support project governance, visibility, and performance across capital project portfolios. Proactively address project risk, manage change, and sharpen decisions from ideation and planning through execution and asset operation.

Secure network

Connect unified communications, contact centers, carriers, security, compliance, and AI across hybrid and multicloud environments. With open, policy-driven orchestration, you retain carrier control, preserve dial plans, and unify security and compliance.

Connected campus dining and housing management

Enable integrated meal plans, mobile ordering, and real-time dining optimization. Manage housing occupancy, conferences, and events.

Why Oracle?

Complete Suite

Best-of-breed apps designed and built based on customer needs—with AI throughout.

Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.
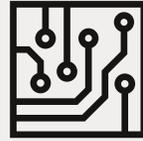
Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.

Award-Winning Design

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.

Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.

Committed to your success
Oracle Cloud Success Navigator

Achieve Cloud transformation objectives
Cloud success starts with projects that are delivered on time, on budget, and done right the first time. Leverage standards from +10K implementations with AI guided actions, role-level ownership, and accountability across your team, Oracle, and your SI to achieve success faster.

Confident design decisions deliver exceptional results
Oracle Modern Best Practices and Oracle University modules establish knowledge of your Oracle solutions and help reduce customization risk. Hands on application practice through Starter Configuration helps drive decisions from experience.

Increase your investment's value with AI and innovations
Help reduce cycles and costs while AI identifies gaps and expedites planning. Consolidated release materials with customizable Adoption Roadmaps drive business and IT alignment

Leverage AI every step of the cloud journey
AI agents shape your journey and create tailored strategies for ongoing evolution. Empower teams and increase satisfaction by directing resources toward value innovation not tedious administration

Oracle **Playbook**
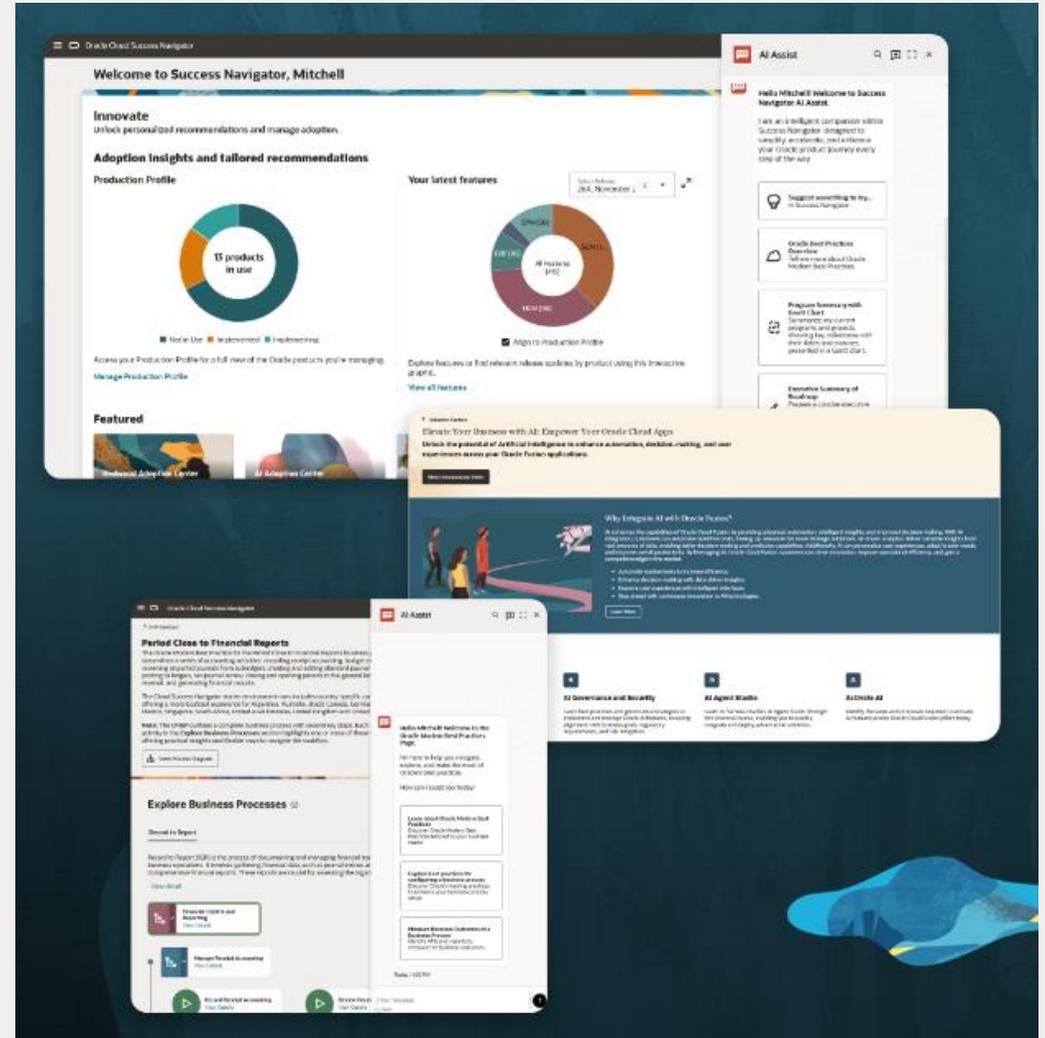
Extensive partner ecosystem

