Student Engagement with SAP for (Higher) Education

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CIO Higher Ed IT priority (Ovum)

Top 3 IT projects:

- Analytics
- ERP finance
- Constituent relationship management
- ERP HR
- SIS
- LMS

Proportion of respondents
Solution Overview (Higher) Education & Research

Platforms
Transforming the University
- Development Platform
- Mobile Platform & Security
- (Predictive) Analytical Platform

Applications
Running the University in the Cloud
- Human Resources
- Student Engagement & Commerce
- Financial Management

Networks
Digitizing the University
- Sourcing & Procurement
- Social Collaboration
- Travel Management

Students, Teaching, and Learning: Student Lifecycle Management | Learner Fee Management

(Commercial) Research: Project & Portfolio Management | Genome Analysis | Medical Research Insight

Education Funding and Income: Grants Management | Funds Management | Fraud Waste & Abuse
Engagement from prospect, to student life and beyond
The ‘Always On’ Generation: Pro-Active and armed to the teeth...
‘Always On’ Across Multiple Channels
Transforming Forces

- Empowered & Socially Connected: **Sharing it all**
- Demand for **Contextual Experience** ‘one-stop-shop’
- Digital Transformation: new/changing business models
STUDENTS ARE HARDER TO ENGAGE THAN EVER.

DIGITALLY CONNECTED
SOCIALLY NETWORKED
BETTER INFORMED
STUDENT CHOOSES THEIR OWN ADVENTURE
ONE STUDENT
EVERY STUDENT JOURNEY IS UNIQUE
AND EVERY POINT OF ENGAGEMENT MATTERS
(Students x Touch points x Reasons)
LEGACY APPLICATIONS, INTEGRATION CHALLENGES, AND DATA SILOS MAKE THIS IMPOSSIBLE TODAY.

CRM. WEB CMS. MOBILE. MARKETING. WEBSHOPS STORES. CONTACT CENTERS. ETC.
WE ATTACK THE CORE OF THIS PROBLEM
SAP Student Engagement Building Blocks, more details
We learn from experiences from our B2C customers and recognize big potential for Higher Ed.
Gartner names hybris a Leader in digital commerce

Figure 1. Magic Quadrant for Digital Commerce

Gartner Critical Capabilities for Digital Commerce

SAP hybris receives highest Product scores in 3 out of 3 use cases.

Product or Service Scores for Multichannel Enterprises Selling to Consumers

<table>
<thead>
<tr>
<th>Product or Service</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAP hybris</td>
<td>4.37</td>
</tr>
<tr>
<td>Oracle Commerce</td>
<td>4.31</td>
</tr>
<tr>
<td>Demandware</td>
<td>4.24</td>
</tr>
<tr>
<td>IBM WebSphere Commerce V7</td>
<td>4.16</td>
</tr>
<tr>
<td>Intershop</td>
<td>4.13</td>
</tr>
<tr>
<td>Digital River</td>
<td>4.12</td>
</tr>
<tr>
<td>eBay Magento Enterprise Edition</td>
<td>3.90</td>
</tr>
<tr>
<td>Micros Systems</td>
<td>3.73</td>
</tr>
<tr>
<td>eBay Enterprise Commerce Platform</td>
<td>3.57</td>
</tr>
<tr>
<td>NetSuite</td>
<td>3.49</td>
</tr>
<tr>
<td>Volusion</td>
<td>3.08</td>
</tr>
</tbody>
</table>

Source: Gartner (September 2014)
STUDENT ENGAGEMENT ANYWHERE. ANYTIME.

REAL-TIME CONTEXT

CONSISTENT, END-TO-END USER EXPERIENCE ACROSS CHANNELS & DEVICES

<table>
<thead>
<tr>
<th>HIGHER EDUCATION</th>
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<tbody>
<tr>
<td>RECRUITING</td>
</tr>
<tr>
<td>SERVICE</td>
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<td>COMMERCE</td>
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SOCIAL & PREDICTIVE ANALYTICS

SAP HANA CLOUD/STUDENT ENGAGEMENT PLATFORM
UNIVERSITY MARKETING & STUDENT RECRUITMENT
STUDENT ENGAGEMENT ANYWHERE. ANYTIME.

