



Driving Performance through Business Intelligence and Data Warehousing

Illinois Association for Institutional Research Annual Forum

November 5, 2009

- ▷ *Management Consulting*
- ▷ *Enterprise Solutions*
- ▷ *Technology Solutions*

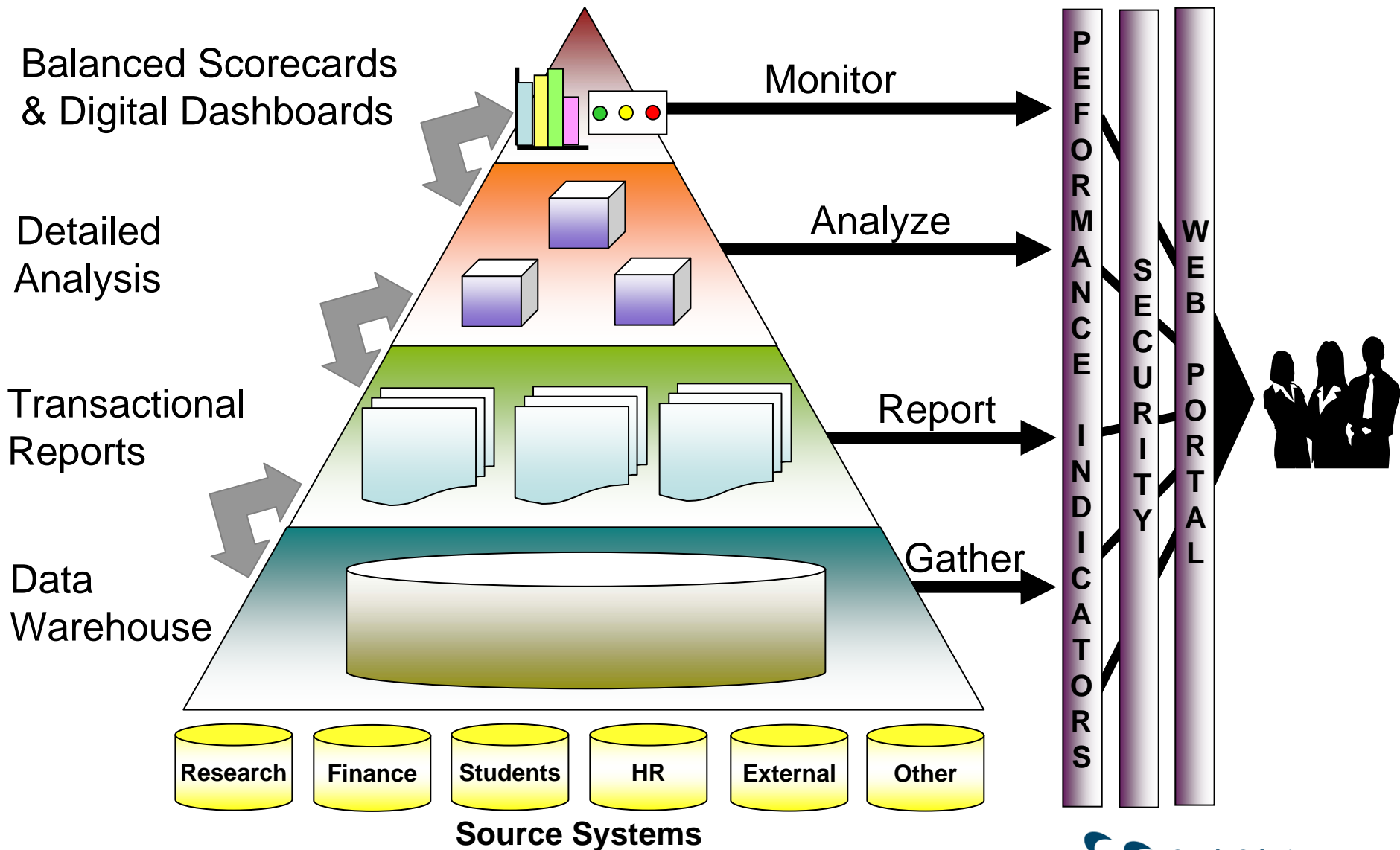
Outline

- Discuss Institutional Challenges
- Define Solution Approaches
- Discuss Data Warehouse & Business Intelligence
- Demonstrate Solution
- Q&A

