



Ellucian: Competitive Audit

Category Landscape Overview

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6/20/2024

01 **Competitor Overview**

02 **Competitive Deep Dives**

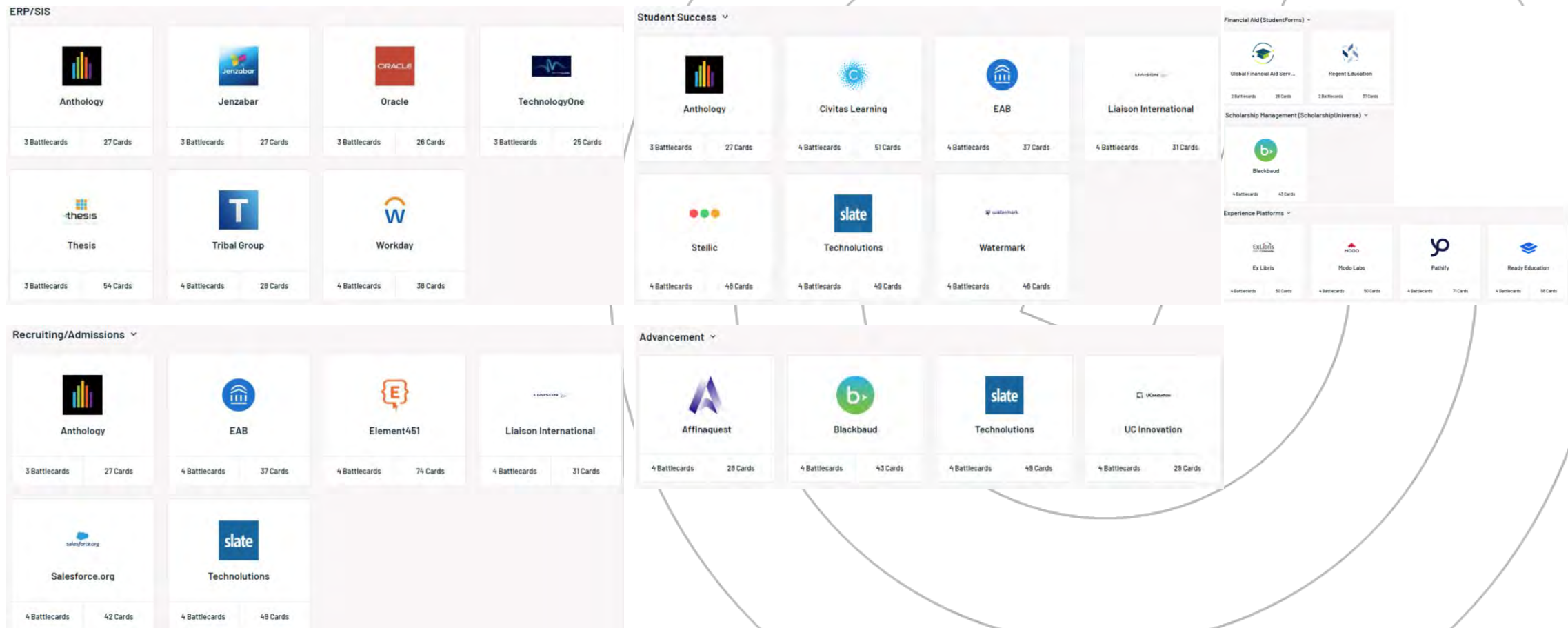


Competitor Overview

Defining Our Competitive Set



Competitive Landscape



What We've Evaluated



Competitor Deep Dives

Review of Individual Competitors





*Wordcloud based on mission, vision, and value proposition statements of audited brands.

Jenzabar

They aim to provide all-encompassing solutions across SIS and ERP that address schools' complete technological needs.

Customer-Facing Positioning

Brand Species

How does the brand categorically position itself?

“Higher Education Software Solutions”¹

“We provide scalable software and services, designed to drive performance across campus and throughout the full student lifecycle.”²

About

Jenzabar is higher education's trusted advisor, offering technology solutions and services that are tailored to fit the evolving needs of institutions both today and in the future.

Collaborating with over 1,300 clients worldwide, we provide scalable software and services, designed to drive performance across campus and throughout the full student lifecycle. Exclusively serving higher education, more colleges and universities selected a Jenzabar student information system over any other SIS during the past six years. For further information, please visit www.jenzabar.com.

Brand Purpose

What is the brand's stated mission or reason for being?

Mission

“Jenzabar's mission is to create pathways to empower all to know who they are, what work they are destined to do, and how they can unlock their full potential — at home, at work, and in the world!”¹

Vision

“We envision a world in which everyone, anywhere has the opportunity to find, learn, and live their true calling.”¹

Our Mission

We believe everyone is a masterpiece with great work to do on Earth. Jenzabar's mission is to create pathways to empower all to know who they are, what work they are destined to do, and how they can unlock their full potential — at home, at work, and in the world!

Our Vision

We envision a world in which everyone, anywhere has the opportunity to find, learn, and live their true calling.

Value Proposition

How does the brand position the benefit of its portfolio?

“Our higher education SIS, ERP, cloud, and analytics solutions drive digital transformation and enable student success.”²



The image shows a Jenzabar logo on the left, which consists of a blue square with a colorful abstract shape inside. To the right is a snippet of a presentation slide with a blue background and the word 'terpiece' in white. Below the logo and slide snippet, the text 'Jenzabar' is written in a large, bold, black font, followed by the tagline 'Our higher education SIS, ERP, cloud, and analytics solutions drive digital transformation and enable student success.' in a smaller black font.

Visual Identity

Logo



Colors



Photography

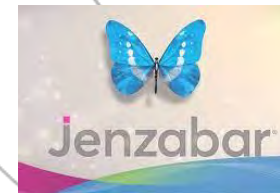


Typeface

Primary
Averta

Secondary
Helvetica
Arial

Key Elements



Butterfly Icon



Gradients



Animated Icons

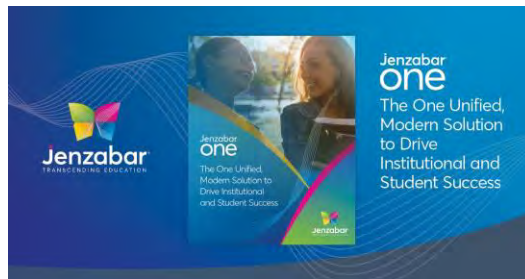
Key Messaging Themes

Brand Tagline(s)

“Become Your Masterpiece”



“Modern Tech / Modern Solutions”



“Help Students Become the Masterpieces They Are”

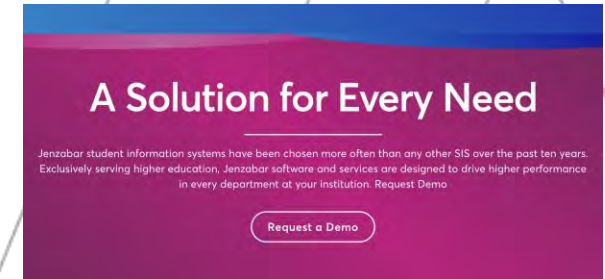


“Making Higher Education Accessible for All”

Jenzabar Launches the Campus Movement to Make Higher Education Accessible, Affordable, and Attainable for All

Jenzabar's New Campus Marketplace Solution and Recent Acquisition of Spark451 Make Up the Building Blocks of the Campus Movement.

