

Industry Overview



SAP® FOR HIGHER EDUCATION & RESEARCH

THE BEST-RUN BUSINESSES RUN SAP



DESIGNED FOR YOUR INDUSTRY. SCALED TO YOUR BUSINESS. READY FOR YOUR FUTURE.

You don't run a generic business. So why use generic solutions?

SAP® for Higher Education & Research is a portfolio of solutions that are tailored to the specific standards, processes, and challenges of the higher education and research industry. So they are built to fit the way you do business. They deliver rich functionality and productivity-building tools throughout your organization. And they help you adopt best practices that we've developed in over 30 years of working with industry leaders from around the world.

Because they're modular in nature, SAP for Higher Education & Research solutions give you the flexibility to select the building blocks you need and implement them quickly. So you can start earning a rapid return on investment.

And because they offer easy integration and virtually unlimited scalability, SAP for Higher Education & Research solutions are an investment you can't outgrow.



INNOVATIVE SOLUTIONS, TRUE INSTITUTIONAL VALUE

With SAP® for Higher Education & Research, SAP combines years of higher education expertise with state-of-the-art software, innovative business tools, and personalized information and services. The result is an open, Internet-based portfolio of solutions, applications, and services that are tailored to meet the needs of the higher education and research industry and that help your institution streamline processes and enhance academic development.

In SAP for Higher Education & Research, seamlessly integrated processes for funds management, human resources, financial accounting, and operations control help universities achieve new efficiencies while meeting mandates to cut costs. The heart of the portfolio, campus management and e-learning capabilities, provides educational organizations with the tools to reach out to students anywhere and to manage their academic and financial requirements over time. Country-specific functions and forward-thinking management capabilities are helping more than 600 institutions around the world successfully tackle the challenges faced by higher education and research institutions today.

Let SAP for Higher Education & Research help you take the pressure down a notch – and embrace excellence.

THE BUSINESS OF HIGHER EDUCATION AND RESEARCH

SAP for Higher Education & Research empowers colleges, universities, and research institutions to more responsively and effectively address today's complex challenges of running institutions of higher education and research. Combined with solutions from the mySAP™ Business Suite family of solutions, SAP for Higher Education & Research helps institutions to better communicate with and serve members of the academic community, streamline business processes to enhance efficiency and reduce costs, and more effectively manage resources, including financial, physical, and human capital.

Think of SAP for Higher Education & Research as a two-pronged attack on the challenges you face. Part one is a collection of processes and tools specifically designed to address the needs of higher education and research institutions. Part two is a collection of solutions from the mySAP Business Suite that promote the success of the tools and processes. The cross-industry solutions include the following:

mySAP™ Customer Relationship Management (mySAP™ CRM) helps institutions effectively and individually manage relationships with students and alumni, from recruitment to admissions to graduation and alumni relations.

By applying sophisticated tools to university data, mySAP CRM delivers one consistent view of each student and allows institution personnel to create customized information and services for specific groups of students. The solution measures student performance, enabling frequent assessment of the student's needs and allowing the institution to modify services as necessary. Students and alumni can access information over the Internet, through student centers, or in face-to-face meetings with university personnel – mySAP CRM manages it all. Distance learning is supported, providing the university with new business opportunities. Institutions can even sell merchandise online and handle ticket booking using the e-selling functions of mySAP CRM.

mySAP™ Enterprise Portal offers a wide range of functions that enable online access to personalized information. Critical to developing a university's Internet presence, mySAP Enterprise Portal simplifies the configuration of portals and also handles such basic functions as registration, security, personalization, and incorporation of content and services. The solution also supports role-based information processing with access control. For example, teachers can develop curricula; administrators can track applications, admission, and registration activities; students can plan a course of study; and marketers can manage campaigns. Users can access portals via PCs, or – using mySAP™ Mobile Business – with mobile devices, expanding the capabilities of the wireless campus. In addition, the Unification Portal offers open, widely distributed portal solutions that integrate seamlessly with enterprise applications, single user sign-on, a dynamic user interface, and the most innovative design and function within a portals product.

mySAP™ Supplier Relationship Management (mySAP™ SRM) streamlines and accelerates the procurement and administration of consumable, indirect materials, such as the books and supplies that are typically procured by university organizations. Purchasing, inventory management, and invoice verification functions enhance the efficiency of your procurement processes, reducing costly maverick buying and increasing the efficiency of the processes required for procuring goods and services. Through mySAP SRM, your institution can handle requirements planning, support purchasing and invoice verification, coordinate inventory management, and manage warehouse stock on the basis of both quantity and value. The solution is integrated throughout the mySAP Business Suite. For example, all procurement and inventory processes are directly linked, guaranteeing the smooth flow of related data throughout the organization. Goods movement postings automatically update values in the financial accounting and managerial accounting solutions.

