Student Engagement with SAP for (Higher) Education

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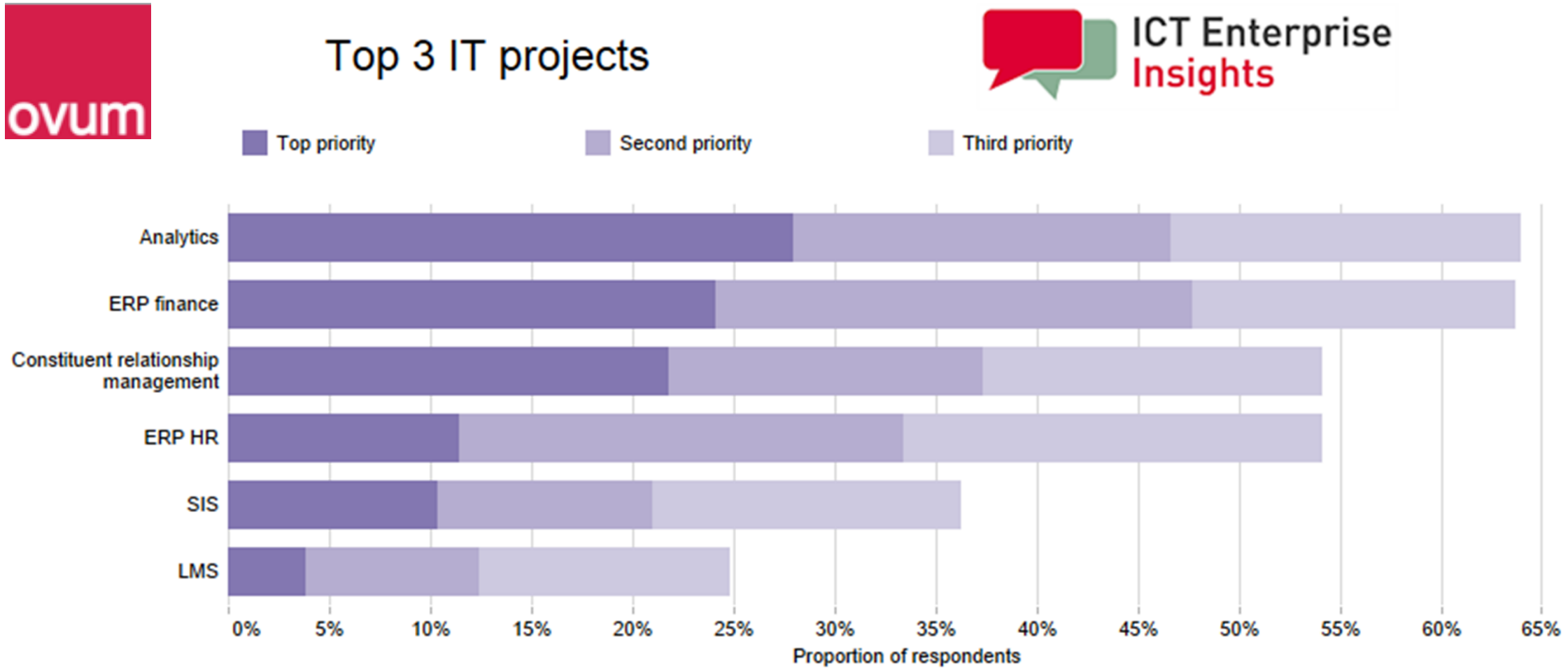
CIO Higher Ed IT priority (Ovum)



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

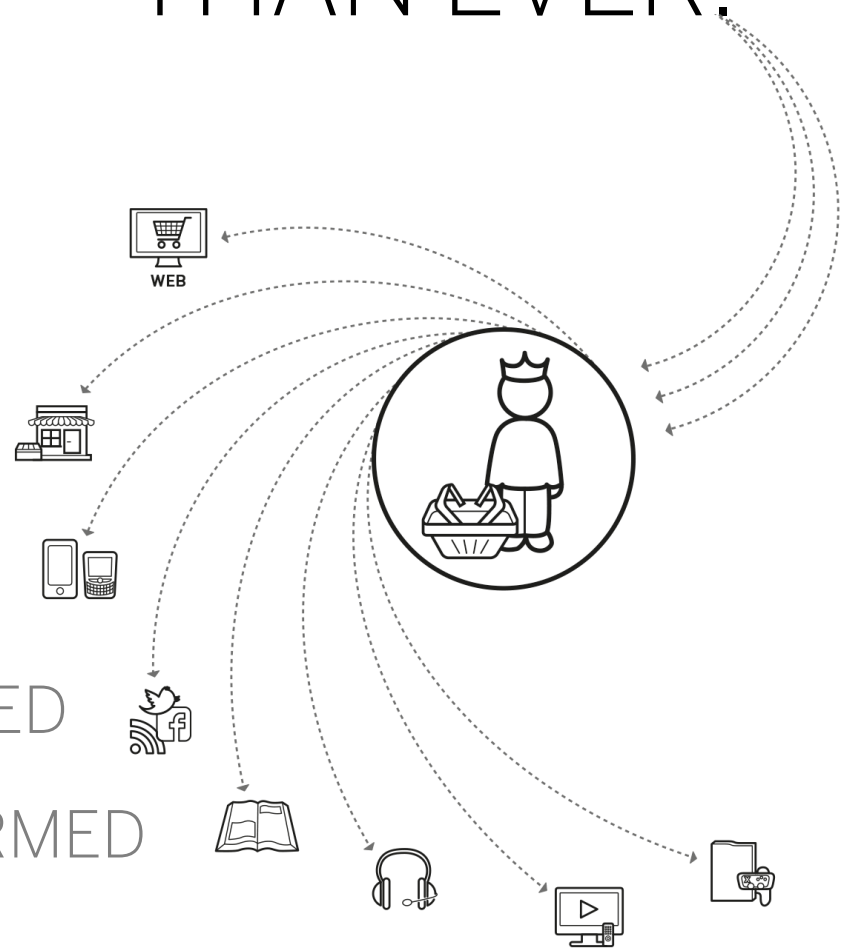
- Empowered & Socially Connected: Sharing it all
- Demand for Contextual Experience *'one—stop-shop'*
- Digital Transformation; new/changing business models

STUDENTS ARE HARDER TO ENGAGE THAN EVER.

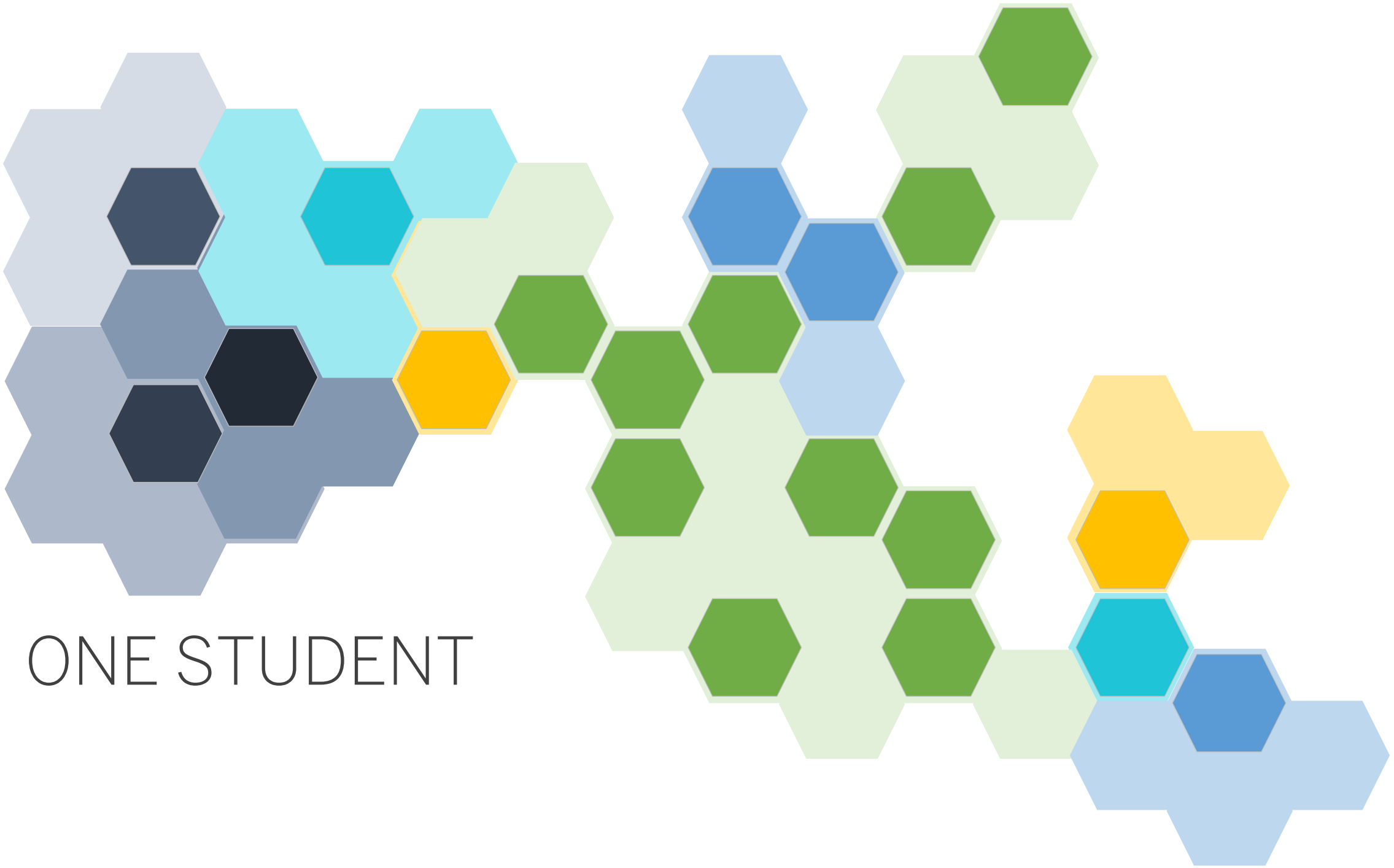
DIGITALLY CONNECTED

SOCIALLY NETWORKED

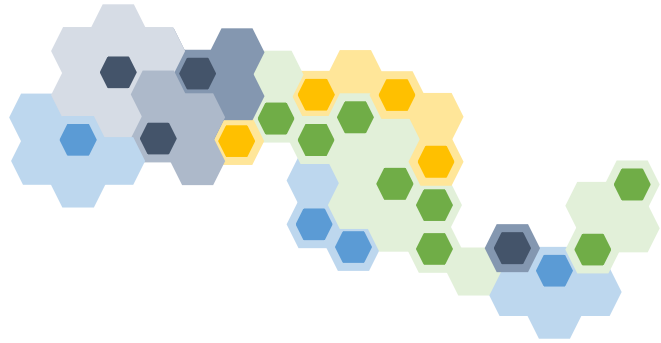
BETTER INFORMED



AWARENESS
CONSIDERATION
PRINT
WEB
DIGITAL ADS
CAMPUS EVENTS
EMAIL
DISCOVER
ADMISSION 'SHOP'
SOCIAL
STUDENT HELPDESK
ALUMNI
WORD OF MOUTH
ADMISSION PORTAL
SHORT LIST
TRACK ADMISSON
UNIVERSITY SHOP
ADMISSION
RESEARCH
ADMISSION 'SHOP'
SEARCH
REVIEWS
ACTION
WEB
INTEREST
DISCOVERY
SOCIAL
CONTACT CENTER
CHANGE DATA
LEARN
POST REVIEW
PAY TUITION FEE
SUPPORT PORTAL
JOIN SOCIAL GROUPS
CAMPUS EVENTS
LEARN
RECEIVE OFFER
STUDENT BUDDIES
SUPPORT PORTAL
MISSING INFO
BOOK COURSES
CONTACT CENTER
EXAMS
ADMISSION 'SHOP'
STUDENT ADVISOR
STUDY GUIDANCE
GRADUATION
LEARN
SOCIAL
GRADUATION
ACTION
CONTACT CENTER
UNIVERSITY SHOP
ALUMNI
CONSIDERATION
EVENING COURSES
REFER ALUMNI
EMAIL
WORD OF MOUTH
SOCIAL
RATINGS
STUDENT CHOOSES THEIR OWN ADVENTURE



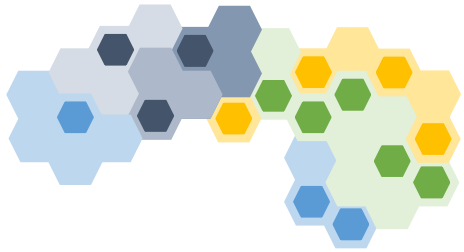
ONE STUDENT

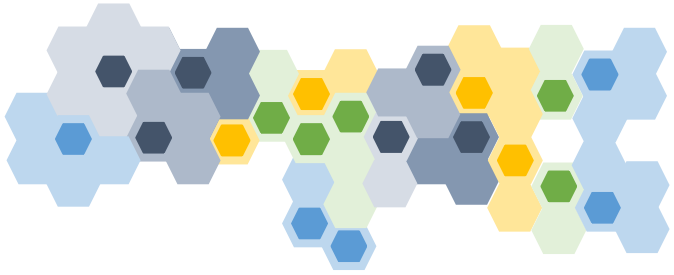


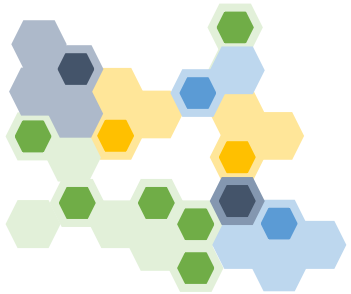
EVERY STUDENT JOURNEY IS UNIQUE

AND EVERY POINT OF ENGAGEMENT MATTERS

(Students x Touch points x Reasons)

