

# Modernizing Higher Education for Connected Campus Experiences

## Benefits

- Drive strategic initiatives and support security, privacy and regulatory compliance with intelligent data governance and privacy solutions
- Deliver a complete 360-degree view of trusted data, including faculty and staff, student, vendor and financial data to identify relationships, deliver business insights and improve student services
- Accelerate time to insights with data cataloging, data ingestion, data quality and data preparation for all types of data
- Drive innovation, agility and process efficiency with intelligent data management cloud services to support any integration, any user and any data

## Prioritizing Data as a Strategic Asset with Intelligent Data Management Cloud

### Higher Education Needs Trusted Data for Tangible Results

Now more than ever, colleges, universities and other institutions of higher education are dealing with the profound impacts and competitive pressures of enrollment, increased expectations of current and future student populations, massive amounts of data and huge shifts in technology. To meet and address these changes, higher education institutions need to enable digital learning experiences and support tools that measure and quantify learning. They need to include faculty voices in developing strategies for edtech and promote digital fluency for greater innovation and adoption. They must decide how to adapt to long-term trends, such as modularized degrees and personalized learning, that are fundamentally changing the very definition of post-secondary education. And they must maintain day-to-day compliance with a broad range of educational, financial and privacy regulations.

All of this change means trusted data has become a critical component to address these challenges in higher education. However, many post-secondary schools have not invested adequately in modernizing and strengthening their data management capabilities. As a result, low-quality, decentralized data drives up operating costs, damages student and alumni experiences and ultimately threatens the school's survival.



## Informatica Intelligent Data Management Cloud (IDMC) for Higher Education

Informatica helps institutions of higher education accelerate recruitment and enrollment, improve student services, gain a complete view of data, identify new revenue opportunities, comply with regulations and respond quickly to new market opportunities and threats.

IDMC, powered by the CLAIRE® engine, unleashes the power and value of any data across multi-cloud and on-premises environments. This AI-driven platform, built on a micro-services architecture, fuels best-of-breed solutions to automate previously manual tasks — whether analysis or compliance-related — to extract value from data. Independent and technology-neutral, IDMC allows you to share, deliver and democratize data across your organization. This comprehensive solution helps you reimagine and define how you manage data and use it to support innovation.



“Informatica’s Customer 360 enables us to have a single source of truth, a holistic 360-degree view of data we can trust from across our organization for data analytics and insights...We can have greater peace of mind and not have to worry about data, and that frees up our time to deal with more strategic tasks.

Having high quality, trusted data allows us to optimize our marketing campaign efforts and become even more successful in engaging our students in every stage of their journey with us – from student recruitment, enrollment right through to graduation and beyond.”

— Anthony Perera, Director of Data & Analytics, La Trobe University

IDMC helps enable:

- **Security, Privacy and Compliance:** To stay competitive, higher education institutions need to treat data as a strategic asset instead of a series of one-off projects that create silos. Intelligent data governance enables automation and scale to deliver governed, protected and trusted data across the entire institution. In addition, schools must comply with a wide range of data privacy regulations. Data privacy and protection solutions enable you to intelligently discover, identify and protect sensitive information as well as ensure consent and ethical data processing.
- **Data-Informed Decision Making:** Higher education data and applications are notoriously decentralized, creating a “Wild West” atmosphere in which data is fragmented and departments make their own technology decisions. With an intelligent, 360-degree view of trusted data for students, alumni and faculty, schools can deliver a more personalized experience. Master data management (MDM) provides actionable insights. With MDM, institutions can deliver and synthesize trusted and relevant business data for a complete view of any data and any relationship — including interactions, transactions and Internet of Things (IoT) data.
- **Innovation and Modernization:** A post-secondary institution may need to simultaneously gather and manage vast amounts of data from enterprise applications, real-time data feeds, legacy systems and the latest technologies. To accelerate time to insights and transform the business of education — where you can positively impact fundraising efforts, optimize facility planning, reduce risk of course failures and improve graduation rates — you need to manage your entire data environment with intelligent data management solutions. These solutions can include data cataloging, data ingestion, data quality and data preparation for any sort of user and all types of data.
- **Collaboration and Partnership:** Even if your institution has adopted cloud for greater innovation, agility and process efficiency, your cloud infrastructure must be able to support any integration, any user and any data. Informatica’s IDMC goes beyond application integration and data integration to address the growing complexity of data management across multi-cloud and on-premises, such as data quality, 360-degree views of students and faculty and data governance to better comply with data privacy regulations and accreditation guidelines.