Overcoming Institutional Challenges

Institutional Challenges	Solutions
Data locked in different formats in disparate source systems	Standardized data in central repository
Inefficiency in timely information distribution and delivery	Web-based visual displays – Dashboards, Scorecards
Complex curriculum planning	Customized curriculum matching student needs
Increase in enrollment and decrease in funding	Enrollment and Financial Aid trend analysis

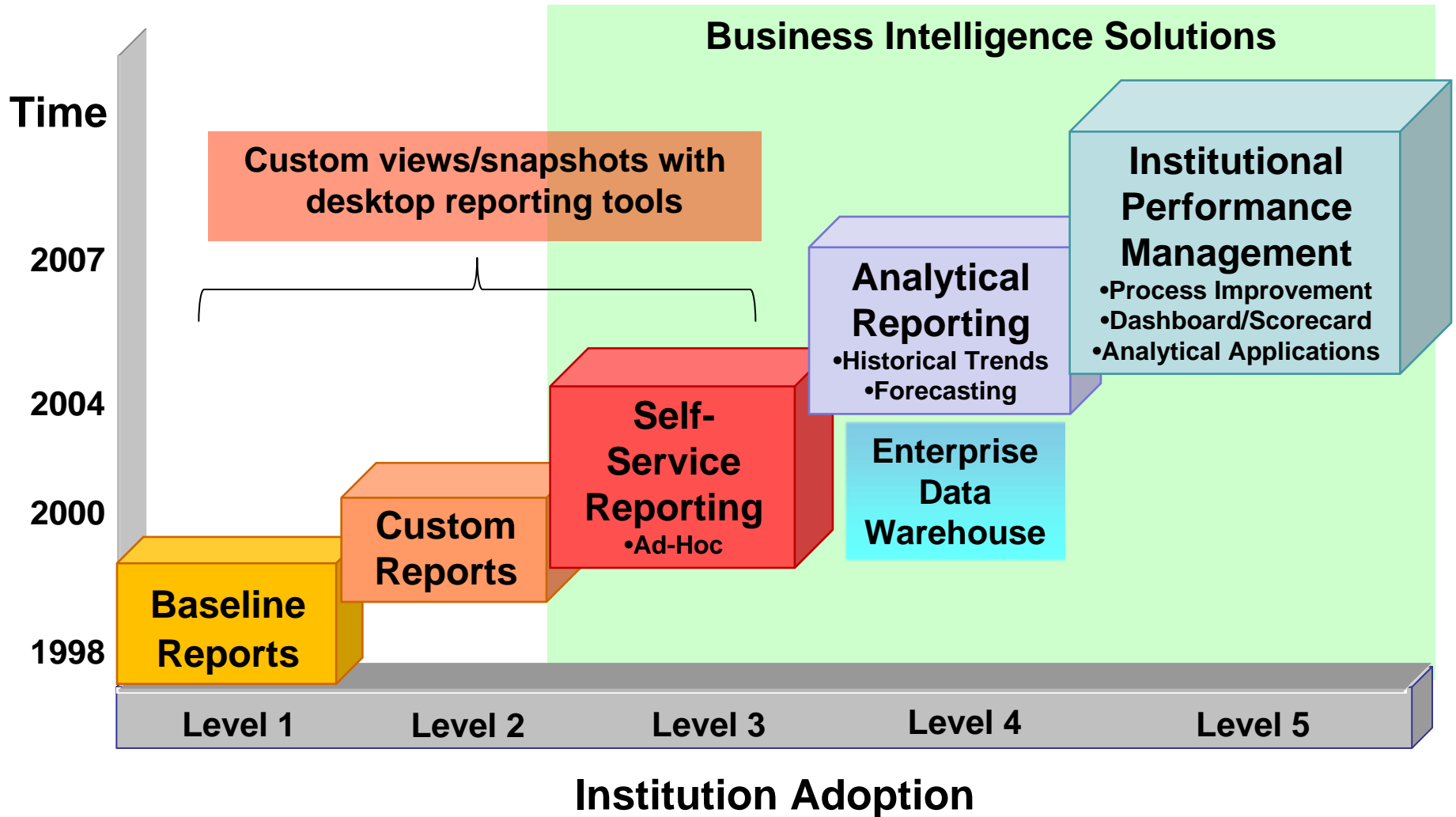
Data Warehouse – Information Distribution



