May 2019

Mark Arts

We Transform. Trust into Value

itelligence – Higher Education Solutions

"There is more to students than just SLcM"

itelligence | Member of an Extensive International Network

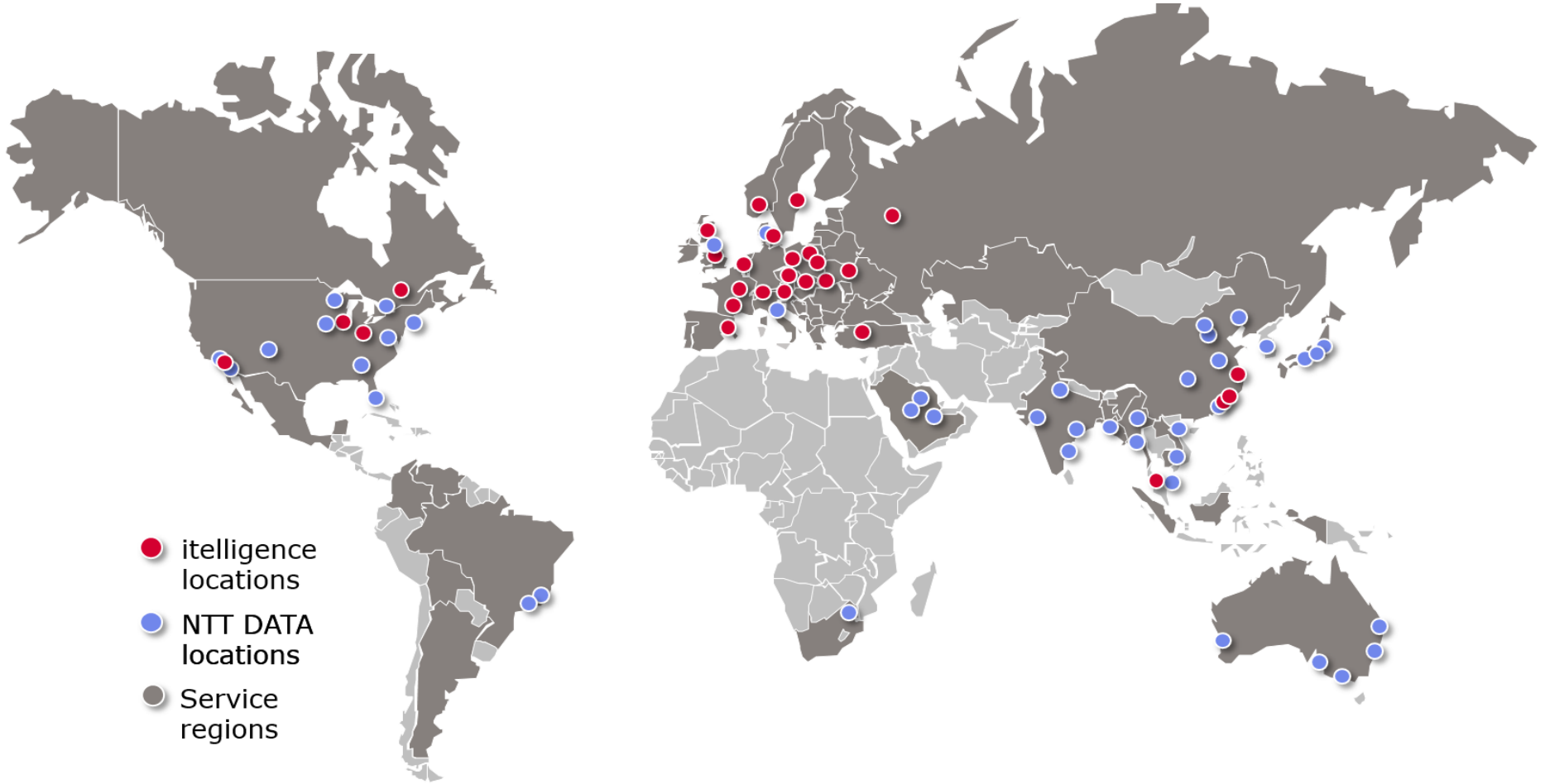
NTT DATA
Global IT Innovator

As part of the NTT DATA Network we provide consistent global delivery, but are flexible enough to meet the needs of large and small organisations alike.

Over **115.000+**
it experts
worldwide

Over **13.500+**
SAP experts
worldwide

Presence in
52 countries
spanning
all continents



06-04-2019 © itelligence

itelligence Worldwide in Numbers

Founded

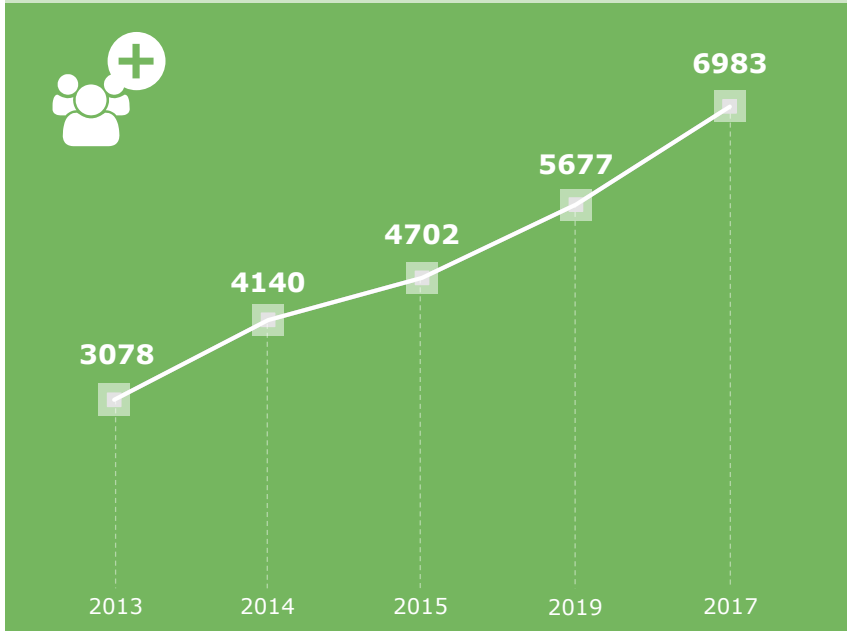
1989

Employees

6,900+

(as of Dec 2017)

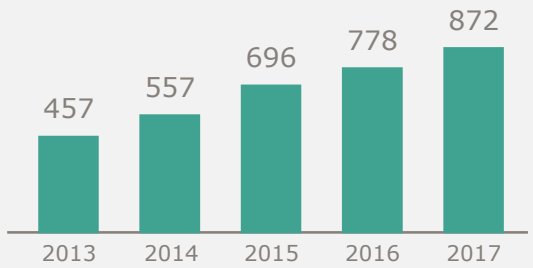
Development of Headcount



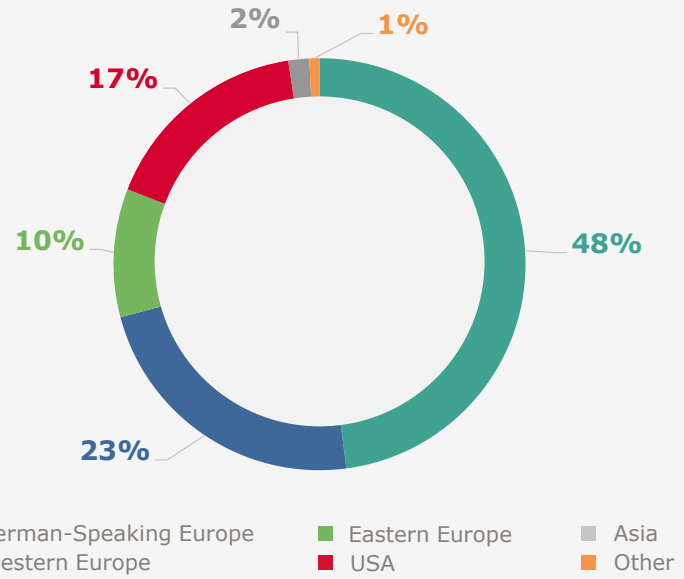
Revenue

872.2 MEUR
(2017)

Ø17,5% Revenue Growth
CAGR over the past 5 years



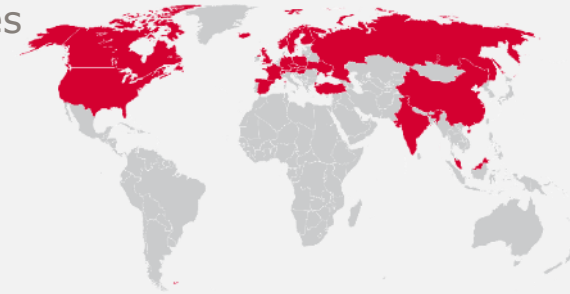
Revenue per Region (2017)



Customers

6,000+

24 Countries



© 2019 itelligence

itelligence Higher Education in Numbers

Since

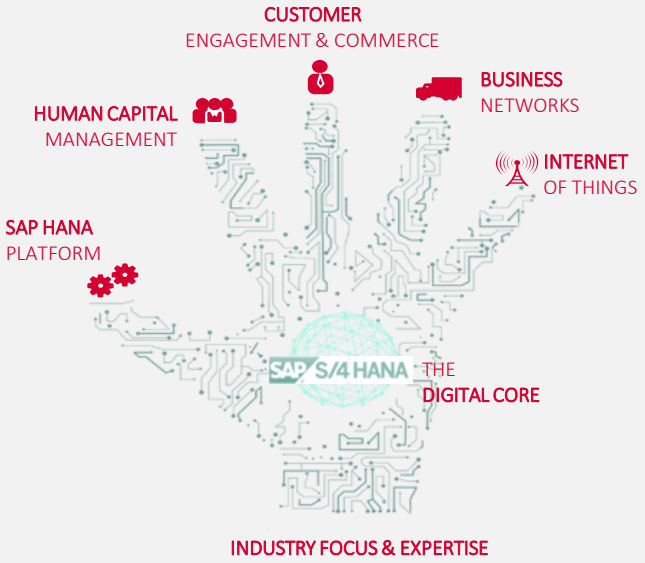
2006

Experts

150+

Customers

SAP strategic partnership



Global support

NTT DATA

Principles

Competence

Focus

Trust

Fun

Innovation

Customers

60+

Focus Topics

Digital Transformation
S/4 HANA

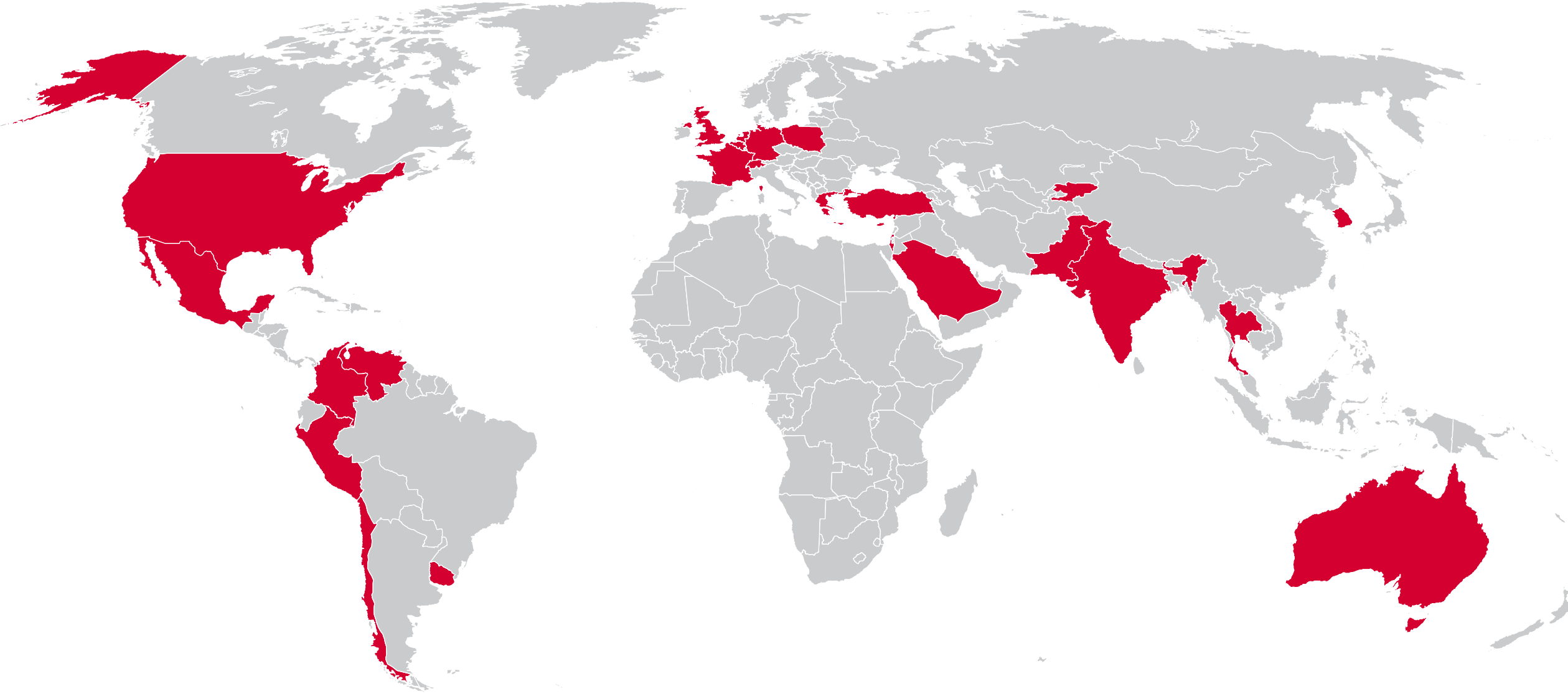
Smarter Universities
Analytics

Student Engagement
SLcM, C4C, Hybris

User Experience
Fiori

© 2019 itelligence

SAP Student Lifecycle Management used in many countries



© 2019 itelligence

The only SIS designed from the start to meet the needs of 5 countries

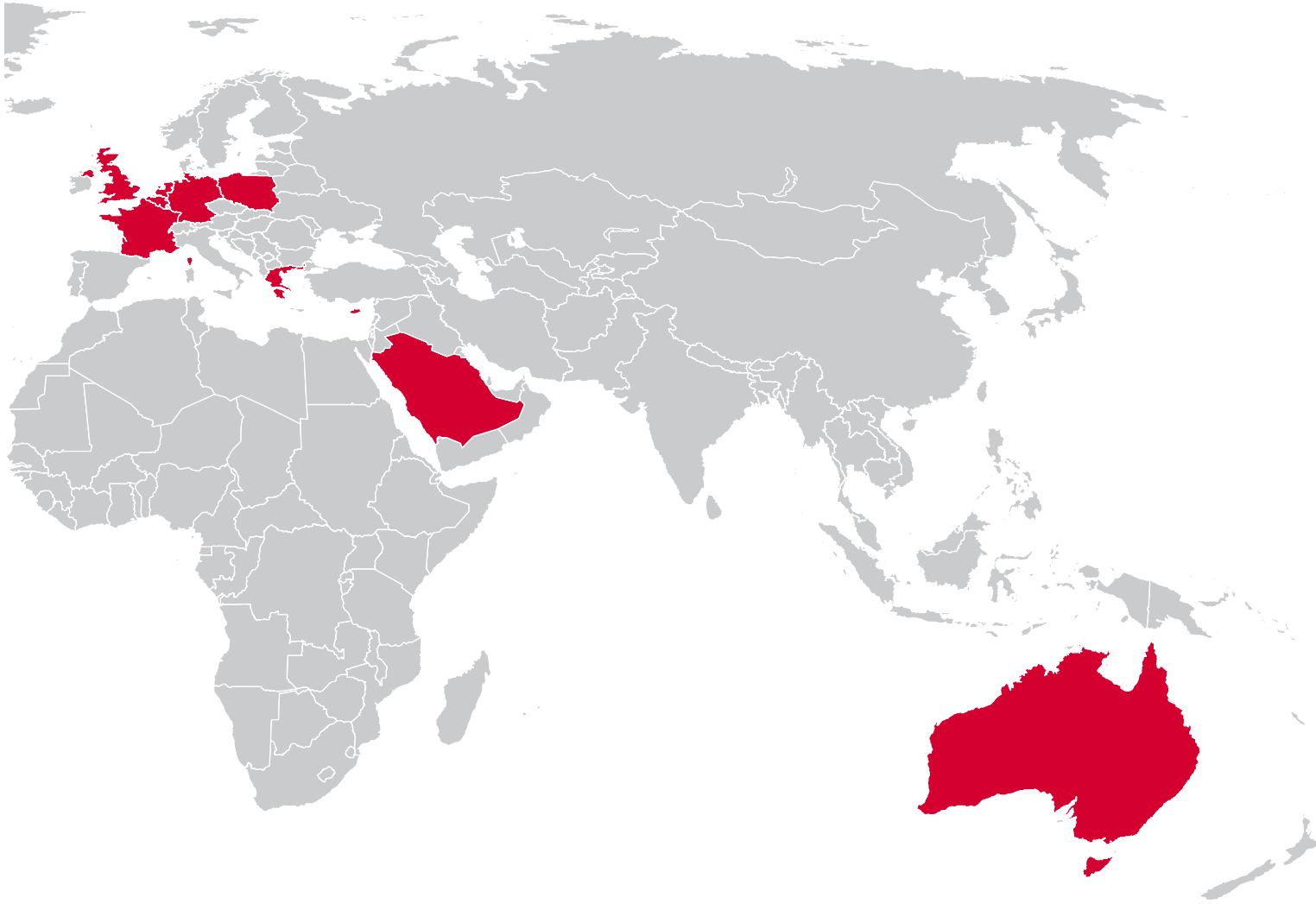
- SAP Student Lifecycle Management was designed by SAP with input from universities from
  - Belgium
  - Germany
  - South Africa
  - United Kingdom
  - USA

- Very flexible data model
  - Supports many types of programs, grading structures, etc.
  - Different from systems designed for 1 country and translated / implemented in other countries
  - Localization for various countries to meet legal requirements

© itelligence

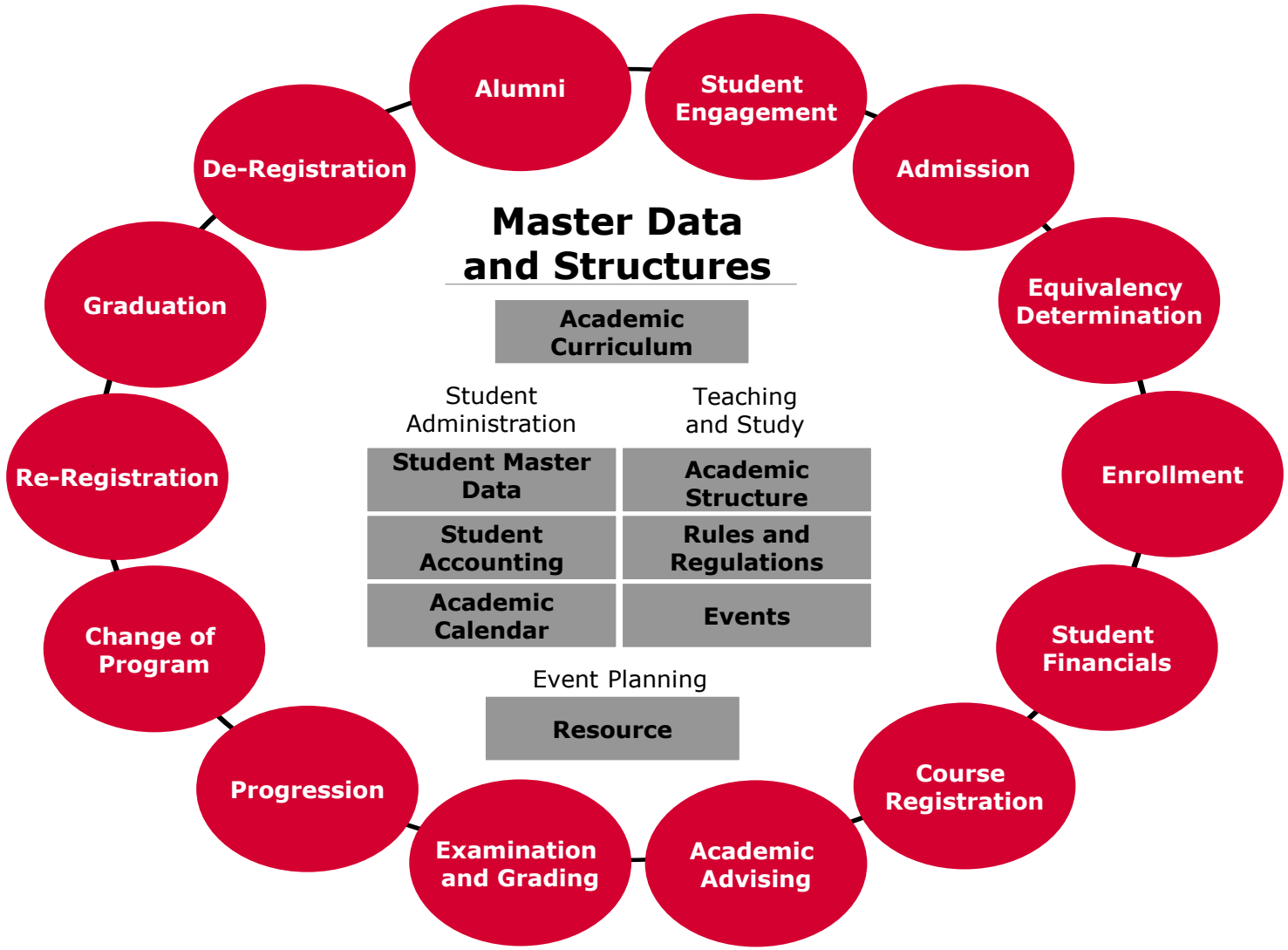
itelligence Student Lifecycle Management experience

- itelligence has experience in implementations in many countries
  - Australia, Belgium, Cyprus, France, Germany, Greece, Netherlands, Poland, Saudi Arabia, United Kingdom
  - Localisation
  - Data Migration
- More than just SIS
  - CRM
  - Analytics
  - Marketing
  - Social Media Listening
  - Commerce