“Solutions: An Answer for Every Need/Challenge”



“Giving [Employees] the Tools to Fulfill Their Mission”



Stated Beliefs

“For the Client. With the Client.”

“Jenzabar has built a partnership with its clients that is unique in the industry. Our associates have spent their careers working in higher education, providing them with unmatched insight into the long-term needs of our clients.” ¹

“Aligning Campus Leadership to Drive Success Outcomes”

“Presidents and CIOs/CTOs are allies on campus and should work together, closely, to drive change and transformation [...] CIOs and CTOs should be transparent with their presidents and be advocates for using technology to enable a culture of change across the entire organization.” ⁴

“Modern Technology Fuels Modern Learning”

“At Jenzabar, we translate advances in technology into advances in educational opportunities. Our products let you transform your campus into a worldwide arena of learning, letting you expand your mission to any student, anywhere.” ²

“There is a shift in the way students consume higher education.”

“Students are looking for a more personalized and connected experience with choices in how, what, when, and where they learn. They want responsive and easy administration. They are mobile and technology savvy...and they expect you to be too.” ⁵

“College Presidents Need to Be on Top of Campus Tech”

“While collaboration between presidents and CIOs is growing, recent survey reveals that the majority of college and university presidents still haven’t set specific goals for digital transformation. Many aren’t yet as involved in campus technology as they need to be.” ³

“Jenzabar is more than a tech solution—it’s a thought partner.”

“The best education technology companies are those that are operating as true partners alongside the schools they serve. Similarly, the institutions seeing the most benefits from their campus technology are those that are committed to facilitating and growing their relationships with their tech partners.” ⁶

SOURCE: 1. Jenzabar.com, 2024; 2. Jenzabar LinkedIn, 2024; 3. [Jenzabar, Blog](#) 2024; 4. [Jenzabar Resources](#); 5. [Jenzabar.com, Campus](#) 6. Jenzabar.com

SaaS Overview

SaaS Overview

What's important to know about their SaaS offering?

They highlight that their cloud ERP and SIS system are on a single platform.

With many products across different verticals, they stress that the cloud enables them to provide an easy-to-use, unified experience.” ¹

POV on cloud migration

What is their big-picture view on cloud migration vs. on-prem solutions?

They believe their cloud-based platform will put students “back at the center.”

“As with other companies, they want to make sure that their tech-forward approach always puts students at the center.” ²

Unique Selling Points

What are they saying they can uniquely offer?

They are highlighting their partnership with Google Cloud as a key selling point.

“We can deliver even more secure, personalized, and accessible student information systems using Google Cloud’s latest developments in infrastructure, artificial intelligence, and security.” ³

Thought Leaders and Product Innovation

Thought Leaders and Brand Advocates

Who is representing the brand publicly?

Jenzabar does not have thought leaders and brand advocates.

While Jenzabar invites guest speakers onto its podcasts, webinars, and symposiums to discuss trends in higher education administration, there are not dedicated brand ambassadors associated with the company.

Product Innovation

What are the latest product updates and announcements?



Public API for Campus Marketplace

Product Category: SIS

Description: This was designed to enhance data analyses, streamline operations, and improve reporting for non-traditional programs. The new API gives institutions programmatic access to valuable student, financial, course, and section data, and empowers them to streamline workflows, enhance data analysis, and foster deeper integrations with third-party systems.



Partnership with Google Cloud

Product Category: SIS

Description: With Google Cloud as a strategic partner, Jenzabar can deliver even more secure, personalized, and accessible student information systems using Google Cloud's latest developments in infrastructure, artificial intelligence, and security.

SOURCE: 1.

Social Media Themes

Webinar and Symposium Announcements



Announcement for webinar for higher education business leaders

Branded Content Promotions



Podcast about running successful student enrollment

Trends in Higher Education



Report about more colleges offering bachelors degrees

AI in Higher Ed



Article about how to use AI in higher ed

Support for College Administrators



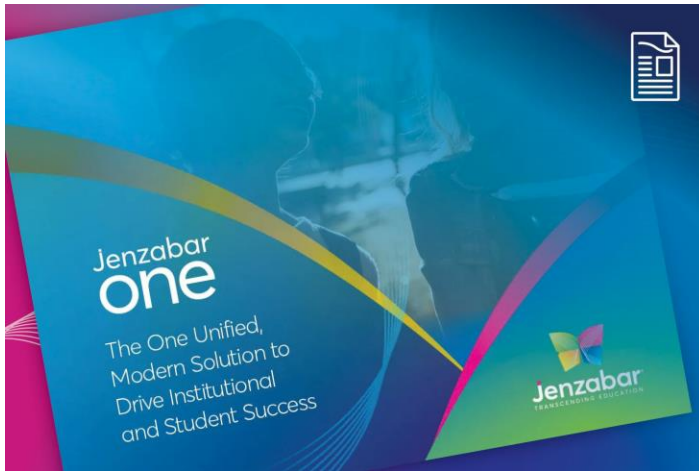
How administrators should prioritize student outcomes

Tech Industry News that Impacts Higher Ed



Article about changes to Gmail that will impact higher education administration

Featured Products



Jenzabar One

Product Category: SIS, ERP, CRM

Description: One solution to empower student success. One ecosystem to power the digital campus. One platform to maximize value.



Jenzabar SONIS

Product Category: SIS

Description: A Scalable Student System Designed for Campus Growth: Jenzabar SONIS is a powerful and configurable cloud student information system that enables specialized and growing institutions to improve staff efficiency, student engagement, and institutional success.



Jenzabar Analytics

Product Category: SIS

Description: Jenzabar Analytics allows you to centralize data from disparate sources and gives you access to innovative tools that empower you to assess, understand, and use data to your advantage. (Part of Jenzabar One).

