Informatica for Higher Education

Prioritizing Data as a Strategic Asset for Educational Institutions

Benefits

- Drive strategic initiatives and support 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 and deliver business insights

- 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 cloud services to support any integration, any user, and any data

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/alumni experience, and ultimately threatens the school's survival.

Informatica Intelligent Data Platform for 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.

The Informatica Intelligent Data Platform™ (IDP), 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. The Informatica Intelligent Data Platform helps customers deliver data governance and privacy, 360 engagement, next-gen analytics, and cloud data management solutions:

- **Data Governance and Privacy:** 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.
- **360 Engagement:** 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, along with actionable insights, 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.
- **Next-Gen Analytics:** 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 solutions. These solutions can include data cataloging, data ingestion, data quality, and data preparation for any sort of user and all types of data.
- **Cloud Data Management Solutions:** Even if your organization 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 next-gen integration Platform as a Service (iPaaS) 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 views of students and faculty, and data governance to better comply with data privacy regulations and accreditation guidelines.

Leading Educational Institutions Turn to Informatica

George Washington University, a 25,000-student university in Washington, D.C., relies on Informatica for 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.

University of Michigan Ross School of Business, a top-ranked business school, uses the Informatica iPaaS solution to integrate data from many different internal and cross-campus sources, and uses this new information to design more effective marketing, outreach, and degree programs in half the time. The school now delivers smoother, more personalized experiences, from matching prospective students to programs where they're most likely to succeed, to tracking and interacting with alumni long after graduation. As a result, the school is more respected, relevant, and profitable.

Rutgers University, one of America's oldest institutions of higher education, partners with community colleges across New Jersey to help students transfer into Rutgers' degree programs. Using Informatica Intelligent Cloud Services[SM], the school's Division of Continuing Studies automatically combines information about prospective and current students from multiple sources into a single database. Analyzing that data enables Rutgers to improve recruitment, advise prospective students on choosing outside courses for optimal transferability, and create marketing programs for both credit and non-credit programs.

Next Steps

Informatica 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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