© 2019 itelligence

it.education: fully integrated student information system



Comprehensive Overview

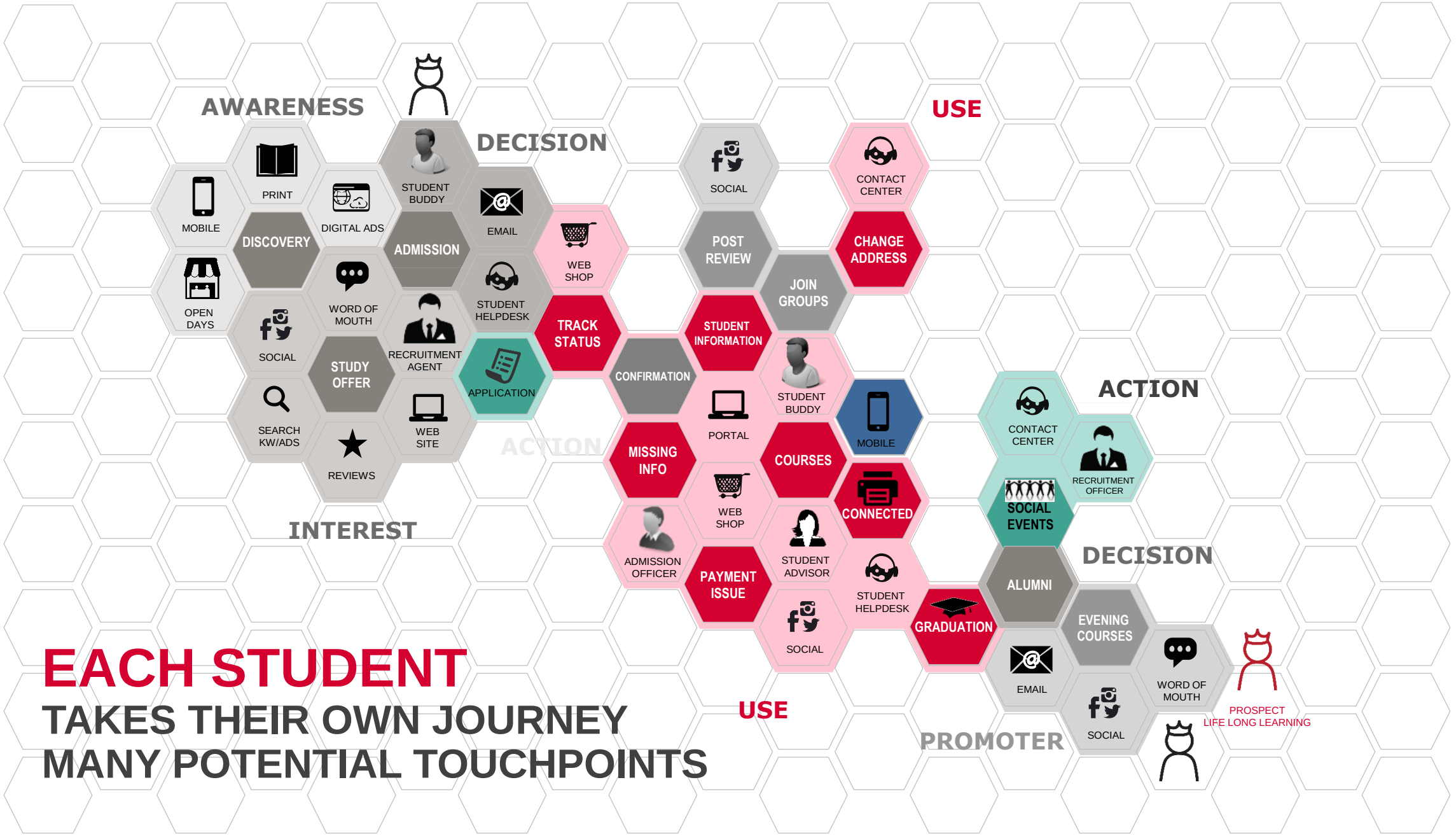
- Curriculum management
- Student administration
- Student Engagement
- Student Information & Analytics

Enhanced by itelligence

- Best-practices solution
- Mobile and User-centric
- Fully integrated system with predefined interfaces
- Single source of student data

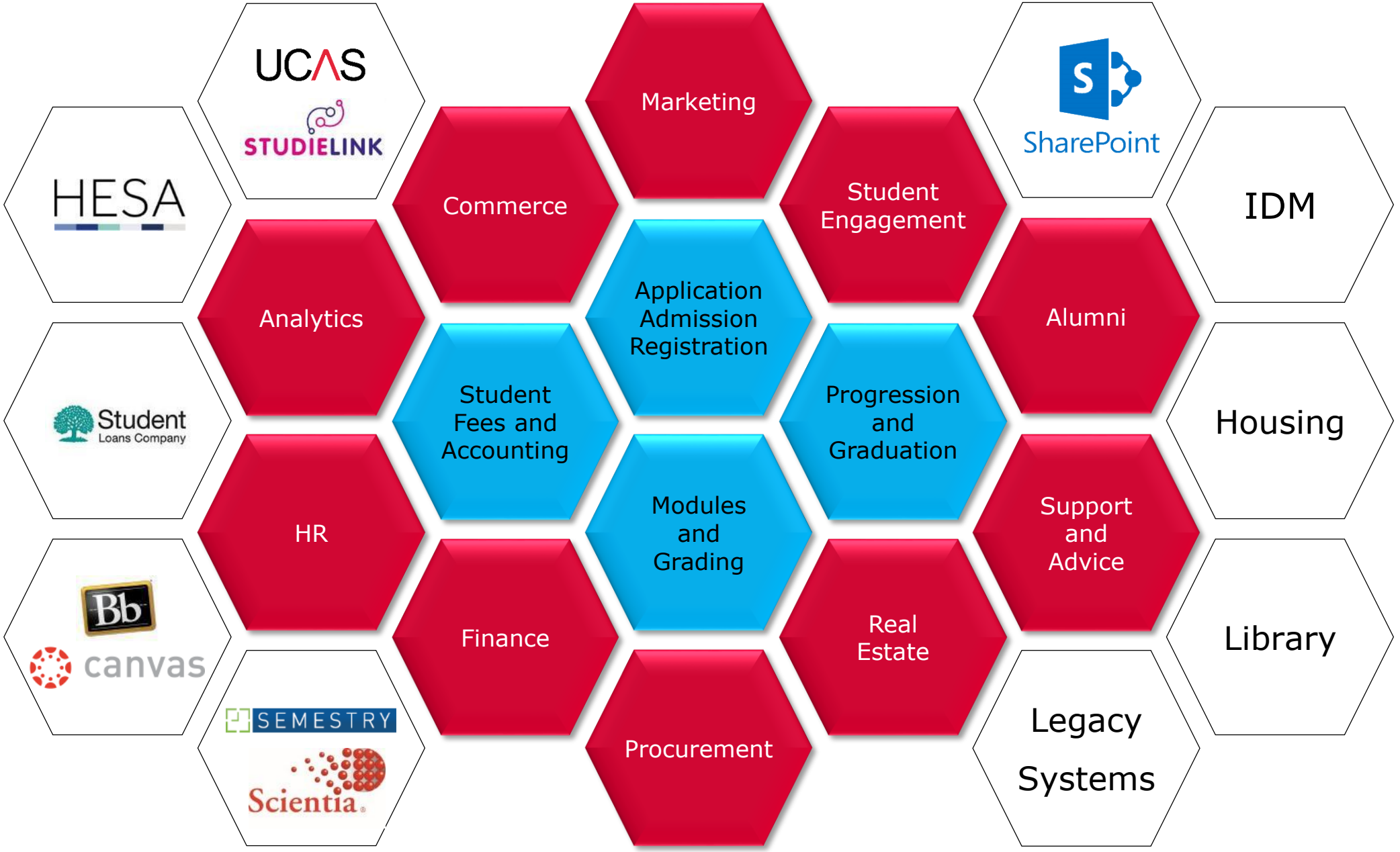
Key Features

- Student is at center of solution
- Process-oriented and was developed on the basis of the HER best-practices
- Short implementation phase by template approach

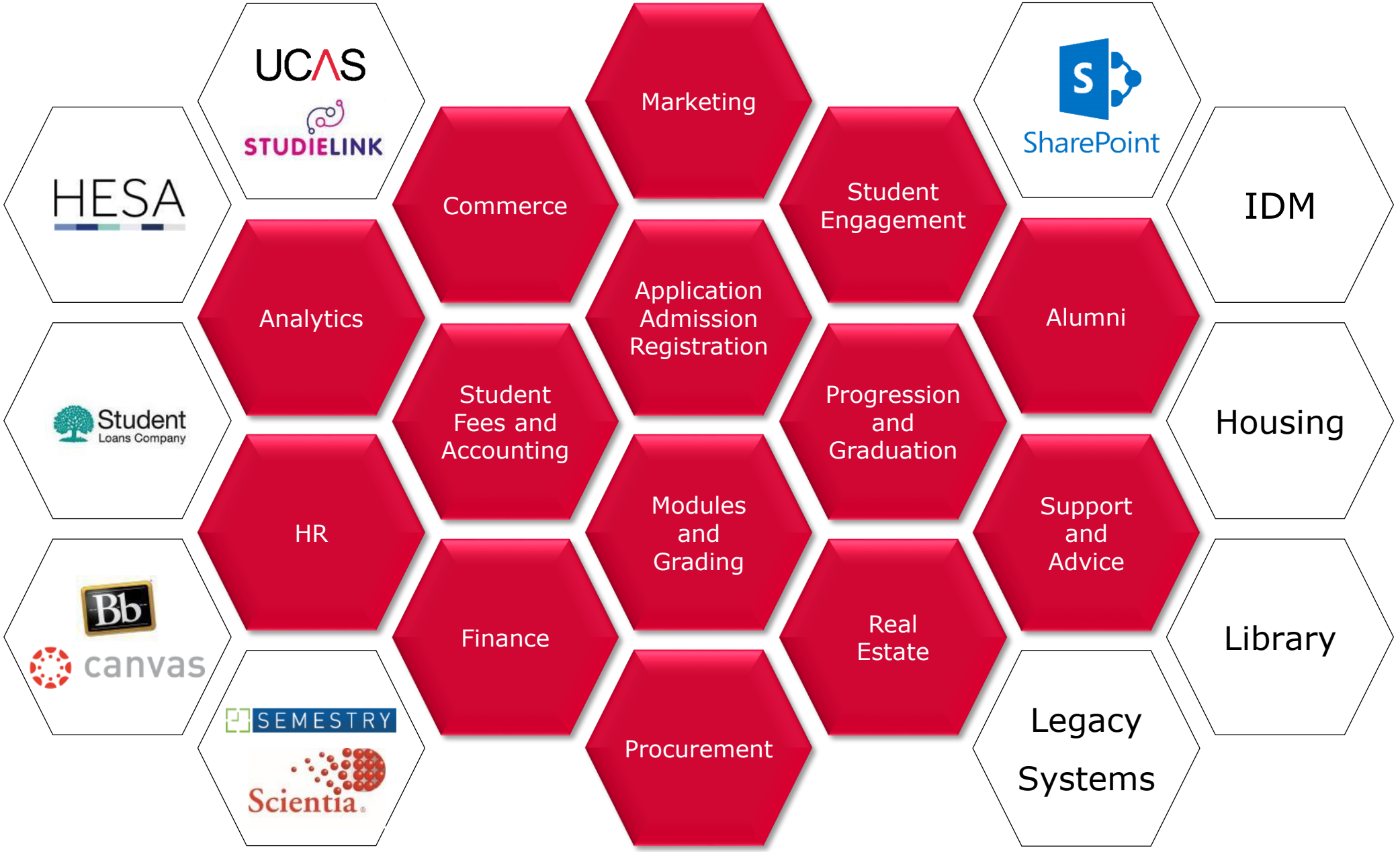


EACH STUDENT

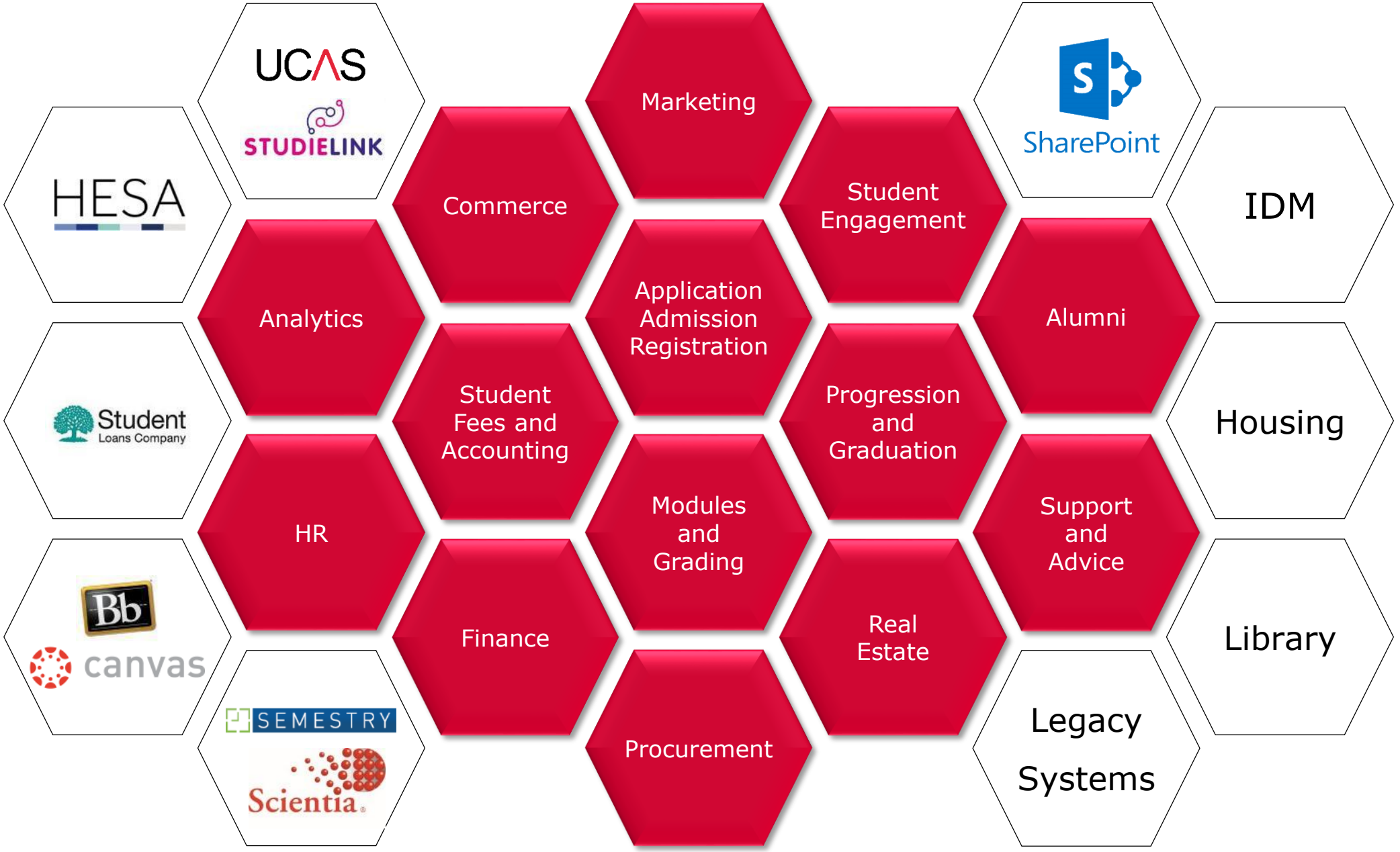
TAKES THEIR OWN JOURNEY
MANY POTENTIAL TOUCHPOINTS



© 2019 itelligence



© 2019 itelligence

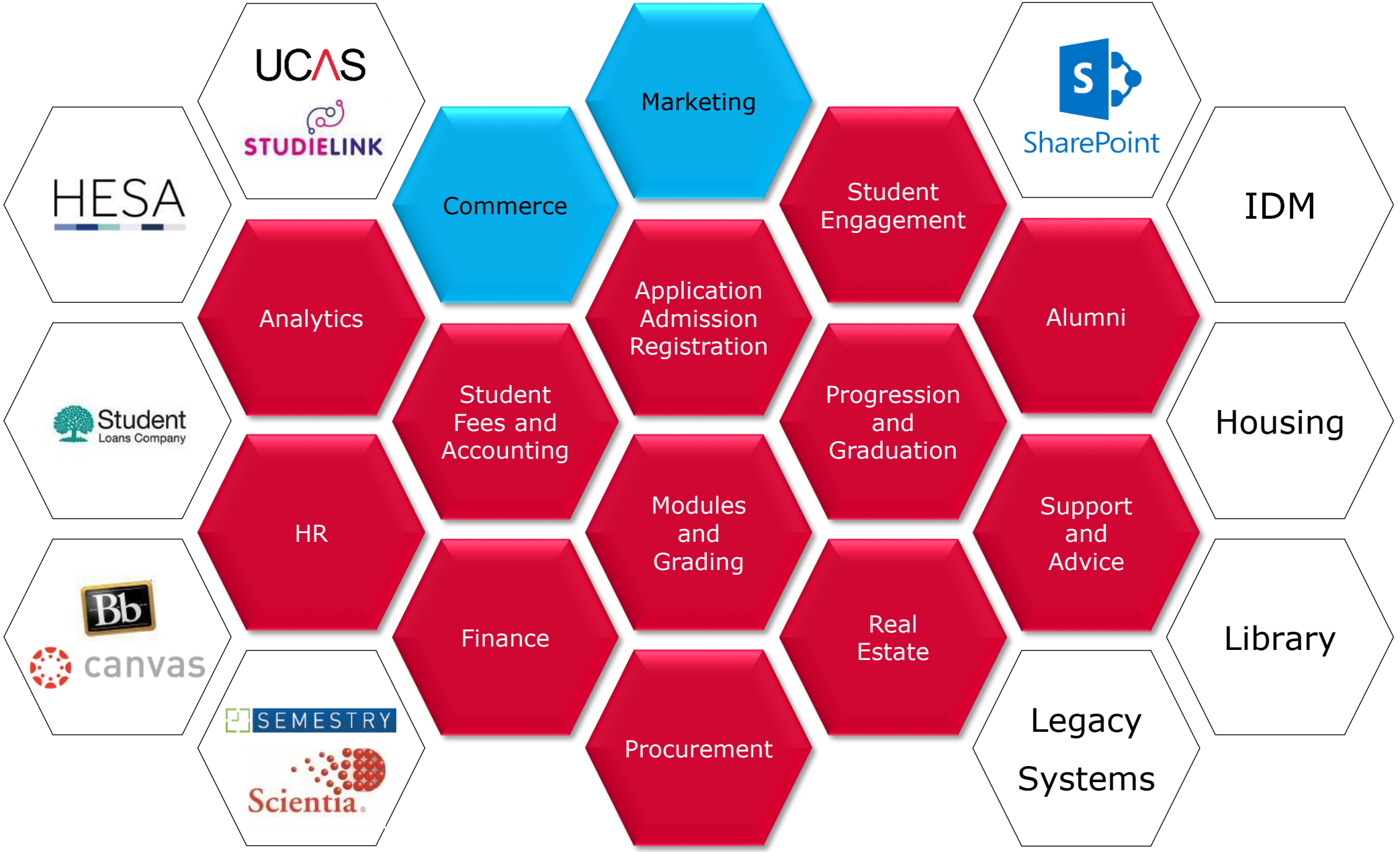


© 2019 itelligence

DISCLAIMER

- Any abbreviation or product name used in this presentation may have changed before this presentation started or they may be changed by SAP before this presentation ends…

© 2019 itelligence



© 2019 itelligence

Saxion "First University to implement Hybris Commerce"

Top objectives

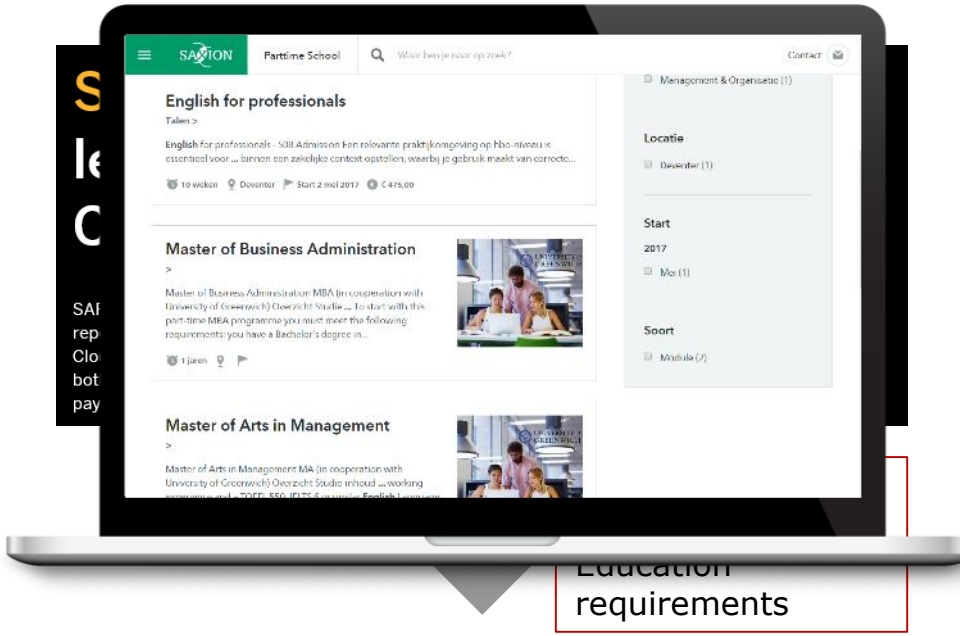
- Respond to **Changing demographics** of student population
- Adopt to the **Non-traditional student** (Life Long Learners)
- Be more **Competitive** on the commercial market
- Provide **Web Shop experience** for students
- Implement a **Leading** e-commerce **solution**

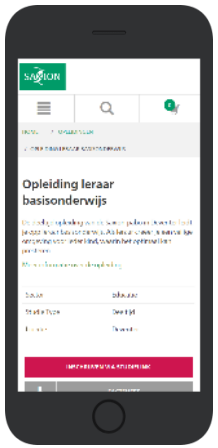
Solution

- **SAP Hybris** Commerce (PCM)
- itelligence Hybris **accelerator**
- Live in **8 weeks**