Sample Customer Touchpoints

Marketing Website



For B2B Audience

Student Dashboards



Analytics dashboard for measuring student affairs (E.g., graduation rates, upcoming school events)

Product Brochure



2-3 pages explaining product uses and differentiators

Conference Booth



Booths for JAM (Jenzabar's Annual Meeting) and tradeshows

Blog Post



Thought leadership content and new product announcements

Webinars and Videos



Educational information and trends analysis for university decision-makers

Workday

Workday believes it can leverage its historical success with cloud-based solutions to modernize the education space. It poses the biggest competitive threat.

Customer-Facing Positioning

Brand Species

How does the brand categorically position itself?

“Real Enterprise Cloud / End-to-End Student and Faculty Lifecycle Information Solution”

“Workday provides unified finance, human resources and student/faculty lifecycle management cloud applications designed for the way people work in today’s organizations.”

About Workday

Workday (NYSE: WDAY) provides unified finance, human resources and student/faculty lifecycle management cloud applications designed for the way people work in today’s organisations. Founded by PeopleSoft veterans Dave Duffield and Aneel Bhusri, Workday combines a lower cost of ownership with an innovative approach to enterprise applications.

“I started Workday to bring passion and customer focus back to the business of enterprise applications.”

Dave Duffield, Co-founder and Chairman of the Board, Workday

Brand Purpose

What is the brand’s stated mission or reason for being?

Mission

“We relentlessly seek to deliver meaningful value to our customers and are deeply committed to their success. In all we do, we strive for the highest levels of customer and user satisfaction.”

Vision

“To succeed within a fiercely competitive industry, we innovate with urgency, take smart risks, and learn from the results. We also make investments that scale and deliver long-term value.”

We relentlessly seek to deliver meaningful value to our customers, and are deeply committed to their success. In all we do, we strive for the highest levels of customer and user satisfaction.

Value Proposition

How does the brand position the benefit of its portfolio?

“This end-to-end student and faculty lifecycle information solution is being designed to support institutional effectiveness and student success.”

Workday Student*

This end-to-end student and faculty lifecycle information solution is being designed to support institutional effectiveness and student success.

Visual Identity

Logo



Colors



Illustration



Typeface

Primary
Averta

Key Elements



Icon



Illustrations



UI

Key Messaging Themes

Brand Tagline(s)

“Built for student engagement”

Built for student engagement.

Meet students where they are, in the moments that matter. From journeys and alerts to email campaigns and more—we give you the tools to provide an experience unlike any other.

“Manage student finances and records all in one place.”

Manage student finances and records all in one place.

Handle your students’ financial transactions and employment, while helping them track progress toward graduation.

“The student system that puts students first”

STUDENT

The student system that puts students first.

“Unified Solution”

Unlike fragmented ERP systems, Workday offers best-in-class finance and HR applications with AI built in. The result? You can make confident decisions faster, drive flawless business and financial operations, and empower your people for maximum performance.

“Designed to keep up with changes in education”

WHAT SETS US APART

Designed to keep up with changes in education.

Education is changing radically. Workday Student helps you keep up. Our system is designed to seamlessly unite your whole institution and better serve both students and leaders.

“Create a great student experience from day one.”

Create a great student experience from day one.

Streamline academic planning, registration, and access to financial insights—so you can keep students engaged.

Stated Beliefs

“The world's leading institutions trust Workday”

“The world's leading institutions trust Workday as their student information system.”¹

“Amplify your team’s performance with AI.”

“Organizations that use AI to map the skills of their workforce will be positioned to identify and train their employees for the jobs of tomorrow.”⁴

“We never stop innovating.”

“You count on us to deliver technology that fuels your growth and keeps your data safe.”²

“[Educational] institutions must operate more efficiently.”

“Performance-based funding dependent on measures such as credit attainment or degree completion also has colleges redefining student success so it’s more outcomes-based and equitable. In the face of these challenges, institutions must operate more efficiently and adapt quickly to shifting realities—all while elevating the student experience.”⁵

“Institutions need collaboration with strategic partners.”

“Facing shrinking budgets, educational institutions are struggling to keep up with students’ growing expectations... to better deliver on these expectations, institutions will need to collaborate with strategic partners as well as within their own departments, which are often woefully lacking in alignment.”³

“Leading [educational] institutions trust workday.”

“The world's leading institutions trust Workday as their student information system.”⁶

SaaS Overview

SaaS Overview

What's important to know about their SaaS offering?

Most Higher Ed institutions have relied on inefficient, patchwork solutions in an attempt to modernize. Workday was born modern.

"Most of the software systems at educational institutions were installed before email, social media, and the internet were anywhere close to mainstream... But these often-patchwork hybrid systems are especially under pressure given the changing digital needs of students—including nontraditional students—and new modes of education."¹

POV on cloud migration

What is their big-picture view on cloud migration vs. on-prem solutions?

They believe modernizing and moving to the cloud is inevitable.

"To meet the unique and evolving needs of higher education, you need a proven cloud partner. With Workday, you can innovate, optimize and scale—all while focusing on your students."²

Unique Selling Points

What are they saying they can uniquely offer?

They can leverage their expertise with cloud-based technology across many industries for education.

"Gartner named Workday a Leader for Cloud ERP for Service-Centric Enterprises and they have many case studies to prove out their historical success in other industries."³

SOURCE: 1. <https://blog.workday.com/en-us/2020/understanding-basics-what-is-higher-education-software.html> 2. <https://www.workday.com/en-us/solutions/industries/education.html> 3; <https://www.workday.com/en-us/solutions/industries/education.html>

Social Media, Thought Leaders, and Product Innovation

Social Media Themes

What's important to know about their SaaS offering?

Workday does not have dedicated social media accounts for its higher education Services

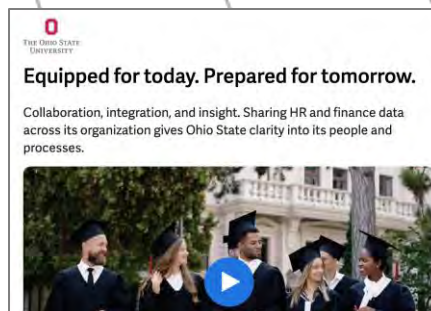
Workday sporadically posts content about education, as in the post below about higher education trends. But it does not follow a regular cadence or content strategy.¹



Thought Leaders and Brand Ambassadors

Who is representing the brand publicly?

Workday Student mostly relies on case studies to represent its brand. Thought leadership and product guidance are published anonymously by "Workday Staff Writers."²



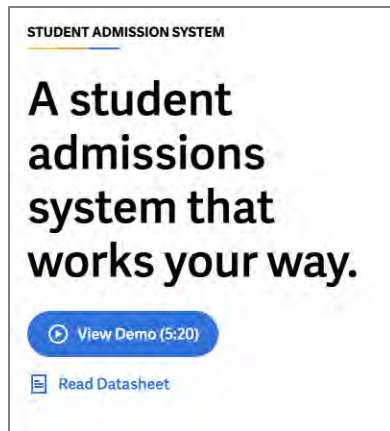
Product Innovation

What are the latest product updates and announcements?

