HCT Transformation & Ellucian Ethos Platform
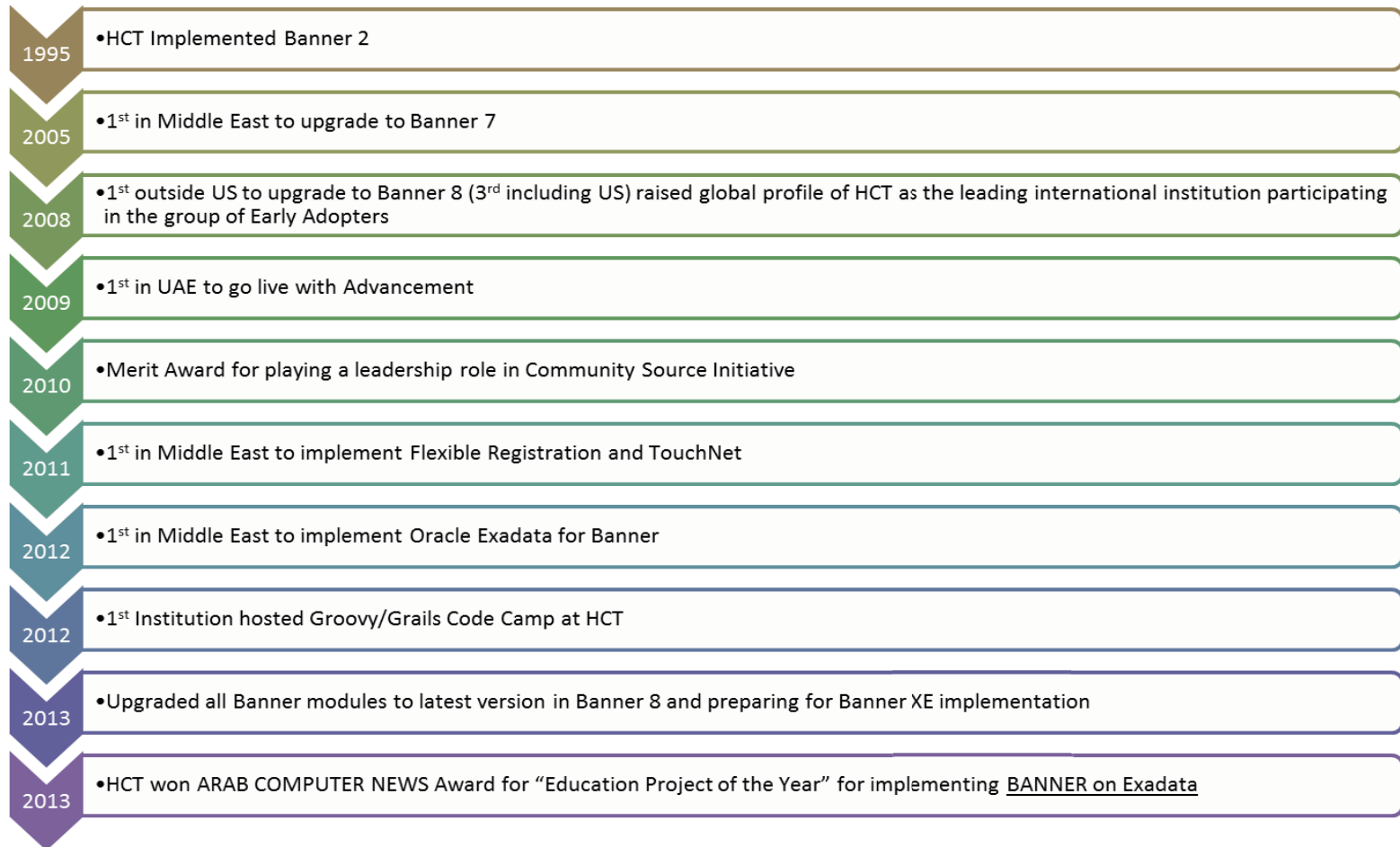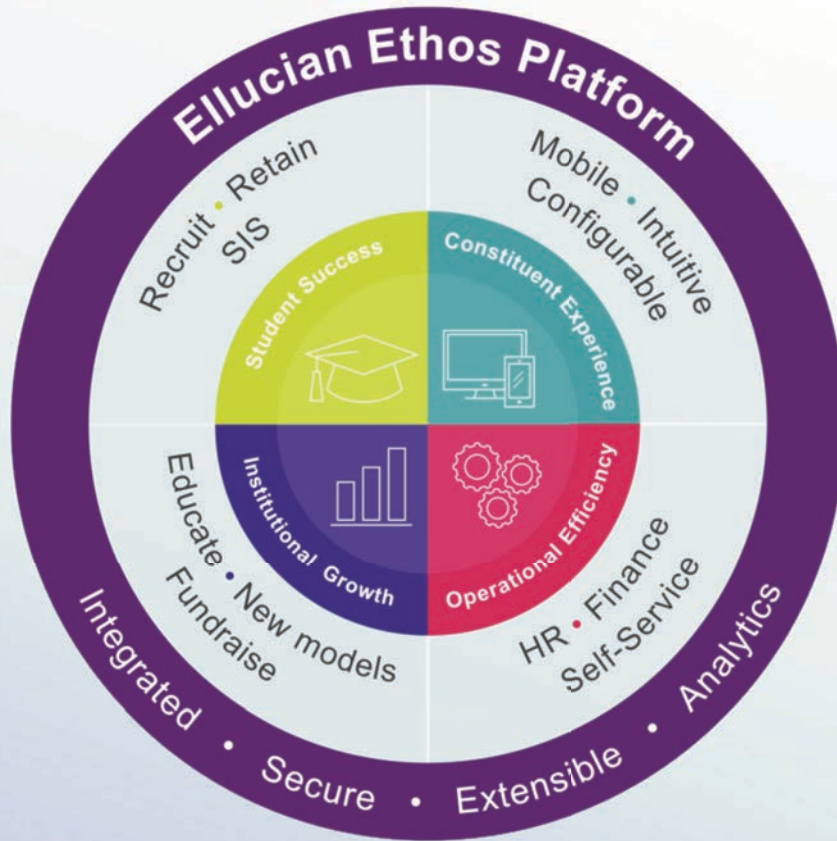
HCT Partnership