Key benefits

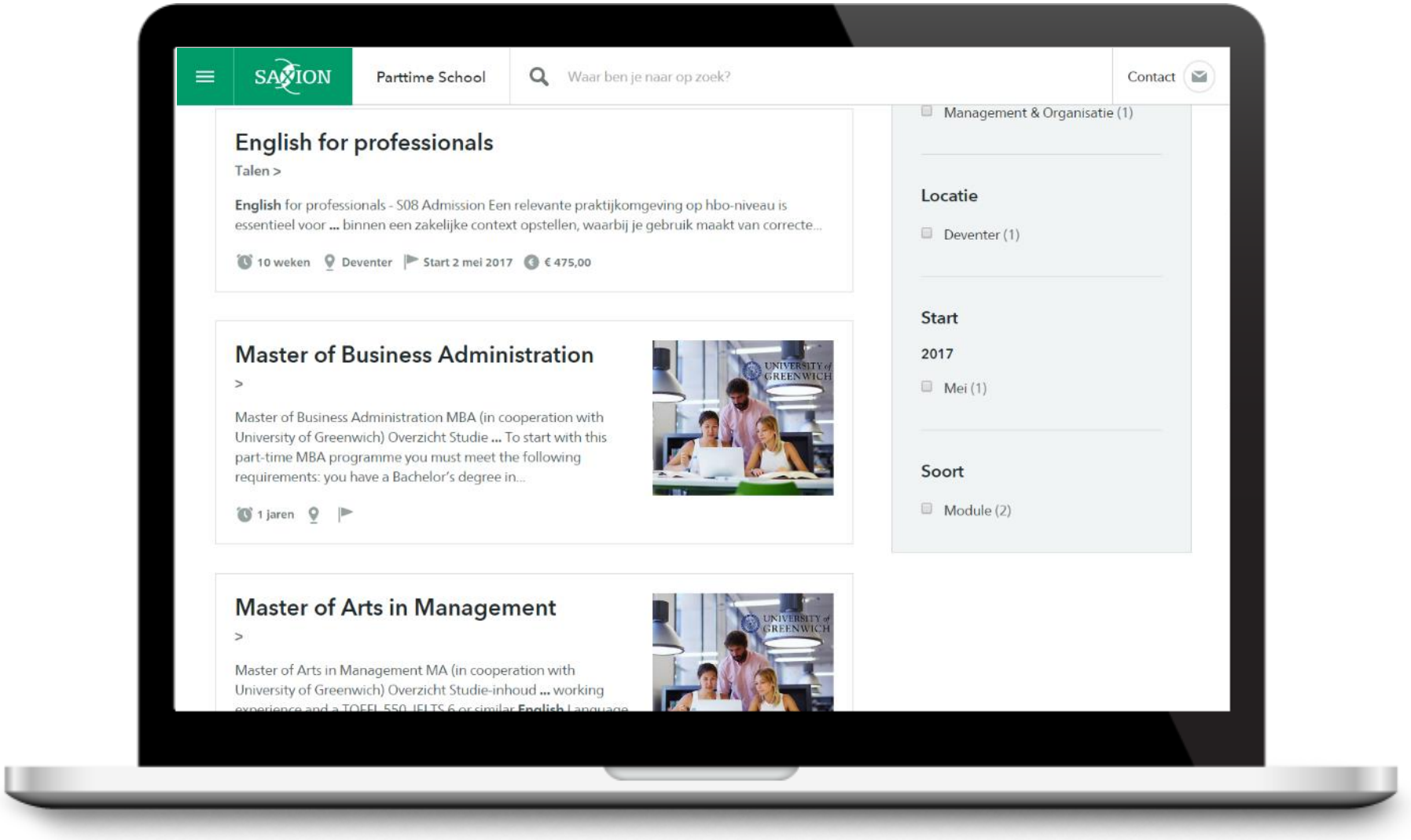
- **Integrate** into the existing SIS (**SAP SLcM**)
- Provide the best **user experience** for students/customers
- Adopt to new **Business Model**
- **Accelerator** for quick and easy 'go live'
- Foundation for further **roll-out**

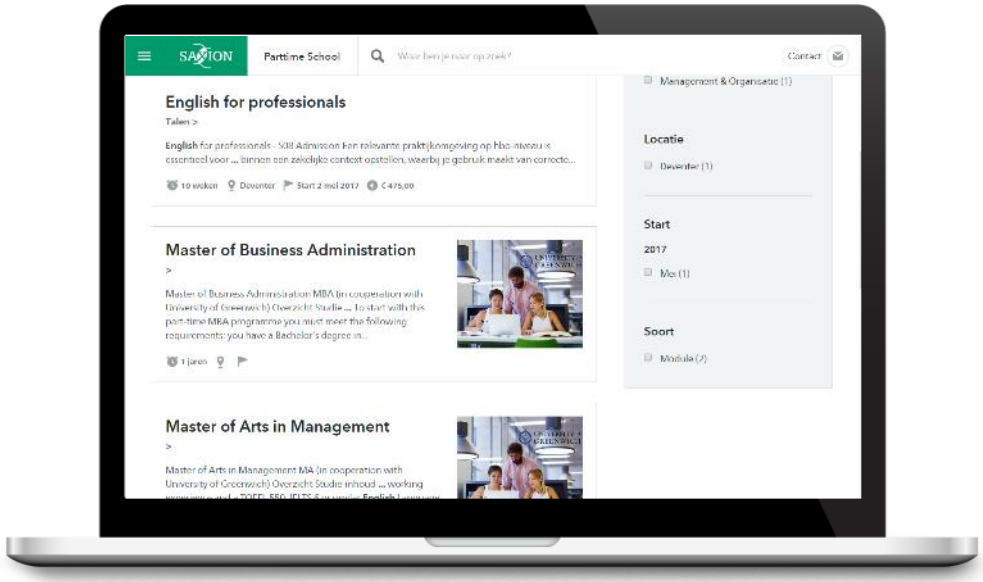




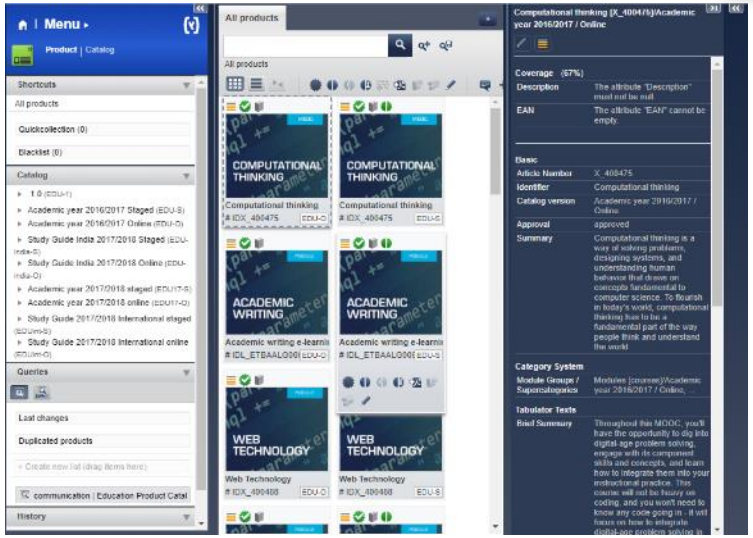
SAXION UNIVERSITY OF APPLIED SCIENCES

Website Saxion



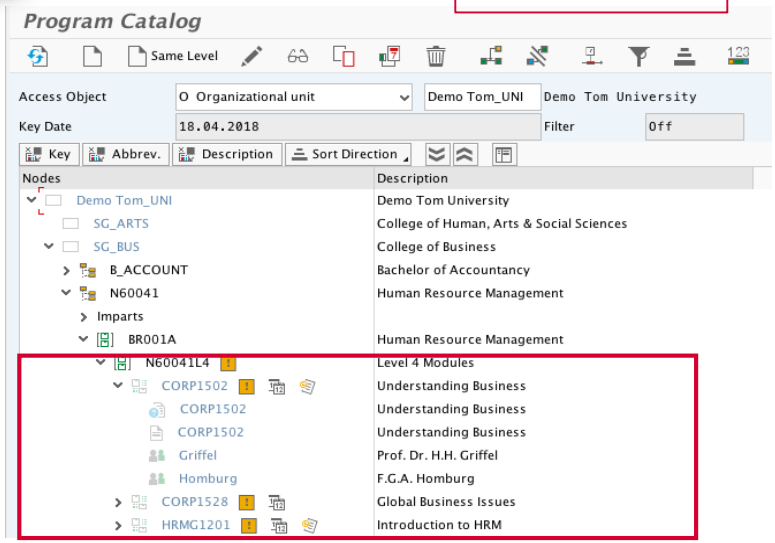


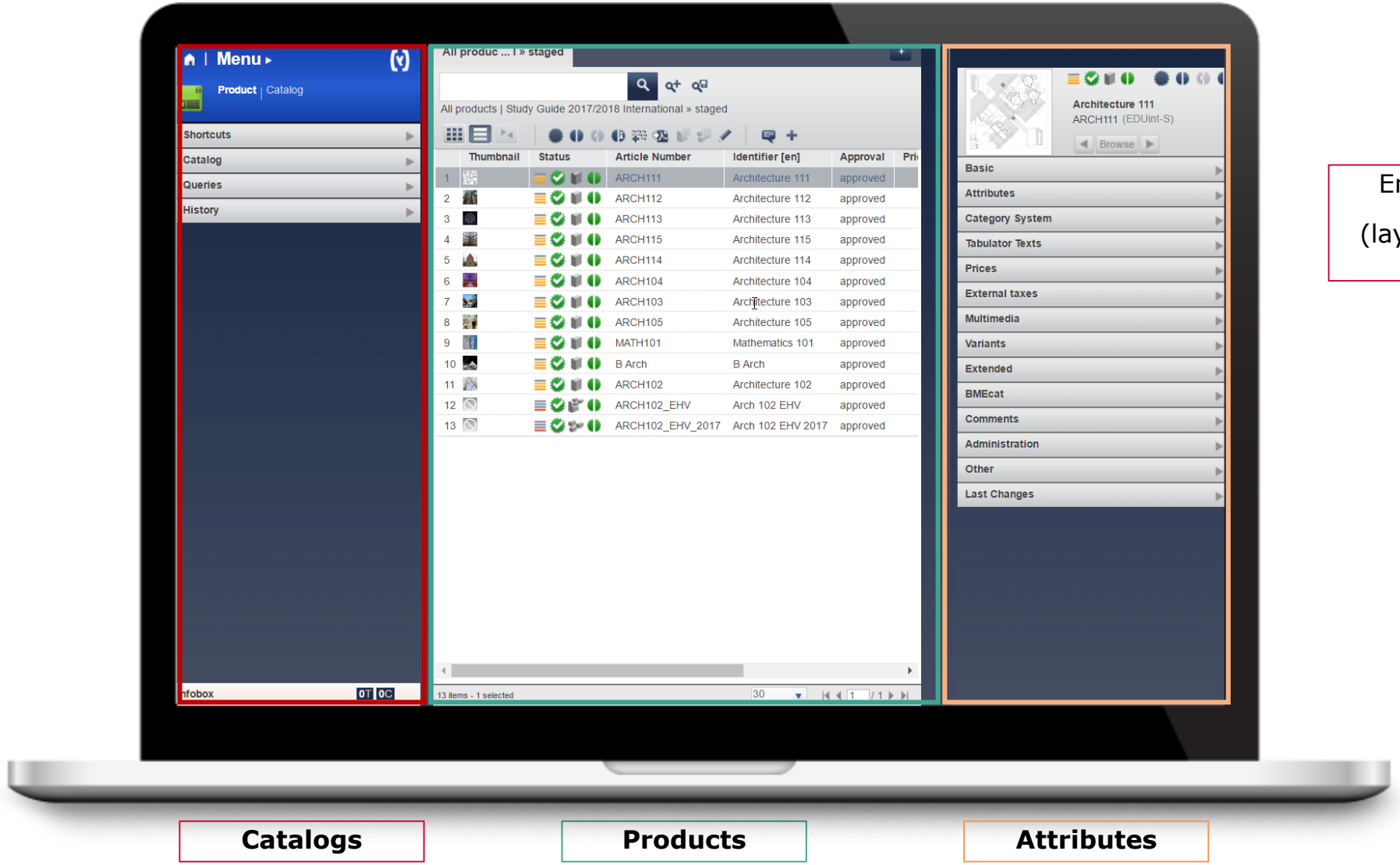
Hybris PCM



Ac Structure imported in Hybris PCM

SAP SLcM Ac Structure





Enrich the data in Hybris PCM (layout, translations, media, …)

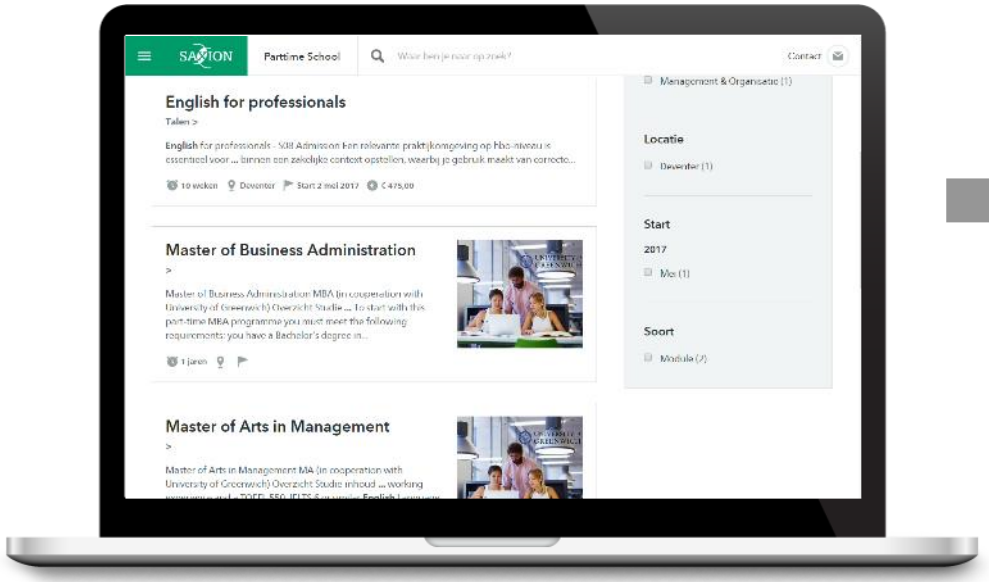
Catalogs | **Products** | **Attributes**

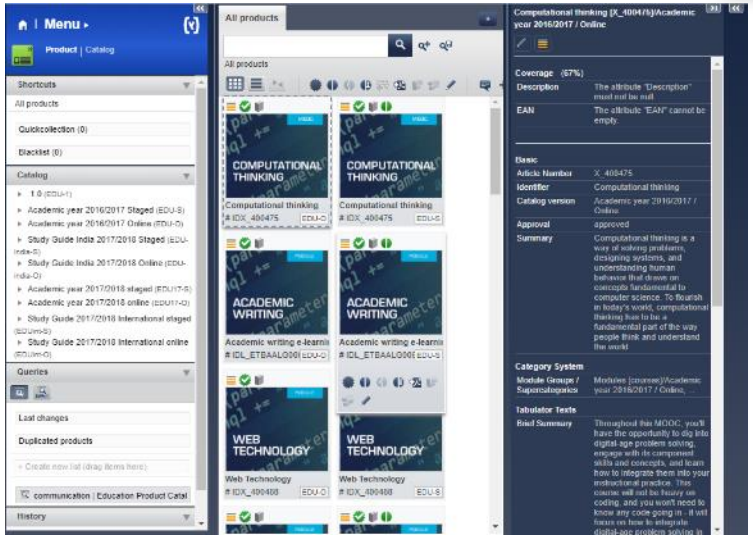
Enrich & Publish content to shop

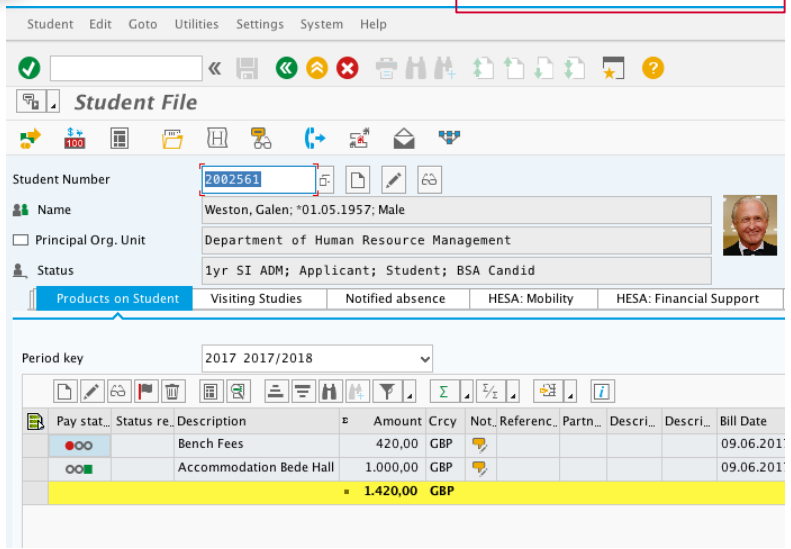
Update Student Account

Hybris PCM

SAP SLcM Student Account

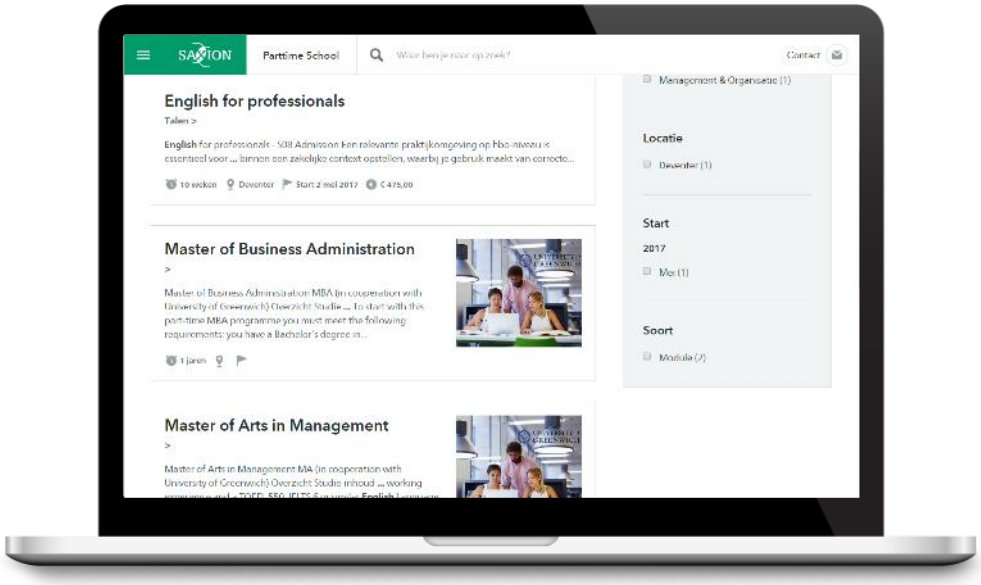


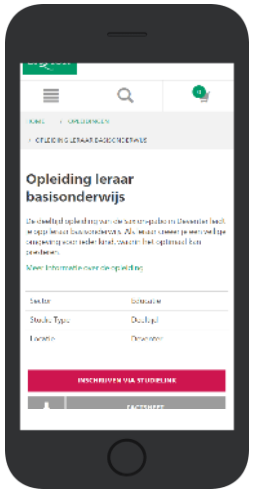




Ac Structure imported in Hybris PCM

Factsheet Saxion shop



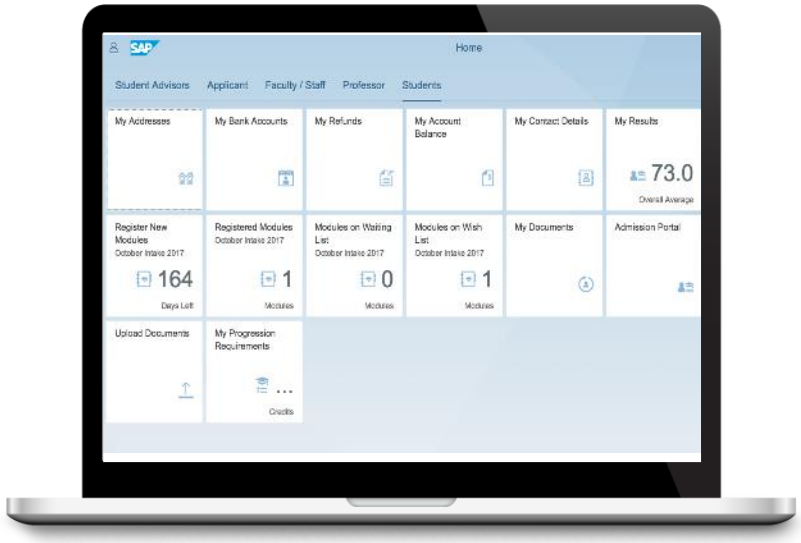


- Simple and intuitive Check out process
- Mobile responsive design
- Web shop experience
- Facet search / Filter
- Integration SIS (SAP SLcM)
- Feedback & Review: User generated content
- Live in 8 weeks

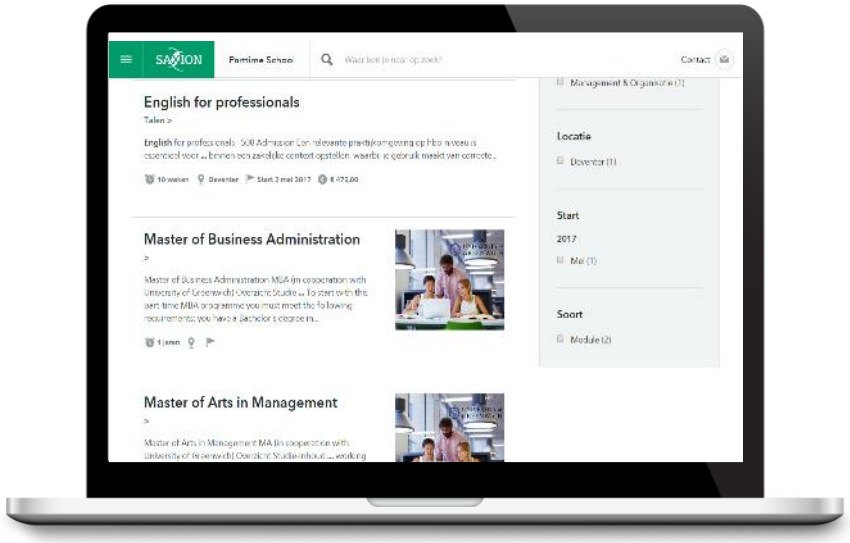
Dilemma

- Best of breed vs. all SAP

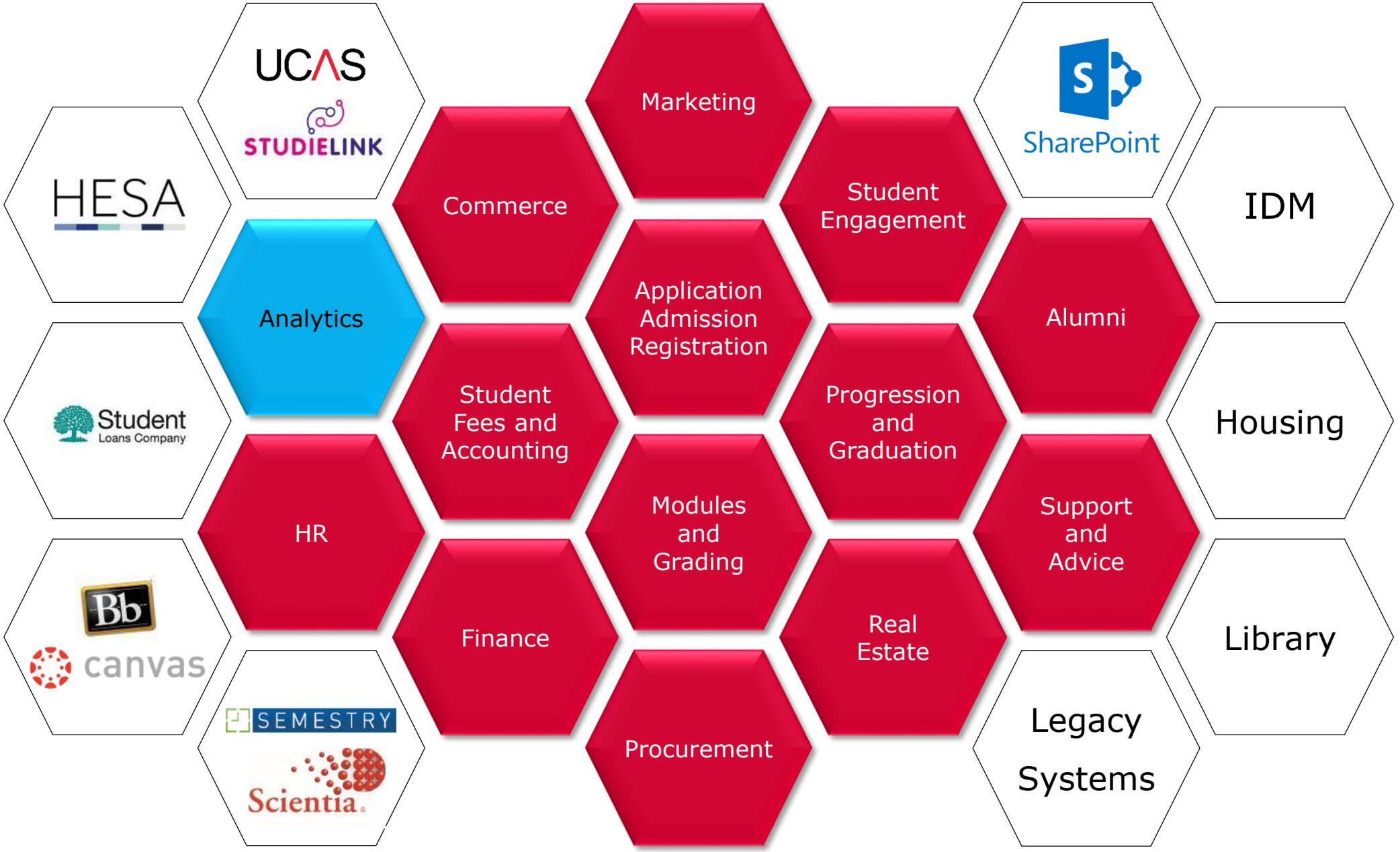
- Dilemma of overlapping portfolios:



SAP SLcM Fiori Apps



Hybris Commerce



© 2019 itelligence

Admissions

Google translation

Academic year
- 2018
- 2019

Total registrations	Applications approved	Open applications	Unique students	Applications 1st year HO
645	17	536	503	565

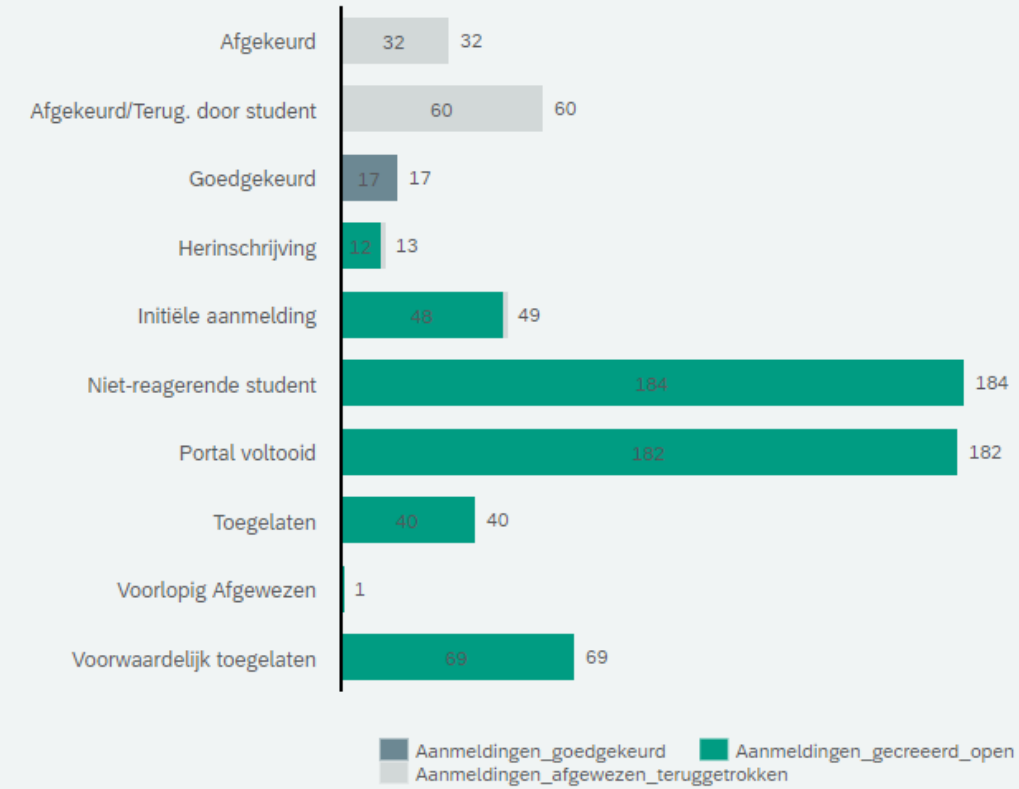
National / international
- All
- (Null)
- International
- National

Status admission
- Rejected / withdrawn
- Created
- Approved

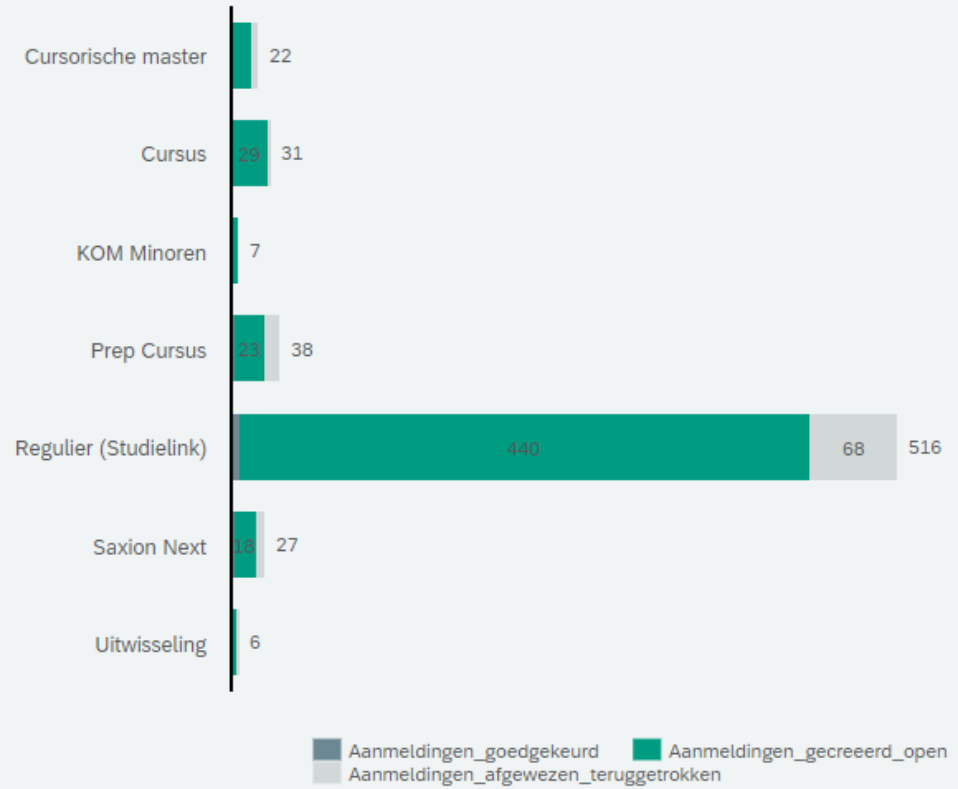
Start Date
- All
- Feb 10, 2020
- Feb 1, 2020
- Sep 1, 2019

Show Inactive Values (18)

Applications per admission category



Registration per registration type



Google translation

Workflow admission overview

Open applications	Registrations last 3 days	Registrations last 4 -7 days	Registration last 8-30 days	Registrations older than 30 days
536	6	0	29	501

Academic year

- ○ 2018
- ◉ 2019

National / international

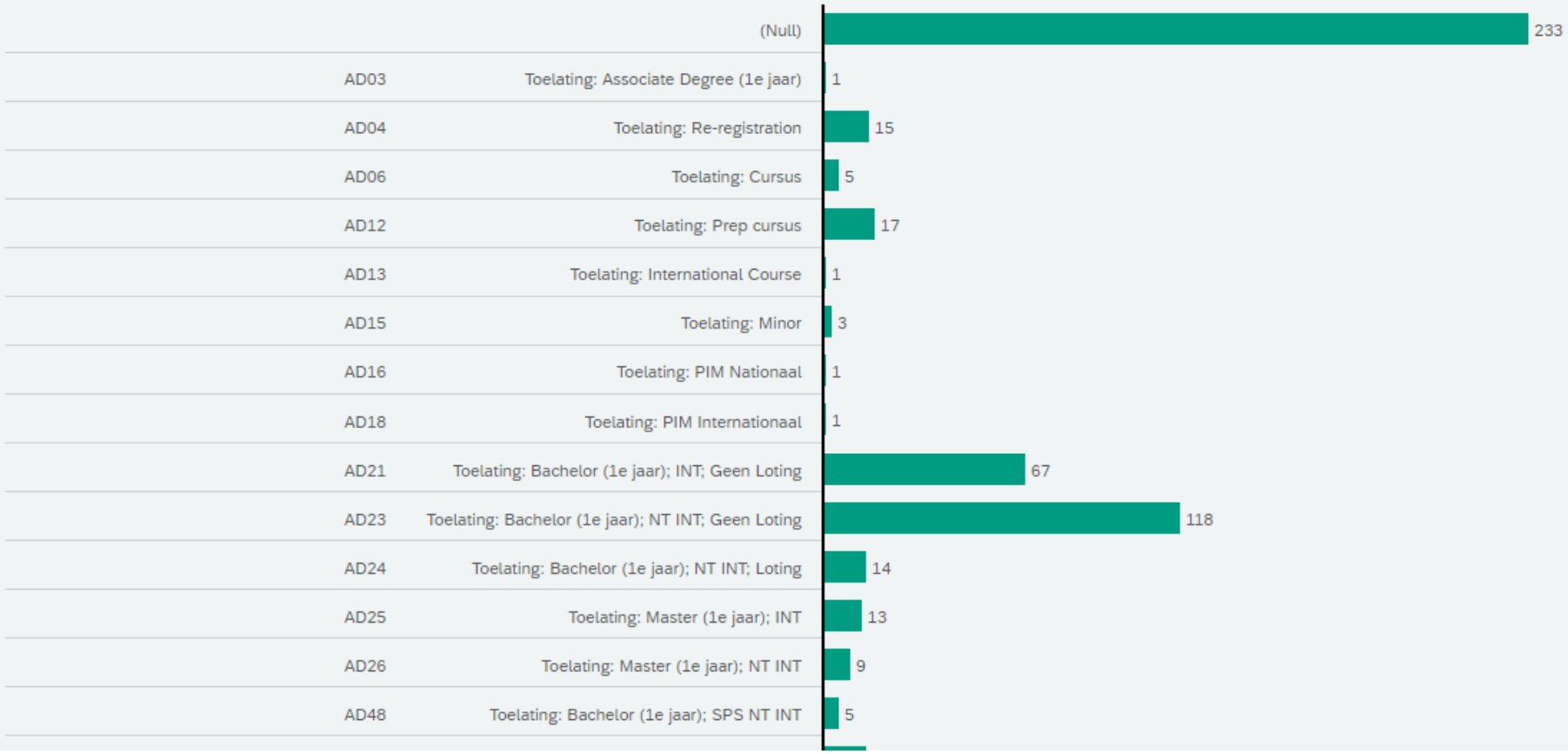
- ☑ All
- ☑ (Null)
- ☑ International
- ☑ National

Start Date

- ☑ All
- ☑ Feb 10, 2020
- ☑ Feb 1, 2020
- ☑ Sep 1, 2019

Show Inactive Values (18)

Open Logins per Workflow Group



Google translation

Academic year

- 2018
- 2019

AD group

- All
- AD03
- AD04
- AD06
- AD07
- AD12
- AD13
- AD14
- AD15
- AD16

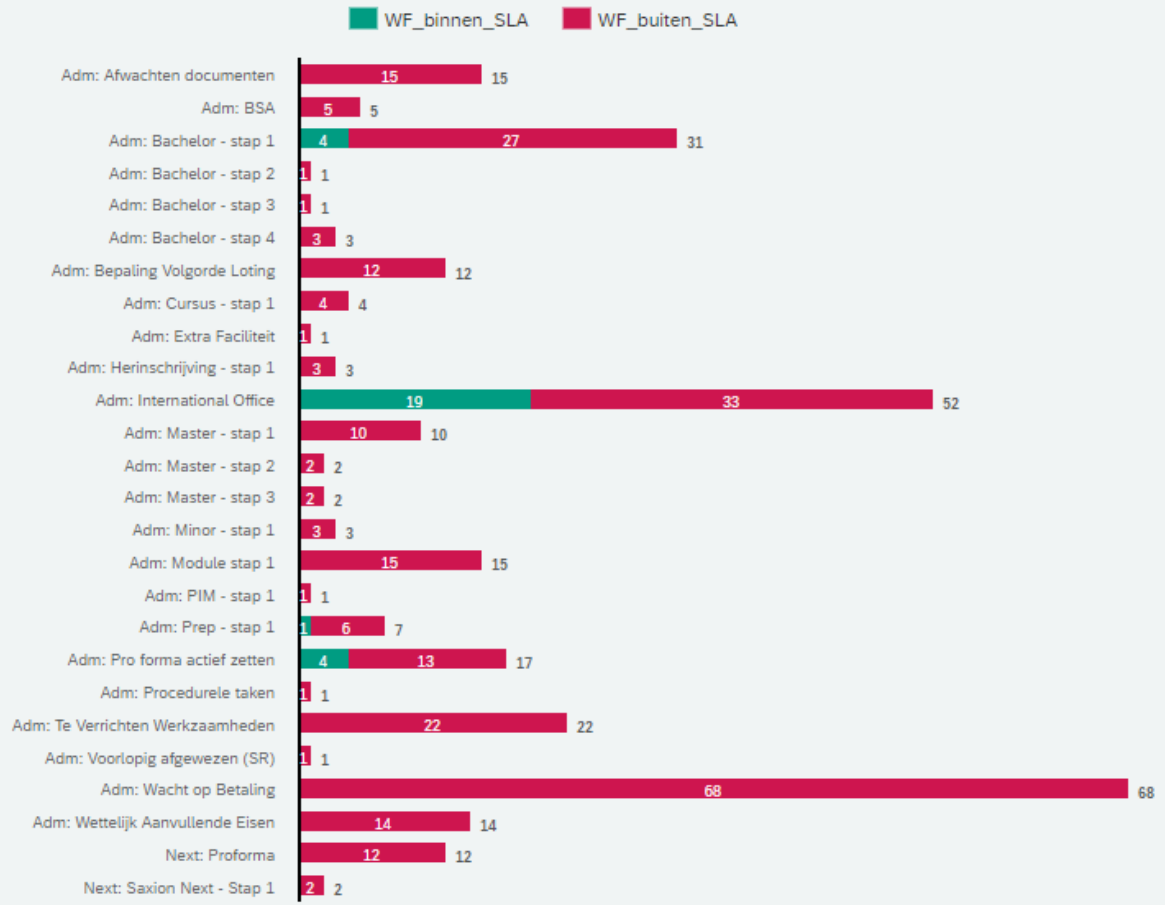
Start Date

- All
- (No Value)
- Sep 1, 2019
- Sep 2, 2019
- Feb 1, 2020
- Feb 10, 2020

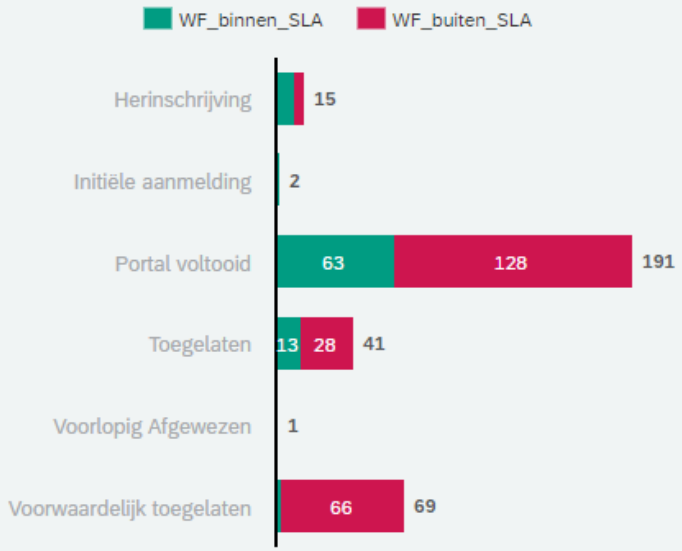
Show Inactive Values (19)

Total workflows	Workflows started	Workflows completed
373	312	58

Workflows per workflowstap



Workflows per admission category



Admission audit

Google translation

Academic year

- 2018
- 2019

Result Requirement

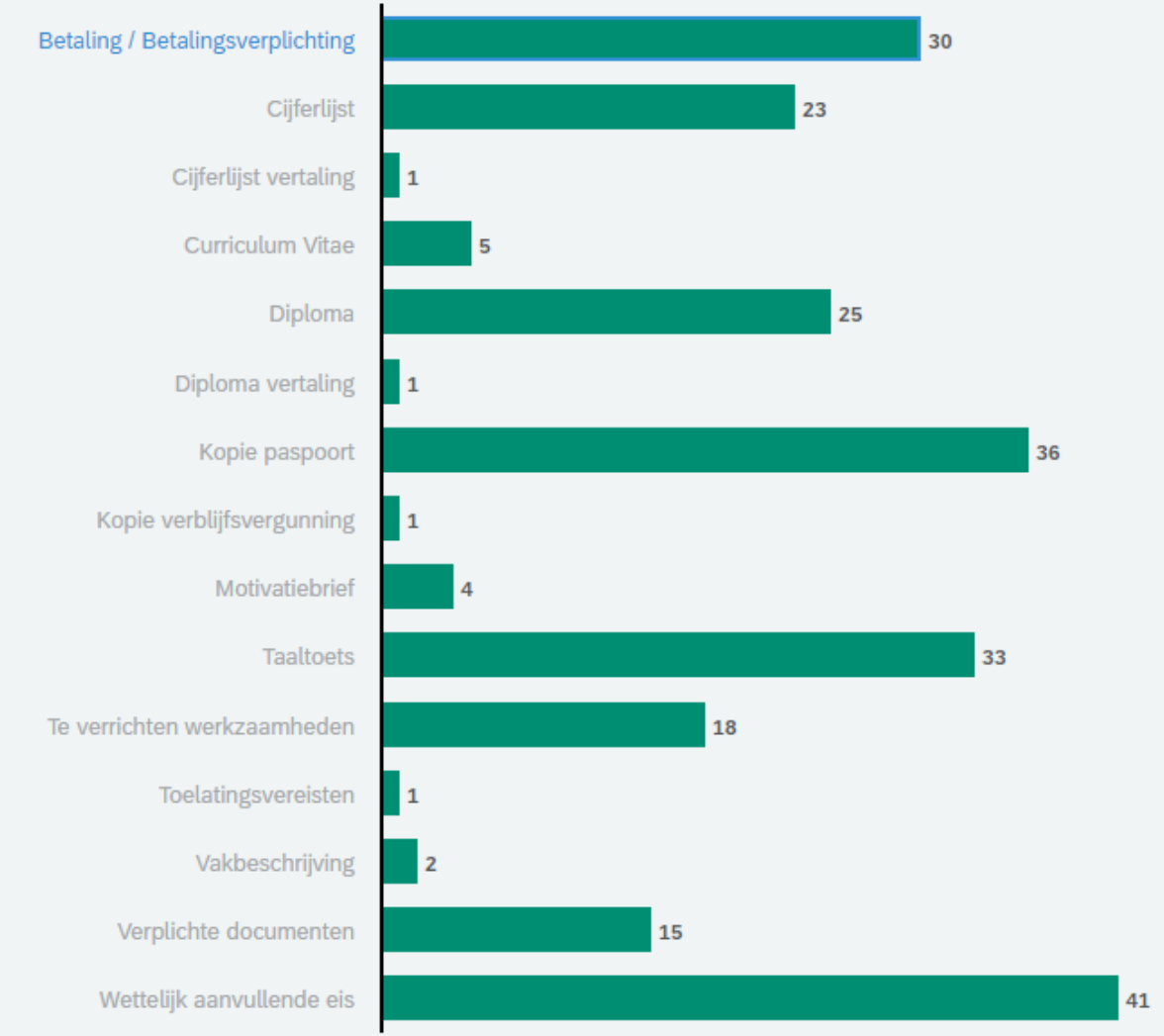
- [ ] All
- [ ] Complete
- [x] In process
- [ ] Not complete

Audits open

533

Number of open requirements per main group

Aantal open requirements per requirementgroep



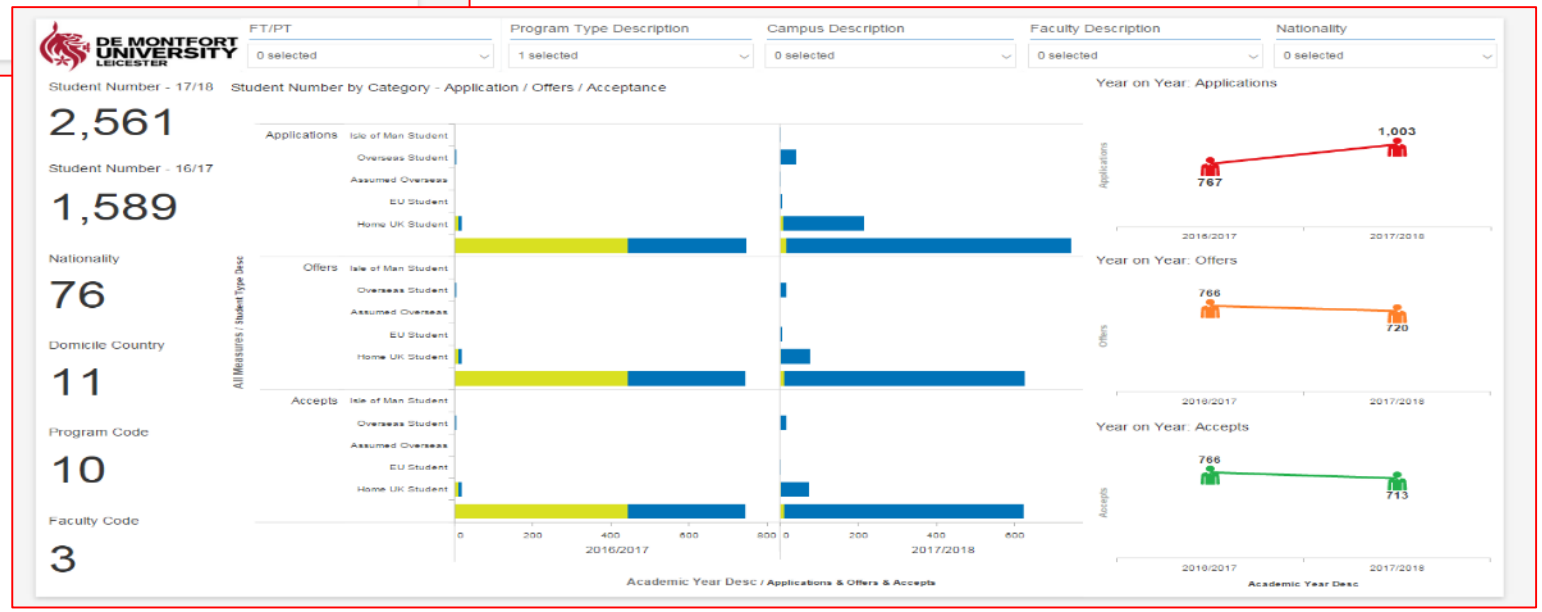
Lumira reporting at DMU

Yearly Trends

A dashboard to **analyse** the **conversion** rate of "Applications", "Offers" and "Acceptance" by **Student** Category across current and previous year.