Workday has not made any recent announcement highlighting new product releases or innovations. However, they continually highlight how moving to Workday SaaS will drive innovation for higher education institutions.

Accelerate innovation and drive student success.

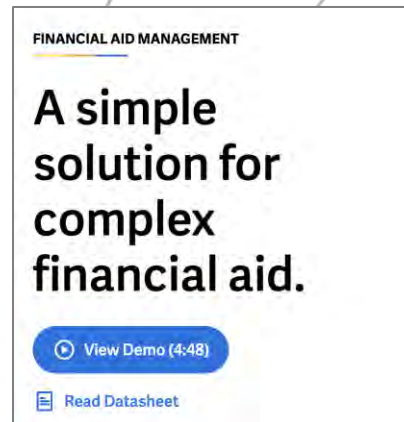
Featured Products



Student Admission System

Product Category: SIS

Description: Workday Student Admissions makes the admissions process fast and easy for enrollment leaders and students alike. Engage prospects, manage applications, and guide students on their academic journeys—all within a unified system.



Financial Aid Management

Product Category: SIS

Description: Get the flexibility and control you need to simplify the financial aid process from beginning to end. With Workday Student, you can define institution-specific aid requirements and automate manual processes, freeing you up to help students get ahead.



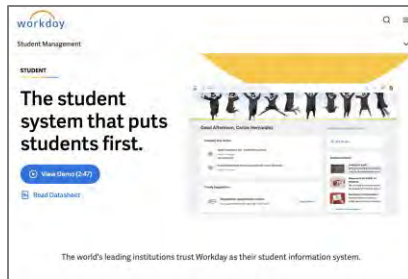
Academic Advising and Planning

Product Category: SIS

Description: Academic advising from Workday helps students find their right path to academic completion—and keeps them on it. With easy-to-use academic planning functions and insight into degree requirements and eligibility, you can continuously keep students informed of their progress.

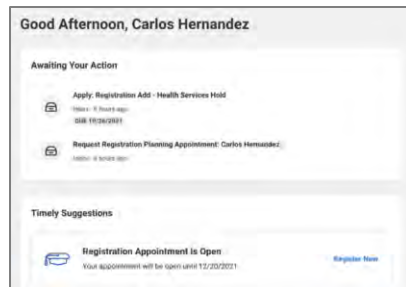
Sample Customer Touchpoints

Marketing Website



For B2B Audience

Student Dashboards



Analytics dashboard for measuring student affairs (E.g., graduation rates, upcoming school events)

Product Brochure



1 pager explaining the need for the offering

Conference Booth



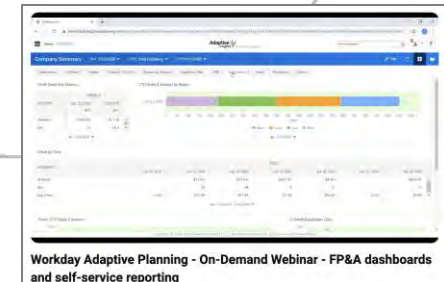
Booths for conferences and tradeshow

Blog Post



Thought leadership content and new product announcements

Webinars and Videos



Educational information and trends analysis for university decision-makers

Strengths and Weaknesses

Advantages

They're perceived by many as being leaders in digital migration to the cloud.

They've proven, time and again, across multiple categories that they accelerate companies' migration to the cloud and improve efficiency.

WHY PARTNER WITH US

A proven leader in finance and HR—time and time again.

Weaknesses

"It's not clear that Workday really is the "Student System that puts students first."

As newer entrants into the category who don't have a long historical track record with students, they may not have the expertise to support student needs.

STUDENT

The student system that puts students first.

[View Demo \(2:47\)](#)

[Read Datasheet](#)

Experience in Education

Their case studies focus on modernizing outdated systems, lending credibility to their claims.

While their experience isn't nearly as deep as ours, they've had several successes modernizing colleges and universities.

CUSTOMER SUCCESS

See how higher education uses Workday to succeed in a changing world.

Oracle Fusion Cloud Student

Oracle positions itself as a modern company that wants to support higher educational institutions in their on-premise needs, while simultaneously moving them to the cloud.

Customer-Facing Positioning

Brand Species

How does the brand categorically position itself?

Oracle Student

"Oracle Student (which is comprised of two core modules, Oracle Student Management and Oracle Student Financial Planning) is ready to light the academic spark for the next generation of students."¹

ORACLE

Oracle Student Management

Oracle Fusion Cloud Student makes the complex simple, freeing educators to shape the future of higher education, confident in their ability to deliver an exceptional student experience. Built on the

Brand Purpose

What is the brand's stated mission or reason for being?

Mission

"Oracle Fusion Cloud Student makes the complex simple"

Vision

Built on the world's leading cloud technology and shaped by 30 years of higher education expertise, Oracle Student is ready to light the academic spark for the next generation of students.²

their ability to deliver an exceptional student experience. Built on the world's leading cloud technology and shaped by 30 years of higher education expertise, Oracle Student is ready to light the academic spark for the next generation of students.

Value Proposition

How does the brand position the benefit of its portfolio?

Manage traditional and continuing education programs with one system.³

Manage traditional and continuing education programs with one system

With Oracle Student Management, administrators can set up, track, and manage all academic information, regardless of academic structure or curriculum type – empowering institutions to support lifelong learning in a single application. Features include:

Visual Identity

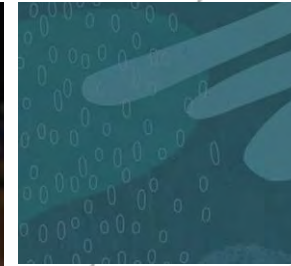
Logo

ORACLE

Colors



Illustration and Photography



Typeface

Primary
Georgia

Secpndary
Oracle Sans VF

Key Elements

ORACLE

Icon



Illustrated
Backgrounds



UI

Key Messaging Themes

Brand Tagline(s)

“Empower institutional innovation and student agency”

Empower institutional innovation and student agency

“A practical path to a unified higher education cloud”

A practical path to a unified higher education cloud

“Designed for change, built for you”

Oracle Student: Designed for change, built for you

“Promote Student Success”

Promote Student Success

Converting a potential student into an enrolled student is only half the battle. Schools must play an active role in helping students achieve their academic and personal goals.

“Simplify the student experience”

Simplify the student experience

“Spend time on students, not process”

Spend time on students, not process

Stated Beliefs

“Oracle Student Management helps students and staff work smarter – not just more efficiently, but more effectively.”