HCT and Ellucian have a strong partnership of excellence spanning more than 20 years. As we embark on the digital transformation journey of HCT 2.0, Ellucian is eager to help HCT achieve its goals in the future. We are pleased to present a strategic roadmap that demonstrates how the Ellucian Ethos Platform is aligned with HCT 2.0.

20 Year Partnership

Year	Event
1995	• HCT Implemented Banner 2
2005	• 1st in Middle East to upgrade to Banner 7
2008	• 1st outside US to upgrade to Banner 8 (3rd including US) raised global profile of HCT as the leading international institution participating in the group of Early Adopters
2009	• 1st in UAE to go live with Advancement
2010	• Merit Award for playing a leadership role in Community Source Initiative
2011	• 1st in Middle East to implement Flexible Registration and TouchNet
2012	• 1st in Middle East to implement Oracle Exadata for Banner
2012	• 1st Institution hosted Groovy/Grails Code Camp at HCT
2013	• Upgraded all Banner modules to latest version in Banner 8 and preparing for Banner XE implementation
2013	• HCT won ARAB COMPUTER NEWS Award for "Education Project of the Year" for implementing BANNER on Exadata

Platform

Integrated

Secure

Extensible

Analytics

HCT and Ellucian Strategic Partnership 2.0

G1	HCT INITIATIVES
Empowering students with 21st century skills in a vibrant campus environment engaged with their local communities	**Overhaul of academic advising programme**
	Enhancement of student services app. For automation and community engagement
	Enhancement of career services to have a more integral role in student career development

ELLUCIAN SUPPORTED OUTCOMES	TECHNOLOGY	ELLUCIAN ETHOS
Ensure student retention and success, make sure you engage the right people at the right time with the right resources	Ellucian CRM Advise	Student Success
Exceed students demands for access to registration, schedules and other key processes via self-service tools to conduct business with the institution accessible on any mobile device	Ellucian Mobile	Constituent Experience
Helping students and their advisors successfully planning your HCT's curriculum requirements	Ellucian Degree Works	Student Success
Providing an online social networking platform that streamlines workflow, tracks interactions with students and ultimately helps students become more prepared for life beyond college	Simplicity	All

HCT and Ellucian Strategic Partnership 2.0

G2

Continuous improvement of academic programmes, faculty and scholarship activities to meet high quality standards and industry requirements

HCT INITIATIVES

- Full adoption of m-learning
- Enhancement and extension of faculty professional development programme
- Institutionalisation of applied research