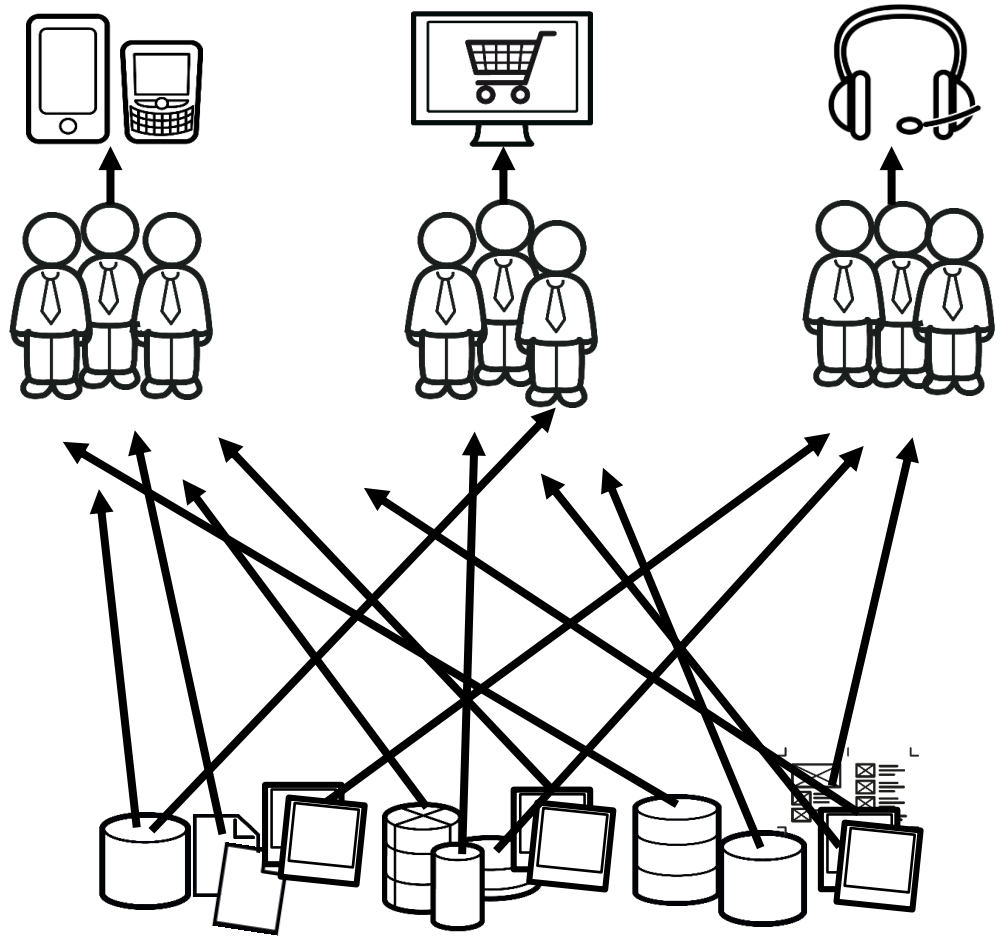




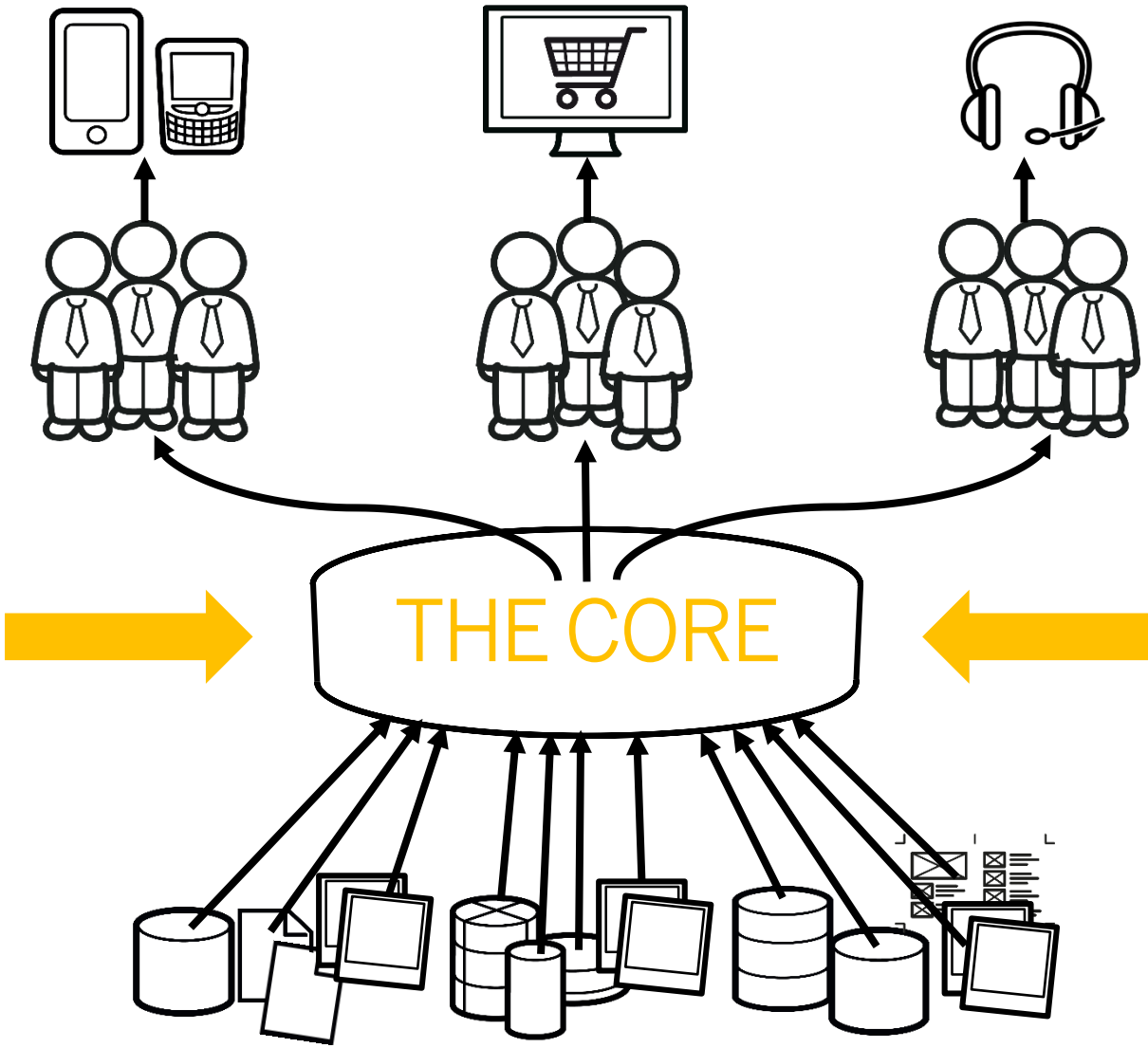


LEGACY APPLICATIONS, INTEGRATION CHALLENGES, AND DATA SILOS MAKE THIS IMPOSSIBLE TODAY.

CRM. WEB CMS. MOBILE. MARKETING. WEBSHOPS STORES. CONTACT CENTERS. ETC.



WE ATTACK



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

Analyst Report

Gartner names hybris a Leader in digital commerce

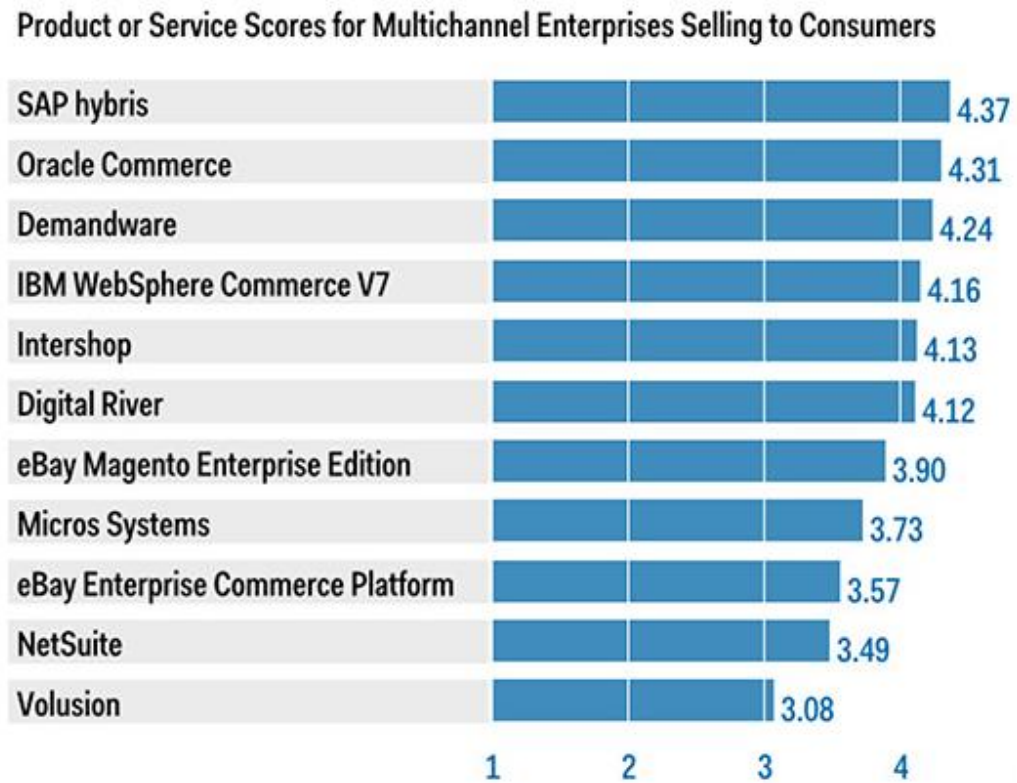
Figure 1. Magic Quadrant for Digital Commerce

Source: Gartner (September 2014)

Analyst Report

Gartner Critical Capabilities for Digital Commerce

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

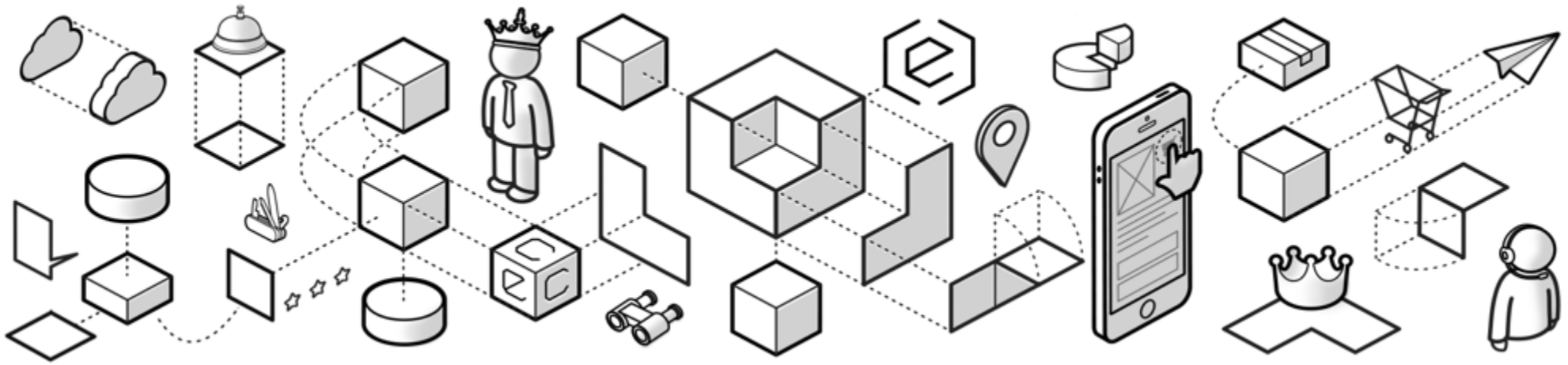


As of March 2015

STUDENT ENGAGEMENT ANYWHERE. ANYTIME.