“Oracle Student Management... helps students and staff work smarter – not just more efficiently, but more effectively – by anticipating students’ needs, illuminating their academic path, and empowering them to succeed.” ¹

“Colleges and universities worldwide face unprecedented challenges.”

“Colleges and universities worldwide face unprecedented challenges, including accelerating resource constraints, higher costs of doing business, new business models, and for many, a decrease in student and faculty acquisition and retention.” ⁴

“Oracle Student will empower students to get back to what matters most to them.”

“Most importantly, Oracle Student will empower students to get back to what matters most to them: their classes, internships, extracurriculars, jobs, families, and more.” ²

“Oracle wants to provide personalized, tech-forward solutions.”

“The focus of this document is on Oracle’s solutions for managing the higher education student lifecycle, with the goal of providing information and guidance on the best option that may fit your institution’s student information system (SIS) needs, today and tomorrow.” ⁵

“[Our solutions] help clients navigate the disruption in higher education.”

“Oracle is committed to ensuring that our higher education customers are able to use our solutions to empower them to navigate disruption in the higher education industry successfully.” ³

“[Our] projects are evaluated based on how much it will contribute to overall success.”

“Projects, large and small, are evaluated against the criterion of how it will contribute to the overall success of students at the institution.” ⁶

SaaS Overview

SaaS Overview

What's important to know about their SaaS offering?

By offering ERP, HCM, and other applications, Oracle claims to have the most holistic cloud offering available.

"That's why Oracle Student is part of the industry's most complete higher education cloud, including ERP, HCM, and other enterprise applications, built on an infrastructure and platform designed to deliver best-in-class scalability, performance, and security."¹

POV on cloud migration

What is their big-picture view on cloud migration vs. on-prem solutions?

Oracle wants to support both on-premise and off-premise solutions—with a simple, easy transition to the cloud for those who want it.

"Oracle is committed to ensuring the continued success of the customers deploying our on-premise solution, while also fostering and developing a streamlined path for those customers to move to our Student Cloud products on their own timeline."²

Unique Selling Points

What are they saying they can uniquely offer?

Their holistic offering was built natively on the cloud and exemplifies their longstanding commitment to innovation.

"Built natively on the Oracle Fusion platform, Oracle Student leverages best-in-class, patented technology that's unparalleled in its innovation."³

Social Media, Thought Leaders, and Product Innovation

Social Media Themes

What's important to know about their SaaS offering?

Oracle does not have a meaningful social media presence related to its student offering.

In 2022, they released several Youtube videos promoting the student offering, but have not continued to release videos.



Thought Leaders and Brand Ambassadors

Who is representing the brand publicly?

Oracle does not have notable brand ambassadors or thought leaders associated with its student offering.

Product Innovation

What are the latest product updates and announcements?

Oracle notes they have a quarterly release cycle for new innovations, but there is no further detail about those announcements.³

Oracle Student's quarterly release cycle delivers provides institutions with the agility and flexibility they need to meet student expectations. The solution is also uniquely architected for lifelong

Featured Products

Oracle Student

Complex made simple
Oracle Fusion Cloud Student makes the complex simple, freeing educators to shape the future of higher education, confident in their ability to deliver an exceptional student experience. Built on the world's leading cloud technology and shaped by 30 years of higher education expertise, Oracle Student is ready to light the academic spark for the next generation of students.

Oracle Fusion Cloud Student

Product Category: SIS

Description: Oracle Fusion Cloud Student makes the complex simple, freeing educators to shape the future of higher education, confident in their ability to deliver an exceptional student experience.

Oracle Student Management

Empower institutional innovation and student agency
Oracle Student Management, which covers admissions, academics, advising, financials, and core frameworks, helps students and staff work smarter – not just more efficiently, but more effectively – by anticipating students' needs, illuminating their academic path, and empowering them to succeed.

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Oracle Financial Aid

Spend time on students, not process
Oracle Student Financial Planning (SFP) is available to customers as part of Oracle Student or as a stand-alone solution. With its powerful automation tools, self-correcting capabilities, and real-time integration with external data sources, Oracle SFP empowers institutions to deliver an efficient and student-centric experience from application through disbursement.

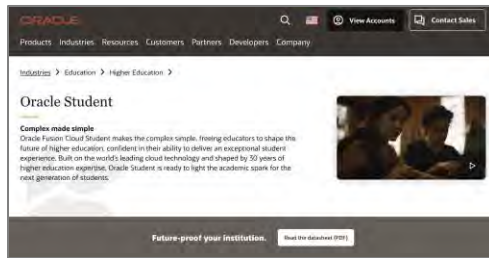
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Sample Customer Touchpoints

Marketing Website



For B2B Audience

Product Brochure



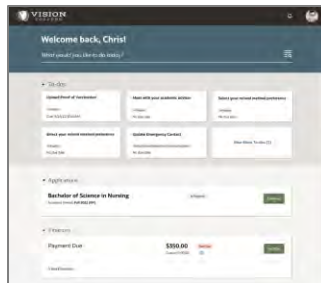
1 pager explaining the need for the offering

Blog Post



Thought leadership content and new product announcements

Student Dashboards



Analytics dashboard for measuring student affairs (E.g., graduation rates, upcoming school events)