+20,000

Partners and ISVs

accenture

Deloitte.

KPMG

pwc

cohere

Palantir

Red Hat

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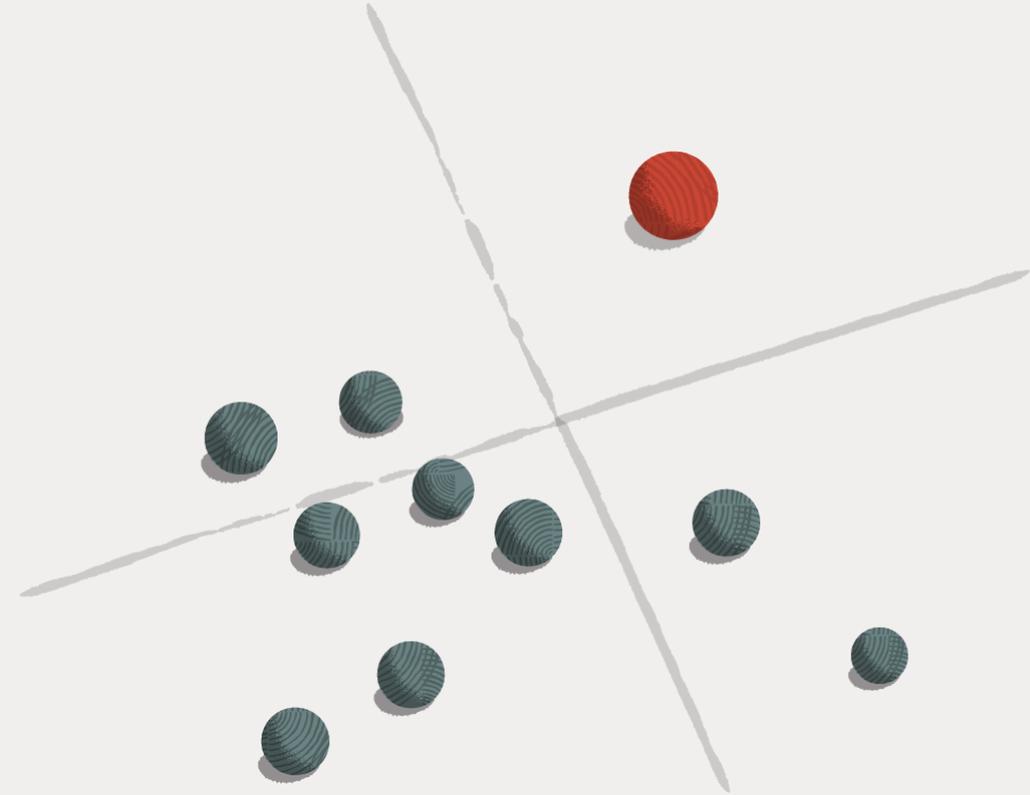
Thank you

To learn more, please visit:

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