mySAP™ Business Intelligence (mySAP™ BI) seamlessly integrates data from various sources to help higher education institutions better understand the interrelationships of tactical activities and strategic goals. Administrations can link strategic goals with operational considerations, execute budgetary simulations, and monitor demographic changes in the academic community. mySAP BI can integrate external data, perform strategic modeling, and generate cross-functional reports.

mySAP™ Human Resources (mySAP™ HR) helps universities and research institutions manage the high cost of personnel. In addition to providing fundamental administrative, management, and accounting functions, mySAP HR delivers the benefits of planning and control of personnel resources, costs, and capabilities. mySAP HR allows you to apply strategic approaches and decision-support tools that can streamline your human capital management and monitor costs by linking personnel budgets to work areas and employees; funding and planning work areas in accordance with budget allowances and policies; managing the recruitment, hiring, and supervision of employees; tracking employee time and leave; and facilitating payroll accounting, including collective agreements of employee groups, pension entitlement, and supplementary benefits, considering all country-specific regulations.

mySAP™ Financials delivers organization-wide control of budget preparation and execution and financial planning for higher education institutions. Comprehensive financial accounting functions handle annual account generation, monitor receivables and payables, and link to automatic payment and debit systems. Coexisting financial accounting and double-accounting methods enable modern business procedures, as well as cost transparency. Managerial accounting functions provide data that is vital to understanding costs for processes, products, and services, as well as return on investment analyses. High-performance data warehousing and business intelligence functions allow universities to increase the operating efficiency of their institutions and simplify strategic planning, control, and monitoring of financial processes.

SAP for Higher Education & Research also handles grant allocation, planning, and management, as well as reporting. Comprehensive treasury functions enable effective controls over liquidity, investment portfolios, and risk management.

mySAP Mobile Business allows alumni, students, or university employees to access portals using mobile devices like laptops, pagers, and personal digital assistants (PDAs). By enabling wireless communications to university resources, mySAP Mobile Business moves institutions ever closer to achieving the goal of a wireless campus.

mySAP™ Product Lifecycle Management (mySAP™ PLM) helps university organizations to administer and manage the many physical assets in their portfolio, including real estate and plant facilities. The solution can help administer and control real estate resources, supporting plant maintenance, quality management, and a centralized view of facilities and equipment. mySAP PLM provides a comprehensive solution for environment, health, and safety (EH&S) issues by helping institutions comply with government regulations and risk management policies. Users can have information delivered to the desktop, to mobile devices like PDAs, or in paper reports.

OLD RULES, NEW SOLUTIONS

Despite all of the talk about the new economy, higher education and research institutions still live by the old rules. Students expect services, taking their tuition funds to the institution that values them most. Budgets must be lean, yet agile enough to reflect changing requirements. Grant applications and disbursements must be closely managed to ensure that no funding opportunity is lost.

With these realities, higher education and research institutions need proven solutions, the kind that only an experienced solution provider like SAP can provide. SAP for Higher Education & Research delivers online information access to all members of the university community, new learning architectures, and efficiency-enhancing technologies, such as workflow, student life

cycle, and self-service applications. In the business office, SAP for Higher Education & Research provides activity-based costing, intelligent procurement and materials management, and integrated information systems, as well as campus management for student management.

The Answer – Now

The SAP for Higher Education & Research industry portfolio helps university organizations modernize and achieve new efficiencies using Web-based administration. These benefits – already being realized by numerous higher education and research institutions worldwide – include new efficiencies delivered by fully integrated management processes and workflows, improved decision support delivered by business systems that enable service-oriented administration, transparent costs and more effective resource utilization, and enhanced communications made possible through linked systems.

Integrated processes: SAP for Higher Education & Research seamlessly integrates all process flows for the issues most important to university management: funds, personnel, financial accounting, and managerial accounting. The result is fast, productive, and tightly organized management processes. Within SAP for Higher Education & Research, accounting, budgeting, funds management, procurement, and personnel management converge to form integrated process flows. And because the technology is flexible, you can continuously modify structures and management processes when you need to.