ELLUCIAN SUPPORTED OUTCOMES	TECHNOLOGY	ELLUCIAN ETHOS
Deliver a smooth, modern experience to all users that allows accessing applications via mobile, portal, or self-service interfaces	Portal & ILP	Constituents Experience
At HCT high-quality faculty and staff are among your institution's greatest assets. Ellucian Talent Management Suite helps you attract them and give them a reason to stay	Ellucian Talent Management	Operational Efficiency
Offer broader choices and compatibility across solutions with an open architecture, including a rich set of APIs and standards-based integration	Banner XE	All
Focus on the people , process, policy and programme strategies you need to eliminate obstacles, control non-discretionary spending and use your resources in the most strategic way possible	Ellucian Strategic Consulting Services	All

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HCT and Ellucian Strategic Partnership 2.0

G3	HCT INITIATIVES
Engagement of Strategic Partnerships to foster strong connections with industry, higher education institutions, alumni and high schools	**Creation of targeted approach to actively engage partners from strategic sectors**
	Creation of active alumni community programme
	Establishment of customer services call center and help desk

ELLUCIAN SUPPORTED OUTCOMES	TECHNOLOGY	ELLUCIAN ETHOS
HCT's success depends on lifelong relationships with key groups support this with a robust set of constituent relationship management solutions	Ellucian CRM	Institutional Growth Constituent experience
Reach out and connect more personally with your constituents—whether they are recent alumni or community members	Ellucian Advancement	Institutional Growth
Ellucian CRM will allow HCT to make faster, better decisions about strategies and tactics with integrated and consistent data	Ellucian CRM	Institutional Growth Constituent experience
Adapt our solutions to your needs without the expense or complexity of modifying code	XE Upgrade	All

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HCT and Ellucian Strategic Partnership 2.0

G4	HCT INITIATIVES
Provision of quality and efficient administrative services with effective governance	**Establishment of strategic recruitment process for employees**
	Creation and communication of organisation-wide policies & guidelines
	Leveraging CERT as commercial arm of HCT

ELLUCIAN SUPPORTED OUTCOMES	TECHNOLOGY	ELLUCIAN ETHOS
Automate HCT job job requisitions for greater efficiency, lets you create career sites to identify best-fit candidates and fosters team collaboration for faster, more accurate candidate review	Talent Management Suite	Operational Efficiency
Personalised communication that build relationships with HCT prospects and powerful analytics that drive greater admissions yield	Ellucian Recruit	Student Success
A cloud hosted robust student information system will allow HCT to maximise their resources internally while enabling CERT to act as their commercial arm	Quercus	All
Human Resources provides you with a rich and flexible toolset that helps you manage your employees more efficiently and effectively	Business Process Improvement for HR	Operational Efficiency