- **Campus Health and Safety:** Responding to the health and safety needs of an institutional ecosystem requires unifying, managing and accessing data in real-time and from multiple sources. This can include student and staff information, campus activity and emergency records. Cloud-native master data management, data quality and data integration solutions support mass data ingestion, capture of data changes and storage for rapid data access. Trusted data that is immediately available supports rapid, informed responses in the event of a health or safety crisis.

## Leading Educational Institutions Turn to Informatica

### Enhancing Student Experiences with Data-Informed Decisions

**George Washington University**, a 25,000-student university in Washington, D.C., relies on Informatica for data-informed decision-making to enhance student experiences. Utilizing Informatica's IDMC, there is trusted data integration, data quality and real-time access to information across academic and administrative functions, with cloud and on-premises environments serving three campuses. By replacing manual integration with automation and introducing user-friendly data management interfaces and dashboards, the university reduced report compilation time by as much as 100 person-hours, accelerating time to insight into student retention and enrollment trends, financial performance and staffing.

### Focusing on Partnerships with a Single Source of Data

One of the nation's largest educational institutions, **Michigan State University** focuses on collaboration and partnership, working to build lasting relationships with alumni, friends and donors. To achieve this aim, the university needed to integrate data from 47 source systems, improve data quality for better analytics and minimize human intervention and manual data review processes. Informatica's Data Integration Hub enabled modernized information and system data to empower gift and engagement officers. A single source of truth was established with quality information, measurable KPIs were adopted, in-house talent was built and overall agility and efficiency was increased.

### Ensuring Student Information Is Protected

**Northern University**, a private research institution established in 1898, works to strengthen connections with students by building new applications, interfaces and integrations while anonymizing student data. With a key emphasis on security, privacy and regulatory compliance related to student data, Informatica Cloud Application Integration brings together data from 85 university systems in real time as Informatica Data Masking protects student information. Student data is now together in one place to enable a complete and trusted view of each student's education journey.

## About Informatica

At Informatica (NYSE: INFA), we believe data is the soul of business transformation. That's why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud.™ Powered by AI, it's the only cloud dedicated to managing data of any type, pattern, complexity or workload across any location — all on a single platform. Whether you're driving next-gen analytics, delivering perfectly timed customer experiences or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable and your possibilities are limitless. Informatica. Cloud First. Data Always.™

## Driving Innovation and Modernization

The first fully integrated public university in the southern United States, opening its doors in 1958, the [University of New Orleans](#) wanted to improve retention and increase student enrollment. To do this, they needed to quickly move 20 years of ERP data to the cloud so it could be protected and accessed by Workday and other reporting tools. Informatica Intelligent Cloud Services was used to extract, transform and load data from Salesforce, on-premises data sources and Workday into Snowflake. Informatica Cloud Mass Ingestion was used to migrate thousands of tables with complex data structures from Oracle into Snowflake. The result? Faster reporting, improved information security and reduced operating costs.

## Trusted, Real-Time Data for Student Health and Safety

**University of North Carolina** at Chapel Hills' not-for-profit medical system needed quicker access to COVID-19 test results and awareness of the demand for medical resources to support health and safety among their student population. Informatica's data governance solution automated the creation of lineage showing the flow of data from Epic's relational database and data warehouse to target systems in SAP HANA. As a result, the institution was able to create executive dashboards to assess and manage resources for the pandemic in under three days.

## Next Steps

Informatica Intelligent Data Management Cloud provides the automation and innovation across multi-cloud and on-premises environments required to support your university, college or other school so you can unleash the power and value of all your data.

Learn more at <https://www.informatica.com/education.html>



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