Student Systems Ascend to the Cloud:
The Continuum of Solutions that Will Get You There

Poster Session Presented by
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EDUCAUSE 2014
ANNUAL CONFERENCE
EXTEND your Student System with Three Cloud-Based Strategies

**Hosting**

*Moving Off-Premise*

**Arizona State University**

Profile: 73,400 Students • 4 Campuses • Very High Research

Had: A homegrown student information system developed in COBOL that needed to be replaced

Wanted: A flexible, integrated system able to support

ASU’s anticipated growth • A hosted solution that enables University staff to focus on activities that are more closely aligned with ASU’s core mission and objectives.

Solution: Sierra-Cedar (implementation partner) selected to Host all PeopleSoft Applications

Student System: PeopleSoft Campus Solutions

Accomplishments: PeopleSoft HCM and Campus Solutions implemented in 18 months at a cost significantly below expectations • Since 2007, Sierra-Cedar hosts and manages applications, freeing up staff for mission-critical activities

"Sierra-Cedar’s experienced higher education consultants and proven software hosting capabilities were critical to our success.... Sierra-Cedar manages our production systems and keeps us current with information technology, defining ERP the ASU Way and allowing us to focus on fulfilling the vision of an outstanding education for students of the New American University."

Jay Steed
Assistant Vice President
UTO Operations & Customer Care

**Salesforce**

*Improving Student Relationships*

**Arizona State University**

Profile: 73,400 Students • 4 Campuses • Very High Research

Had: Disparate systems of record with no central view of each student • Multiple systems for student service

Wanted: To provide transparency, tracking, and insight into all student activities from recruitment, student service, and success through alumni and constituent relations—a 360-degree view

Solution: Salesforce Sales Cloud and Service Cloud

Student System: PeopleSoft Campus Solutions

Accomplishments: ASU is now able to recruit students, based upon their stated interests, more effectively and efficiently across its graduate colleges • Constituent service and communication are improving • CRM is now being migrated to Salesforce • Beginning to use for alumni and corporate outreach

"With the professionalism and expertise of the Sierra-Cedar consultants we quickly brought up an online student center that included a rich knowledge base and started core departments on case management to see an immediate impact on student service – all while simultaneously bringing up large pieces of the Graduate student recruitment cycle and a solid beginning to converting our undergraduate student recruitment."

Leah Lommel
Assistant Vice President
Technology Development

**Workday**

*Migrating to SaaS*

**Tallahassee Community College**

Profile: 15,000 Students • 774 Faculty • 1,862 Employees

Had: Homegrown ERP System (circa 1984)

Wanted: Forward-looking, modern SaaS-based system with in-memory database, web services, and mobile first

Solution: Workday HCM/Payroll, Finance, and Student Student System:

Profile Partner

Challenges: Finding the time to do it all • Redesigning existing workflows to best advantage

Accomplishments: On time • Under budget • All business processes redesigned to follow best practices • Entire campus enthusiastic and excited • Working together to achieve goals

“The Workday Student System has given TCC an opportunity to use modern technology tools so that, with the help of our consulting partners at Sierra-Cedar, we can re-imagine our business processes as they relate to students. Our goal is to not only become more efficient, but also more effective.”

Bret Ingerman
Vice President for Information Technology
Arizona State University

- Located in Phoenix, Arizona
- Established in 1884
- 4 campuses + ASU Online
- 80,000+ Students
- 2900+ Faculty
- Research Focused University
ASU – Project Background

● As of 2003, ASU was running a mainframe-based, homegrown student information system developed in COBOL.

● While this system had served ASU well for many years, it was inflexible, not integrated, and unable to support the kind of growth and pace required to make the New American University a reality.

● ASU required an integrated solution that could scale to serve an anticipated 95,000 students by 2020.
ASU – Solution

● ASU selected PeopleSoft Campus Solutions and HCM and chose an off-premise hosting provider.

● The OASIS Project (Online Administrative & Student Information System), comprised of ASU staff, was constituted to implement the software.

● ASU selected Sierra-Cedar to play the major role of providing project management and planning, functional and technical consulting.

● Sierra-Cedar was selected to host both the implementation and production environments.
ASU’s Timeline

- ASU set an aggressive timetable of less than 2 years to complete the large, complex implementation.
- Using an innovative strategy based on an alliance between ASU, Oracle, and Sierra-Cedar, ASU replaced its core administrative systems not in ten years, but in 20 months, and at a cost substantially less than anticipated.
- The OASIS team’s deployment of a sophisticated ERP system so quickly, and at such low cost, in a large and complex institution was without precedent, in or out of higher education.
Sierra-Cedar Hosting at ASU

● Sierra-Cedar hosted PeopleSoft Campus Solutions and HCM during the implementation.

● Since 2007, Sierra-Cedar has continued to provide hosting and application management for all ASU’s Oracle/PeopleSoft applications.

● Sierra-Cedar’s Upgrade Lab performed the HCM/CS Split, Campus Solutions 8.9 to 9.0 Upgrade, and HCM 8.9 to 9.1 Upgrade for ASU.

● The hosted Campus Solutions system provides efficient service to 6,000 concurrent users.
Benefits of Hosting

- Campus Solutions is hosted off-site in a secure facility with 24x7 service availability and a 24x6 service desk.
- All fixes and patches are promptly performed by Sierra-Cedar.
- University staff have been freed up to focus on activities that are more closely aligned with ASU’s core mission and objectives.
- ASU eliminated the need to invest in and maintain the hardware necessary for on-premise ERP hosting.
“Sierra-Cedar’s experienced higher education consultants and proven software hosting capabilities were critical to our success. Sierra-Cedar manages our production systems and keeps us current with information technology, defining ERP the ASU Way and allowing us to focus on fulfilling the vision of an outstanding education for students of the New American University.”