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

HIGHER EDUCATION			
RECRUITING	**SERVICE**	**MARKETING**	**COMMERCE**
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

RECRUITING | **SERVICE** | **MARKETING** | **COMMERCE**

SOCIAL & PREDICTIVE ANALYTICS

SAP HANA CLOUD/STUDENT ENGAGEMENT PLATFORM

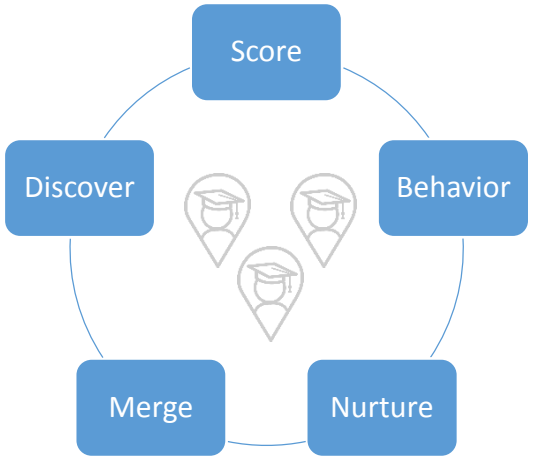
DIGITAL UNIVERSITY MARKETING & RECRUITING PROCESS

Events & interactions from all channels

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

Explore & gain insights

Intelligence through Predictive Analytics



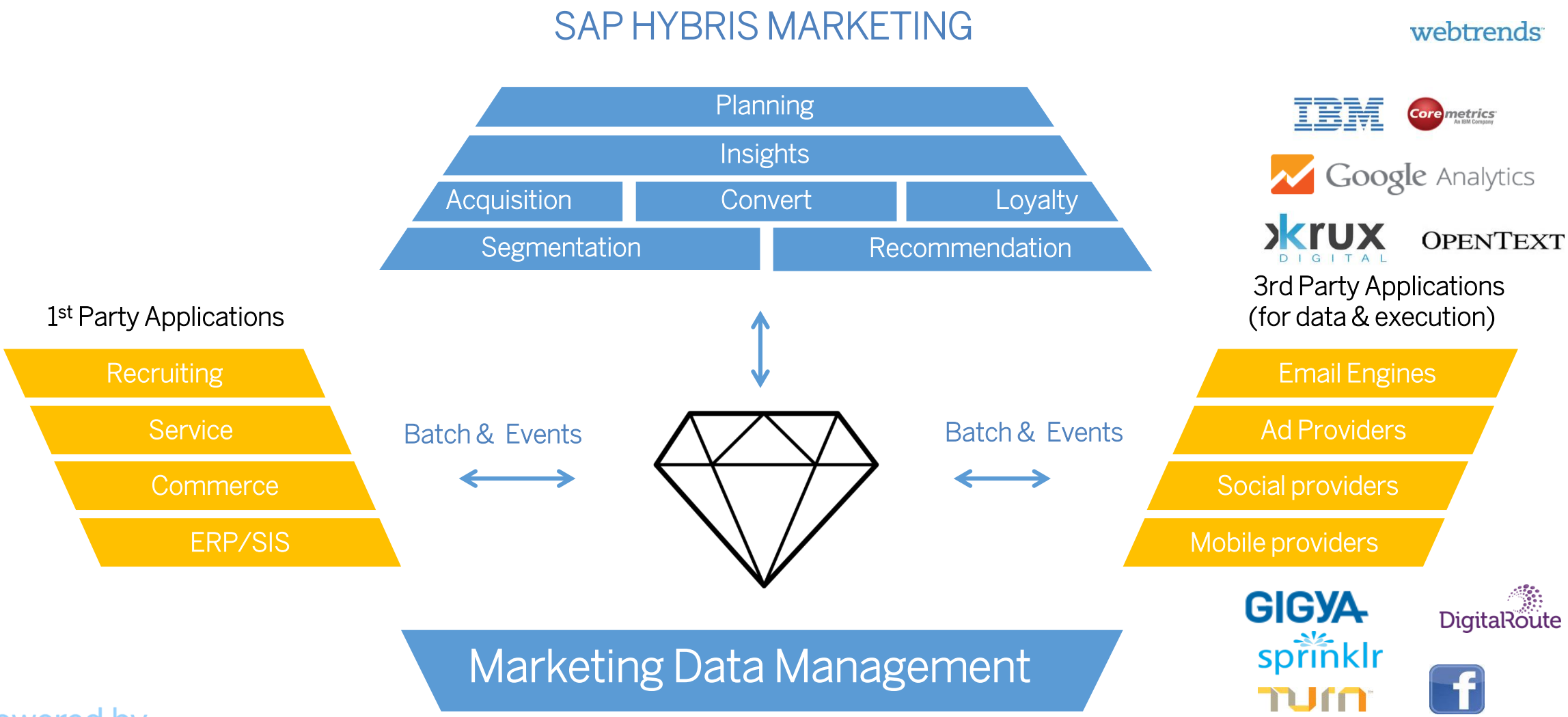
Personalized targeting

Campaign execution

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

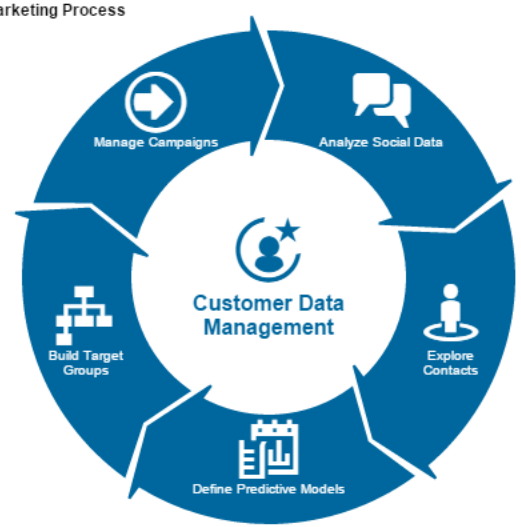
Capturing Responses

UNIVERSITY MARKETING/RECRUITMENT – PRODUCT VIEW



Powered by
SAP HANA

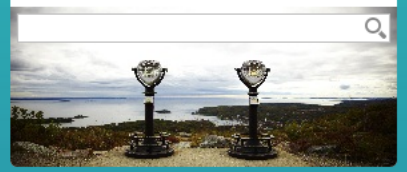
Marketing Process



138

Top Cross-Selling Recommendations

Search



Audience Discovery and Targeting

Product Recommendation

Margin Decomposition

Newsletter subscription

Quick Launch

- Audience Discovery and Targeting
- Relationship Analysis - Sales
- Relationship Analysis - Presales
- Margin Decomposition

1 2

Add Tile

14,3 : 1

Sentiment Ratio

Manage Content Templates

Recent Items

- PEAKS Demo - Target Group - Final
  Kate Jacob
- PEAKS - Demo Final
  Completed
- CF 1514 campaign
  In Preparation
- Camera Newsletter
  Released
- New product roll-out Germany
  Released

1 2 3 4 5

My Marketing Budget

My Marketing Spend - Quick Entry

My Marketing Spend - Details

Active Campaigns

- MW Campaign
  Kate Jacob
  02.03.2015
- MAR_CAMP2
  Matthias Reiner
  03.03.2015
- MAR_Camp_BANK
  Matthias Reiner
  03.03.2015
- MAR_TG3_Campaign
  Matthias Reiner
  03.03.2015

1 2 3 4 5

Manage Campaign Content

Marketing Calendar

Analyze Campaign Content

Post Ticker

Banking Trust: Fragile, Fleeting, And Dearer Than Gold Banks must be committed to earning customer trust every day, from the top down. Even customers are reaching out and asking for it.

26.02.2015

HELP

FILTERS

135 Posts

14,3 : 1 Sentiment Ratio

Search for...

Target Group:

Days | Months | Quarters | Years

23.02.2015 - 02.03.2015

Sentiment

++
+
0
−

Social Media Channels

Interests

Show Top 10

- University
- Campus
- Biology
- Student
- Alumni
- Prof.
- Master
- PhD
- Bachelor
- Course

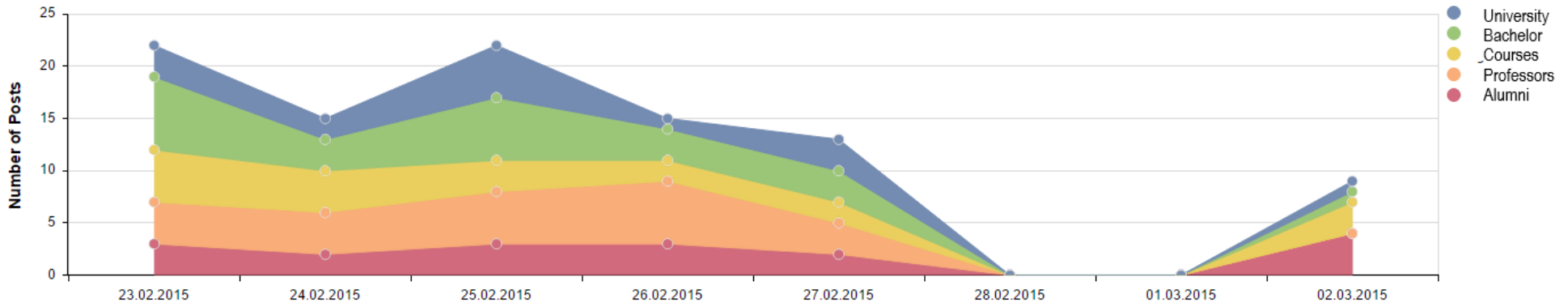
Contacts

Tags

Tag Types

ANALYSIS

Number of Posts | Interest (Top 5)



POSTS (135)

1 2 3 4 5

Facebook University 20/04/2015

A profile of the University and the aims of its ambitious to grow in an article in the Times Higher Education...

++

Campus Facebook 20/04/2015

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

+

B.lab | Bio Med @B_lab 20/04/2015

What will be the topic of the guest lectures on advanced biomedical technology?

0

CONSUMER

Fred Fox

San Francisco
USA / California

Fred.Fox@gmail.com

Sales Analysis | **Interactions** | Scores

HELP

Reset Filters

SAP UNIVERSITY

Bachelor Biology

All | Inbound | Outbound | Unknown

Days | **Months** | Quarters | Years | User-Defined

10.2014 — 01.2015

Sales Order 0	Lead 0	Opportunity 0	Activity 0	Snail Mail 0	Appointment 0
Commerce 49	Campaign 27	Survey 0	Phone 0	Event 0	Email 0
Web 0	Social Media 0	Newsletter 0			

January 2015

Jan 6
Master AFC
Website Visit

Jan 5
Master AFC
Website Visit

Jan 5
Bachelor of Economy
Website Visit

Jan 5
Master of Biology
Website Visit

Jan 5
Campaign
Campaign
Campaign ID 7022, AutoExec - 2 - AM2 w/o Permissions

Jan 5
Campaign
Campaign
Campaign ID 7021, AutoExec - 1

Jan 2
Language Course English
Website Visit

Jan 2
Master in HRM

CONSUMER

Fred Fox

San Francisco
USA / California

Fred.Fox@gmail.com

Sales Analysis | **Interactions** | Scores

HELP

as

Qu

14 01.2015

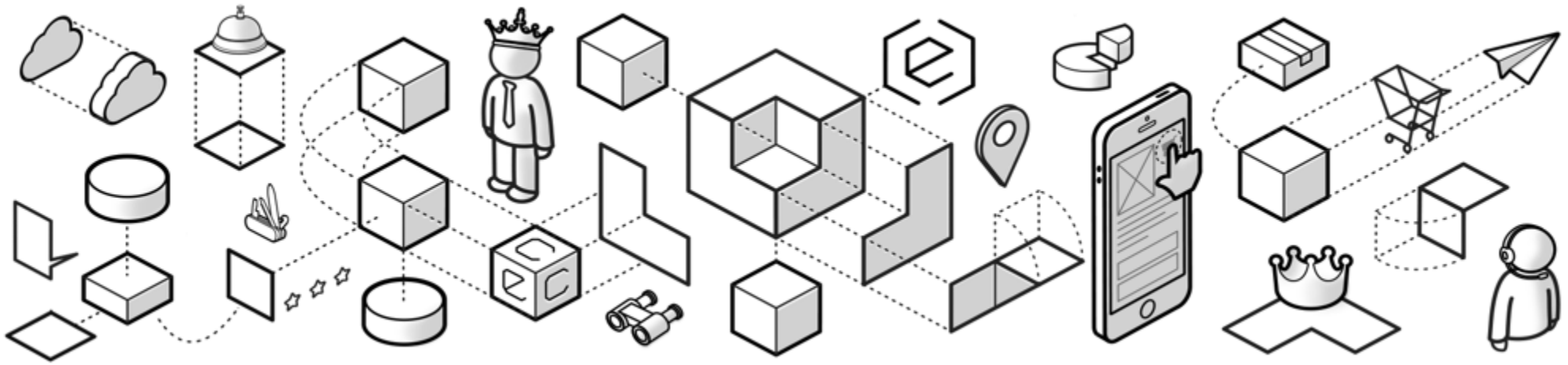
0 Activity

27 Campaign

0 Email

Tue 06
Mon 05
Sun 04
Sat 03
Fri 02
2015
Wed 31
Tue 30
Mon 29
Sun 28
Sat 27
Fri 26
Thu 25
Wed 24
Tue 23
Mon 22
Sun 21
Sat 20
Fri 19
Thu 18
Wed 17
Tue 16
Mon 15
Sun 14

DEMO
UNIVERSITY MARKETING & RECRUITING



UNIVERSITY COMMERCE
&
OMNICHANNEL STUDENT ENGAGEMENT

STUDENT ENGAGEMENT ANYWHERE. ANYTIME.

