Rewiring Higher Ed for the New Student

The New World of Learning

Major forces are driving change in higher education. Colleges and universities are struggling to meet rising student expectations, experiment with innovative teaching models and deploy new learning technologies to enhance academic excellence. Amid these changes, institutions of higher education strive to improve the overall student experience while finding ways to make education more affordable.

The environment is shifting at a dizzying pace. New institutional players are disrupting established learning paradigms. Online learning is becoming prominent as students and parents become more cost-conscious. Millennial learners are more self-directed than previous generations, relying on multiple mobile devices including smartphones and tablets to enable their digital lifestyles and learning styles. These learners are adept at using all types of technology – social, mobile, cloud-based – for academic access. With this generation of students, the boundaries between technology and learning have disappeared.

Our Higher Education Practice understands the challenges that institutions face in this dynamically changing environment. We have the expertise to help institutions chart strategy, transform their business models and apply technology to real-world business problems.

Learning Reimagined

The forces currently disrupting higher education can be placed in four categories:

- **Cost-effectiveness:** Decreasing public funding and limited endowment resources alongside rising tuition costs have resulted in pressure to optimize investments. Students and their families are no longer as willing or able to absorb ever-mounting tuition bills as in the past. Institutions are beginning to rethink the all-too-common strategy of trying to be all things to all students in order to obtain the “best and the brightest.” In an increasingly cost-sensitive environment, institutions need to focus their mission on delivering their core competencies as efficiently and reliably as possible.

- **Business transformation:** Institutions of higher learning are notoriously disinclined toward change. But change is ever-present and increasing at a dramatic rate in today’s society. To cope, institutions must rethink ways of achieving their goals to attract and retain the best students, enhance educational outcomes and better serve all of their constituents. Colleges and universities must become more nimble and adaptive by reassessing core assumptions surrounding their business model, looking to new collaborative instructional designs and learner-centric approaches and developing a culture that embraces change.
Technology innovation: Standalone learning systems are giving way to integrated solutions that incorporate social, mobile and collaborative components into a holistic learning environment. Institutions are leveraging real-time analytics to better understand their environment and match their strategies to changing market needs. Open-source learning provides online tools and resources that need to be available to learners ubiquitously in nontraditional ways. Cloud-based IT solutions and virtualization support a reconsideration of the delivery of IT infrastructure and services. Institutions need to evaluate how they can adopt these inventive options to further their goals.

External environment: Institutions must cope with increasing scrutiny as regulatory agencies question the cost and effectiveness of higher education, increase demands for broader support for underserved constituents, require clearer information surrounding educational outcomes and expand their evaluation of public funding for education.

Answering the Forces of Disruptive Innovation

Transformation is a key to institutional success as new technologies, new student expectations and new competitors reshape the educational landscape. Educational institutions require innovative thinking and solutions across a broad range of areas to support business transformation in this new era. We can help higher education institutions navigate the seas of change and drive innovation through technology.

We provide holistic IT-enabled services for educational institutions across all phases of planning, building, implementing and operating. Our solutions function as a fully integrated set of services, ranging from business strategy/operations and enterprise architecture consulting to application design, development, implementation, maintenance and support, to IT infrastructure and business process outsourcing. We use a proven methodology to address unique client needs, while leveraging tools and solution accelerators.
We can help your institution in the following ways:

- **Develop a social CRM strategy and select, design and implement solutions** that enhance student engagement, support responsive student-institutional interactions and provide a 360-degree view of the constituent relationship throughout the student lifecycle.

- **Implement, upgrade and maintain enterprise applications** to support institutional goals of improving learning outcomes, supporting decision-making and enhancing institutional effectiveness while controlling ongoing costs.

- **Reshape the nature of instruction via mobile technologies** to support learner access to educational resources anytime, anywhere.

- **Overcome IT funding limitations through infrastructure consolidation services, portfolio analysis and optimization and global sourcing** to satisfy the need to show timely and meaningful return on investment.

- **Respond proactively to student needs by developing business intelligence models** that consolidate student activity and behavioral information into dashboards to provide immediate feedback for students, advisors, faculty and staff.

- **Improve security and privacy strategies and practices to mitigate risk** as BYOD (bring your own device) proliferates on campus and anytime, anywhere access is expected.

- **Develop integrated, scalable and sustainable instructional technology models** to meet evolving learning requirements.

- **Enable social learning, virtualization and cloud-based solutions**, facilitating student and institutional collaboration.

**Why Cognizant?**

Our Higher Education Practice is a leader in providing business transformation services to educational institutions. Here’s what separates us from the pack:

- **Unique collaborative approach.** We combine technical and analytical expertise while using a flexible business model focused on your priorities. Our client engagement model combines a client partner, who works onsite, with a global delivery manager and a Cognizant Business Consulting specialist to ensure your success.

- **Industry leadership.** Driven by the continuous innovation of our Centers of Excellence (CoEs), we provide leading solutions to guide institutions through the digital transformation era. We are focused on helping our clients unlock new opportunities inherent in the SMAC stack — social, mobile, analytics and cloud technologies — that are changing the way higher education operates.

- **Recognized expertise.** Powered by strategic thinkers with higher education industry expertise, our people bring innovative thinking and a broad understanding of business and IT transformation issues.

- **End-to-end solutions.** Our services range from business and technology strategy and operations to enterprise application services to data warehousing and business intelligence to testing, ERP, social CRM and emerging platform solutions. We work in partnership with our clients to deliver real results.

- **Consistent global delivery and execution.** We provide cost-effective resources that cover the full spectrum of institutional consulting, implementation and support.

- **Powerful partnerships.** Our services are built on thriving alliances with industry leaders to deliver innovative solutions to our clients.

- **Commitment to your success.** Our “client-first” culture results in more than 90% of annual revenue derived from our existing client base.

For more detail, please contact us at EducationInquiry@cognizant.com or go to www.cognizant.com/education.
About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 75 development and delivery centers worldwide and approximately 187,400 employees as of June 30, 2014, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: Cognizant.