CONSISTENT, END-TO-END USER EXPERIENCE ACROSS CHANNELS & DEVICES

HIGHER EDUCATION

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SOCIAL & PREDICTIVE ANALYTICS

SAP HANA CLOUD/STUDENT ENGAGEMENT PLATFORM
DIGITAL UNIVERSITY MARKETING & RECRUITING PROCESS

Events & interactions from all channels

Explore & gain insights

Intelligence through Predictive Analytics

Personalized targeting

Campaign execution

- Student data
- Recruiting data
- Campus Event data
- Big data
- Social Media, web

- Discover
- Score
- Behavior
- Merge
- Nurture

Capturing Responses

- Email
- SMS
- Personalized commerce
- Lead / Opportunity
- External

Personalized targeting
UNIVERSITY MARKETING/RECRUITMENT – PRODUCT VIEW

SAP HYBRIS MARKETING

Planning
Insights
Acquisition
Conversion
Segmentation
Recommendation
Loyalty

1st Party Applications

Recruiting
Service
Commerce
ERP/SIS

Marketing Data Management

3rd Party Applications (for data & execution)

Email Engines
Ad Providers
Social Providers
Mobile Providers

Powered by SAP HANA
Facebook University
A profile of the University and the aims of its ambitious to grow in an article in the Times Higher Education...

Campus Facebook
The open campus day was fantastic!! Where can I apply for admission ... More

B.lab | Bio Med @B.lab
What will be the topic of the guest lectures on advanced biomedical technology?
SAP UNIVERSITY

Bachelor of Biology
UNIVERSITY COMMERCE & OMNICHANNEL STUDENT ENGAGEMENT
STUDENT ENGAGEMENT ANYWHERE. ANYTIME.

REAL-TIME CONTEXT

CONSISTENT, END-TO-END USER EXPERIENCE ACROSS CHANNELS & DEVICES

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SOCIAL & PREDICTIVE ANALYTICS

SAP HANA CLOUD/STUDENT ENGAGEMENT PLATFORM
TECHNOLOGY HAS CREATED A BARRIER BETWEEN STUDENT AND UNIVERSITY.

BOTH UNIVERSITY AND STUDENT HAVE DIFFICULTIES TO CONDUCT SEAMLESS AND EFFICIENT INTERACTION.

MULTI-SHOP-EXPERIENCE ACROS CAMPUS
BUILT TO COMPLEMENT *NOT* REPLACE EXISTING INVESTMENTS
A MODERN PLATFORM, DESIGNED FOR MODERN BUSINESS

MOVE AT SPEED OF BUSINESS
Product Content Management.
Web Content Management.

ONE CUSTOMER EXPERIENCE

Built to complement not replace existing investments

CONFIGURED FOR SUCCESS
Our Customers. Our Partners.
Accelerators. hybris Extend. The Data Hub.

SIS  CES  LMS  CRM  Data Pools
Web  Mobile  (Web)Shop  Call Center  Social  Print  TV
MOVE AT THE SPEED OF BUSINESS

PCM
Collaborate, Manage and Build a University Single Product Catalog
Internationalization and Translation
High ranked in web search

WCMS
Build, and Manage the digital experience
Mobile First
Live Edit
PCM. Search. Integrated.

SEARCH
Personalized Search.
Configurable rules to personalize results and pages.

Empower Faculties to manage to a changing student and business models with industry leading functionality.
Jam Communities: socially enable your university ‘products’ to keep prospective engaged and informed

yForms: create online forms to capture prospective student’s question, interest, registrations.