Conference Booth



Booths for conferences and tradeshow

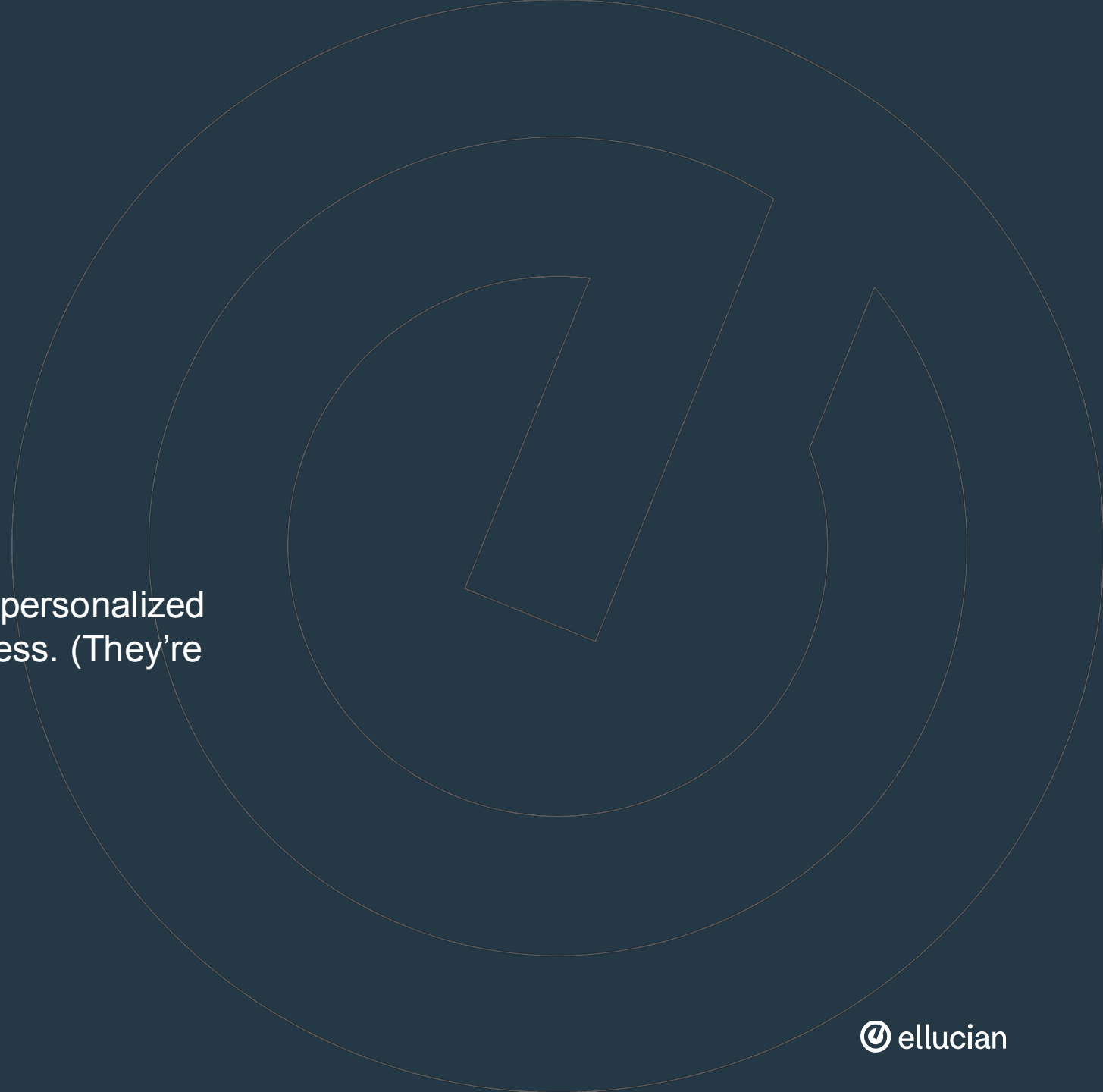
Webinar



Educational information and trends analysis for university decision-makers

Anthology

They're focused on creating data-driven, personalized experiences that set learners up for success. (They're offering doesn't feel differentiated.)



Customer-Facing Positioning

Brand Species

How does the brand categorically position itself?

EdTech Ecosystem

“Holistic EdTech Ecosystem”

That’s exactly what our exclusive, holistic EdTech ecosystem—including a **CRM**, **SIS**, and **LMS**—empowers you to do, by uniting

Brand Purpose

What is the brand’s stated mission or reason for being?

Mission

“Our mission is to provide dynamic, data-informed experiences to the global education community so that learners and educators can achieve their goals.”

Vision

“Our goal is to not only meet your needs today, but to drive innovation that changes what EdTech can make possible for you tomorrow.”

Our mission is to provide dynamic, data-informed experiences to the global education community so that learners and educators can achieve their goals.

Value Proposition

How does the brand position the benefit of its portfolio?

“We’re here to help you gain the data-driven understanding that creates better outcomes for you and your learners, and as a result, better lives for people everywhere.”

We are uniquely positioned to help guide your success

Anthology was created through the merger of four of the world’s leading education technology companies: Blackboard, Campus Management, Campus Labs, and iModules.

Visual Identity

Logo



Colors



Photography

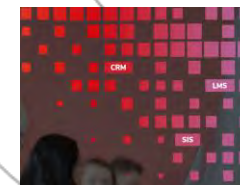


Typeface

Primary
Times New Roman

Secondary
Arial

Key Elements



Supergraphics



Infographics



Iconography

Measurable enrollment growth

Flexible services tailored to your campus's needs

Key Messaging Themes

Brand Tagline(s)

**“A world of learning
without boundaries”**

A world of learning
without boundaries

**“Complete learner success
requires full lifecycle products.”**

Complete learner
success requires
full lifecycle
products.

“Understanding is everything”

**Understanding is
everything**

We're here to help you connect the dots and turn your data into deep understanding that drives results.

**“Helping all learners
achieve success”**

**Helping all learners
achieve success**

**“Discover how we can
help you connect the dots
and reach your goals.”**

Discover how we can help you connect the dots and reach your goals.

[Explore our complete suite of solutions and services. >](#)

**“Meaningful experiences
powered by insights”**

**Meaningful
experiences
powered by insights**

Stated Beliefs

“[We empower you] by uniting and analyzing data from across the learner’s journey”

“[We empower you] by uniting and analyzing data from across the learner’s journey into the deep understanding and guidance that only [Anthology Intelligent Experiences™](#) can provide.”

“It takes a village to help learners be successful.”

“Our passion is providing dynamic, innovative, and flexible technologies and services to help support learners globally, from enrollment to graduation and beyond.”

“We’re much more than a technology provider”

“We’re much more than a technology provider. We’re a true partner, whose team includes former faculty, administrators, and leaders with experience spanning more than three decades.”

“We provide the only holistic collection of EdTech solutions and services.”

“Institutional intelligence – Enrollment and Retention – Career Development – Alumni and Advancement...”

“Learning is a journey that should never end”

“Learning is a journey that should never end. So, we innovate technology to support learners at every step along this journey.”

“We are uniquely positioned to help guide your success.”

“We are uniquely positioned to help guide your success. Anthology was created through the merger of four of the world’s leading education technology companies: Blackboard, Campus Management, Campus Labs, and iModules.”

SaaS Overview

SaaS Overview

What's important to know about their SaaS offering?

“Anthology was created from the merging of several companies. Their SaaS offering is unified by “full lifecycle product for learners.”

“Anthology was created through the merger of four of the world’s leading education technology companies: Blackboard, Campus Management, Campus Labs, and iModules.” ¹

POV on cloud migration

What is their big-picture view on cloud migration vs. on-prem solutions?

Like other companies, they stress cloud solutions that “keep learners at the forefront.”

“Anthology exists to help higher education advance and thrive using modern cloud technology and services that keep the learner at the forefront.” ²

Unique Selling Points

What are they saying they can uniquely offer?

“The have a breadth of products that handle a wide array of SIS needs, including a new partnership with Microsoft.”