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

HIGHER EDUCATION

RECRUITING	SERVICE	MARKETING	COMMERCE

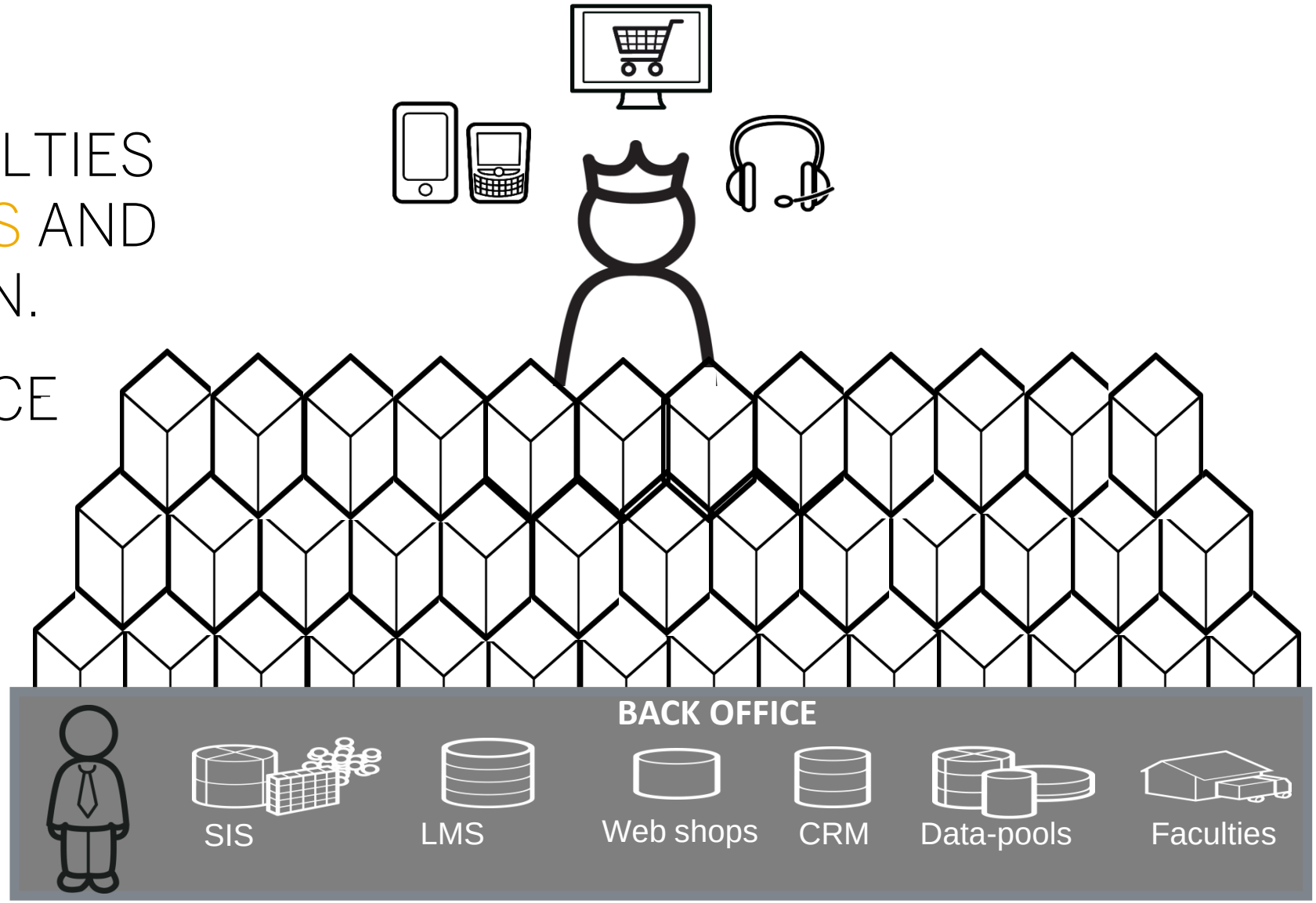
SOCIAL & PREDICTIVE ANALYTICS

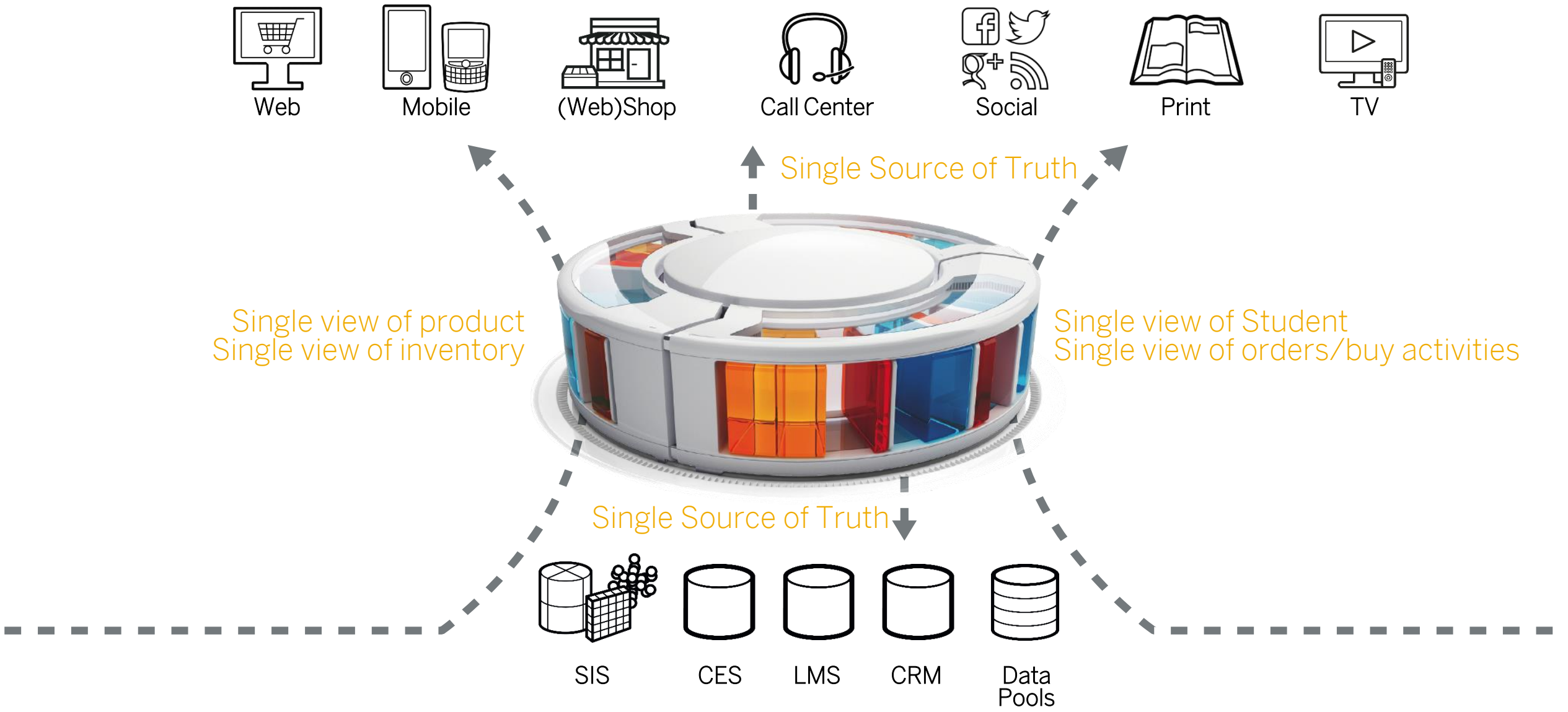
SAP HANA CLOUD/STUDENT ENGAGEMENT PLATFORM

TECHNOLOGY HAS CREATED A BARRIER BETWEEN STUDENT AND UNIVERSITY

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

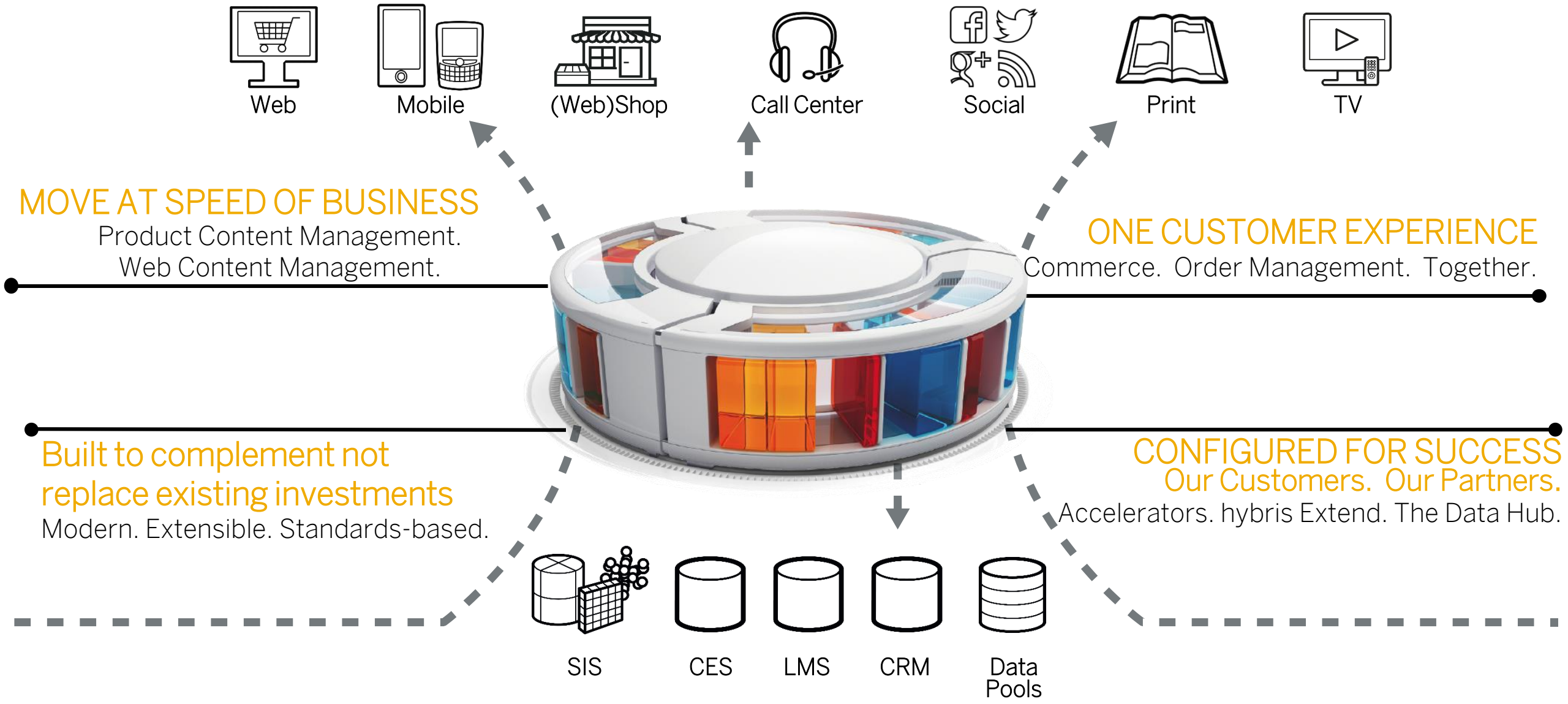
MULTI-SHOP-EXPERIENCE ACROS CAMPUS





BUILT TO COMPLEMENT *NOT* REPLACE EXISTING INVESTMENTS

A MODERN PLATFORM, DESIGNED FOR MODERN BUSINESS



MOVE AT 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.