Key Components

Key Components	Descriptions
Scorecard	<ul style="list-style-type: none">• Provides a comprehensive view of organizational performance against established thresholds, enabling advancement toward strategic goals
Dashboard	<ul style="list-style-type: none">• Dynamic, Web-based visual displays of business metrics for real-time monitoring, analysis and contingency planning
Business Intelligence	<ul style="list-style-type: none">• Broad category of applications and technologies for gathering, storing, analyzing and providing access to data for performance management and informed decisions
Data Warehouse	<ul style="list-style-type: none">• Repository of electronically stored data.<ul style="list-style-type: none">– Designed to facilitate reporting and analysis– Stores historical data

Business Intelligence Maturity Model

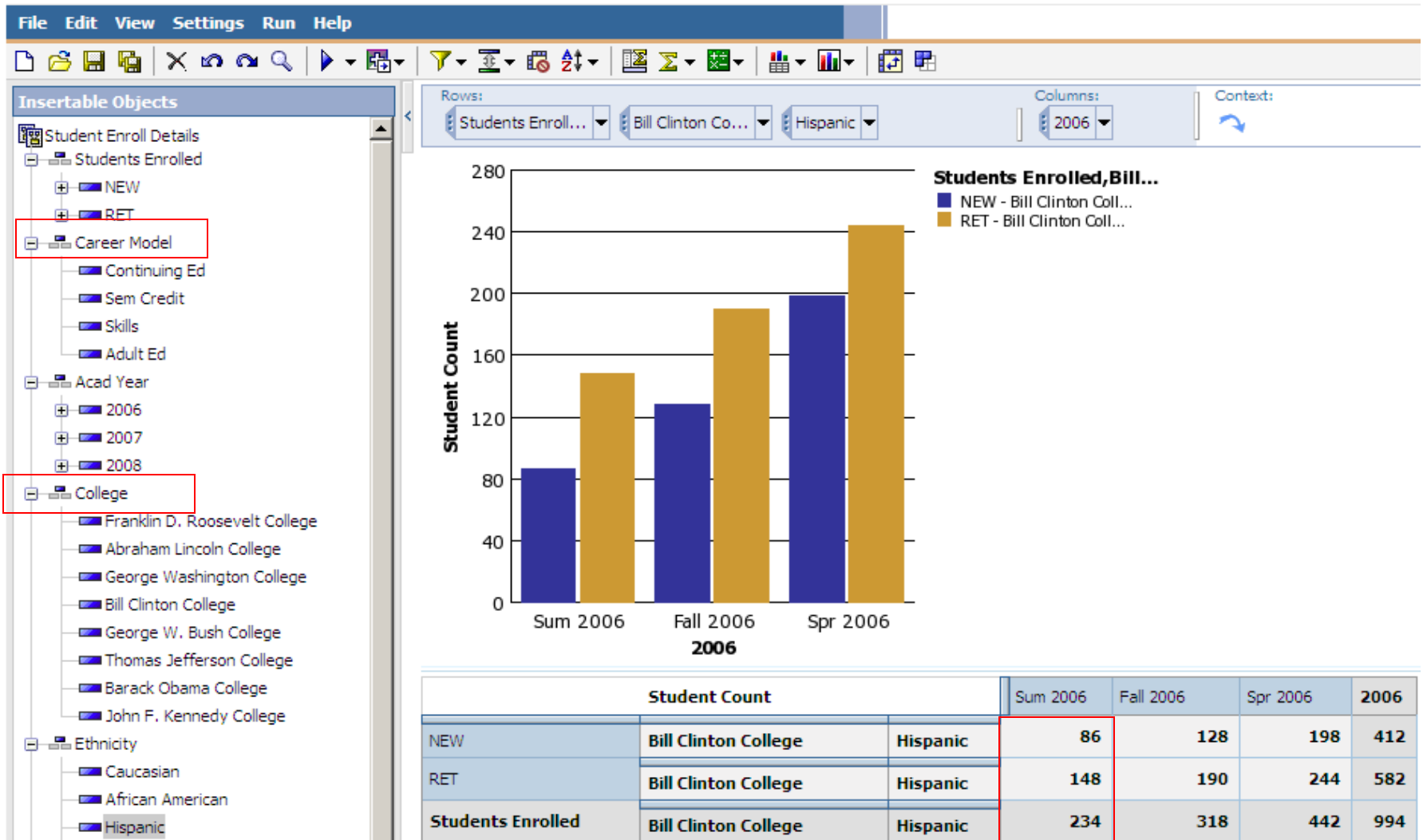


Business Intelligence Terminology

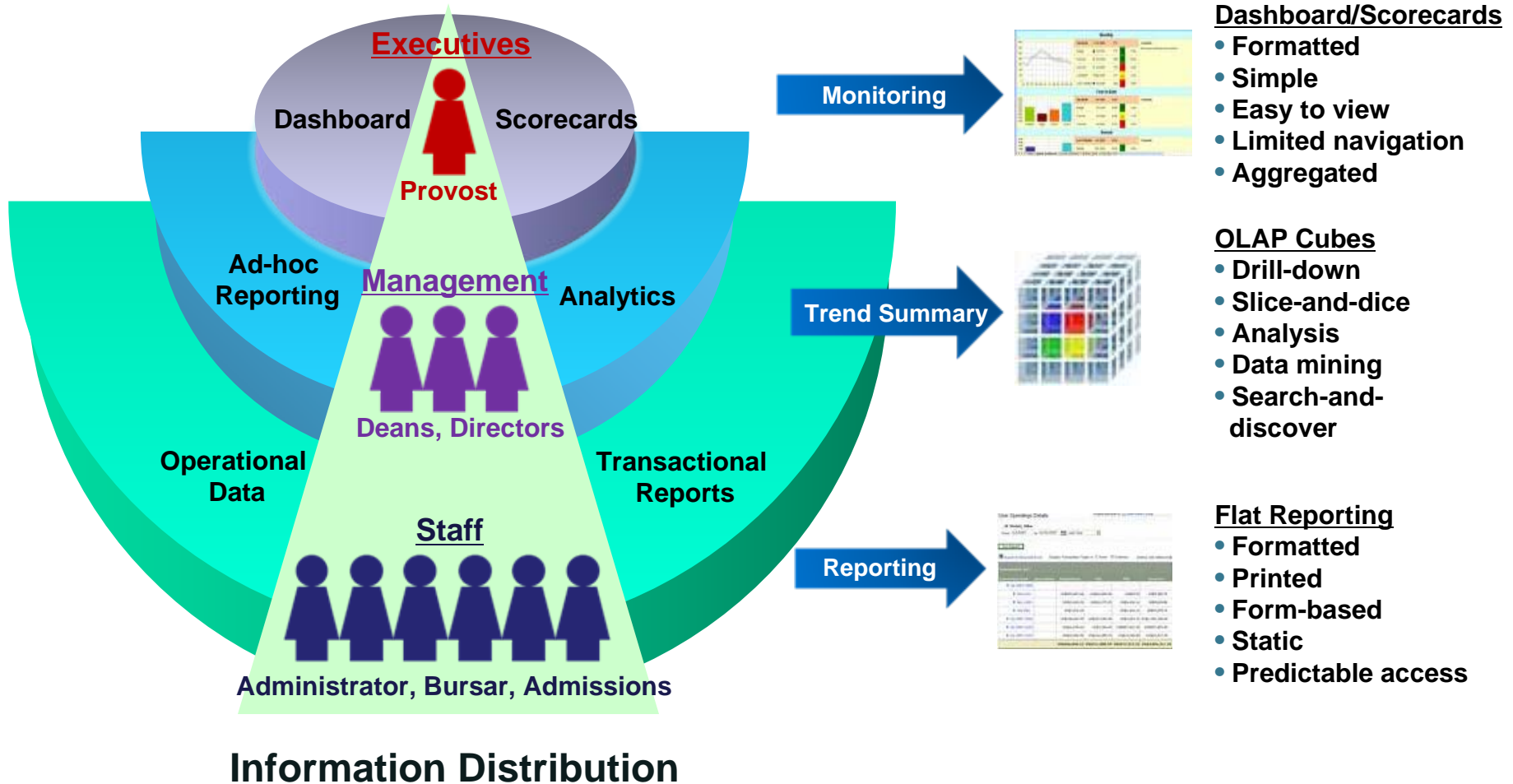
- Key Performance Indicators (KPIs)
 - Measures for monitoring factors critical to institutional effectiveness in meeting mission, goals and fiduciary responsibilities
 - Form a balanced scorecard that gives a strong “indication” of the institution’s health and progress
 - Student Enrollment
 - Student Financials
- Measures
 - Numeric variables that enable quantification by dimensions
 - Enrollment Head-count, Course Registrations, FTE (Full Time Equivalent)
 - Total Outstanding Receivables
- Dimensions
 - Nominal variables that classify measures into categories
 - Gender
 - Ethnicity
 - College