Current Year

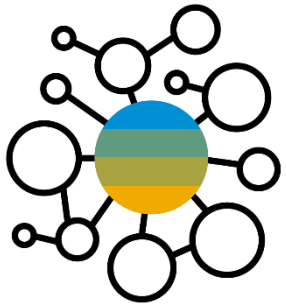
Previous Year



The dashboard is **interactive** and allows the business user to analyse various **dimensions** like Campus, Program Type, etc.

SAP Student Activity Hub allows you …

- …to capture relevant **student activities** from key campus/university systems



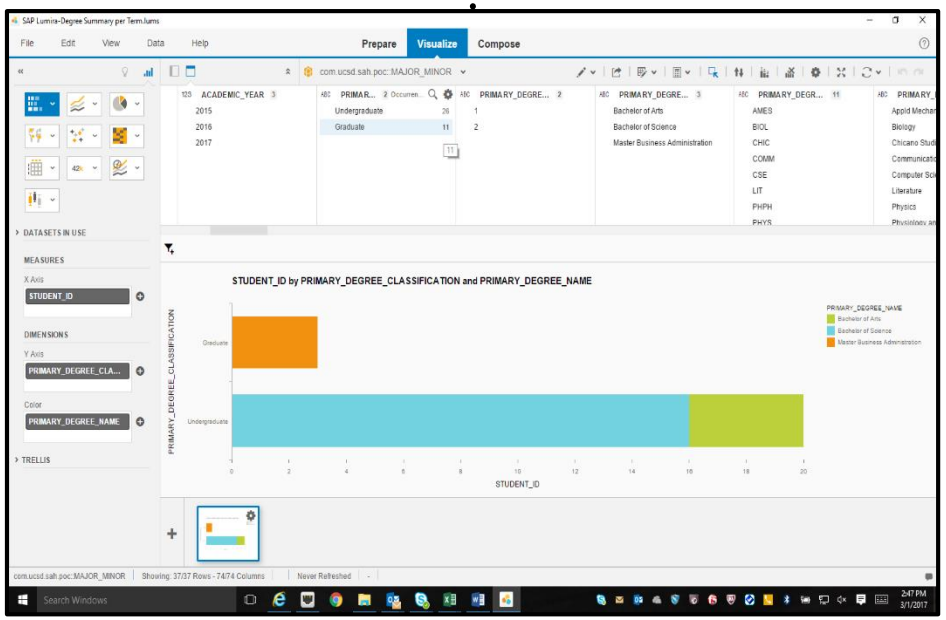
- …to bring it together into one place and **defined data model**

- …to **filter, group, analyze** students based on flexible criteria

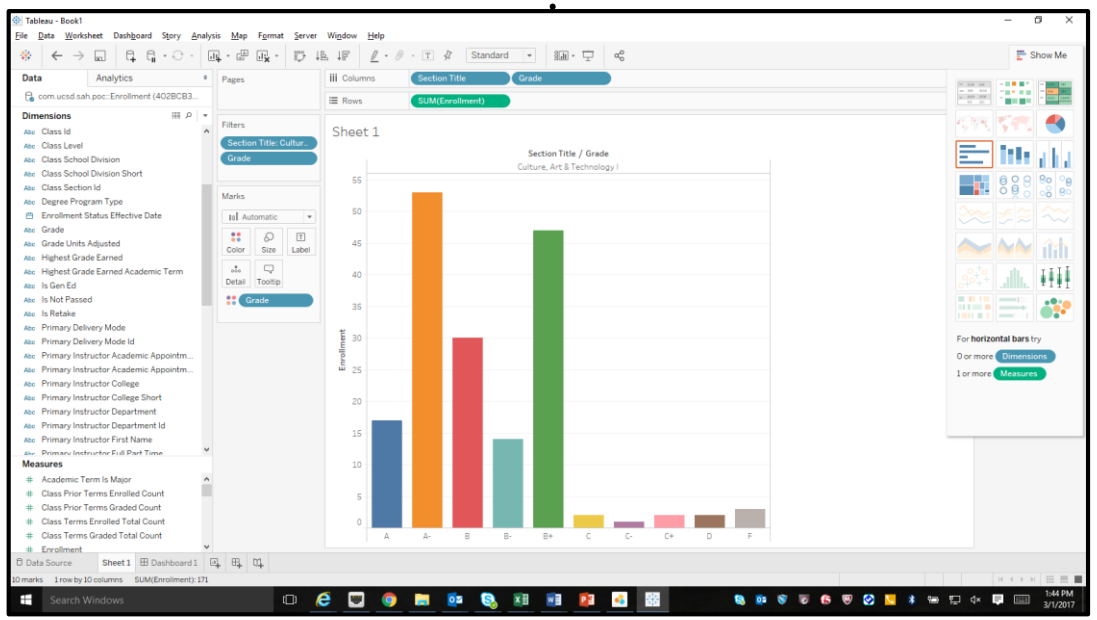
…and use this insight to Improve **the Student Experience & Personalize Learning**

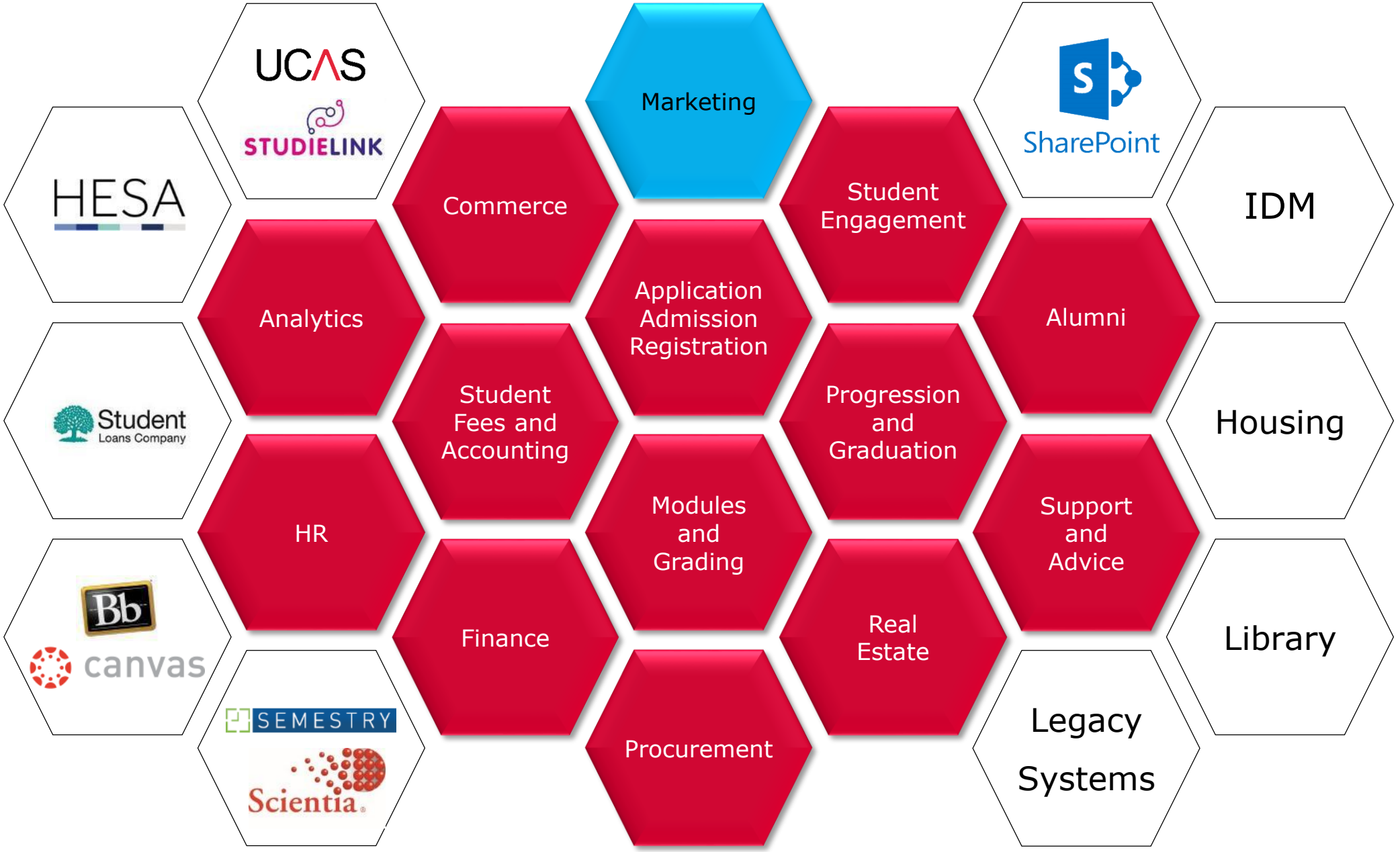
Analytical “views” can be deployed in the BI tool of YOUR CHOICE to gain immediate student and learning insights.

SAP Lumira

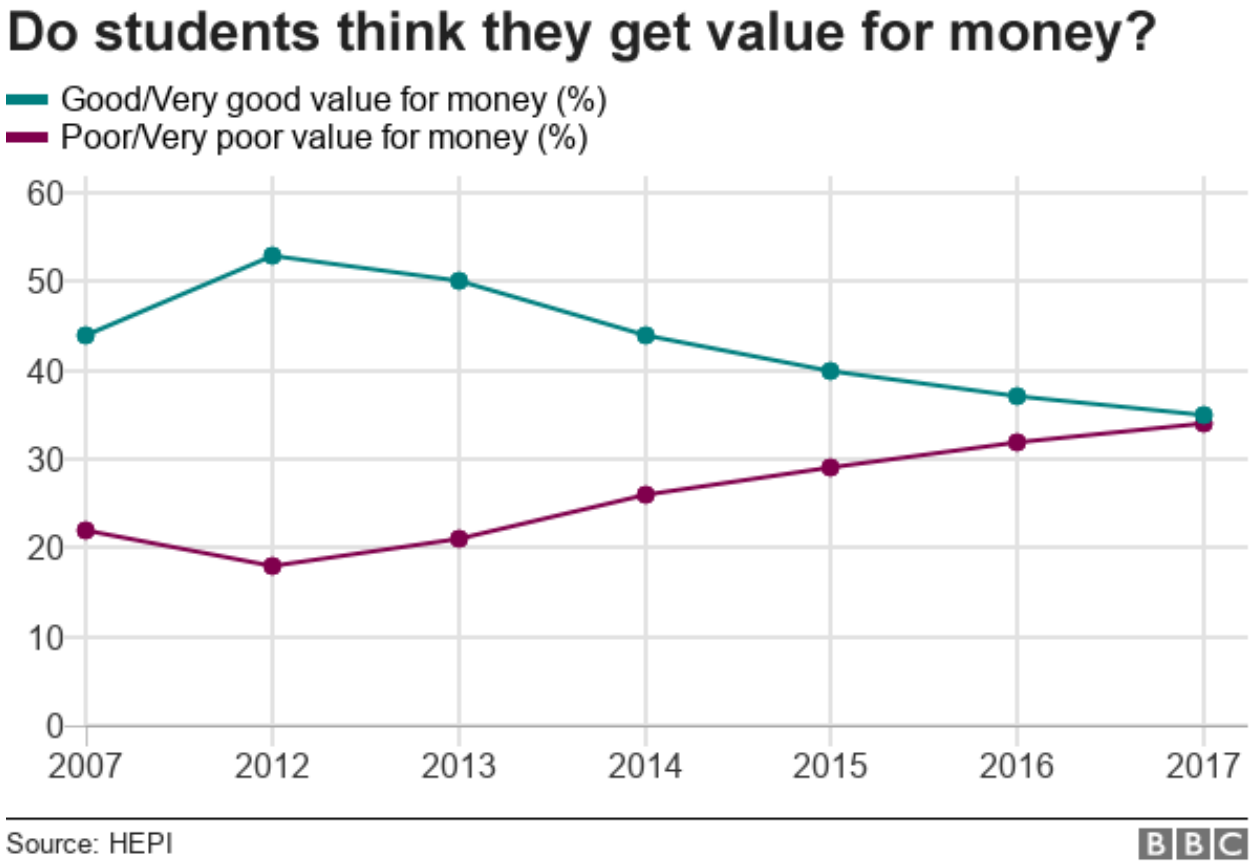


ANY BI TOOL





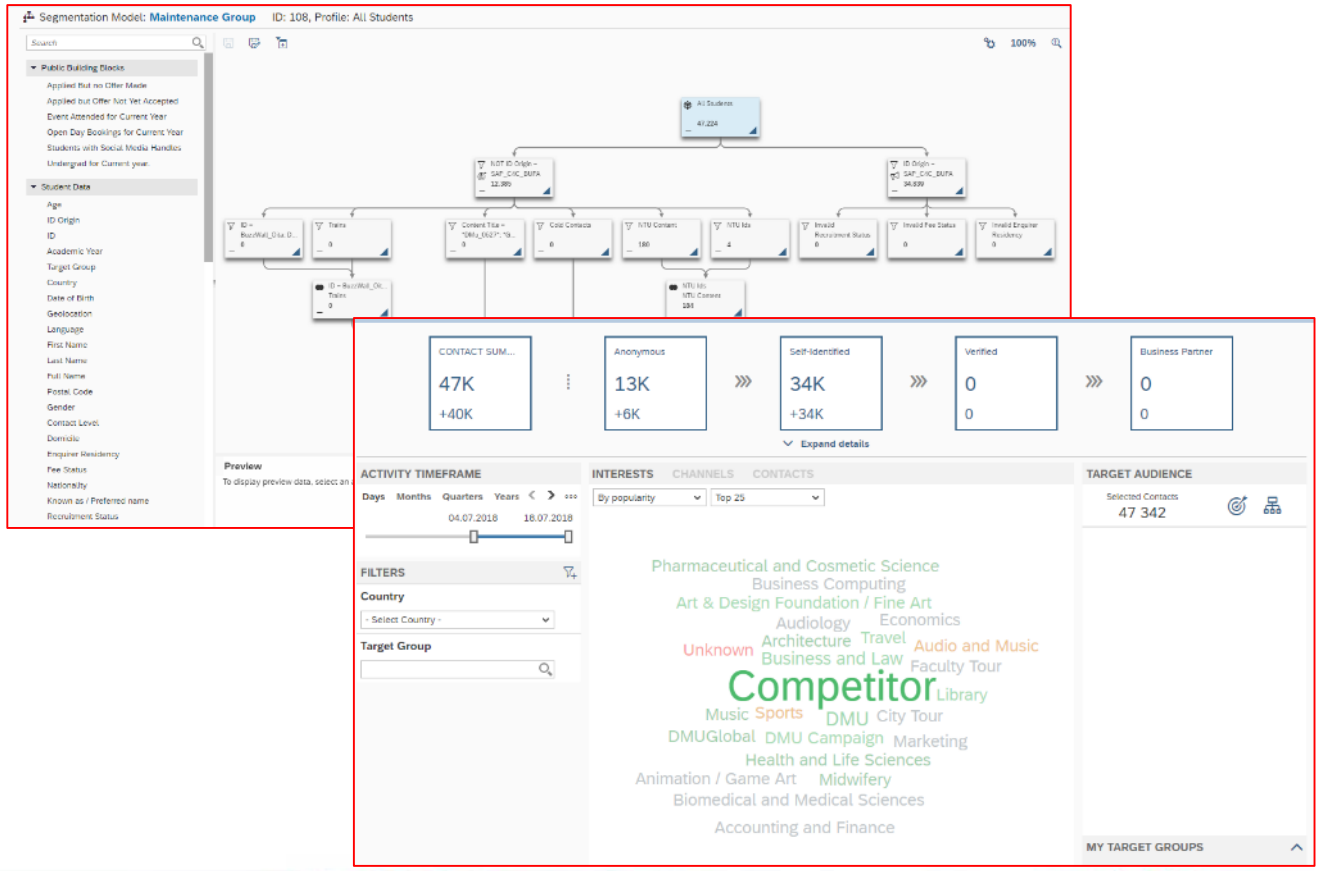
© 2019 itelligence



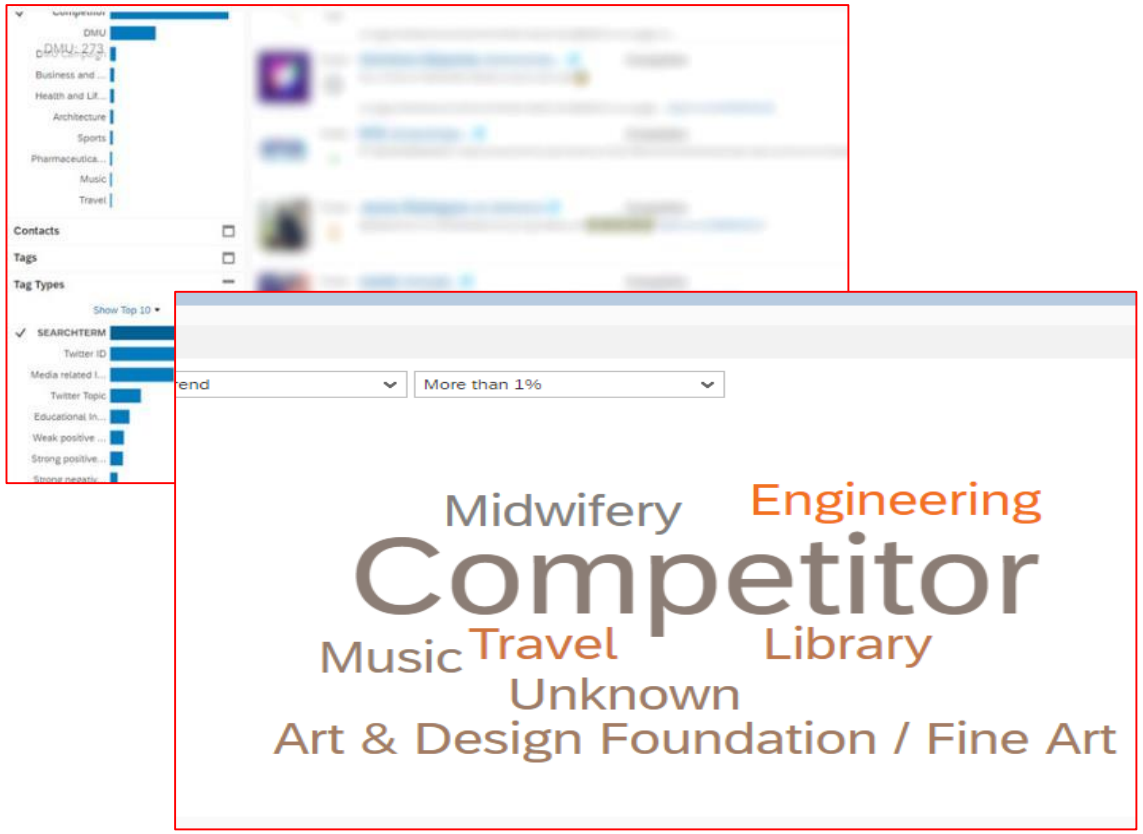
Scotland has no fees for Scottish students, and fees in Wales and Northern Ireland are much lower.