OPTIONAL COMPONENTS

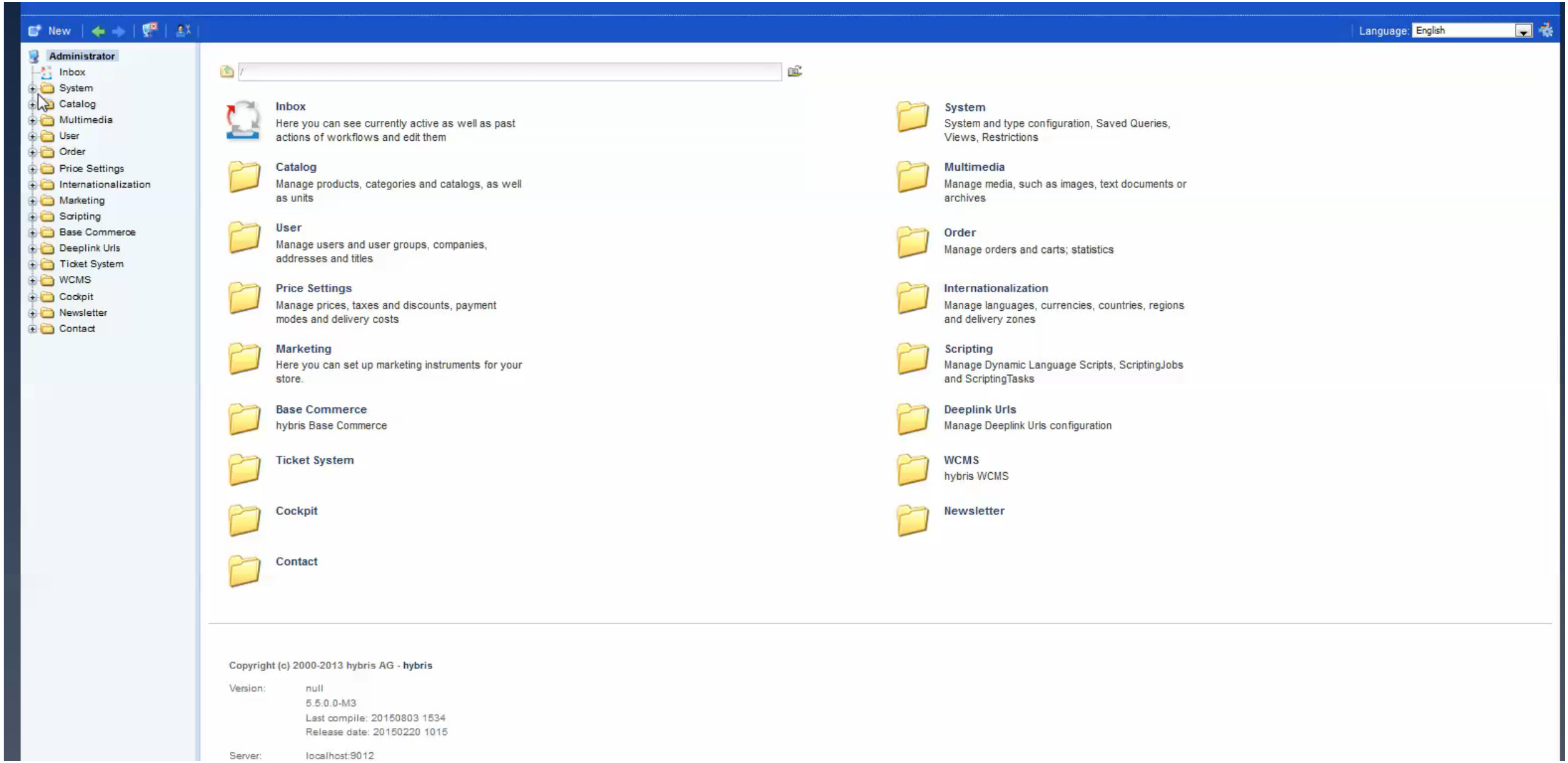
Jam Communities: socially enable your university ‘products’ to keep prospective engaged and informed

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

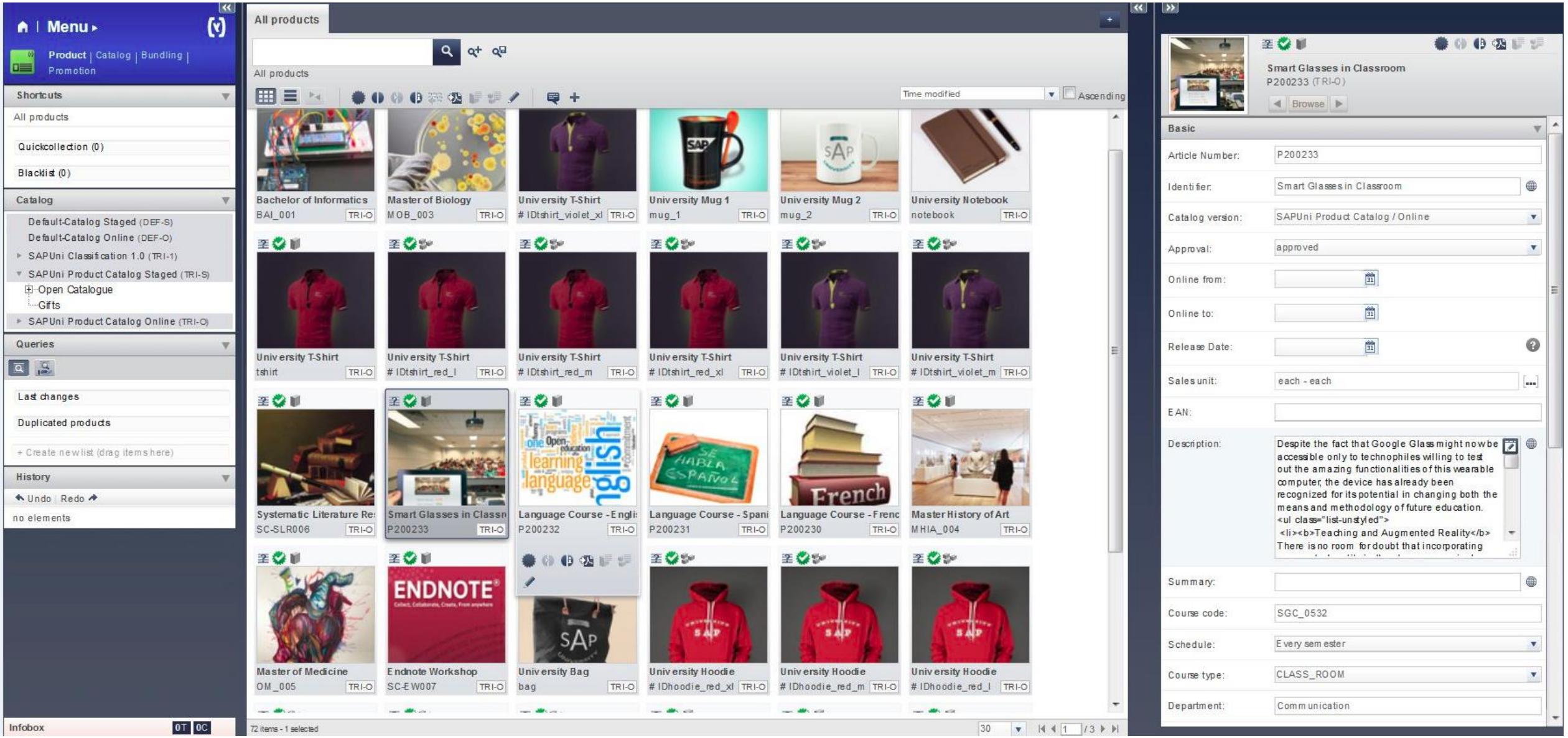
Live Chat: drive engagement by supporting prospective students with live chats

Assisted Service Module: drive engagement with options to take over shopping carts

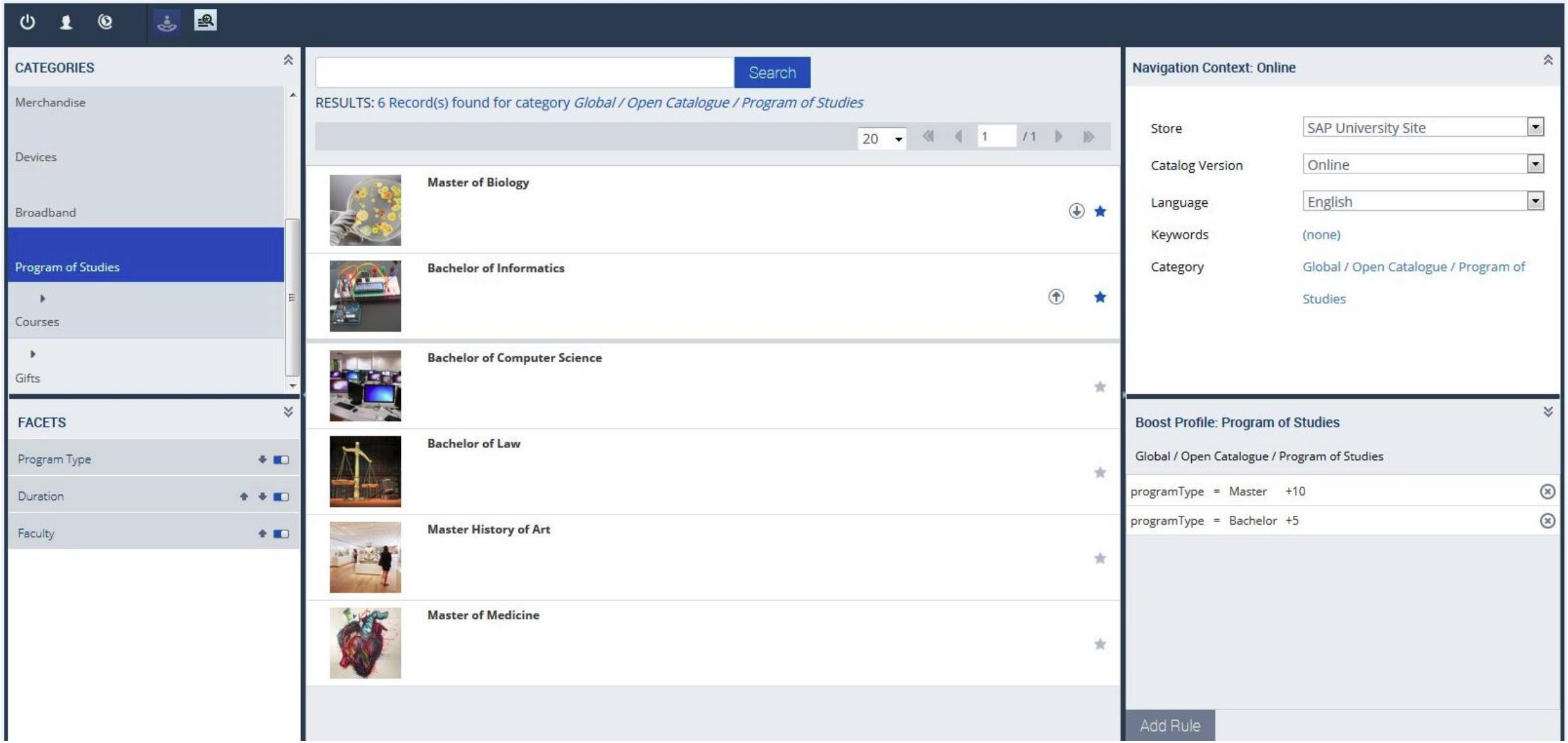
PRODUCT MANAGEMENT WITH SAP HYBRIS COMMERCE



PRODUCT MANAGEMENT WITH SAP HYBRIS COMMERCE

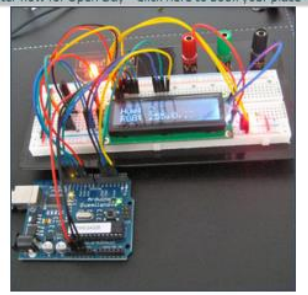


PRODUCT MANAGEMENT WITH SAP HYBRIS COMMERCE



FRONT END WEBPAGE WITH SAP HYBRIS COMMERCE

SAP UNIVERSITY STUDIES COURSES SHOP MY ACCOUNT FIND CAMPUS Welcome Paul SIGN OUT 0



Walldorf Institute
Dietmar-Hopp-Allee 16
69190, Walldorf
P: +49 (0)6227 / 7-47474

San Francisco Institute
Tower Place 1
94080, San Francisco
P: +1-650-645-2000

Live Chat CLICK HERE

BACHELOR OF INFORMATICS

$2,500.00

BUY WITH 1-CLICK ADD TO WISHLIST

Like

Program type:	Bachelor
Program code:	BA_SC_432
Duration:	4 years
Attendance:	Flexible
Qualification:	Certification IV
Way to study:	Flexible
Start date:	01-03-2016
Faculty:	Science faculty
Admission requirements:	click here
Admission portal:	click here

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 project-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 22 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 structured and assessed as part of the degree.