Institutional Intelligence Dashboard

Student Enrollment



Business Intelligence Vision



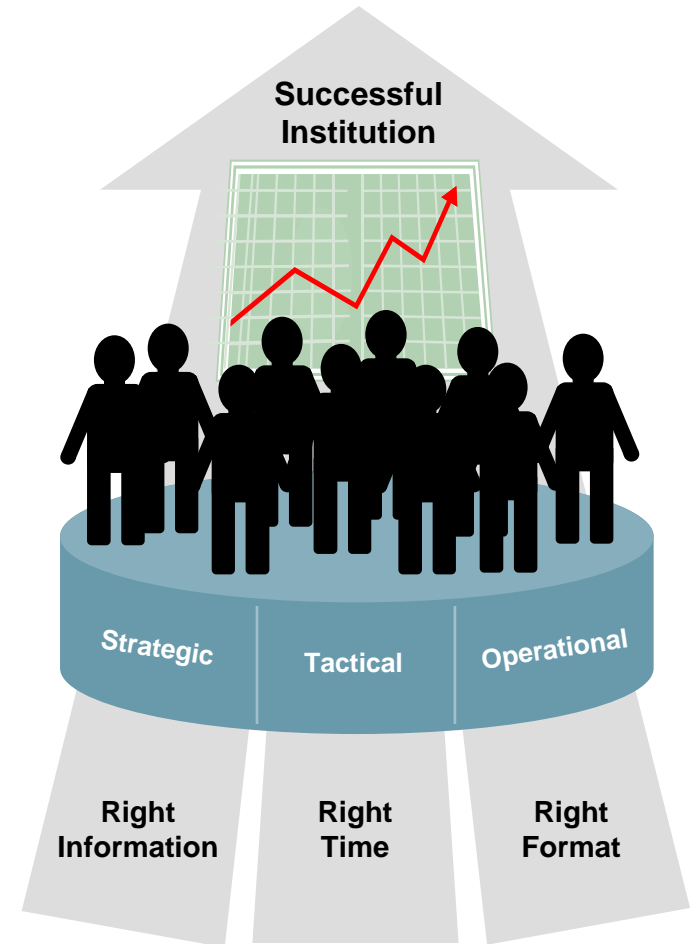
Institutional Intelligence



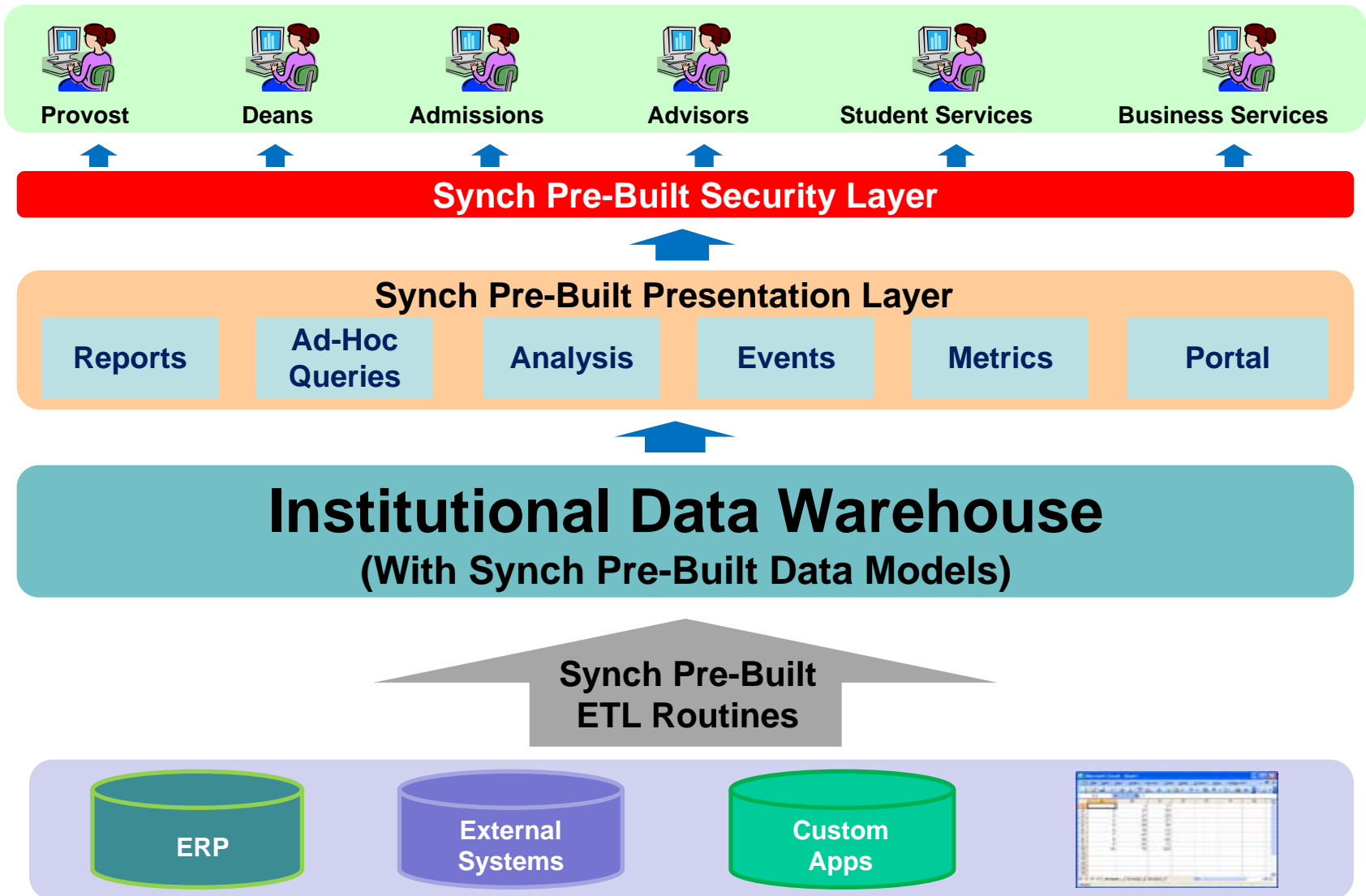
Student Transactional System					Higher Education
Student	Employee	Financial	Grant	Alumni	Compliance
<ul style="list-style-type: none"> • Prospect / Admission • Student Course Registration • Prospect Financial Aid • Student Financial Aid • Completions & Degrees 	<ul style="list-style-type: none"> • Employee Foundation • Employee Application • Employee Degree • Employee Position 	<ul style="list-style-type: none"> • General Ledger • Accounts Receivable • Budget Ledger 	<ul style="list-style-type: none"> • Grants Management • Restricted Funds 	<ul style="list-style-type: none"> • Gifts & Donations 	<ul style="list-style-type: none"> • Federal IPEDS • State Reporting • Other