Overview: Hybris

Campaign management



Social listening



The solution

Core systems

SAP

- Academic Structure
- Students
- Progression & Awards
- Finance
- HR & Payroll
- Procurement

SAP Fiori

Self Service Tiles

CRM

C4C

- DMUGlobal
- Marketing
- DAS
- International
- Enquiries
- Events

SAP Hybris

- Social Listening
- Advanced Campaigns
- Segmentation

BI

Business Objects

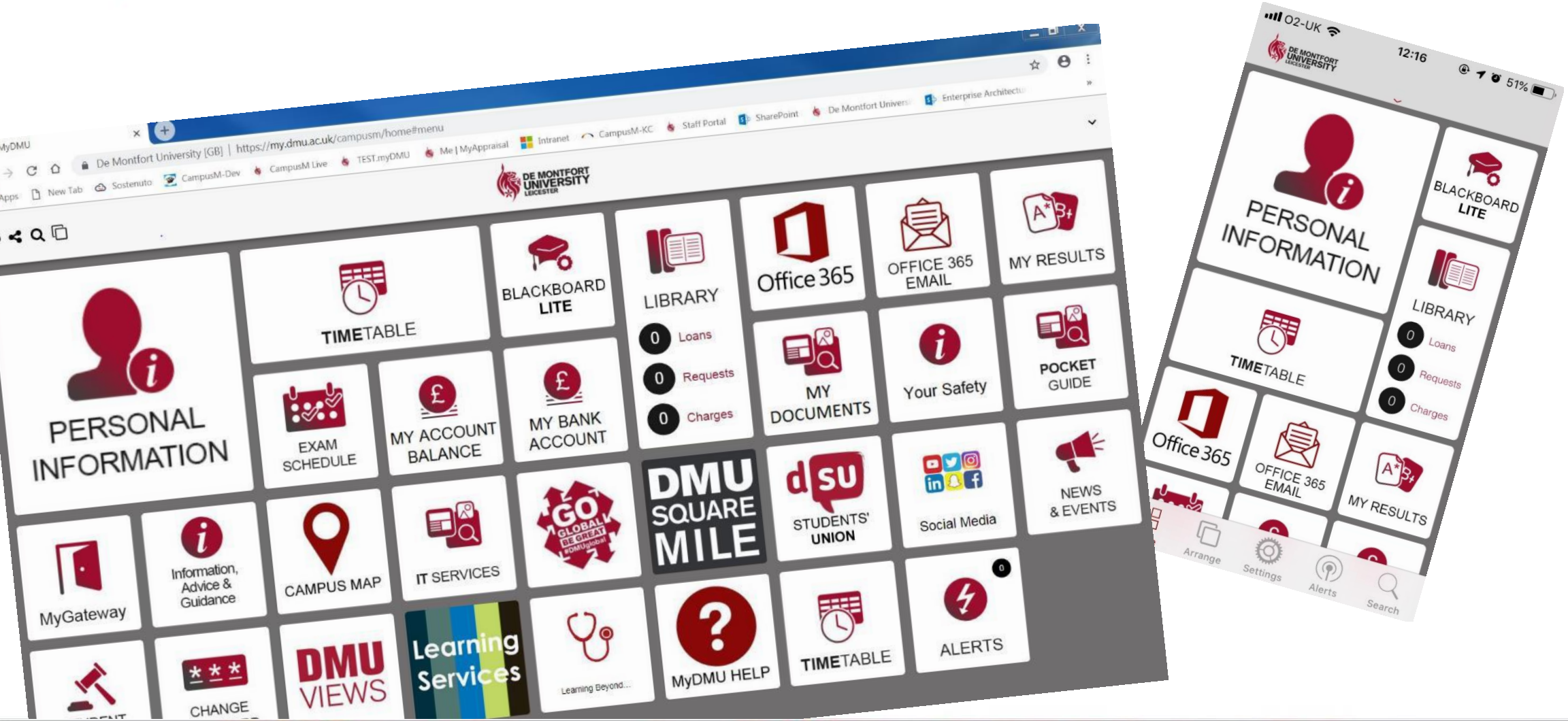
Lumira

- Finance
- HR
- Marketing
- Strategic planning
- KPIs
- Recruitment

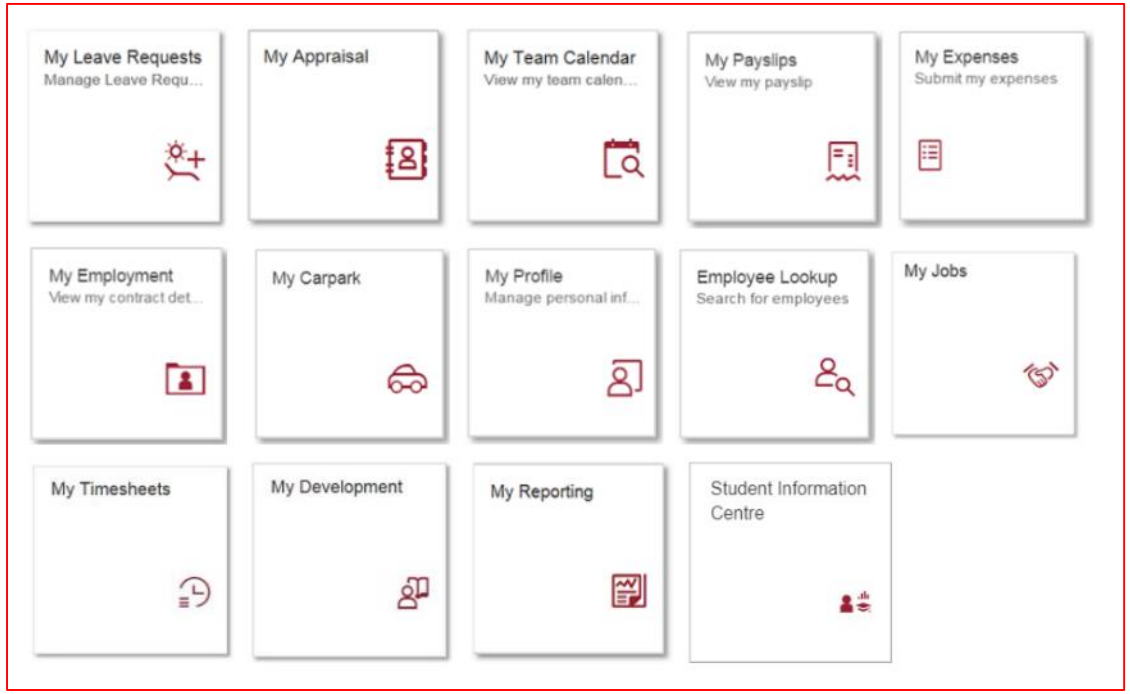
it

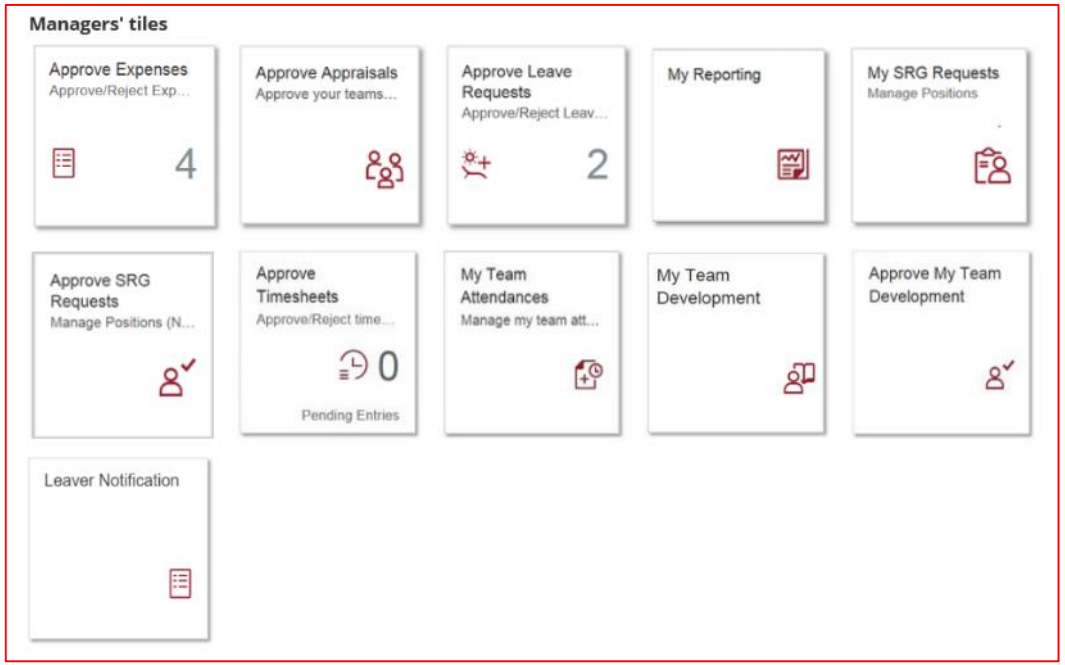
DE MONTFORT UNIVERSITY LEICESTER

Overview: Student self-service



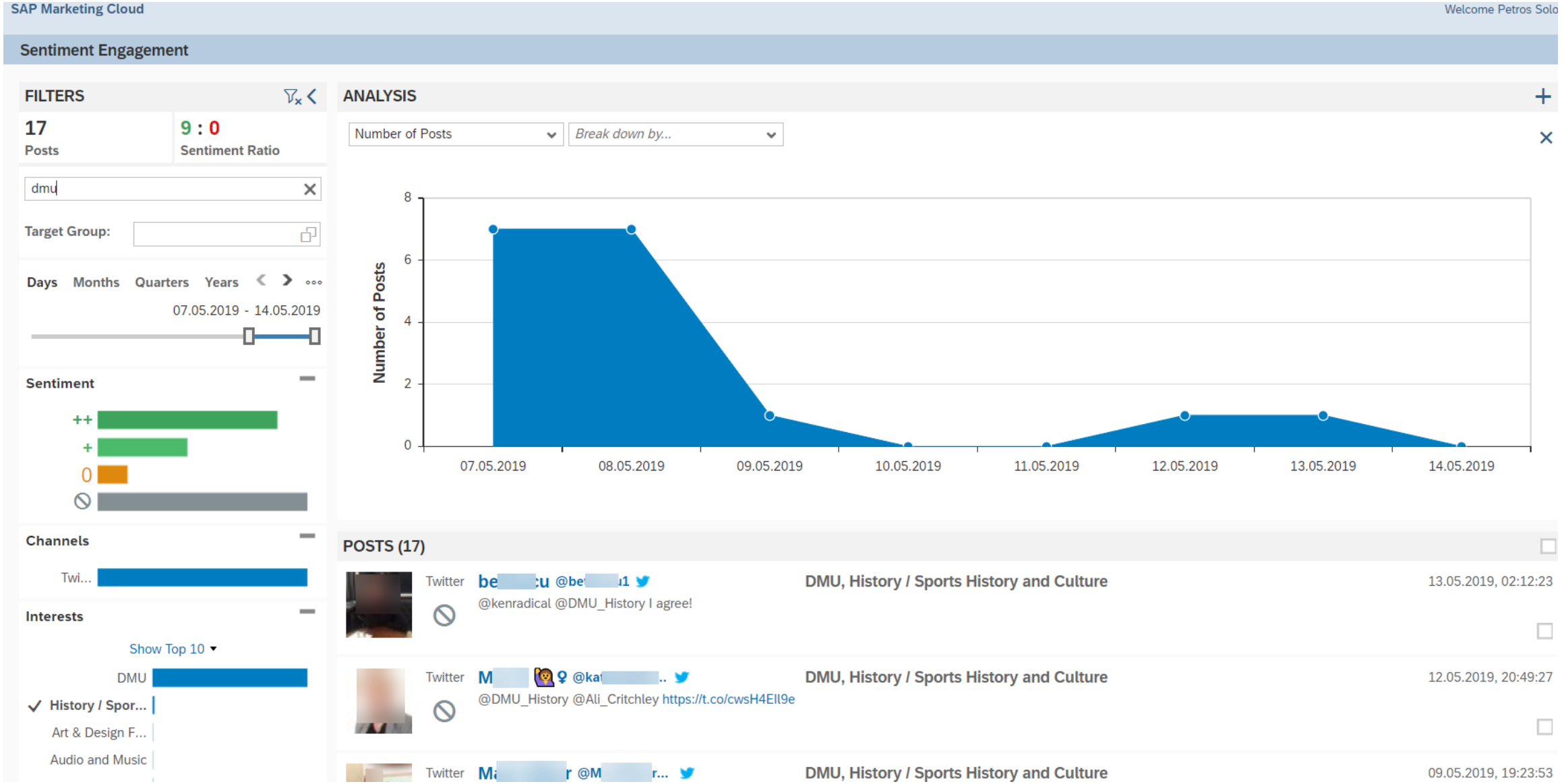
Overview: Staff self-service



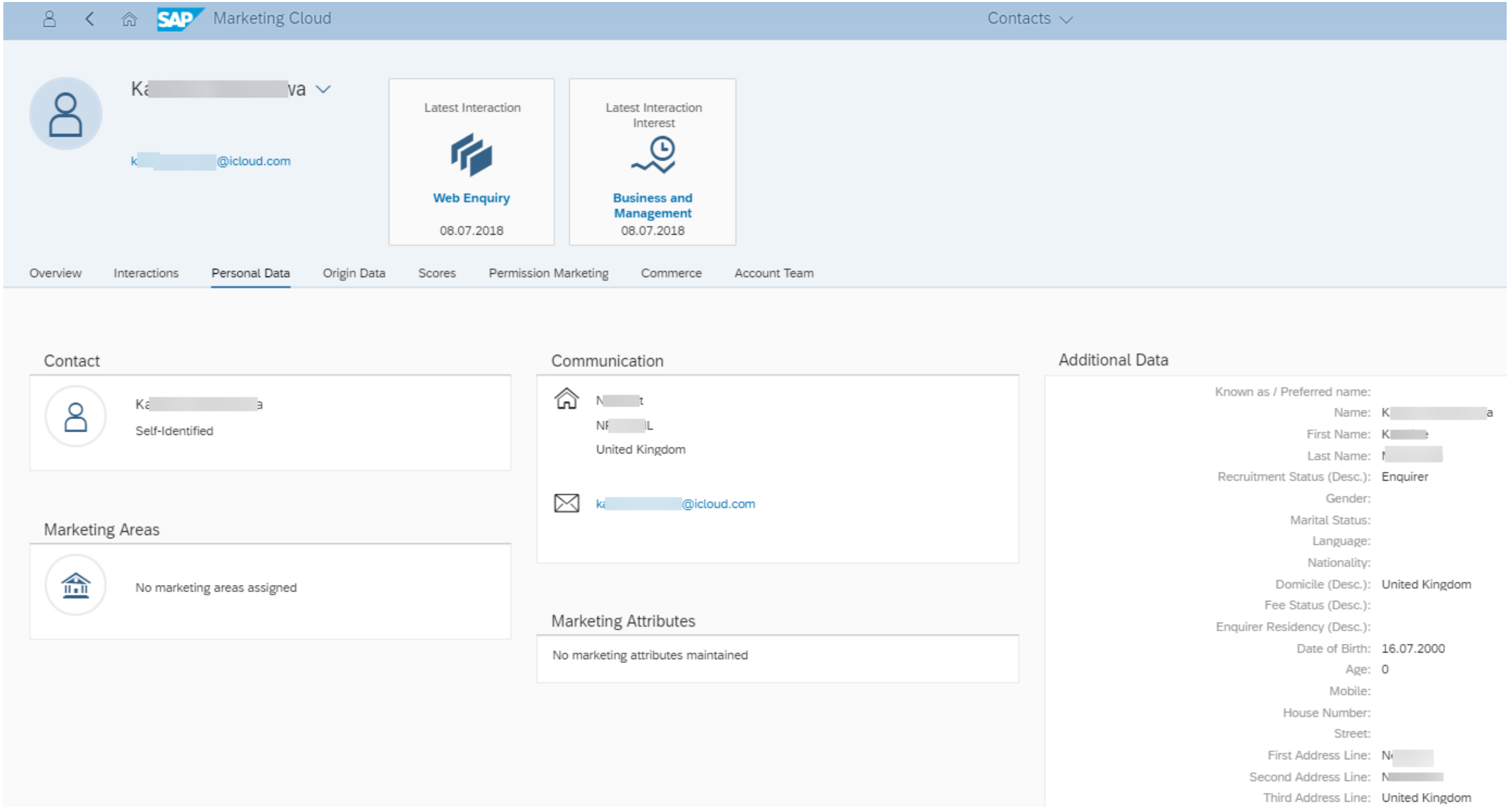


DE MONTFORT UNIVERSITY LEICESTER
itelligence NTT DATA Business Solutions
PROUD TO BE MORE