Ask for details

First name

Last name

Gender

SAP UNIVERSITY STUDIES COURSES SHOP MY ACCOUNT FIND CAMPUS Welcome Paul SIGN OUT 0

Register now for Open Day - Click here to book your place

Live Chat CLICK HERE

UNIVERSITY HOODIE

$34.55

COLOR

SIZE

M L XL

BUY WITH 1-CLICK ADD TO WISHLIST

Like

Ask for details

First name

Last name

Gender

Birth date dd-mm-jjjj

Mobile phone

Email

Send

MOST RECENT REVIEW ★★★★★ (1)

★★★★★
Great fit!
Great fit and red color became available after I asked this via the website social community; GREAT!...
Paul Sapphire · Apr 13 2016

Read all reviews | Write a review

MOST RECENT QUESTION 0 answered questions

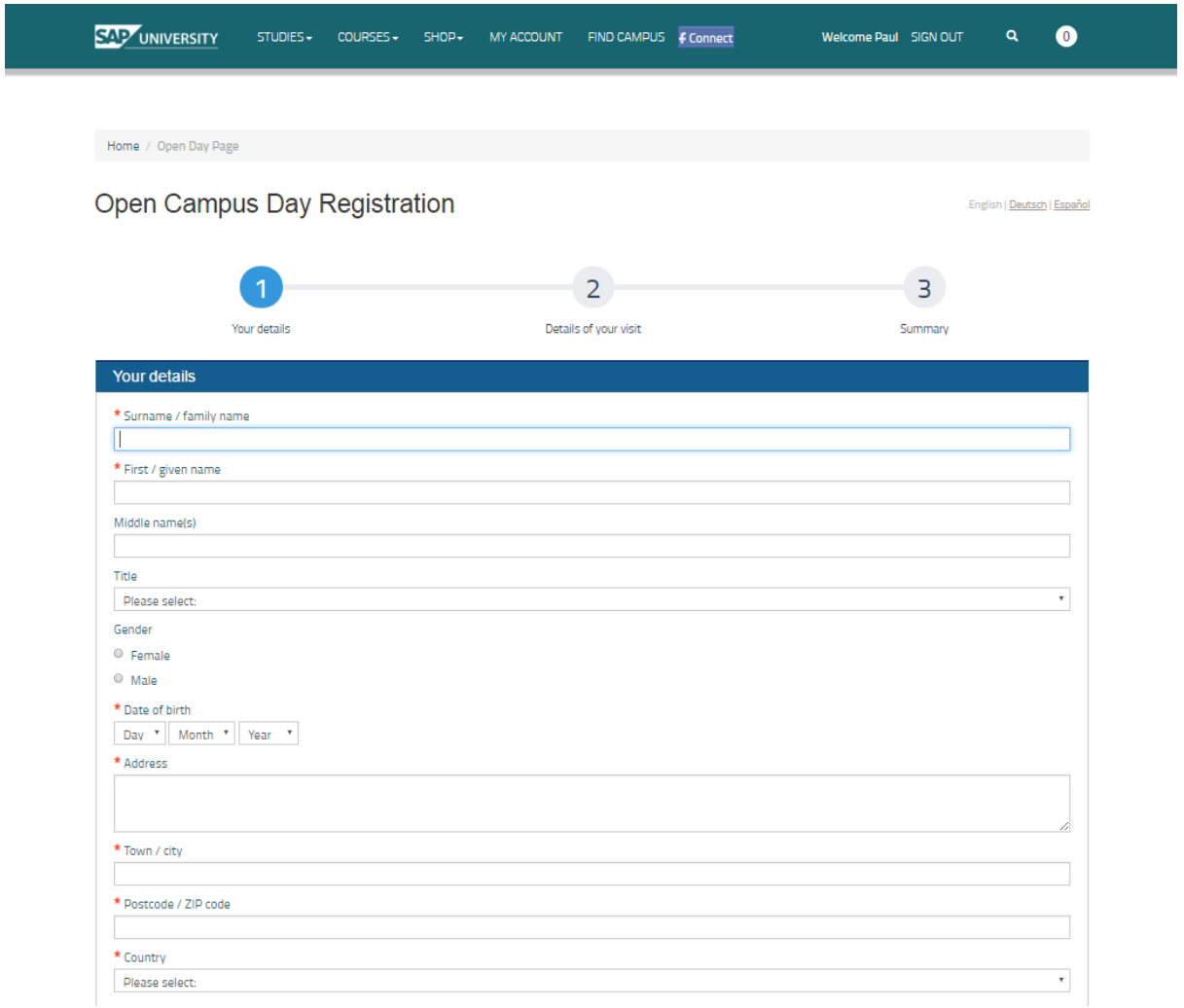
Be the first to ask a question

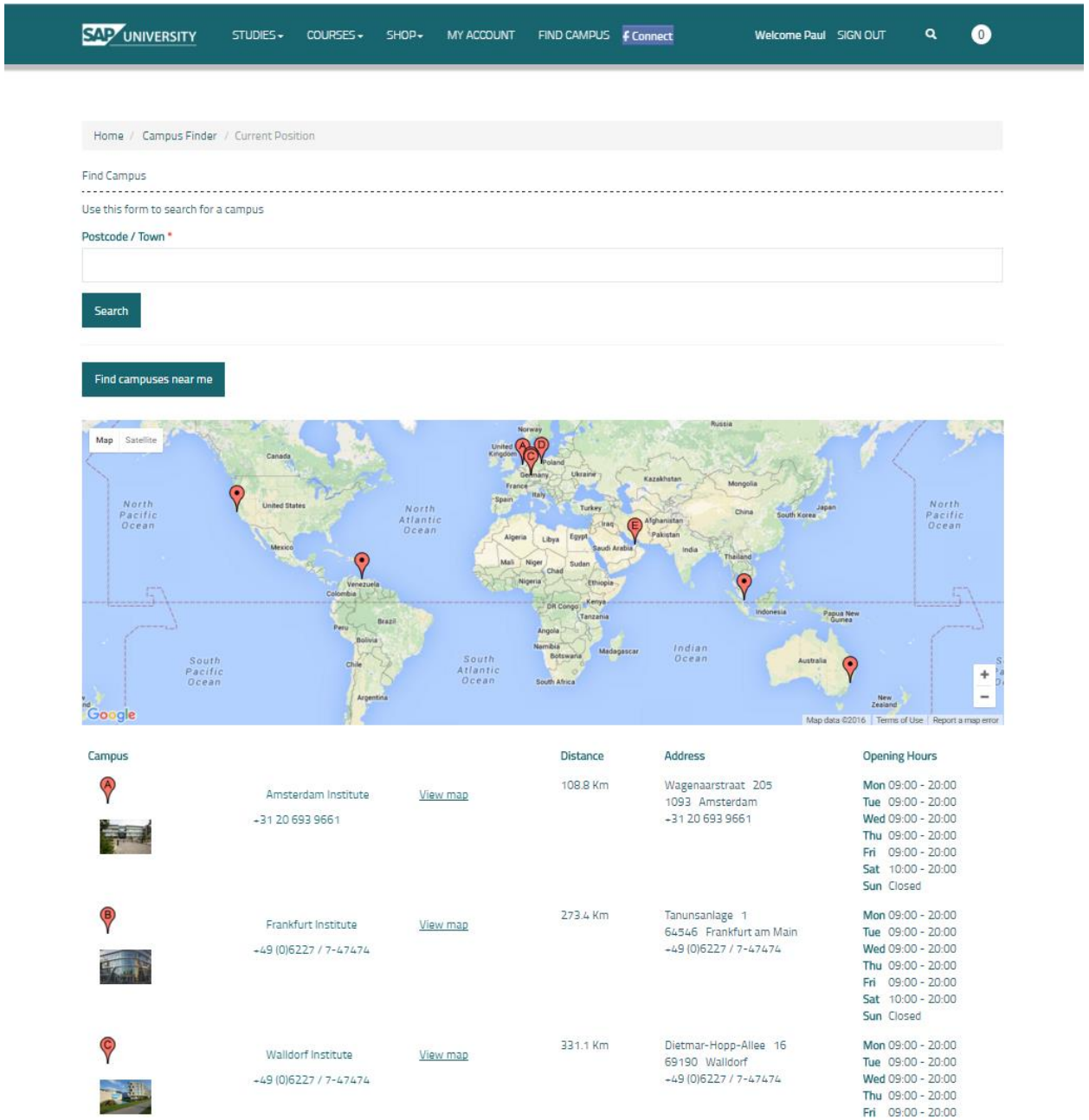
Q&A (0) CUSTOMER REVIEWS(1) BLOG POSTS(0) DISCUSSIONS(1)

ASK A QUESTION

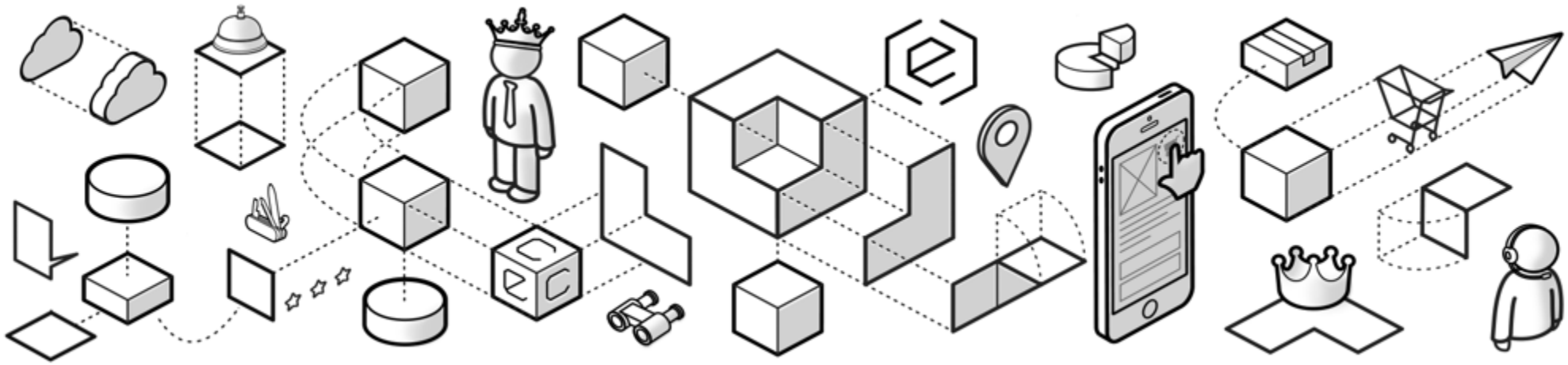
Sort by: Newest

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

RECRUITING	SERVICE	MARKETING	COMMERCE

SOCIAL & PREDICTIVE ANALYTICS

SAP HANA CLOUD/STUDENT ENGAGEMENT PLATFORM

SAP CLOUD FOR CUSTOMER – OVERVIEW

Collaboration & Social

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

Continues Recruiting

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

Groupware Integration

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

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

Platform

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

Student & Alumni Management & Intelligence

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

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

Mobility

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

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

Higher Education- Campus
You can decide on which Campus to choose.
Maintain Campus

Higher Education-Cohort
You can decide on which Cohort to choose.
Maintain Cohort

Higher Education Degree
You can decide on which Degree to choose.
Maintain Degree

Higher Education-Student Ethnicity
You can decide on which student ethnicity to choose.
Maintain Student Ethnicity

Higher Education-Student Grade Scale
You can decide on which student grade scale to choose.
Maintain Student Grade Scale

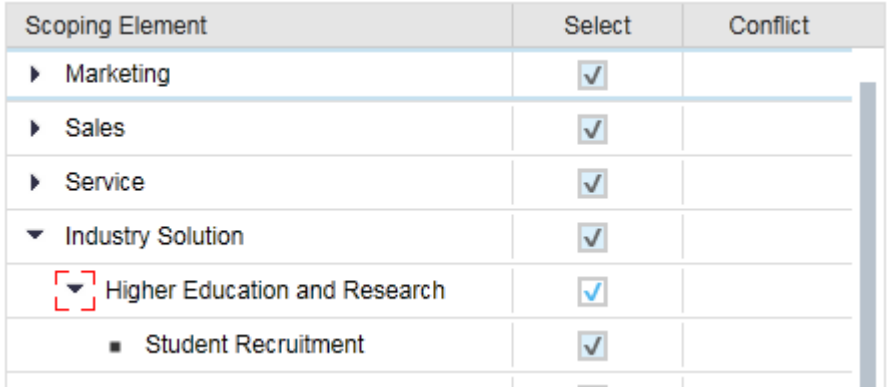
Higher Education-Previous Education Institution
You can decide on which Previous Education Institution to choose.
Maintain Previous Education Institution

Higher Education- Previous Education Status
You can decide on which Previous Education Status to choose.
Maintain Previous Education Status

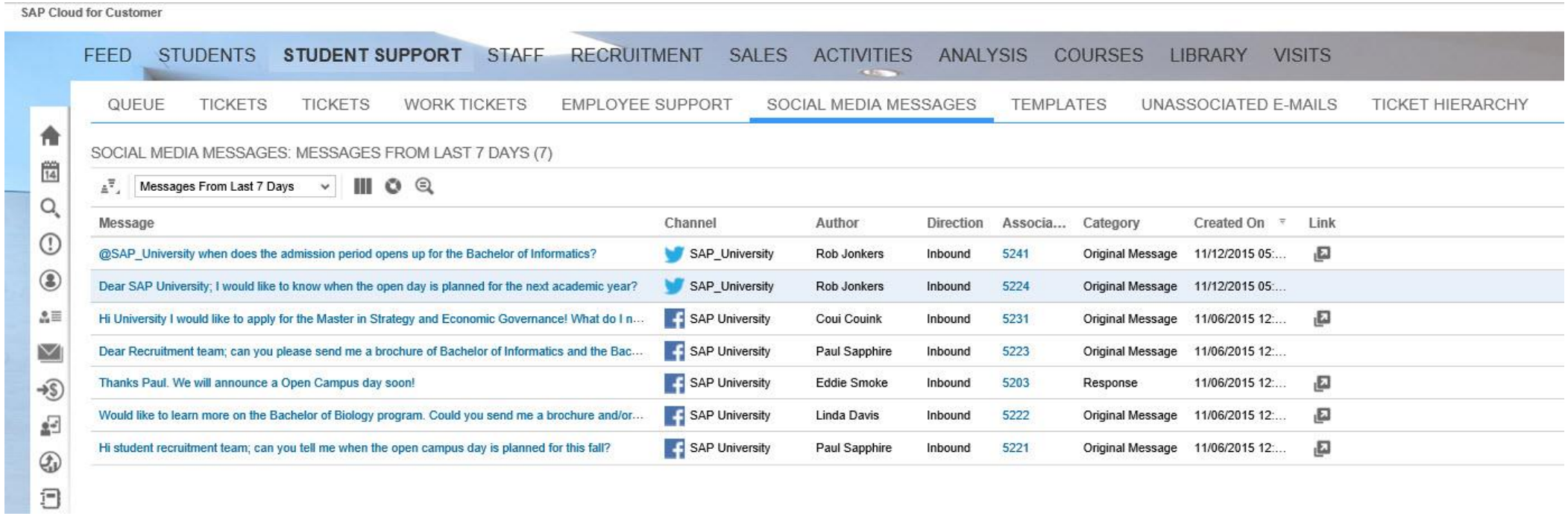
Higher Education-Program Of Interest
You can decide on which Program of interest to choose.
Maintain Program Of Interest