Decision support: By integrating process flows, SAP for Higher Education & Research shows you where you are incurring costs and using your resources, as well as where new efficiencies are needed. Increasing visibility into these costs and usage provides a higher quality of data that can improve the service orientation of administration and the accuracy of cost management initiatives. At any time, employees know how much a service costs, what factors influence its expenses, and the contribution margin it generates.

Communications: Improved information and a freer flow of information – vital to critical decision making – offers new opportunities to communicate with colleagues, students, alumni, and university partners like suppliers. From teaching to study to campus management, SAP for Higher Education & Research provides sophisticated workflow, Internet, and intranet technologies that facilitate new communication applications, such as electronic kiosks, smart cards, and self-service. For higher education and research institutions that view responsiveness to all members of the academic community and its partners as paramount, SAP for Higher Education & Research enables continuous enhancement of service and satisfaction through the university environment.

WHAT'S IN IT FOR YOU?

The integration and technical power of SAP for Higher Education & Research ensures that your investment in excellence will quickly be returned – and even exceeded – as it delivers new cost savings, enhanced efficiencies, and improved services.

SAP for Higher Education & Research provides high economic returns from the outset. Integrated control processes provide transparency of costs and resources. Increased visibility of costs helps you spot opportunities for savings and more efficient use of limited resources. Transparent correlation of program costs with student, alumni, and employee satisfaction makes it easier to prioritize your budget.

Complete process integration illuminates opportunities to increase productivity, reduce waste, and qualitatively improve management processes. Enhanced communication – across the university environment and with those it serves – opens new windows for delivering needed services, while enhancing satisfaction and reducing costs.

Excelling under pressure – it's the benefit of SAP for Higher Education & Research.

EMBRACE EXCELLENCE

By combining years of expertise in the higher education and research community with the virtually limitless horizons of the Internet, SAP has set a revolutionary new course. SAP for Higher Education & Research provides higher education organizations with the power of technology, backed by the understanding of the challenges that community colleges, colleges, universities, and research or educational institutions face today. The journey begins with SAP.

COMPARE FEATURES AND BENEFITS AND YOU'LL CHOOSE SAP FOR HIGHER EDUCATION & RESEARCH

FEATURE	ADVANTAGE
Integration	<ul style="list-style-type: none"> ■ Integration across the campus community, such as professors and staff in mySAP HR and teachers in campus management ■ Openness and flexibility to integrate SAP or non-SAP applications ■ Complete coverage, from the front office to the back office ■ Seamless integration of complete student life-cycle processes – from recruitment and admission to graduation and alumni. For example, integrated course registration includes student's fee calculation, Web-based course registration, integrated rules, regulations and holds, grading, automated progression procedures, and a complete academic record. ■ Interfaces for financial aid packages
Flexibility	<ul style="list-style-type: none"> ■ Support for all different types of institutions, such as community colleges, colleges, universities, and research or educational institutions ■ Adaptable to very diverse educational systems using customizable academic structures and rules ■ Transparently links all student financial transactions, including tuition, application of financial aid, billing, and student accounts ■ Provides opportunities and support for distance learning via e-University, including electronic communication between students and professors and online programs of study ■ E-learning tools
Seamless mapping of processes	<ul style="list-style-type: none"> ■ Provides an electronic solution for administering students and studies, from recruitment to admission to organization of alumni ■ Delivers workflow-supported process flow, which centralizes and organizes student-related information from applicant to alumni ■ Charts and monitors complex academic structures and paths, including student options, rules, courses, specializations, and degrees
Service orientation	<ul style="list-style-type: none"> ■ Enhanced service for both internal (students, faculty, and staff) and external (parents, prospects, the community, and government parties) stakeholders ■ Integrated data for all information on student academic life cycle helps students to plan their study and advisors to support students ■ All relevant processes provide interfaces for self-service – for students, teachers and staff. Supports academics and administrative staff in all processes in student administration, student accounting, or teaching and studies
Personalization	<ul style="list-style-type: none"> ■ Personalizes online educational offerings to match the student's needs and eligibility ■ Generates tailored learning paths to meet individual student profiles ■ Tracks student progress and maintains a student academic record ■ Manages student personal accounts
Open architecture	<ul style="list-style-type: none"> ■ Supports international open standards, allowing reusability of shareable content objects, providing: <ul style="list-style-type: none"> – Portability across different presentation platforms – Accessibility through the use of meta data – Durability across different versions of browsers ■ Offers new e-learning architecture for all students through student portals, the student management system, and the authoring management system



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