“The full suite covers admission and enrollment management; student success and retention; institutional and learning effectiveness; alumni and advancement; and enterprise applications and infrastructure, offering solutions to the challenges facing campuses today.” ³

“Anthology selected Microsoft as its AI solution partner because of Microsoft’s vision and leadership in cloud AI developer services, long-standing relationship, and shared commitment to responsible AI by design.” ⁴

SOURCE: 1. Anthology.com; 2,3. [Five Critical Steps Before Implementing to the Cloud](#); 4. Anthology.com 5. [Anthology Accelerates Innovation Press Release](#)

Thought Leaders and Product Innovation

Thought Leaders and Brand Advocates

Who is representing the brand publicly?

Anthology highlights its successful client partnerships.

While Anthology does not have dedicated thought leaders or brand ambassadors, it does highlight valuable clients and internal specialists.¹

Virtual Panel

LMS: Unveiling Customer Success Stories

[Register Now](#)
Tuesday, May 28, 10:00 a.m. CT



Pamela Holt
Dean of Online Learning
Milwaukee Area Technical College



Shelby Harkleston
Director of Distance Learning
Cowlitz College



Carolyn Speer
System Administrator
Wichita State University



Rebecca Roth
System Administrator
Greenville Technical College



**Teaching with AI -
Generating New Ideas**
Friday, May 17
1:00 p.m. - 2:00 p.m. ET



Lisa Clark
Senior Product Manager

Product Innovation

What are the latest product updates and announcements?

Empower Instructors with AI

Easily build course structure, assessments, rubrics, and more with the new AI Design Assistant, developed in partnership with Microsoft and exclusively available in Blackboard® Learn Ultra.

Blackboard LEARN

April 23, 2024

What's New in Anthology Student — April 2024

Our Enterprise team has been hard at work over the last month, and we are excited to share all the new features and updates now available with the release of Anthology Student 24.1.0. Read on to discover what's new in Anthology® Student!

The full release notes can be found in the [Student Group](#) in the Anthology Community.

Public API for Campus Marketplace

Product Category: SIS

Description: Allows users to easily build course structure, assessments, rubrics, and more with the new AI Design Assistant, developed in partnership with Microsoft.²

Continuous Product Innovation with Core Student Offering

Product Category: SIS

Description: They have expanded the core student offering to include: Test score ranges expand application of requisite rules; Data Block Indicator functionality split to provide student with more options; Pell Analysis reports; Customized Student Portal homepage with student only tile based layout settings, and more.³

Social Media Themes

Webinar and Symposium Announcements



Announcement for upcoming seminar and networking event

New Client Wins



Announcement about winning a new client

Case Studies



Case study about Anthology's success

Sales Pitches



Announcements to buy Anthology at a low price

Support for College Administrators



Guidance on college administration best practices

New Product Announcements



Announcement about new product innovations

Featured Products



Anthology Reach

Product Category: CRM

Description: Go beyond the traditional CRM. Our solution helps you manage admissions, student success, retention, alumni, advancement, and more. Respond dynamically to each learner's unique experiences and needs—at every stage of their journey—with a lifecycle engagement solution optimized for higher education built on top of Microsoft Dynamics 365.



Anthology Student

Product Category: SIS

Description: By using a true SaaS student information system that is genuinely learner-centric, your institution takes advantage of modern functionality and empowering features that lead to better learner outcomes.



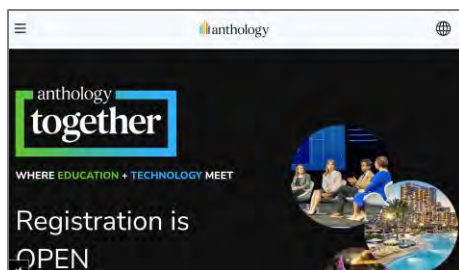
Blackboard Learn

Product Category: LMS

Description: Strategically focused on creating efficiencies for instructors, Blackboard® Learn has the fastest rate of product development available on the market and is truly the LMS for modern teaching and learning in higher education.

Sample Customer Touchpoints

Marketing Website



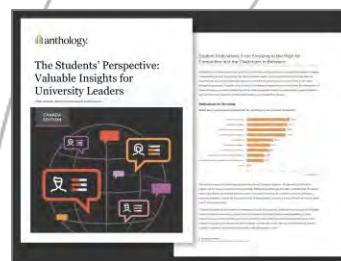
For B2B Audience ¹

Student Dashboards



Analytics dashboard for measuring student affairs (E.g., graduation rates, upcoming school events) ⁴

White Papers



Guidance for university leaders on student affairs ²

Conference Booth



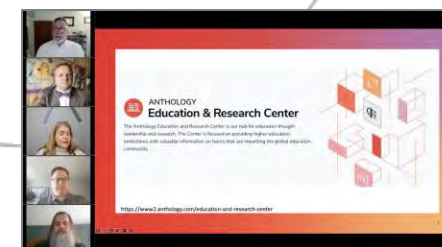
Booths for conferences and tradeshow ⁵

Blog Post



Thought leadership content and new product announcements ³

Webinars and Videos



Information about Anthology's Education and Research Center ⁶

Tribal

They're positioning themselves as a SIS partner that can usher in digital transformation for higher educational institutions focused on professional development. As a smaller player, they feel less persuasive than Workday.

Customer-Facing Positioning

Brand Species

How does the brand categorically position itself?

Student Information Systems in Education

Educational institutions, ranging from colleges to universities, share a common goal—preparing students for the challenges that lie ahead. In this pursuit, technology emerges as a formidable ally, and at the heart of this digital transformation lies the **Student Information System (SIS)**.

The Power of Student Information Systems in Education

Brand Purpose

What is the brand's stated mission or reason for being?

Mission

We empower our employees to make decisions that not only benefit you, but that also benefit your customers.

Vision

Everyone should have access to a great quality education, and that goes beyond teaching alone

Everyone should have access to a great quality education, and that goes beyond teaching alone

Value Proposition

How does the brand position the benefit of its portfolio?

Our Student Information Systems manage the complete student lifecycle from attracting new talent, through all day-to-day activities, and on to graduation and employment.

Our Student Information Systems manage the complete student lifecycle from attracting new talent, through all day-to-day activities, and on to graduation and employment.

Visual Identity

Logo



Colors



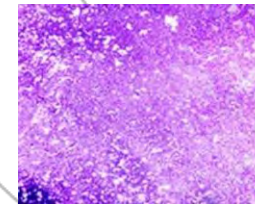
Photography



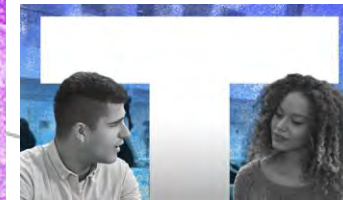
Typeface

Primary
Source Sans Pro

Key Elements



Splatter
Treatment



"T" in background



Background UX

Key Messaging Themes

Brand Tagline(s)

“Enhancing the student experience throughout their learning journey”¹

Enhancing the student experience throughout their learning journey

“Solutions for every sector”⁴

Manage student finances and records all in one place.