HCT and Ellucian Strategic Partnership 2.0

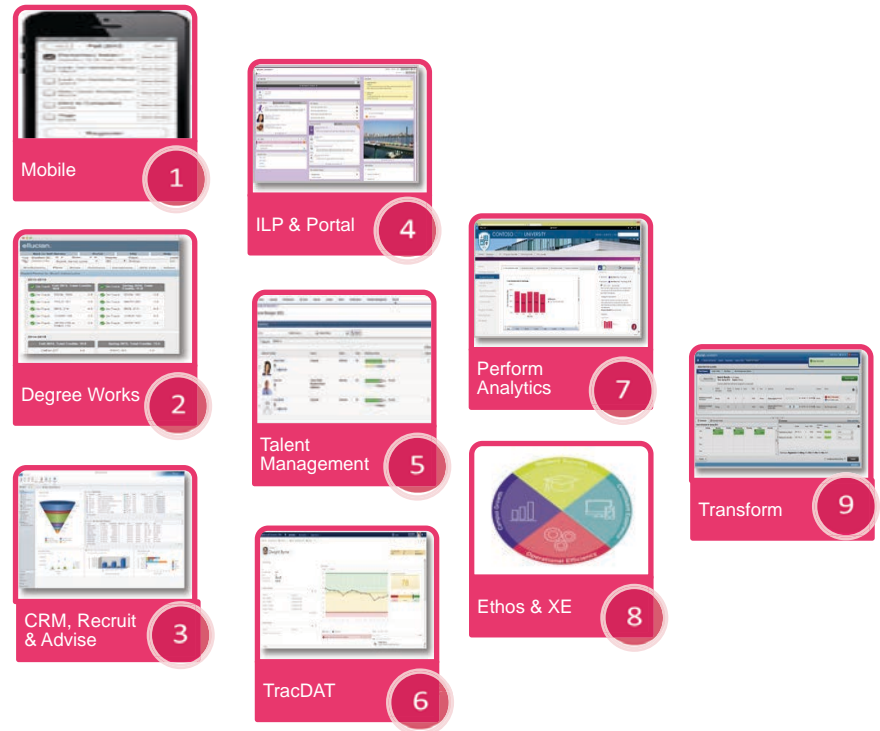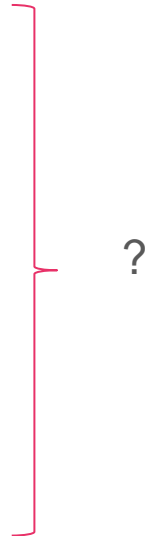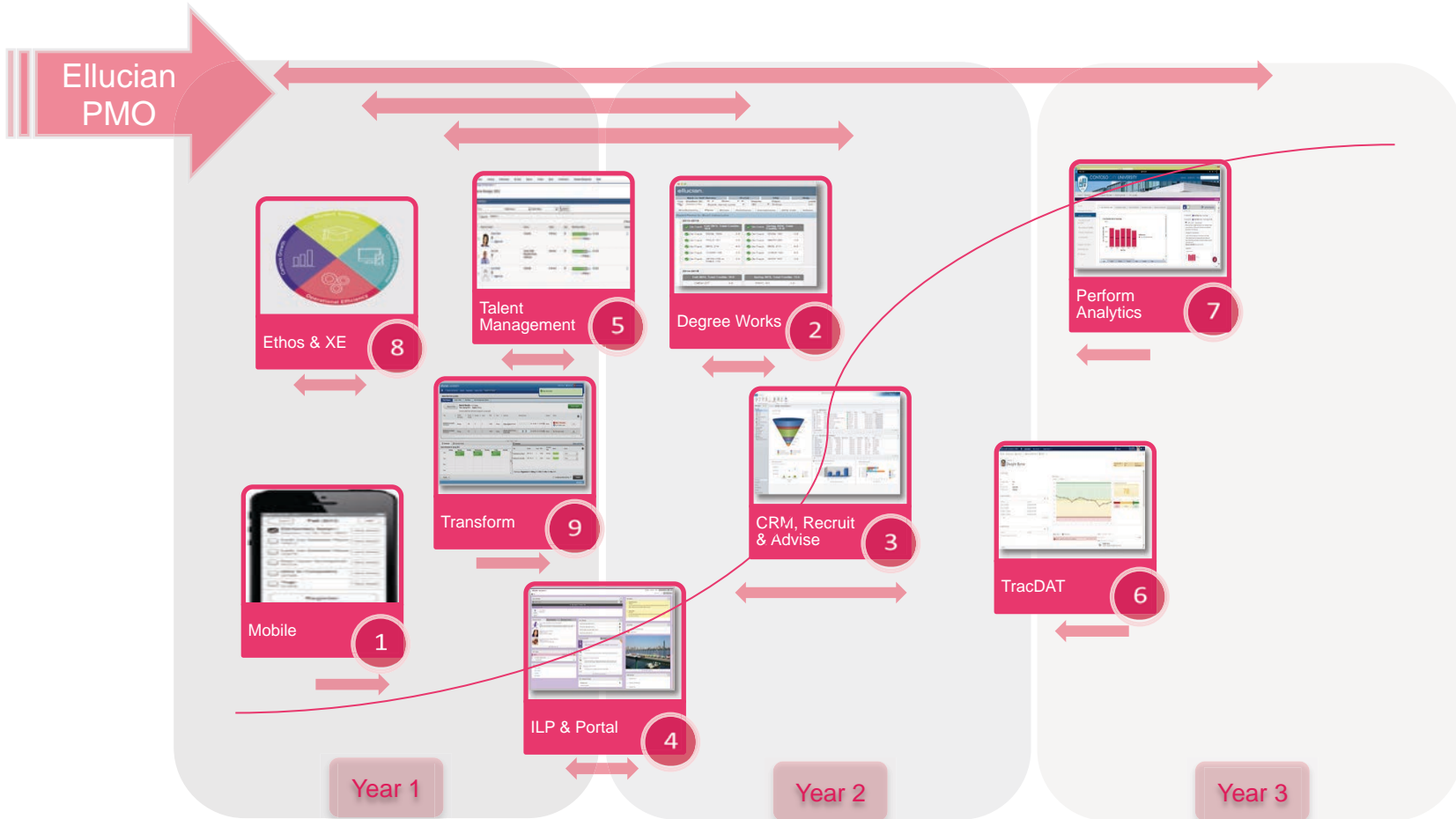| G5	HCT INITIATIVES
Embedding an innovation culture in the institutional environment	Creation of innovation centers of excellence
	Setup of innovative learning spaces
	Building of innovation capabilities of employees

