

2011 Trends to Watch: education technology

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Abstracts

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Introduction

Emerging from the worst of the economic crisis, the higher education industry is facing a confluence of events: record enrollments, reduced endowments and public funding, and a surge of technological innovation. Higher education will continue to face unpredictability in 2011 as consumer technology trends create an added strain on the institution's technology infrastructure.

Features and benefits

Offers insight into factors driving higher education's need for technology and how vendors can help institutions overcome market challenges.

Explains the state of the education industry and its technology market across various global regions. Highlights new and upcoming consumer technology trends that will influence and change how institutions operate over time.

Highlights

IT spending must grow in 2011, but the economic strain is still palpable. Therefore, institutions will squeeze existing IT investments for all they are worth. Cost-conscious institutions will seek open-source solutions to drive down costs in 2011. Technology that promotes collaboration and interactivity will become a valuable differentiator for institutions in 2011. To that end, uptake of online learning will accelerate in the coming year. Ubiquitous connectivity will be imperative in 2011 as each incoming class enters

with new mobile devices. With the proliferation of new channels, content will surge to unprecedented volumes, urging institutions to ramp up investments in ECM.

Your key questions answered

Gain insight into the scope of the higher education market and opportunities for market penetration.

Understand the market factors influencing investments in technology today and in the future.

Develop a deep knowledge of market trends in order to develop more effective product development strategies.

Contents

SUMMARY

Catalyst
Ovum view
Key messages

BUSINESS TRENDS AND TECHNOLOGY ENABLERS

Key trends and enablers summarized

IT SPENDING MUST GROW IN 2011, BUT THE ECONOMIC STRAIN IS STILL PALPABLE

Education is top of mind in the US, but where one area gains funding, others are seeing cuts

Asia-Pacific also faces budget cuts but IT investments will endure

Economic uncertainty will severely impact European institutions, particularly the UK and Eastern Europe

Cost-conscious institutions will seek open-source solutions to drive down costs in 2011

Adoption of open standards will surpass proprietary technology

INSTITUTIONS WILL SQUEEZE EXISTING IT INVESTMENTS FOR ALL THEY ARE WORTH

Institutions aim to become more agile with technology

Demand for hard-number results will rise in 2011, pushing vendors to prove their worth

FOSTERING COLLABORATION AND INTERACTIVITY WILL BE AN IMPORTANT DIFFERENTIATOR FOR INSTITUTIONS IN 2011

Opening up avenues for discovery

With new channels, content will surge to unprecedented volumes in 2011, urging institutions to ramp up investments in ECM

UPTAKE OF ONLINE LEARNING WILL ACCELERATE 2011

Institutions are building their online presence

Online learning gets personal

CONSUMER ELECTRONICS ARE CHANGING THE WAY STUDENTS LEARN AND ENGAGE

Mobile devices meet student preference for on-demand access

Rise of e-books creates new touch points and will shake up the textbook industry in 2011

RECOMMENDATIONS

Recommendations for institutions

Identify and be responsive to student preferences

Consider technologies that promote collaboration

Be receptive, not defensive, as e-books and the mobile devices proliferate

Recommendations for vendors

Evangelize open standards and "vanilla" implementations

Let the numbers do the talking

Be prepared to capture a deluge of data and transform it into actionable insight

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Author

Ovum Consulting

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