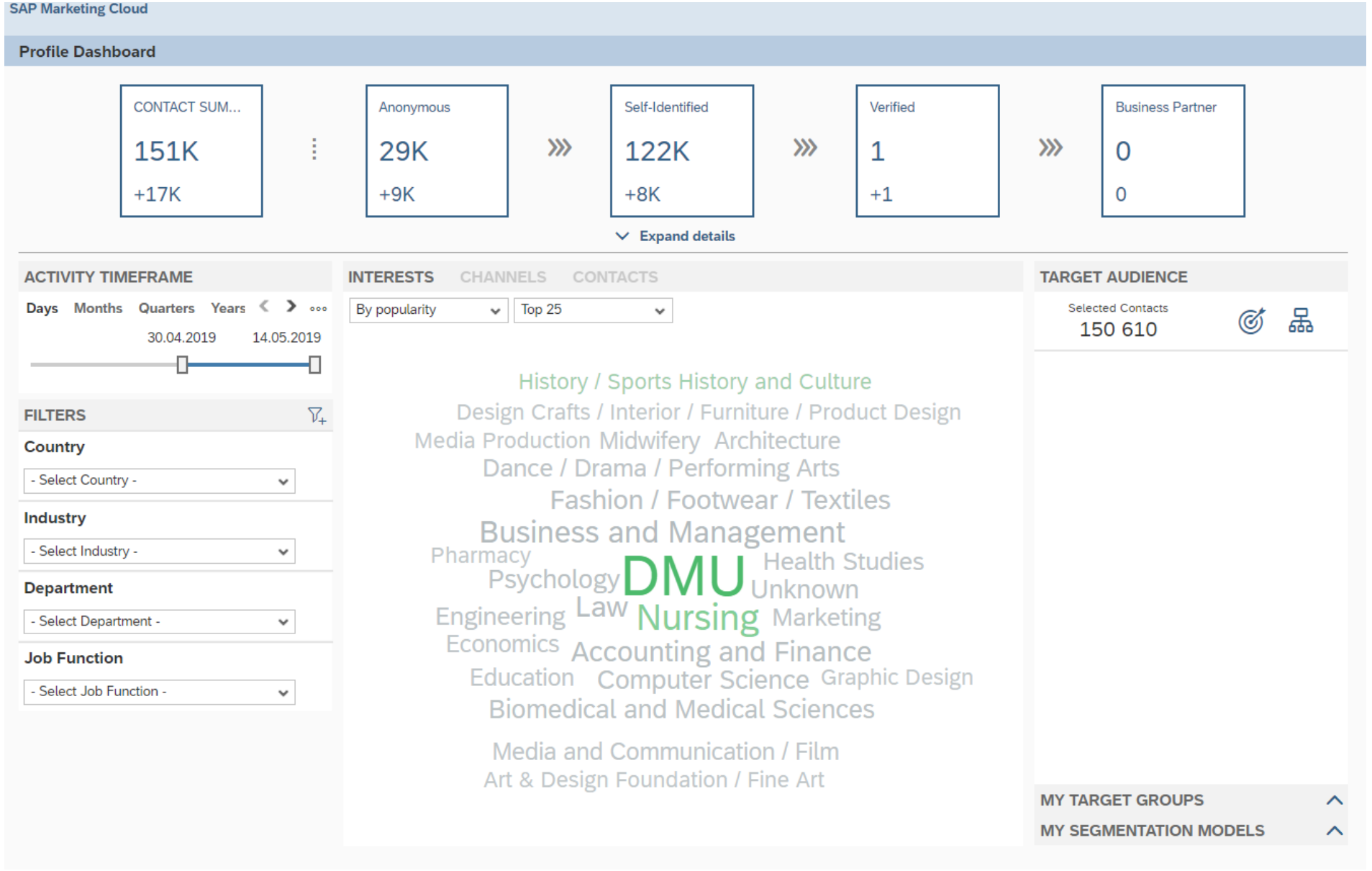
Marketing Examples



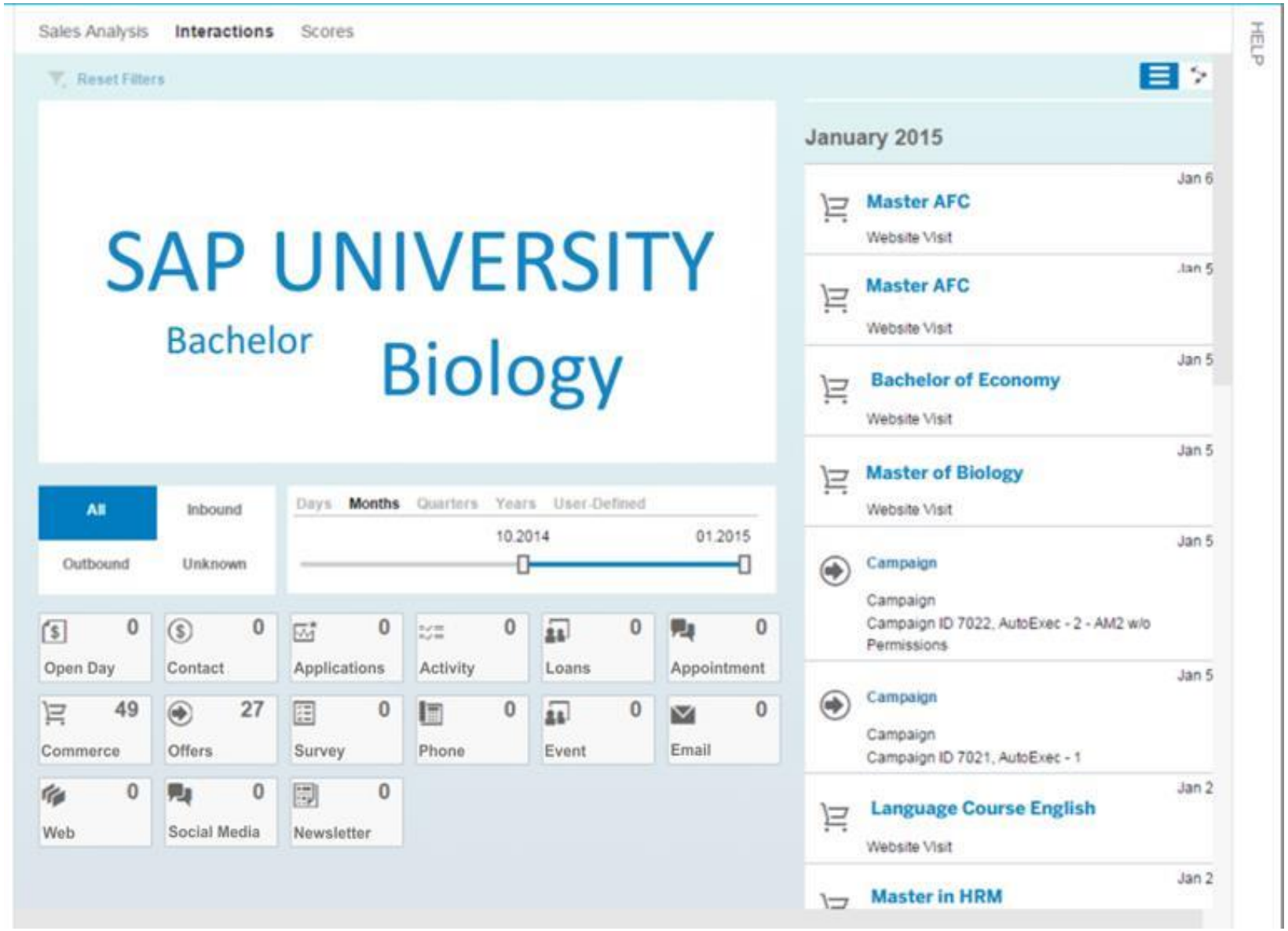
Marketing Examples



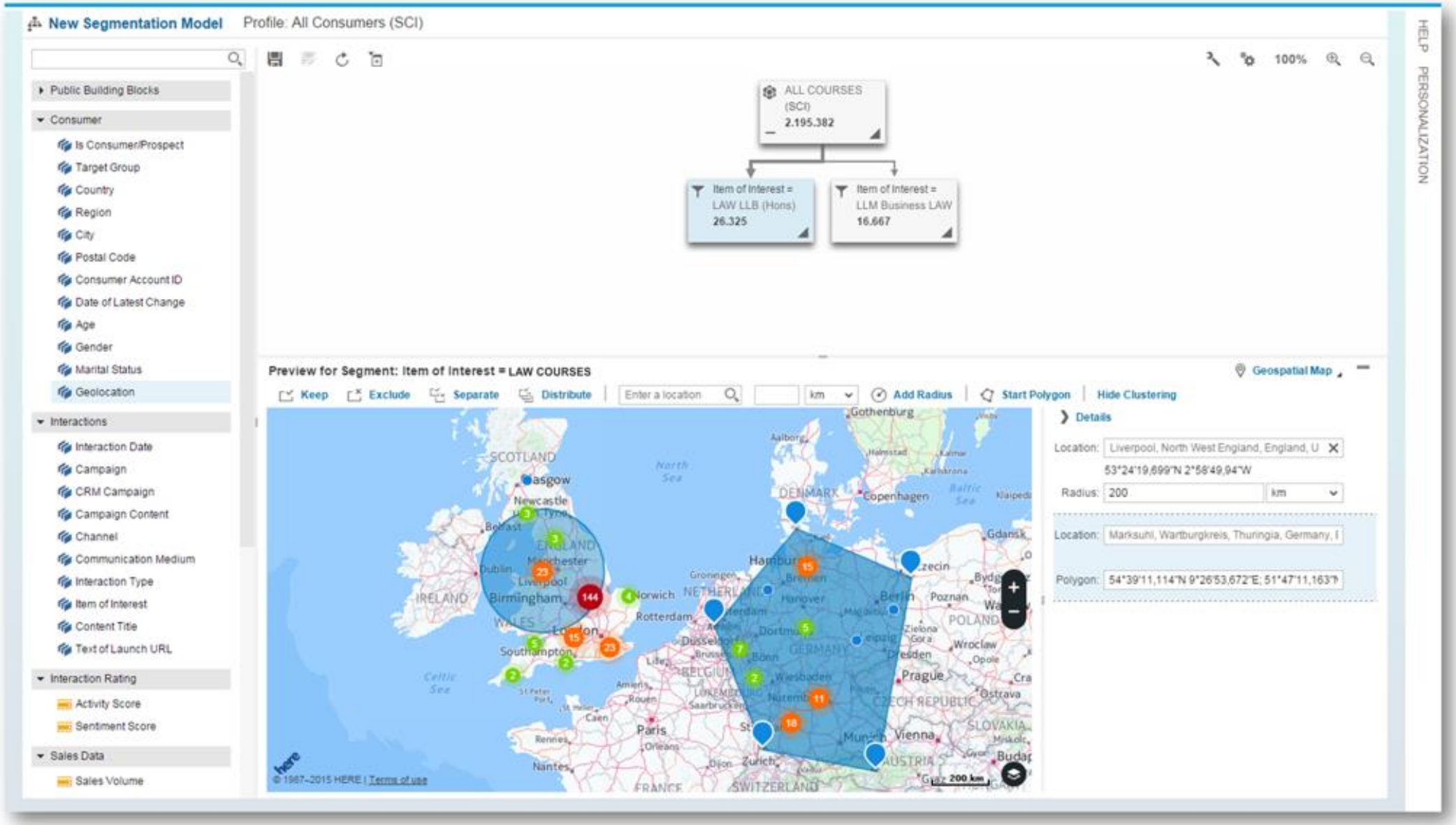
Marketing Examples



Marketing Examples

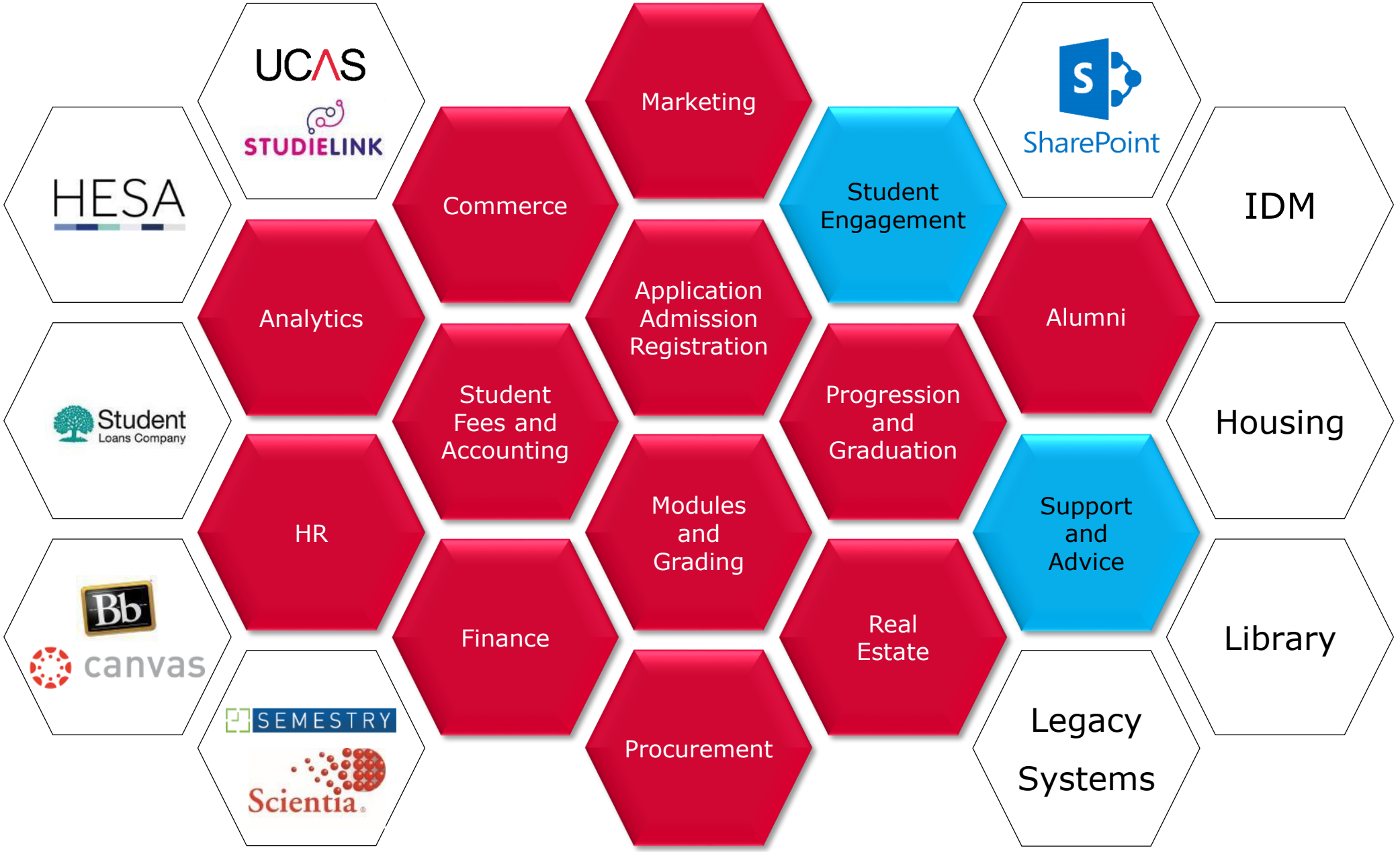


Marketing Examples



Social media listening / sentiment analysis

- Dilemma: GDPR vs. marketing goals
  - New SAP Solution: Customer data cloud
- Integration
- On Premise vs Cloud

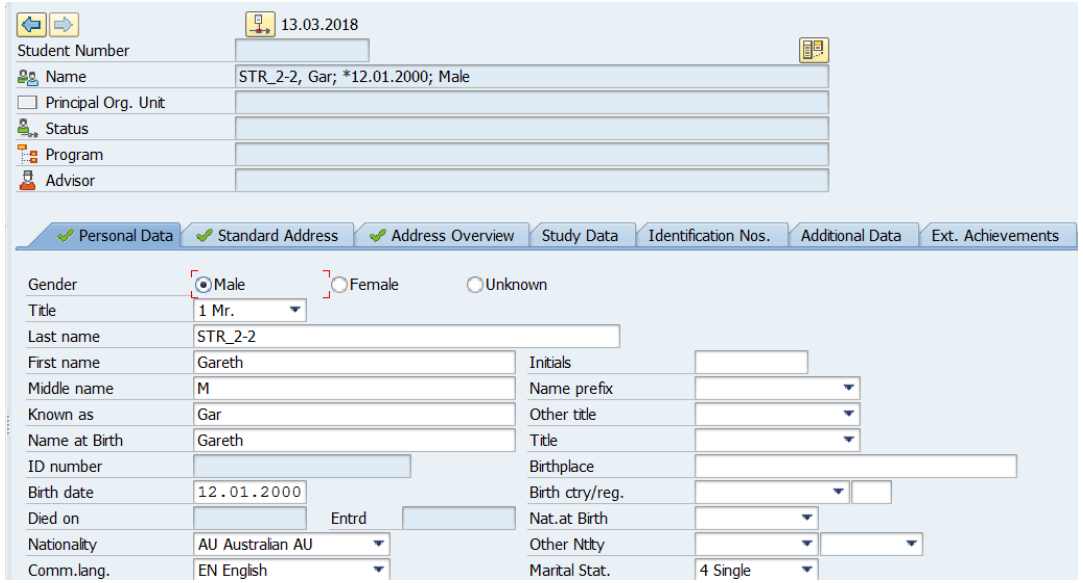


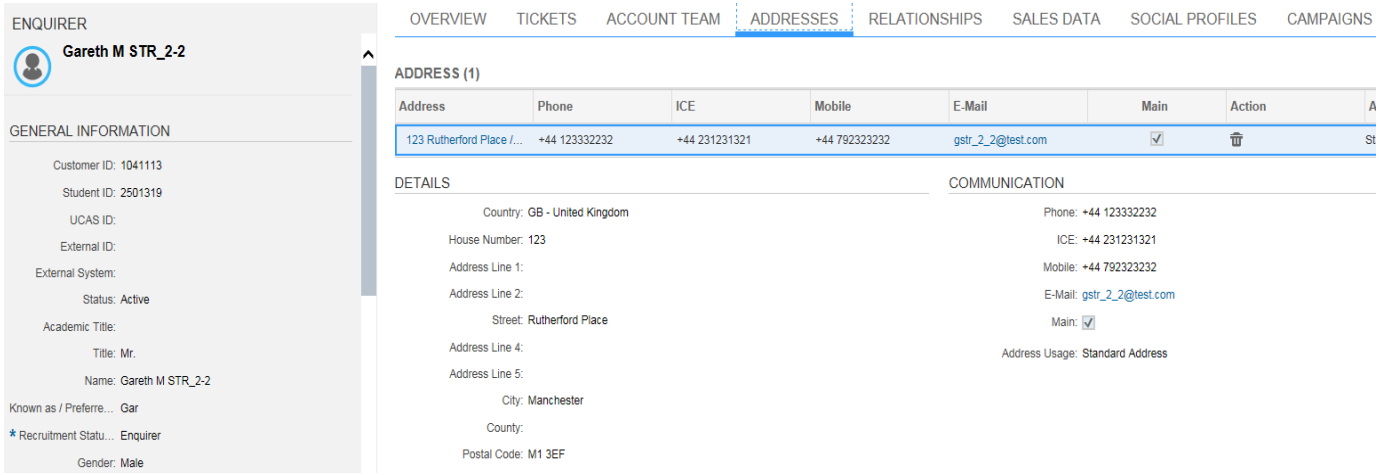
© 2019 itelligence

Real-time 2-way integration SLcM and C4C

- Applicants
- Registered students
- Alumni

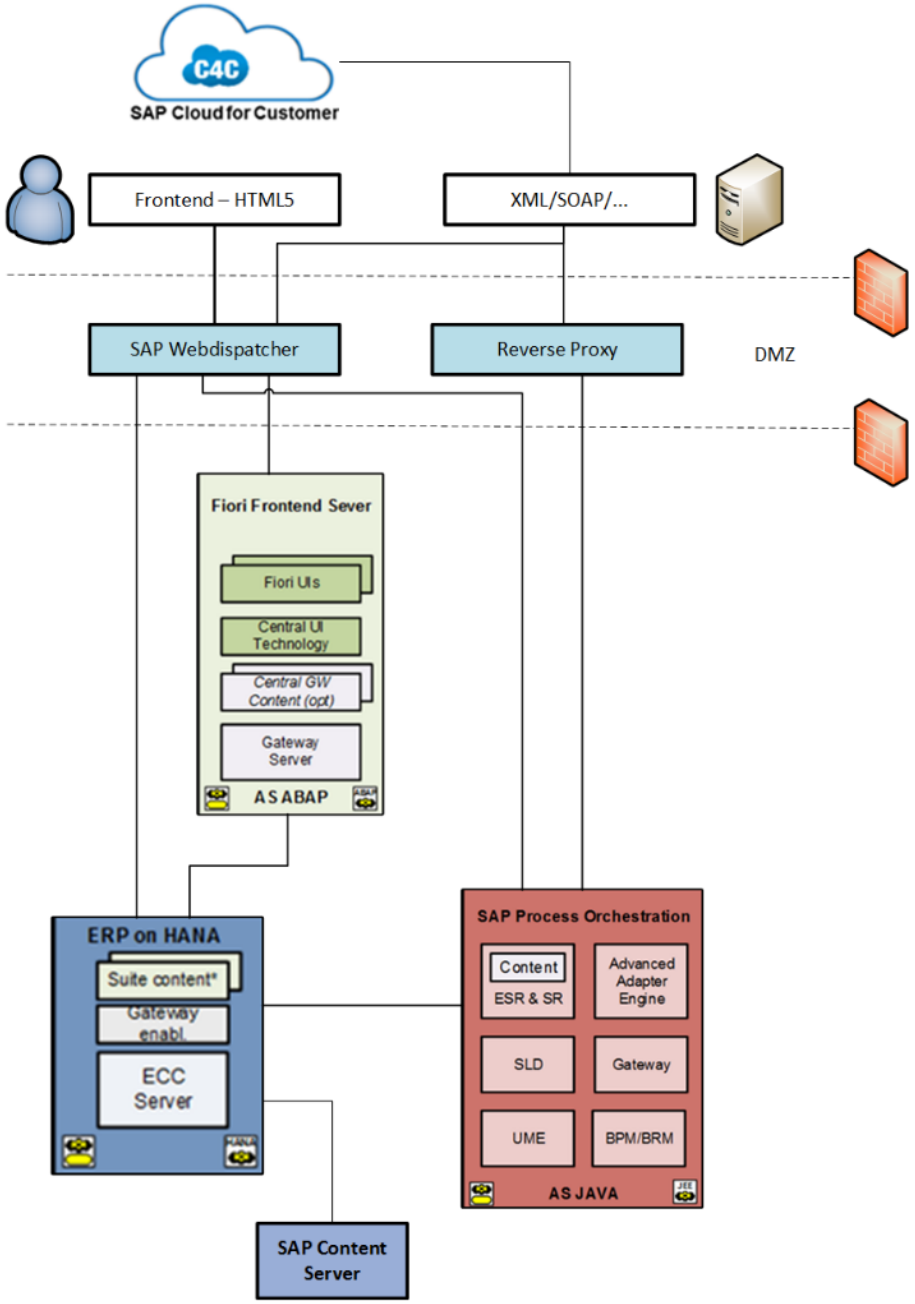
- Always available in both systems





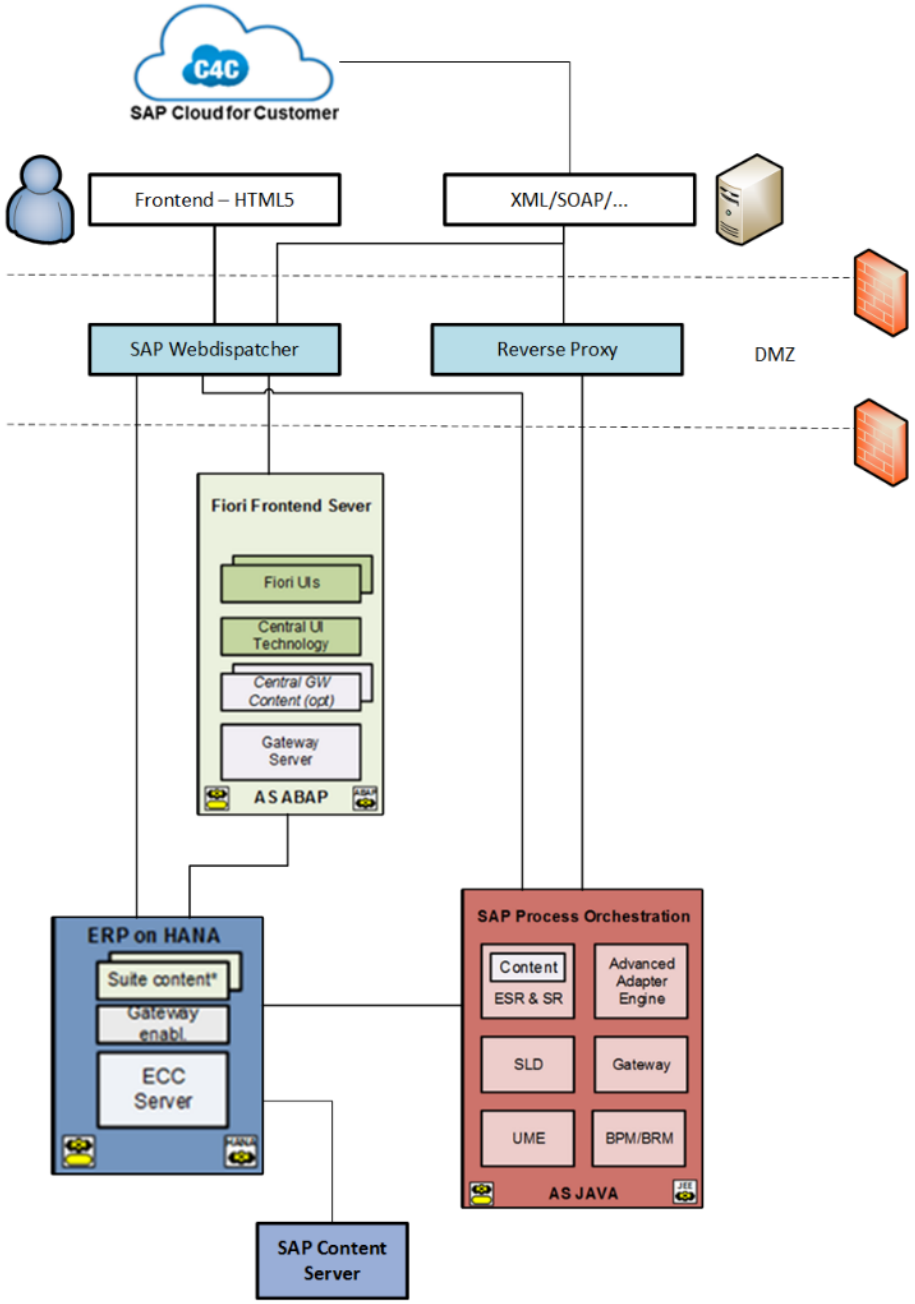
it.education & SAP Products

- ERP on HANA
  - Student Lifecycle Management
  - SAP HANA
    - In-Memory Columnar Store Database Platform
- Content Server
  - Document Management System
- Fiori Frontend Server
  - SAP user experience
  - App Deployment
- Webdispatcher
  - HTTPs entry point



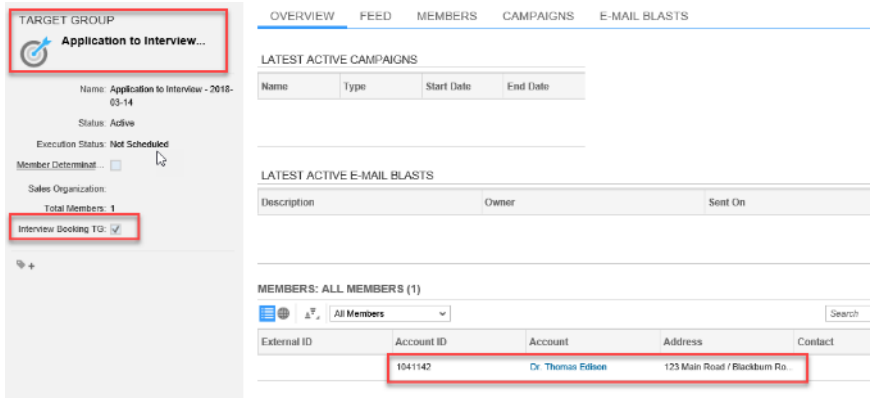
it.education & SAP Products

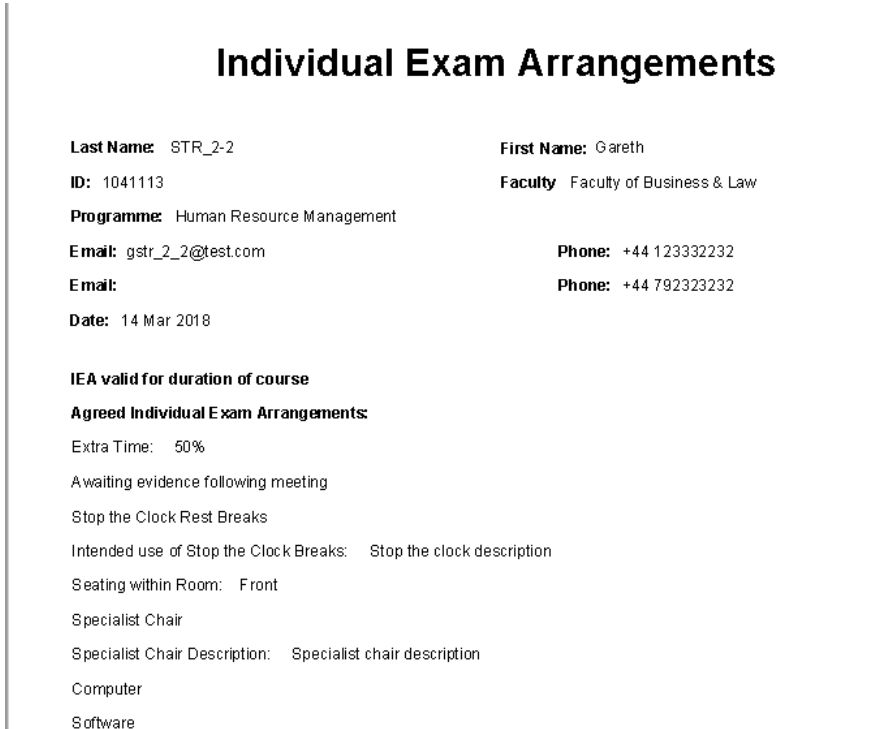
- Process Orchestration
  - Integration Solution
- Cloud for Customer
  - Integrated SaaS CRM
  - Hosted by SAP SE
  - Multi Tenant



C4C used in 6 Student Journey Processes

- Recruitment and Enquiries Management
- Admissions Enquiry Management
- Disability Advice and Support Disability
- Events
  - Bookings
  - Open Days
  - Application interviews
- International Office
- #DMUglobal
  - Trips
  - (Erasmus) Exchange students