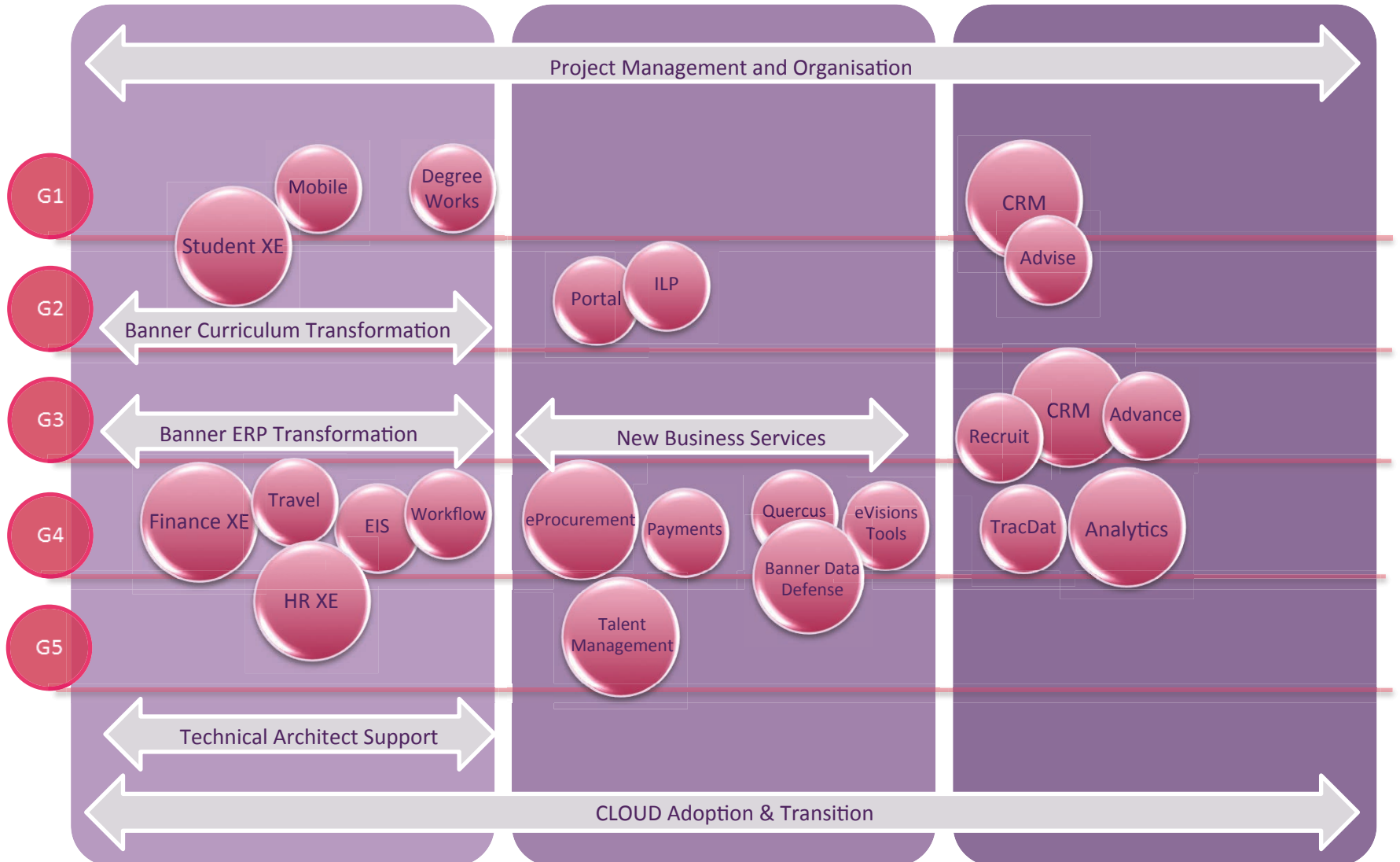| ELLUCIAN SUPPORTED OUTCOMES	TECHNOLOGY	ELLUCIAN ETHOS
Award Innovation of employees by creating an award programme	Talent Management Suite	Operational Growth Constituent Experience
Create a professional development portal where innovative courses can be offered	Talent Management Suite	Operational Growth Constituent Experience
Use our knowledge to stay aligned with the best technology and practices in higher education	Ellucian Professional Services	All
Simplify how HCT can maintain contemporary functionality for all your Ellucian solutions	Banner Upgrade	All

