

Industry Dynamics: 2010 Guide to Higher Education for Technology Providers

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Abstracts

Introduction

Institutions are being held to higher standards as they compete for students, faculty & better administrative and pedagogical resources. The challenge is exacerbated by factors such as record enrollments, reduced endowments and public funding, and a surge in IT innovation. Higher education is broadening its view toward IT, which bodes well for vendors targeting this market.

Scope

- Understand the culture and funding structure of higher education in Australia, Western Europe, and the US.
- **Highlights** the vendor landscape and technology solutions important to higher education.
- Offers insight into factors driving higher education's need for technology and how vendors can help institutions overcome market challenges.

Highlights

The economic crisis has spurred a shift in higher education globally.

Funding continues to be limited in many countries driving institutions in search for solutions do more with the same or less resources.

Opportunities abound in enterprise applications market but vendors must come prepared with an understanding of the industry and its approach to technology adoption.

Reasons to Purchase

- Understand the changes higher education faces in the aftermath of an economic crisis.
- Recognize the issues unique to institutions in Australia, France, Germany, the UK and US and how they influence technology decision-making.
- Gain insight into the scope of the higher education market and opportunities for market penetration.

Contents

SUMMARY

Impact
Ovum view
Key messages

THE ECONOMIC CRISIS HAS SPURRED A SHIFT IN HIGHER EDUCATION

Overview of higher education in the US
Overview of higher education in Western Europe and Australia
Efficiency and service rank as top priorities in higher education

TECHNOLOGY IS RESPONDING TO HIGHER EDUCATION'S NEED TO MEET HIGHER STANDARDS

Reduce, reuse, recycle
Open source and hosted solutions offer low-cost alternatives
No department is an island
Higher education must be held accountable
It all comes back to the students
New technology increases modes of communication and outreach

RECOMMENDATIONS

Sympathize with higher education's reluctance toward creating 'business plans'
Help institutions emerge positively from the economic crisis
Present cost-effectiveness options through open source and SaaS
Turn your customers into your mascots

APPENDIX

Ask the analyst
Abbreviations
Further reading
Methodology
Ovum Consulting

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