Jay Steed
Assistant Vice President
UTO Operations & Customer Care
Arizona State University
Tallahassee Community College

- Located in Tallahassee, FL
- Established in 1966
- 1,862 employees
- 774 faculty
- 15,000 Students
- #1 among two-year colleges in the U.S. for Associate Degrees Awarded
TCC – Solution and Rationale

- Selected Workday for full ERP suite
  - HCM, Payroll, Time Tracking and Finance
- Also became a Design Partner for Workday Student system
- Wanted to move to a platform that was forward-looking and that uses modern technologies
  - SaaS
  - In-memory database
  - Web services
  - Mobile first
TCC - Challenges

- Finding the time to implement new ERP plus help with design of new student system WHILE doing existing jobs
- Redesigning existing workflows to take advantage of new technologies as well as best practices
TCC – Outcomes/Accomplishments

- To date, project is on-time and under budget
- All business processes have been redesigned to follow best practices
- Entire campus is excited and enthusiastic
  - Working together to achieve common goals
- Goal is to be more effective and not just more efficient
TCC – Lessons Learned

- Empower staff to make decisions “on the ground” without the need to go to supervisors for approval.
- Make the various committees inclusive of everyone who could benefit.
- Don’t minimalize the need for back fill support.
- Celebrate key milestones.
- Work with an implementation partner who becomes “one of the family” – as you are all in this together.
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- 2900+ Faculty
- Research Focused University
ASU – Project Background

- Prior to the project ASU had:
  - Disparate systems of record with no central view of each student
  - Multiple systems for student service, causing constituent frustration
  - No central view into constituent communication
  - Lack of visibility into all institution touch points with a constituent

- ASU needed a solution that could scale to serve an anticipated 95,000 students by 2020

- Student System: PeopleSoft Campus Solutions
Use of CRMs at ASU – Spring 2013

talisma & silverpop
Undergraduate Recruitment

salesforce
Graduate Recruitment
WPC Recruitment
EGR - Cont Ed
AECP

current students
No centralized system, email & communication captured in SIS and other avenues

data warehouse
Data dictionaries and mapping of fields to create Constituent 360

iModules
Alumni Foundation

salesforce
CEC
OKED
Athletics
ASU – Solution and Rationale

- Instead of trying to simply create a new view in a data warehouse, ASU decided on a whole new concept – one CRM that would enable ASU to see all constituent relationships in one place and enable more frequent and effective communication.

- ASU has extended Campus Solutions with
  - Salesforce Sales Cloud
  - Salesforce Service Cloud
  - Salesforce Chatter
  - Salesforce Communities
  - Salesforce ExactTarget Marketing Cloud
ASU’s Goal

- To provide transparency, tracking, and insight into all student activities from recruitment, student service, and success through alumni and constituent relations—a 360-degree view
  - The lifecycle and how we connect constituent layers and complexities is what helps make the ASU goal a reality.
  - We create a complete picture of student success, innovation/research and community partnerships by knowing as much as possible about our greatest assets and constituents.
ASU’s Salesforce Implementation

- Initially Sierra-Cedar worked with the Graduate Recruitment Office to implement the Salesforce Sales Cloud to support the graduate recruitment process across its different colleges.

- Sierra-Cedar then assisted ASU in implementing the Salesforce Service Cloud, to provide a single case management and knowledge base tool to be used by various distributed departments – providing a consolidated view of student service and institutional touch points for a student.
ASU Advancement

- In parallel, Sierra-Cedar has facilitated the implementation of the replacement of the current marketing system used by ASU’s Advancement team.

- The replacement system will leverage Salesforce Communities for on-line donations as well as ExactTarget for marketing communications.
Creating a structure that could support the larger vision entailed building a strong foundation – having talent lead not only the foundational layers but also all the pillars that support ASU’s goal of improved constituent service and communication.
A culture of collaboration, success, cooperation and understanding among all teams.
ASU – Salesforce Project Impact

- ASU is now able to recruit students, based upon their stated interests, more effectively and efficiently across its graduate colleges.
- Students are able to access context-sensitive and population-specific help for various autonomous departments from one location, and are able to submit cases, through the use of Salesforce Communities.
- Undergraduate CRM now being migrated to Salesforce.
- Beginning to use for alumni and corporate outreach.
"With the professionalism and expertise of the Sierra-Cedar consultants we quickly brought up an online student center that included a rich knowledge base and started core departments on case management to see an immediate impact on student service – all while simultaneously bringing up large pieces of the Graduate student recruitment cycle and a solid beginning to converting our undergraduate student recruitment."

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About Sierra-Cedar

- Formed as the result of a July 2014 merger, combining the operations of Sierra Systems US, Inc., CedarCrestone, Inc., Io Consulting, Inc., and Analytic Vision, Inc.
- Employs over 900 professionals focused on the US market supplemented by global services delivery in Hyderabad, India
- Delivers industry-based expertise for Commercial, Healthcare, Higher Education, Public Sector, and Justice & Public Safety
- Provides comprehensive, integrated portfolio of services
- Part of Sierra-Cedar Group, Inc., one of the largest, independent North American IT services companies
Sierra-Cedar Fast Facts

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Service and Solution Areas
- Application Services
- Business Intelligence
- Host & Managed Services
- Infrastructure Services
- Integration & Cloud Solutions
- Research
- Strategy
- Training

900+

Employees

2014 merger of

4 companies with decades of experience

5

Industry Focus
- Commercial
- Healthcare
- Higher Education
- Public Sector
- Justice & Public Safety

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For more information on the case studies presented or related service offerings, please contact HigherEd@sierra-cedar.com.

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