Strategic Alignment

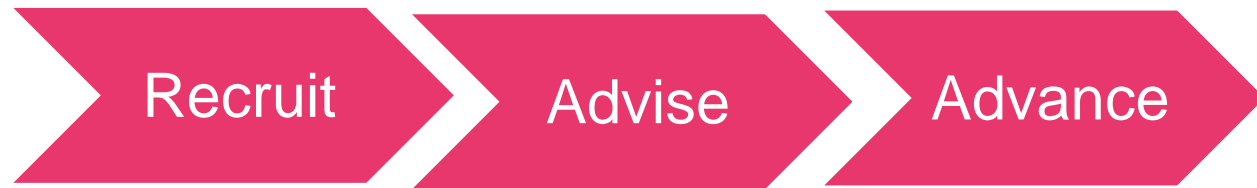|	
G1	Enable Student Success & Enhance Student Experience
G2	Institutional Improvement
G3	Institutional Growth
G4	Governance & Insight
G5	Nurture Talent

?

Mobile — 1

ILP & Portal — 4

Degree Works — 2

Talent Management — 5

Perform Analytics — 7

Transform — 9

CRM, Recruit & Advise — 3

TracDAT — 6

Ethos & XE — 8

How to Approach Project Execution

Ellucian PMO

Ethos & XE — 8

Talent Management — 5

Degree Works — 2

Perform Analytics — 7

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CRM, Recruit & Advise — 3

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Year 1

Year 2

Year 3

Project Conceptual Overview by Goal and Phase

Project Management and Organisation

G1

Mobile

Degree Works

Student XE

CRM

Advise

G2

Banner Curriculum Transformation

Portal ILP

G3

Banner ERP Transformation

New Business Services

Recruit CRM Advance

G4

Finance XE Travel EIS Workflow

HR XE

eProcurement Payments Quercus eVisions Tools

Banner Data Defense

TracDat Analytics

G5

Talent Management

Technical Architect Support

CLOUD Adoption & Transition

Solutions Key
EIS – Ellucian Identity Services
ILP- Integrated Learning Platform

12

Ellucian Solution Supplemental Material

Ellucian CRM

Ellucian CRM solutions can help HCT more successfully recruit and enroll prospective students, support and retain current students, and cultivate meaningful life-long relationships with alumni and supporters

CRM, Recruit & Advise

3

| Recruit | Advise | Advance |

- **Understand the full relationship -** see details of a comprehensive view of interactions over time

- **Manage with insight -** make faster, better decisions about strategies and tactics with integrated and consistent data

- **Personalise every engagement -** engage constituents more deeply at any point in the relationship

- **Work efficiently -** help every user manage key tasks with configurable dashboards
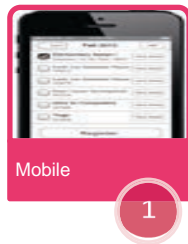
Ellucian Solution Supplemental Material

Ellucian Mobile

Give all your constituents instant access to the campus resources they need most, in a single mobile app, encouraging connectivity and interaction. All through flexible technology that adapts to HCT's technology resources, existing resources, and long-term needs

Mobile
1

- **Deliver on expectations -** customise to deliver the high-demand information your students, staff and faculty need

- **Extend your ERP -** real-time integration with Ellucian ERPs keeps your app current — even through upgrades

- **Measure success -** understand and improve users' mobile campus experience through embedded analytics

Ellucian Solution Supplemental Material

Ellucian Degree Works

A comprehensive academic advising solution that will help overhaul HCT's advising program by helping students and their advisors successfully planning your institution's curriculum requirements

DegreeWorks 2

- **Provide support -** advisors have more time to provide insightful advice that supports better student outcomes