Higher Education Student Race
You can decide on which Student Race to choose.
Maintain Student Race

Higher Education-Entry Term
You can decide on which Entry Term to choose.
Maintain Entry Term



SOCIAL MEDIA INTEGRATION



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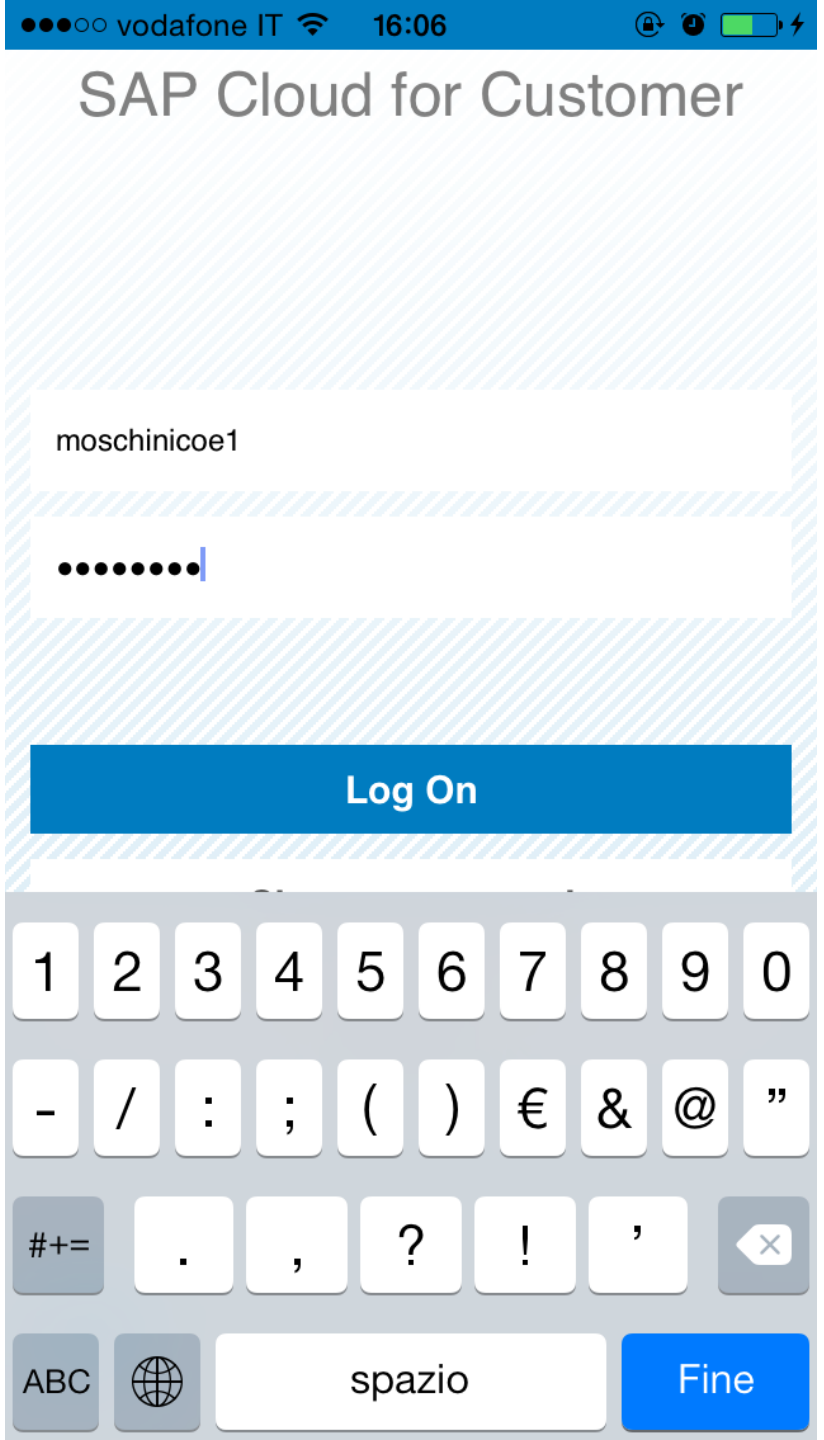
Cloud4Cust
Phone
Mail
3
Safari
WhatsApp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SAP Cloud for Customer
moschinicoe1
Log On
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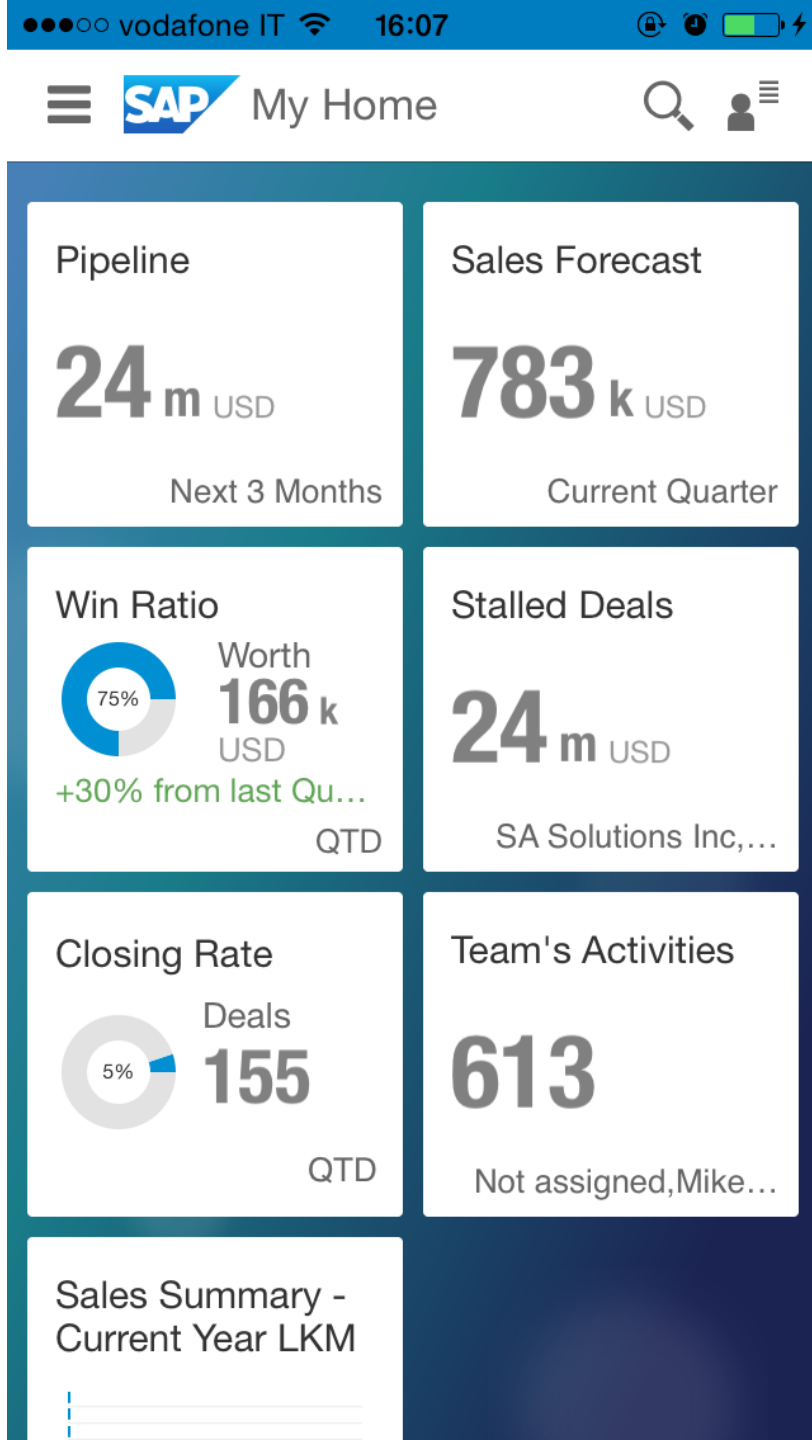
ABC
spazio
Fine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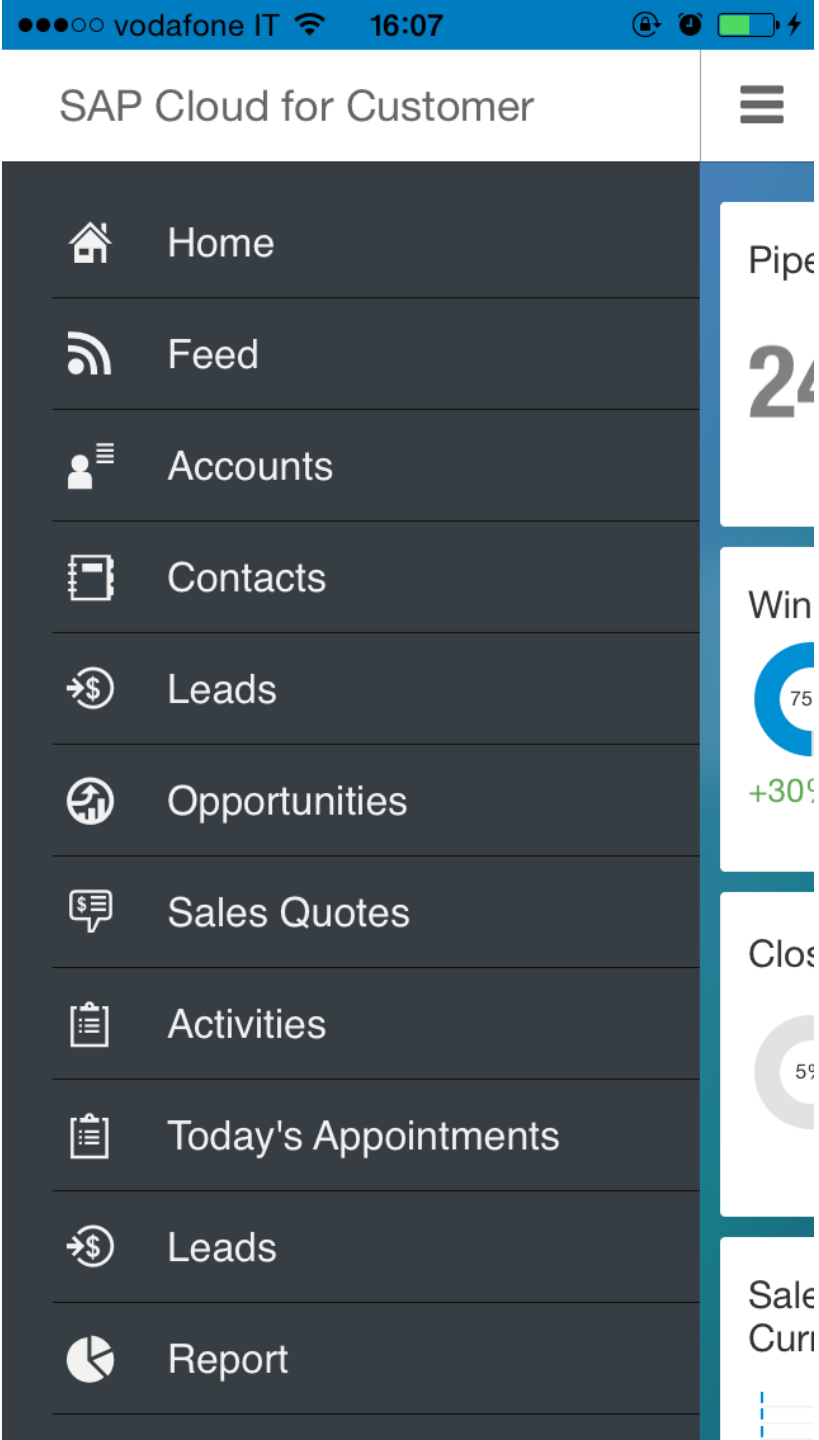
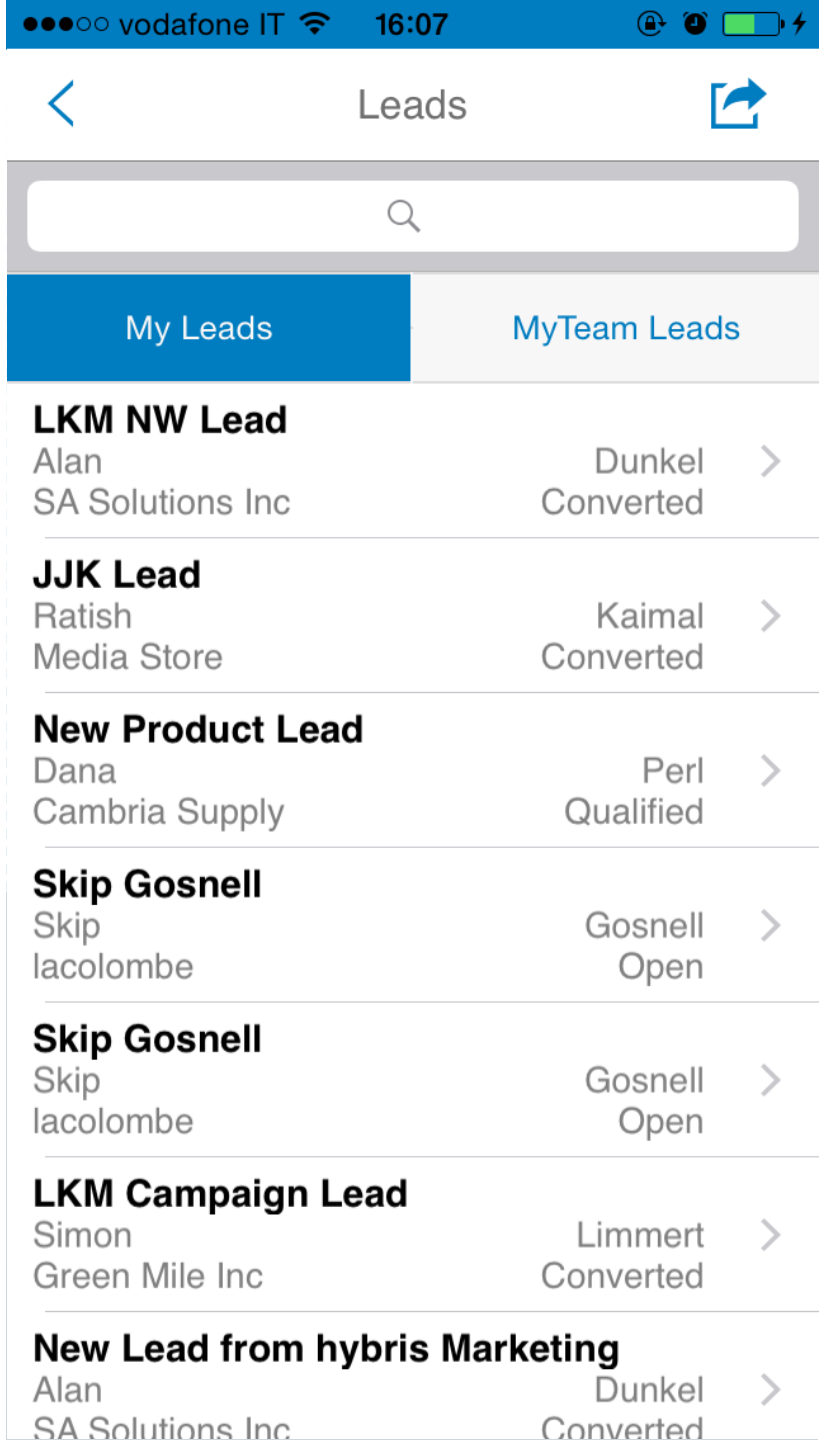
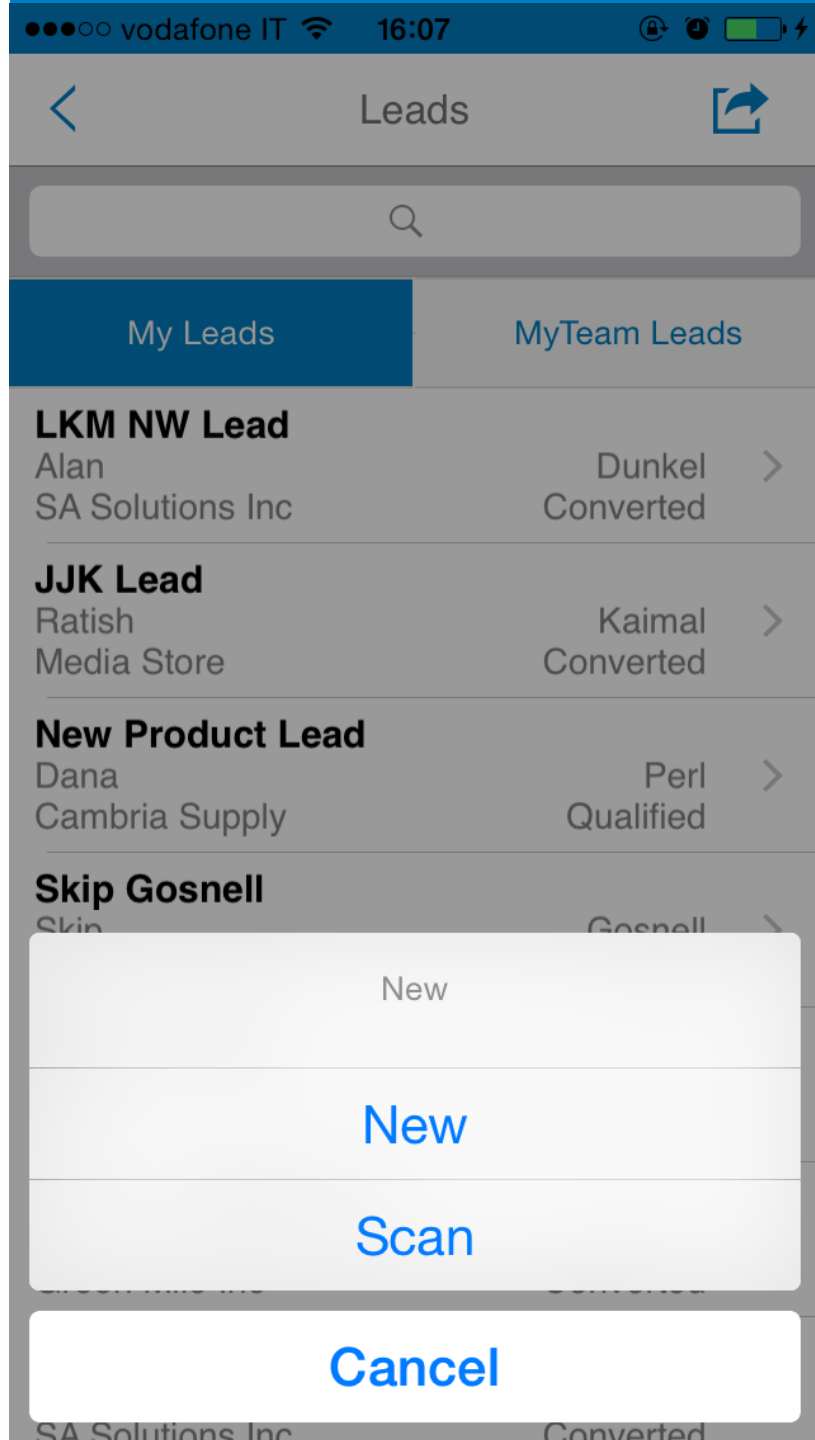
My Home
Pipeline
24 m USD
Next 3 Months
Sales Forecast
783 k USD
Current Quarter
Win Ratio
75%
Worth
166 k
USD
+30% from last Qu…
QTD
Stalled Deals
24 m USD
SA Solutions Inc,…
Closing Rate
5%
Deals
155
QTD
Team's Activities
613
Not assigned,Mike…
Sales Summary - Current Year LKM