Live Chat: drive engagement by supporting prospective students with live chats

Assisted Service Module: drive engagement with options to take over shopping carts
PRODUCT MANAGEMENT WITH SAP HYBRIS COMMERCE
PRODUCT MANAGEMENT WITH SAP HYBRIS COMMERCE
PRODUCT MANAGEMENT WITH SAP HYBRIS COMMERCE
FRONT END WEBPAGE WITH SAP HYBRIS COMMERCE

BACHELOR OF INFORMATICS

$2,500.00

BUY WITH + CLICK

DESCRIPTION
Bachelor of Informatics is a flexible course designed for high-achieving students who wish to pursue postgraduate study or employment requiring research and advanced IT development skills. The course provides a strong foundation in information technology leading to advanced studies in a chosen IT specialisation. These include Computer Science, Computing Technology, Business Information Systems, and Information Management. The course features a stream of hands-on practice-based work that gives students the opportunity to be involved in research right from the start through to the completion of the degree. In particular in the third year of the course students are required to undertake a 23 week placement in a research group or work unit of a participating company or organisation and in the fourth year undertake a substantial individual research project. The student’s work during the placement will be supervised and reported as part of the degree.

Waldorf Institute
Christman-Hopp-Allee 15
63195 Waldorf
Tel: +49(0)6221 / 1-41-47-

San Francisco Institute
Tower Place
94086, San Francisco
Tel: +1-415-563-2035

Ask for details

UNIVERSITY HOODIE

$34.55

BUY WITH + CLICK

Ask for details

SAP Innovation Video for Higher Education

Live Chat
CLICK HERE

Most recent review
Paul Sapphires: Apr 13 2018
Sent it and wet color became available after I asked this was the websites social community. UNBELIEVABLE.

Most recent question
0 unanswered questions

ASK A QUESTION

Sort by: Rating

CUSTOMER REVIEWS(1)
BLOG POSTS(0)
DISCUSSIONS(0)
FRONT END WEBPAGE WITH SAP HYBRIS COMMERCE
DEMO UNIVERSITY (E)COMMERCE
CLOUD FOR STUDENT CENTRAL CRM SOLUTION
STUDENT ENGAGEMENT ANYWHERE. ANYTIME.

CONSISTENT, END-TO-END USER EXPERIENCE ACROSS CHANNELS & DEVICES

HIGHER EDUCATION

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SOCIAL & PREDICTIVE ANALYTICS

SAP HANA CLOUD/STUDENT ENGAGEMENT PLATFORM
SAP CLOUD FOR CUSTOMER – OVERVIEW

Continues Recruiting
- Easy lead, opportunity, activity, and visit management, guided selling, tailored sales methodology
- Predictive analytics for proactive engagement
- Competitor insight

Collaboration & Social
- Feeds, followers, and @mentions
- Internal, customers, partners
- Social selling

Integration
- Pre-built integration to SAP ERP & CRM, SAP JAM, InsideView, D&B 360, Xactly & more
- Mashups with most other apps
- HCP portal For partner channel management

Productivity & Personalization
- Flags
- Tags
- Shelf
- Quick creates
- User-defined fields
- Workflow

Real-Time Analytics
- Dashboards, ad-hoc reports, forecasting
- Inclusive of front and back-office data
- Mashups with SAP BW and Business Objects
- Custom dashboards, KPIs, and reports

Student & Alumni Management & Intelligence
- Fast account and contact updates
- Student Master Data
- 360 Customer Intelligence

Groupware Integration
- Full-featured with 2-way sync
- Support for MS Outlook, Google Gmail and lotus notes

Platform
- Real-time, scalable, powered by SAP HANA
- Simplified enhancement tools for power users
- Easily extended for tailored UX and business processes

Mobility
- Complete mobile apps, no extra cost
- Support for iPad, iPhone, and Android
- Business card scanner
- Seamless UX with on-line

SAP CLOUD FOR CUSTOMER – OVERVIEW

Continues Recruiting
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CLOUD FOR CUSTOMER (C4C) HIGHER EDUCATION
1505 RELEASE

- Capture Prospective Student Information
  - Program interest
  - Ethnicity and Race (hide possible)
  - Test Scores
  - Education History

- PSAT Test – CSV file upload of scores from Testing Agencies

- Marketing Attributes – ability to create in C4C
  - Student Interest

- Notes with history for Individual Customers, Accounts and Contacts

- Search of Students in Leads, Opportunities, Target Group Members based on
  - Program interest
  - Ethnicity/Race (hide possible)
  - PSAT Total Score
  - GPA
  - High School or Post Secondary School
Higher Education and Research