Individual Exam Arrangements

Last Name: STR_2-2 **First Name:** Gareth

ID: 1041113 **Faculty** Faculty of Business & Law

Programme: Human Resource Management

Email: gstr_2_2@test.com **Phone:** +44 123332232

Email: **Phone:** +44 792323232

Date: 14 Mar 2018

IEA valid for duration of course

Agreed Individual Exam Arrangements:

Extra Time: 50%

Awaiting evidence following meeting

Stop the Clock Rest Breaks

Intended use of Stop the Clock Breaks: Stop the clock description

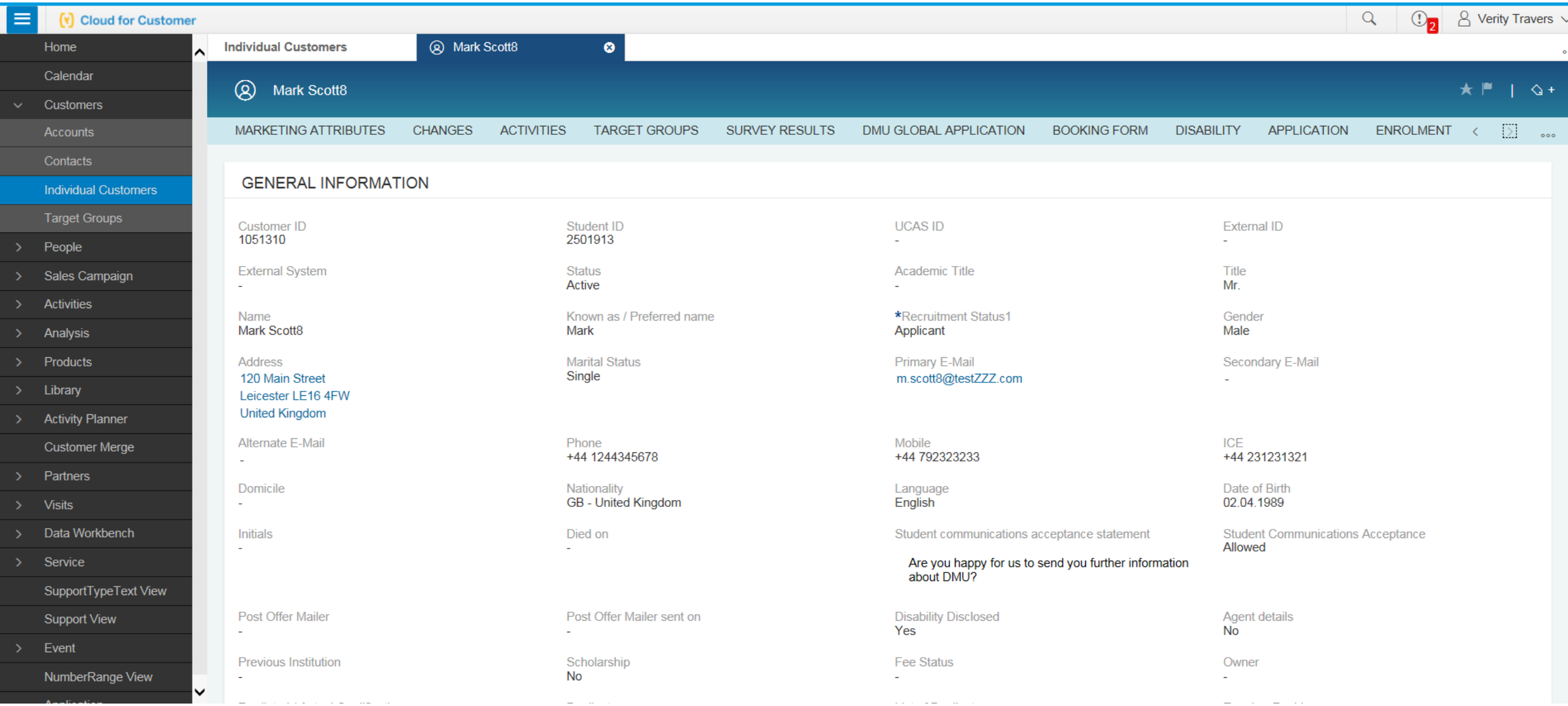
Seating within Room: Front

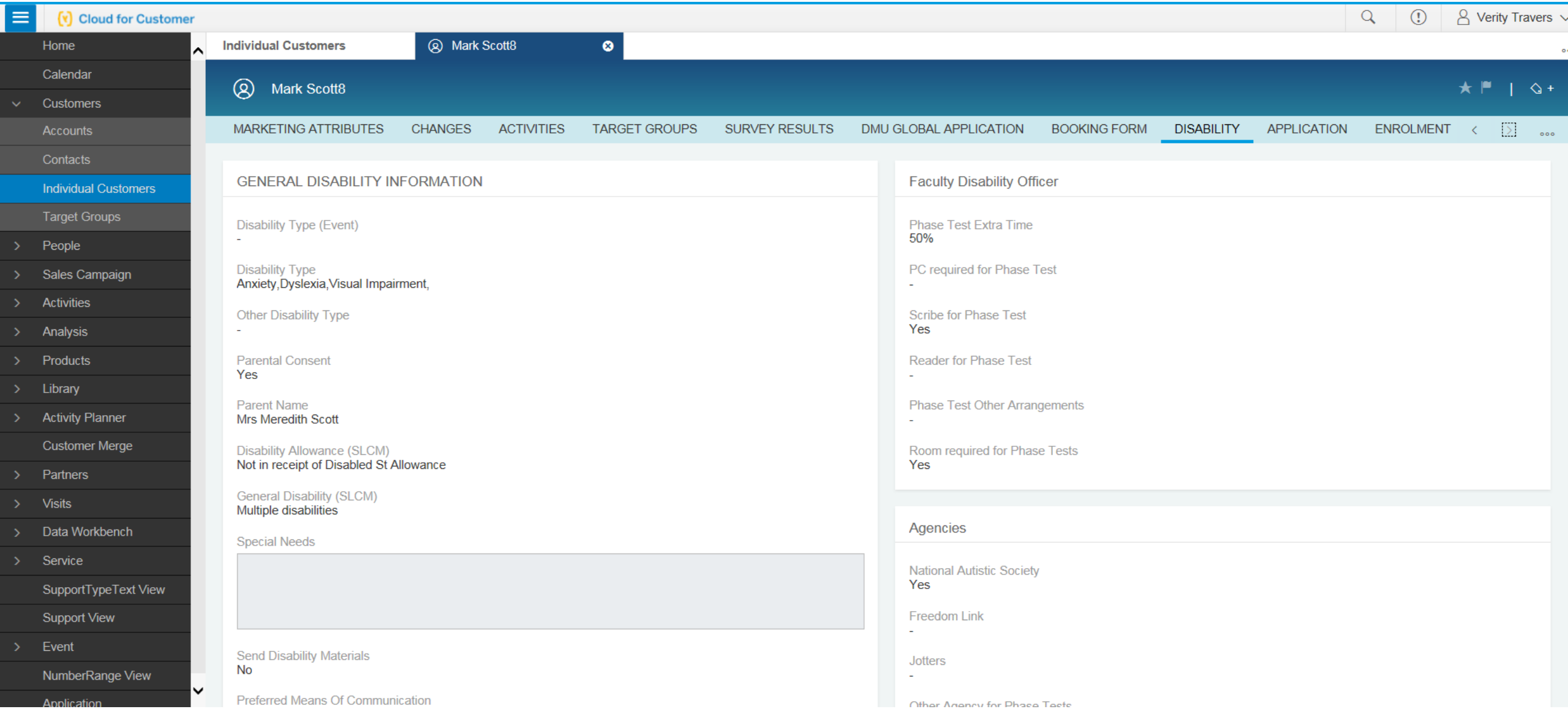
Specialist Chair

Specialist Chair Description: Specialist chair description

Computer

Software


Cloud for Customer
Verity Travers
Home
Calendar
Customers
Accounts
Contacts
Individual Customers
Target Groups
People
Sales Campaign
Activities
Analysis
Products
Library
Activity Planner
Customer Merge
Partners
Visits
Data Workbench
Service
SupportTypeText View
Support View
Event
NumberRange View
Individual Customers
Mark Scott8
Mark Scott8
MARKETING ATTRIBUTES
CHANGES
ACTIVITIES
TARGET GROUPS
SURVEY RESULTS
DMU GLOBAL APPLICATION
BOOKING FORM
DISABILITY
APPLICATION
ENROLMENT
GENERAL INFORMATION
Customer ID
1051310
Student ID
2501913
UCAS ID
-
External ID
-
External System
-
Status
Active
Academic Title
-
Title
Mr.
Name
Mark Scott8
Known as / Preferred name
Mark
*Recruitment Status1
Applicant
Gender
Male
Address
120 Main Street
Leicester LE16 4FW
United Kingdom
Marital Status
Single
Primary E-Mail
m.scott8@testZZZ.com
Secondary E-Mail
-
Alternate E-Mail
-
Phone
+44 1244345678
Mobile
+44 792323233
ICE
+44 231231321
Domicile
-
Nationality
GB - United Kingdom
Language
English
Date of Birth
02.04.1989
Initials
-
Died on
-
Student communications acceptance statement
Are you happy for us to send you further information about DMU?
Student Communications Acceptance
Allowed
Post Offer Mailer
-
Post Offer Mailer sent on
-
Disability Disclosed
Yes
Agent details
No
Previous Institution
-
Scholarship
No
Fee Status
-
Owner
-


Cloud for Customer
Verity Travers
Home
Calendar
Customers
Accounts
Contacts
Individual Customers
Target Groups
People
Sales Campaign
Activities
Analysis
Products
Library
Activity Planner
Customer Merge
Partners
Visits
Data Workbench
Service
SupportTypeText View
Support View
Event
NumberRange View
Application
Individual Customers
Mark Scott8
Mark Scott8
MARKETING ATTRIBUTES
CHANGES
ACTIVITIES
TARGET GROUPS
SURVEY RESULTS
DMU GLOBAL APPLICATION
BOOKING FORM
DISABILITY
APPLICATION
ENROLMENT
GENERAL DISABILITY INFORMATION
Disability Type (Event)
-
Disability Type
Anxiety,Dyslexia,Visual Impairment,
Other Disability Type
-
Parental Consent
Yes
Parent Name
Mrs Meredith Scott
Disability Allowance (SLCM)
Not in receipt of Disabled St Allowance
General Disability (SLCM)
Multiple disabilities
Special Needs
Send Disability Materials
No
Preferred Means Of Communication
Faculty Disability Officer
Phase Test Extra Time
50%
PC required for Phase Test
-
Scribe for Phase Test
Yes
Reader for Phase Test
-
Phase Test Other Arrangements
-
Room required for Phase Tests
Yes
Agencies
National Autistic Society
Yes
Freedom Link
-
Jotters
-

it

Display Student Master Data

Find by

- Student
  - Name
  - Students via Program
  - Last Selected Students
  - Free search

22.04.2018

Student Number 2501913

Student Number 2501913

Name Scott8, Mark; *02.04.1989; Male

Address Overview | Study Data | Identification Nos. | Additional Data | Ext. Achievements | Grant Assignment | Bank Data | Employment | Disability

Disability Type: 10 Multiple disabilities

Disability Group: 05 Not in receipt of Disabled St Allowance

Degree of Challenge: 0.00

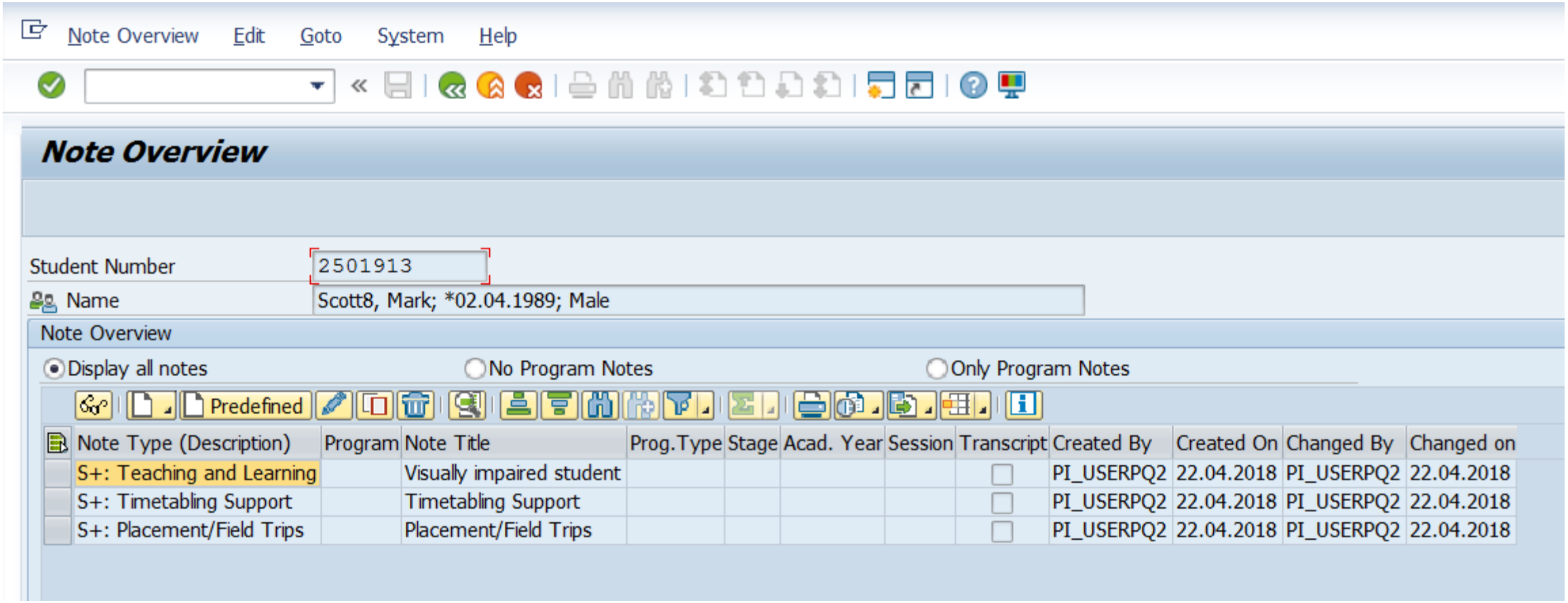
ID end date:

Valid On: 22.04.2018

No periods

Granted Reasonable adjustment(s)

Status	Reas. adj. description	End Date	Asmt Cat. (Ds.)	Addnl.Info
Approved	PH Extra Time: 50%	31.12.9999	Phase Test	
Approved	PH Room required	31.12.9999	Phase Test	
Approved	Extra Time: 50%	31.12.9999	Unseen Examination	
Approved	Seating within Room: Front	31.12.9999	Unseen Examination	
Approved	Food and Drink	31.12.9999	Unseen Examination	


Note Overview
Edit
Goto
System
Help
Note Overview
Student Number
2501913
Name
Scott8, Mark; *02.04.1989; Male
Note Overview
Display all notes
No Program Notes
Only Program Notes
Predefined
Note Type (Description)
Program
Note Title
Prog.Type
Stage
Acad. Year
Session
Transcript
Created By
Created On
Changed By
Changed on
S+: Teaching and Learning
Visually impaired student
PI_USERPQ2
22.04.2018
PI_USERPQ2
22.04.2018
S+: Timetabling Support
Timetabling Support
PI_USERPQ2
22.04.2018
PI_USERPQ2
22.04.2018
S+: Placement/Field Trips
Placement/Field Trips
PI_USERPQ2
22.04.2018
PI_USERPQ2
22.04.2018

QUEUE | TICKETS | SOCIAL MEDIA MESSAGES | TEMPLATES | UNASSOCIATED E-MAILS

QUEUE: ALL (1,269)

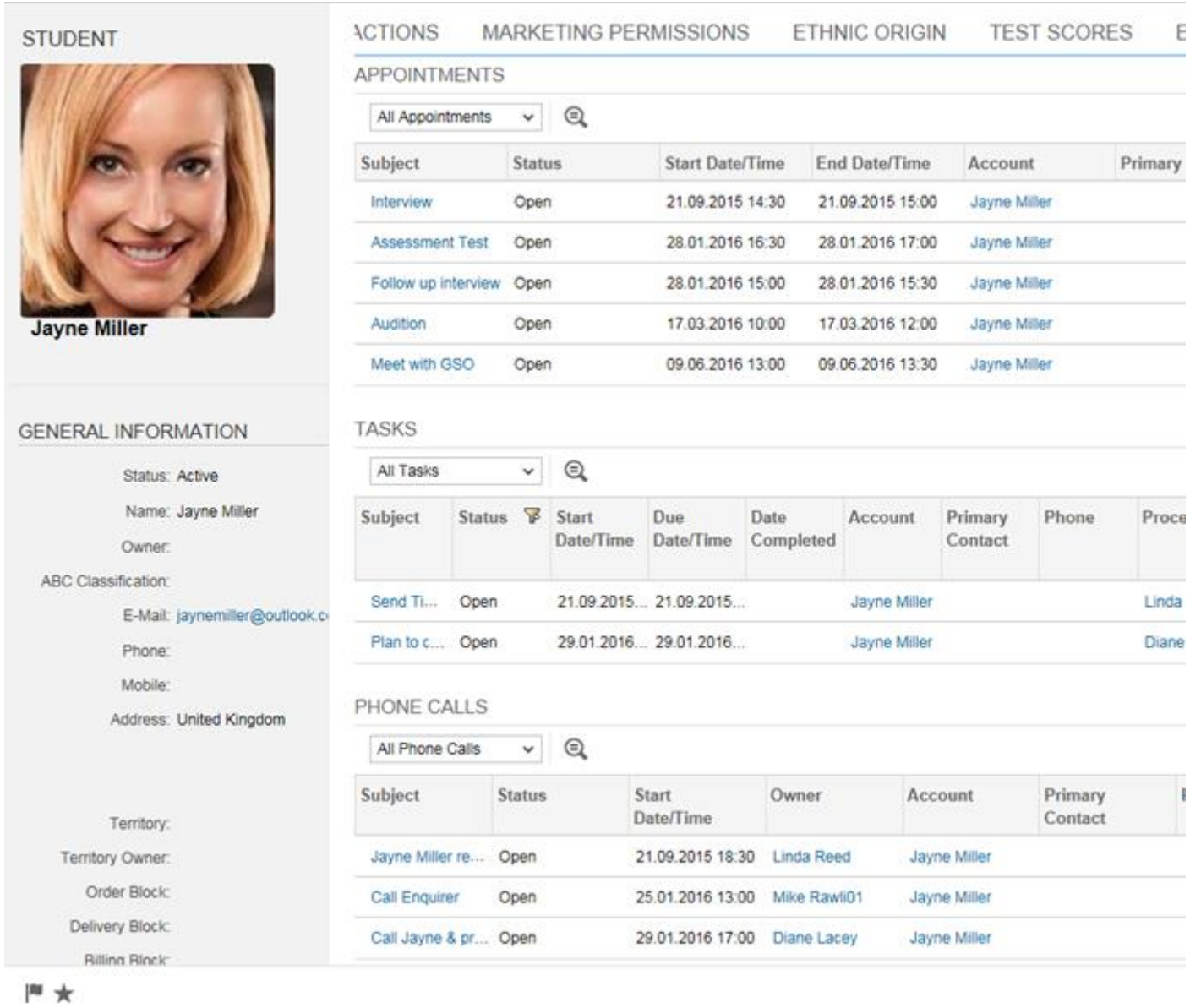
All

Search

Priority	ID	Subject	Status	Customer	Channel	Changed On	Assigned To
Low	5213	I'm coming to Melbourne can I arrange a Tour?	Open	Paul Moss	Monarch Travel	02.09.2015 03:06:04 PM	
Normal	5212	Uni places in Engineering	Open	Megan Lee	Customer Service	02.09.2015 02:40:41 PM	Melinda Sch...
Normal	5209	no power	Open		Manual	27.08.2015 10:59:18 AM	
Normal	5208	Call From:+1 (650) 391-4471	Open	Megan Lee	elephony	28.08.2015 12:14:44 PM	Timmy Hardy
Normal	5205	Call To:+1 (650) 391-4471	Open	Megan Le	ephony	26.08.2015 06:45:16 PM	Timmy Hardy
Normal	5203	Gas	In Process - Pending Engine...		ual	01.09.2015 04:47:47 PM	
Normal	5202	Smell Gas	In Process - Pending E				
Normal	5201	Gas Leak	In Process - Pending E				
Low	5196	Go get our latest cruise offering! It's amazing!	Open				
Low	5193	Spring in finally here!! Time to plan out the garden	Open				
Low	5192	Testing while men are talking very Loudly on their...	Open				
Normal	5149	Call From: 16505555014	Open				Beyer
Normal	5147	test for installation point	Open	Lowes	Manual	26.08.2015 05:19:42 PM	
Normal	5110	Chat From:sarasmithdemo@gmail.com	Open	FutureVision	Chat	17.09.2014 03:29:54 AM	Juliane Beyer
Normal	5108	Squeaky brakes	Open	Renee Wilhelm	Monarch Consumer ...	17.09.2014 04:30:16 AM	Juliane Beyer

Megan's FB post comes straight into the Service queue

Interaction Center Example



WAIT !

There is more…

CX Portfolio / C/4HANA Portfolio

- We have not even mentioned…
  - Customer Data Cloud Identity
  - Customer Data Cloud Consent
  - Customer Data Cloud Profile
  - Qualtrics
  - Product Content Hub

© 2019 itelligence

Conclusion

- There is more to students than just SLcM
- SAP portfolio vs. Best of Breed
- What to focus on?
- Quick implementations are possible
- Integration
  - Connecting on premise to the cloud
  - Upgrade cycles

© 2019 itelligence

Q&A

© 2019 itelligence

Mark Arts
Mark.arts@itelligence.nl
Operations Director Education

We Transform. Trust into Value

© 2019 itelligence

Copyright itelligence AG - All rights reserved

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of itelligence AG. The information contained herein may be changed without prior notice.

Some software products marketed by itelligence AG and its distributors contain proprietary software components of other software vendors. All product and service names mentioned and associated logos displayed are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

The information in this document is proprietary to itelligence. This document is a preliminary version and not subject to your license agreement or any other agreement with itelligence. This document contains only intended strategies, developments and product functionalities and is not intended to be binding upon itelligence to any particular course of business, product strategy, and/or development. itelligence assumes no responsibility for errors or omissions in this document. itelligence does not warrant the accuracy or completeness of the information, text, graphics, links, or other items contained within this material. This document is provided without a warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, or non-infringement.

itelligence shall have no liability for damages of any kind including without limitation direct, special, indirect, or consequential damages that may result from the use of these materials. This limitation shall not apply in cases of intent or gross negligence.

The statutory liability for personal injury and defective products is not affected. itelligence has no control over the information that you may access through the use of hot links contained in these materials and does not endorse your use of third-party Web pages nor provide any warranty whatsoever relating to third-party Web pages.