vodafone IT 16:07
SAP Cloud for Customer
Home
Feed
Accounts
Contacts
Leads
Opportunities
Sales Quotes
Activities
Today's Appointments
Leads
Report


vodafone IT 16:07
Leads
My Leads
MyTeam Leads
LKM NW Lead
Alan
SA Solutions Inc
Dunkel
Converted
JJK Lead
Ratish
Media Store
Kaimal
Converted
New Product Lead
Dana
Cambria Supply
Perl
Qualified
Skip Gosnell
Skip
lacolombe
Gosnell
Open
Skip Gosnell
Skip
lacolombe
Gosnell
Open
LKM Campaign Lead
Simon
Green Mile Inc
Limmert
Converted
New Lead from hybris Marketing
Alan
Dunkel


vodafone IT 16:07
Leads
My Leads
MyTeam Leads
LKM NW Lead
Alan
SA Solutions Inc
Dunkel
Converted
JJK Lead
Ratish
Media Store
Kaimal
Converted
New Product Lead
Dana
Cambria Supply
Perl
Qualified
Skip Gosnell
New
New
Scan
Cancel

WHY CUSTOMERS CHOOSE SAP CLOUD FOR CUSTOMER

Innovation

BP Integration

Speed

Simplification

Mobility

Usability

Industry

Real Time

Collaboration

Hybris Integration

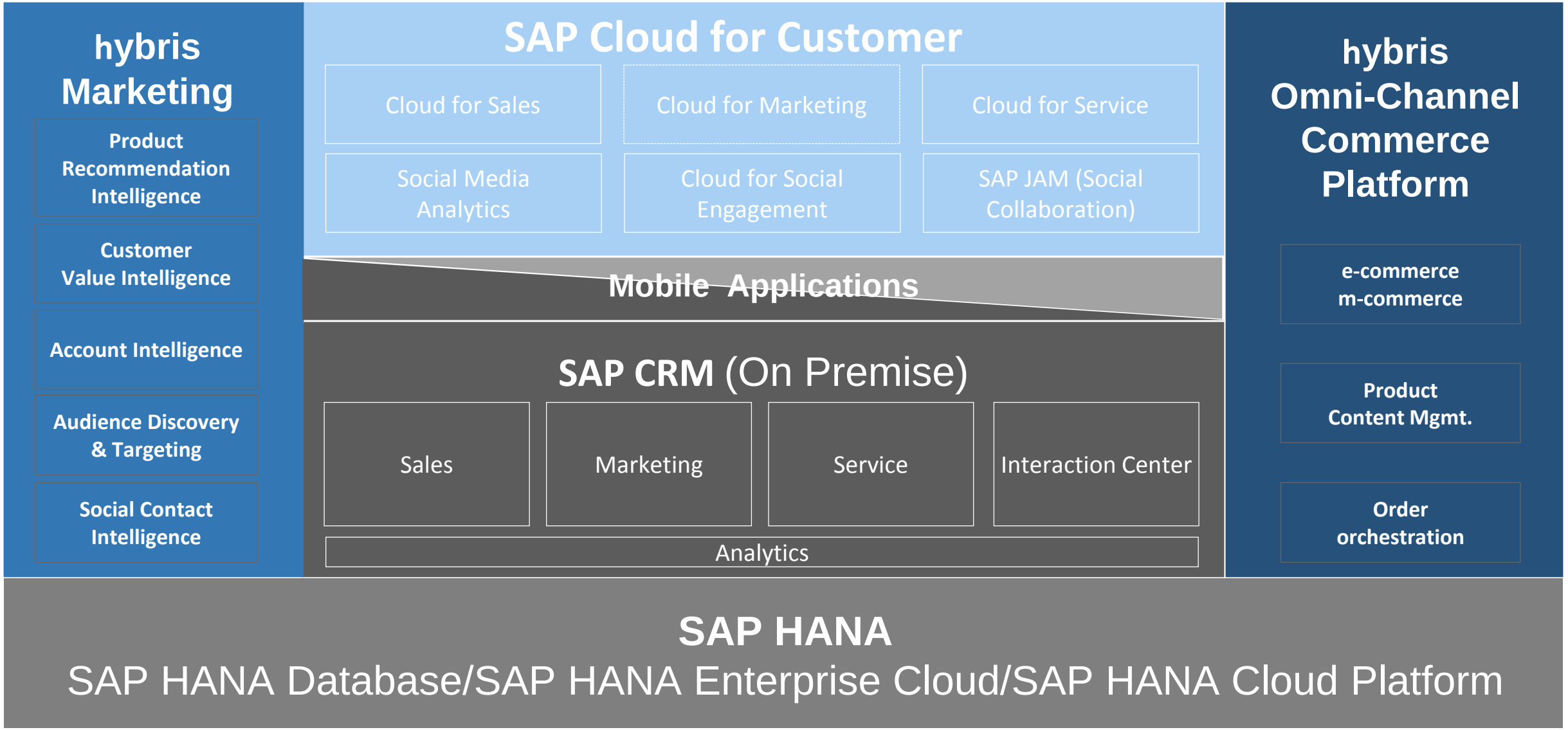
Security

Analytics

Outlook Integration

Based on HANA Platform

INTEGRATION C4C



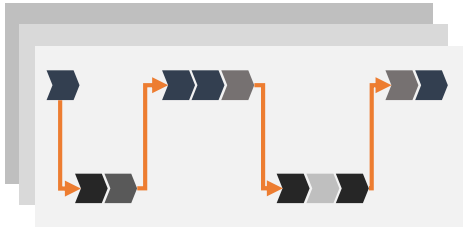
INTEGRATION C4C

INTEGRATION STRATEGY

INTEGRATE WITH SAP AND NON-SAP BACKENDS

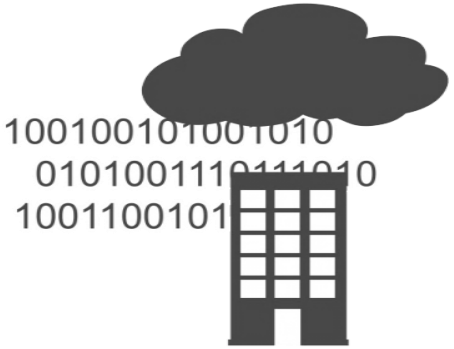
SAP HANA Cloud Integration Technology

- 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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