



Highlights

- Link campus systems for sustainability and efficiency
 - Create a technology infrastructure that is scalable, flexible and responsive
 - Build an interoperable, collaborative and open learning, research and business environment
 - Derive insights for better outcomes with performance measures and predictive tools
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Campus solutions for higher education

Interconnected. Instrumented. Intelligent.

With ever-tightening budgets, higher education institutions struggle to respond to rising expectations for better outcomes and greater efficiencies. Learners expect a personalized and collaborative educational experience, and researchers need instant access to deep computing resources. Campus solutions for higher education from IBM can help you improve outcomes, find efficiencies and better manage your data and IT resources.

Building a smarter campus

The role of education in society is to build the human and intellectual capital necessary to participate in a global economy. As the world shifts to a more services-based economy, academia must create a new model of university education, enabling campuses to become interconnected, enriched and fed by knowledge gleaned over social networks. Our campus solutions can help universities incorporate broader use of cloud computing, virtualization, data analytics and other tools to enhance learning, research, interaction, networking and communication.

Green and beyond deliver sustainability

A campus faces many of the same challenges as a small city—utilities, transportation, safety and environmental impact all need to be managed effectively. Rising energy costs and environmental concerns are driving the need for a greener, smarter planet. We can help universities take advantage of smarter innovations that reduce your impact on the environment, while having a positive effect on your bottom line and your region. Our campus solutions for higher education can help you link your campus systems—whether IT, utility or administrative—to create a sustainable, efficient and more environmentally responsible institution. You can gather data about energy consumption, water usage, waste disposal



and recycling from campus facilities such as housing, labs, offices and administrative buildings, as well as data centers and research facilities. Additional information can be collected from converged networks, integrated controls and infrastructure components including unified communications systems and campus security apparatus, such as video surveillance.

Our solutions enable you to link campus buildings, assets, resources and information to a common infrastructure to merge building management and IT systems through a central repository that can be accessed by maintenance and financial personnel. And you can manage facilities to become “bright green” by applying business intelligence and predictive tools to data so you can gain insight and make the best decisions for a healthy, efficient and comfortable environment. Advanced technology—combined with improved processes for design, construction and operations—provides a superior campus environment that improves sustainability while reducing energy consumption and costs, which can help you:

- Use analytics and designed-in techniques to improve efficiency.
- Reduce your university’s impact on the environment.
- Develop a reputation as a good steward of the environment to attract students and faculty.
- Maintain a safer and more secure campus.

Dynamic infrastructure with cloud computing

The demand for campus computing resources is skyrocketing, as are the costs of maintaining a growing infrastructure. Campus solutions for higher education can help you deliver a technology infrastructure that is scalable, flexible and responsive, utilizing IBM’s world-class cloud services and technology. Whether you need to build a private cloud for your core

business applications or utilize a public cloud service to augment your on-campus resources, IBM provides a full portfolio of cloud capabilities designed for a wide variety of requirements. With assessment and return on investment (ROI) tools, you can determine the optimal IT architecture for your workloads.

Our solutions integrate virtualization technologies with management tools to create a platform for consolidation and standardization. Students and researchers can access their needed resources and tools through a virtual computing lab that combines high-performance blade servers, network attached storage and open-source software to provide anytime, anywhere, any-device access. Our solutions can lead to:

- Lowered costs through open-source and shared IT services across systems and regions.
- Increased flexibility for operational environments.
- Enhanced collaboration both campus-wide and globally.
- Improved utilization of valuable IT resources.

Smart work through collaboration

On a campus, people need to discover and combine expertise and information in time and in context for learning and research. It is rarely the case that the experts and information to help us solve a problem simply do not exist. Collaboration enables students and scientists to be as productive as possible.

Campus solutions connect people to drive insight and deepen relationships. Great ideas can come from anyone, and the best ideas tend to come forward when several people share and apply their unique perspectives. By implementing a collaborative campus environment with tools and services that connect the community, you can create a culture of greater participation. Files, ideas and knowledge can be shared with a greater sense of

personal involvement through co-ownership and co-editing of project documents and assignments. With better collaboration across campus, you can:

- Improve learning and research outcomes.
- Enhance teaching and the student experience.
- Build student skills in teamwork and problem solving.
- Enable initiatives across disciplines, institutions and organizations.

New intelligence—providing insights through analytics

Your institution may be using multiple decision-support systems across campus which can lead to an inconsistent view of university performance and an inability to generate reliable cross-indicator reporting. To help open up new intelligence possibilities, campus solutions for higher education make it easier to gather, consolidate, manage and analyze business, administrative and academic information to measure performance, predict trends and improve your institution's business operations. You can collect and integrate information from multiple decision-support systems used across the campus and make cross-institution management reporting data available to academic, research and administrative personnel through secure web-based access. With campus solutions for higher education you can perform advanced analytics to transform information into actionable insights for operational, financial and academic performance management. This can help your institution:

- Provide insights to campus leadership.
- Improve the quality of decision making with better information.
- Identify opportunities for increased efficiencies.
- Allow early intervention in problem areas through predictive indicators.

Transformative strategies

Educational institutions are looking to adopt proven models to help them respond to evolving changes on and off their campuses. They must modify the way they organize and design processes, not only within their school or university, but as they participate in broader educational systems with peer institutions and industry. The knowledge-based economy of the 21st century requires the worker of tomorrow to possess a new degree of technical literacy and lifelong learning. To that end, we can help you prepare for future changes with five transformative strategies, including:

- Any-device learning: Integrating services allows students, researchers, faculty and staff to use consumer devices to access the campus infrastructure.
- Personal learning paths: Using interoperable systems put students at the center of processes and services.
- Knowledge skills: Learning and collaboration environments that are comprehensive and multifaceted promote 21st-century skills.
- Global integration: Sharing services allow economies of scale, while specialization promotes differentiation.
- Economic alignment: Linking education programs and economic initiatives helps enable long-term sustainability and growth.

Make the most of your resources

Whether it's green and beyond energy-efficient technologies and services, scalable and flexible dynamic infrastructures, collaborative and smarter work environments, or new intelligence possibilities, IBM is ready to help. We are applying our expertise, global scope and creativity to help build the backbone of 21st-century industries and public institutions. We combine core software and services with those of our IBM Business Partners to empower your campus to reach its goals.

For more information

To learn more about campus solutions for higher education please contact your IBM representative or IBM Business Partner, or visit: ibm.com/education



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