- **Reach goals -** students don't waste time and money on unnecessary courses or stress about graduating on time

- **Increase graduation -** monitor course demand and offer the right classes at the right time

- **Increase enrolment -** simplified transfer articulation eliminates the manual processes associated with transcripts, so approvals are faster and students are more likely to choose your campus

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Ellucian Solution Supplemental Material

Ellucian Portal

Ellucian Portal is a higher education portal that simplifies information exchange for your students, faculty, and staff by giving them a single, virtual doorway

ILP & Portal **4**

- **Improve metrics -** make it easier for students to register for and complete courses and you'll see enrolments and completion rates increase

- **Increase adoption -** give faculty and staff this intuitive approach to course management and they'll quickly become enthusiasts and start using it

- **Simplify tasks -** help faculty focus more on students and less on administrative tasks by creating courses, managing their content and issuing grades faster — all from one centralised interface

- **Save money -** reduce costs by eliminating complex integrations to existing learning management systems

- **Access resources -** eliminate multiple logins with personalised, role-based, single sign-on access

- **Build communities -** Encourage communication between groups with a centralised gateway to campus networks

Ellucian Solution Supplemental Material

Ellucian CRM Recruit

Personalised communications that build relationships with your prospects. Powerful analytics that drive greater admissions yield. Ellucian CRM Recruit helps higher education institutions find, engage and enroll more of the right students

- **Personalise communications** - reach best-fit students with the right message

- **Maximse results** - track performance, increase yields and deliver better outcomes for your institution

- **Automate workflows** - minimise your administrative work so you can focus on your applicants

- **Integrate teams** - share integrated student data and assign tasks across your institution

Ellucian Solution Supplemental Material

Ellucian CRM Advise

Ensure student retention and success, make sure you engage the right people at the right time with the right resources

- **Coordinated support** - a single system unites departments with a comprehensive view of students so you can coordinate a plan for success

- **Early alerts** - detect problems promptly and intervene appropriately before students fall behind

- **Meaningful engagement** - give students easy access to resources and peers, a clear path to success and a guidance plan to get there

- **Informed decisions** - use analytics built for higher education to gain the insight you need to support your students and strengthen your programmes

Ellucian Solution Supplemental Material

Ellucian Perform Analytics

Ellucian Perform makes your data make sense by consolidating multiple streams and tying aggregated data to your strategic plan and designated metrics, all in real time

Perform Analytics 7

- **Make performance improvement a living, ongoing process -** track and measure what's happening on individual or departmental levels for a better way to assess progress and build a culture of high performance

- **Give context to data -** one dashboard of integrated data streams shows performance mapped against strategic objectives in the simplest view possible

- **Use always-current data -** Ellucian Perform draws continuous data flows from any source to ensure you have the most current data

- **Decide confidently -** with understandable, actionable data you get a picture of institutional performance and whether changes are needed to better align programmes and goals

Ellucian Solution Supplemental Material

Ellucian XE

The Ellucian Extensible Ecosystem, or XE, is a technology strategy to protect your investments and help you expand or adopt solutions as priorities shift

- **Extensibility** - extend your applications without modifying the source code or interrupting the rest of your system

- **Configuration** - adapt our solutions to your needs without the expense or complexity of modifying code

- **Usability** - deliver a smooth, modern experience to casual users and power users alike—whether they're accessing applications via mobile, portal, or self-service interfaces

- **Openness** - offer broader choices and compatibility across solutions with an open architecture, including a rich set of APIs and standards-based integration

- **Scalability** - shape your technology from both technical and operational standpoints and leverage the cloud where it makes sense

- **Evolution** - add new applications on top of the ones you already have with a modular adoption approach that minimizes disruption and training requirements

Ellucian Solution Supplemental Material

Ellucian Consulting Services

Our team of senior consultants provides the expertise you need to use technology at its fullest capacity. Aligning functional processes with technical upgrades is our specialty.

- **Redesign processes -** find a better way to support education by aligning people, processes and technology

- **Reallocate resources -** focus finite resources where they add the greatest value

- **Improve satisfaction -** deliver the reports and analysis that support better decisions and better outcomes

- **Save money -** eliminate costly manual steps and inefficient processes

Higher education expertise gained from more than three decades of comprehensive experience means our senior consultants understand the complex challenges in higher education

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Thank you.

ellucian.

Debbie Kirkham

Ellucian