Institutional Intelligence Benefits

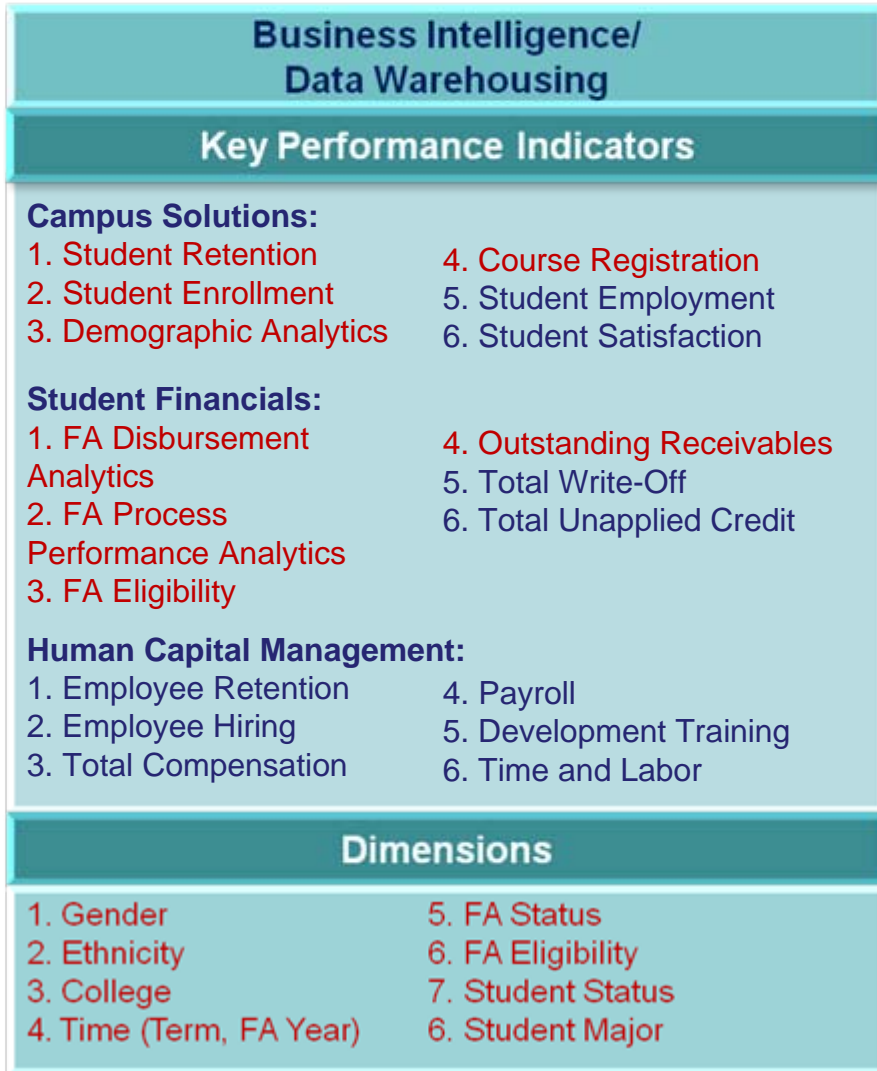
- Campus-wide analytics increase institutional performance and accountability
 - Know your students and faculty
 - Maximize student retention
 - Capitalize on alumni loyalty
 - Quickly respond to enrollment changes
 - Manage curricula to market demand
 - Improve efficiency of admission, registration and other processes
 - Access additional grants via better measurable objectives
 - Minimize time and effort involved in compliance reporting



Synch-Solutions' Institutional Intelligence Overview



Solution Detail – Our Value Proposition



Red – Available in turnkey solution

Blue – Add-ons

Elevating Value

Pre-Configured Solution Offers:

- Rapid Deployment
- Cost Effectiveness
- Built-in Best Practices
- Increased User Participation



Benefits of Pre-Configured Solution:

- Lowers Risk
- Meets Specific Goals
- Reduces TCO
- Ensures Success

Proposal

- Business Intelligence out-of-the-box in 45 days
 - Extensible and customizable to address unique institutional requirements
- Turnkey pricing to include hardware, software and services (hosting options available)
 - BI solutions starting at \$200,000 or less
 - Includes Student Enrollment, Financial Aid and Student Financials subject areas
- No subscription costs or hidden fees
- Optional annual support

Q & A



At this time, we will take your questions.

Further questions may be directed to:

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