Scoping and Fine Tuning

- Enable the Higher Education and Research industry solution via its separate Business Scoping option
- Fine tune your solution via dedicated tuning options for:
  - Campus
  - Cohort & Entry Terms
  - Education Degree
  - Ethnicity and Race
  - Institution List
  - Education Statuses
  - Programs of Interest
SOCIAL MEDIA INTEGRATION

<table>
<thead>
<tr>
<th>Message</th>
<th>Channel</th>
<th>Author</th>
<th>Direction</th>
<th>Association</th>
<th>Category</th>
<th>Created On</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>@SAP_University when does the admission period opens up for the Bachelor of Informatics?</td>
<td>SAP_University</td>
<td>Rob Jonkers</td>
<td>Inbound</td>
<td>5241</td>
<td>Original Message</td>
<td>11/12/2015</td>
<td></td>
</tr>
<tr>
<td>Dear SAP University, I would like to know when the open day is planned for the next academic year?</td>
<td>SAP_University</td>
<td>Rob Jonkers</td>
<td>Inbound</td>
<td>5224</td>
<td>Original Message</td>
<td>11/12/2015</td>
<td></td>
</tr>
<tr>
<td>Hi University I would like to apply for the Master in Strategy and Economic Governance! What do I need to do?</td>
<td>SAP University</td>
<td>Coui Coutil</td>
<td>Inbound</td>
<td>5231</td>
<td>Original Message</td>
<td>11/06/2015</td>
<td></td>
</tr>
<tr>
<td>Dear Recruitment team, can you please send me a brochure of Bachelor of Informatics and the BSc in Economics?</td>
<td>SAP University</td>
<td>Paul Sapphire</td>
<td>Inbound</td>
<td>5233</td>
<td>Original Message</td>
<td>11/06/2015</td>
<td></td>
</tr>
<tr>
<td>Thanks Paul, We will announce an Open Campus day soon!</td>
<td>SAP University</td>
<td>Robb Smithe</td>
<td>Inbound</td>
<td>5203</td>
<td>Response</td>
<td>11/06/2015</td>
<td></td>
</tr>
<tr>
<td>Would like to learn more on the Bachelor of Biology program. Could you send me a brochure and/or more information?</td>
<td>SAP University</td>
<td>Linda Davis</td>
<td>Inbound</td>
<td>5222</td>
<td>Original Message</td>
<td>11/06/2015</td>
<td></td>
</tr>
<tr>
<td>Hi student Recruitment team, can you tell me when the open campus day is planned for this fall?</td>
<td>SAP University</td>
<td>Paul Sapphire</td>
<td>Inbound</td>
<td>5221</td>
<td>Original Message</td>
<td>11/06/2015</td>
<td></td>
</tr>
</tbody>
</table>
INTEGRATION STRATEGY
INTEGRATE WITH SAP AND NON-SAP BACKENDS

SAP HANA Cloud Integration Technology
- Cloud-based multi-tenant technology for real-time process integration and data integration
- Design time with graphical flows and mappings
- Centralized monitoring and administration
- Community marketplace (planned)

iFlows (Prepackaged Integrations)
- Prepackaged integration flows with prebuilt logic for integration scenarios, routings, and mappings for:
  - SAP Cloud-SAP On Premise
  - SAP Cloud-SAP Cloud
  - SAP Cloud-3rd Party Clouds
- iFlows developed on SAP HANA Cloud Integration, NW PI, or point-to-point

Open APIs and Deployment Choice
- Rich set of open standards based APIs to build custom integrations
- To provide choices to customers, in addition to offering our own integration technologies, SAP also certifies connectors developed by third-party integration platforms like MuleSoft, Cast Iron, and Boomi
DEMO SAP CLOUD FOR CUSTOMER
TREAT STUDENT AS CONSUMERS
IT'S TIME TO ENGAGE Students LIKE NEVER BEFORE

• The right insight at the right time
• Specific to your stakeholders
• Integrated to your campus solutions
• With an experience that drives results
• Go beyond CRM!

SAP STUDENT ENGAGEMENT BUILDING BLOCKS:

- University Marketing
- Student Service
- Student Recruitment
- Social Analysis
- University Commerce
Capture the ‘Always On’ Generation
Thanks!

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