Handle your students’ financial transactions and employment, while helping them track progress toward graduation.

“Solutions for every sector”²

Solutions for every sector

“Empowering the world of education”⁵

TRIBAL
Empowering the world of education

“We empower our employees to make decisions that not only benefit you, but that also benefit your customers.”³

We empower our employees to make decisions that not only benefit you, but that also benefit your customers.

“Enabling your digital transformation”⁶

TRIBAL
Enabling your digital transformation

Stated Beliefs

“Everyone should have access to a great quality education, and that goes beyond teaching alone”

“We provide the expertise, software and services required to underpin student success. Our customers are private, public and alternative education institutions – ranging from just 50 to 200,000 students across multiple sites.”

“There has been a significant shift towards “consume as a service” models across the Higher Education sector.”

“Applications like SITS are mission-critical and with ever-increasing user demands, it's vital that information is available where and when it's needed.”

“Our Student Information Systems (SIS) manage the complete student lifecycle”

“Our Student Information Systems (SIS) manage the complete student lifecycle: from attracting talent, on-boarding new recruits, day-to-day support, exams and assessments, to graduation and alumni communities.”

“We are a pioneering, market-leader that builds software and provides services for educators.”

Our aim is to empower the world of education by providing the expertise, software and services needed by education and business organizations worldwide, to underpin student success.

“Our teams of educational experts around the world help create the conditions for success.”

“Our review, evaluation, benchmarking and improvement services provide insight and practical solutions to help improve the quality of education for thousands of children and young people. Our teams of educational experts around the world help create the conditions for success.”

“ We now live in a world of increased risks from cyber-attacks, skill shortages, and escalating costs that are surprisingly high.”

“Running your Student Information System on-premise can be challenging and expensive. We now live in a world of increase risks from cyber-attacks, skill shortages, and escalating costs that are surprisingly high.”

SaaS Overview

SaaS Overview

What's important to know about their SaaS offering?

They list out standard features of any cloud-based offering, with a special focus on financial savings.

Tailored to your institution, we can take a detailed and collaborative exploration of your current Student Information System, help validate direct costs, and uncover both indirect and hidden costs to give you a clear understanding of just how much your on-premise implementation is costing you per year.¹

POV on cloud migration

What is their big-picture view on cloud migration vs. on-prem solutions?

“The cloud cost advantage for universities is not just a financial proposition but a strategic imperative.”

The cloud cost advantage for universities is not just a financial proposition but a strategic imperative. Cloud migration enables educational institutions to operate leaner, to scale nimbly, and to secure their place at the forefront of educational innovation.²

Unique Selling Points

What are they saying they can uniquely offer?

While migrating to the cloud, they help institutions minimize technical debt with their “Cloud Readiness Assessment.”

“We will validate the business case and develop a robust migration strategy, ensuring clear objectives, responsible parties, and timescales.”³

SOURCE: 1. [Understanding True Costs of SIS](#), Tribal. Com;
2. [The Cloud Cost Advantage](#); 3. [Tribal.com, SITS CLOUD](#)

Thought Leaders and Product Innovation

Thought Leaders and Brand Advocates

Who is representing the brand publicly?

Tribal highlights its company leaders and valued clients.

Tribal does not have ongoing relationships with any external brand advocates. But it does highlight company leaders (shown below) and clients.



Mark Pickett, Chief Executive Officer

Mark joined Tribal in July 2016 as Chief Financial Officer with many years' experience in the technology industry. Previously he was Chief Financial Officer and Finance Director, UK of Computer Sciences Corp ('CSC'), a US-based global leader in technology-enabled business solutions and services. Mark also spent 18 years in a variety of senior finance roles with Oracle across a number of geographies, primarily in its software businesses. Mark was appointed CEO in May 2019.



Diane McIntyre, Chief Financial Officer

Diane joined Tribal on 1 June 2021 as Chief Financial Officer and a member of the Board. Diane has over 25 years' experience in finance roles, including her most recent role as Director of Finance at Sky UK Limited, and previous senior financial and executive positions at Vodafone Group plc and Cable and Wireless plc. As an experienced finance leader, Diane has a wealth of knowledge across commercial negotiation, strategy development and operational expansion.

Product Innovation

What are the latest product updates and announcements?

Tribal Revamps Service to Empower HE Institutions for Cloud-Ready SIS Migration

Posted by Tribal Group

Cloud Readiness Assessment Innovation

Product Category: SIS

Description: The Tribal Cloud Readiness Assessment goes well beyond the mere discovery phase as it recognises the existing landscape of the customer; it recognises the strides already made by universities and acts as a springboard for successful cloud implementation. The assessment delves deeper, offering.

Social Media Themes

Webinar and Symposium Announcements



Announcement for upcoming seminar and networking event

New Client Wins



Announcement about winning a new client

Showcasing Internal Culture

T tribal.group We're proud to announce that Tribal has joined the Football Shirt Friday squad again this year to help tackle bowel cancer. On 26th April, the Bobby Moore Fund is calling on everyone to wear their favourite football shirts, share a selfie, and donate to the cause if possible. 🙋

We're encouraging our staff to take a snapshot in their favourite sports top 📸 and tag us on social media using #footballshirtfriday!

Post about employee support for cancer research

Trends in Higher Education

T Tribal Group @tribalgrou · May 20
Cybersecurity breaches are on the rise in HE. We explore the specific challenges faced by universities and offers strategies to mitigate risks and enhance IT security. Stay informed and safeguard your institution's digital assets. Find out more: bit.ly/4ahVxP



Article about increasing risk of cyber attacks in higher ed

Support for College Administrators

T Tribal Group @tribalgrou · May 21
Drowning in data entry & error checks? Imagine a world where #TCSReporting is a breeze and data integrity is a given. We've got the lifeline you need. Discover how to reclaim your time on our latest blog post! 📄 bit.ly/3JOSHYn #TCSsolution #ErrorManagement



Article about working more efficiently

Celebrating Client Relationships

A great and slightly windy morning visiting our friends at [Bournemouth University](#) but it wasn't raining! ☔ It's so great to be out seeing customers face to face again! [Tribal Group](#) [Matthew Avery](#)

#SITS #Fullservice #HigherEducation



Post about successful client meeting

Featured Products

Student Information Systems (SIS)

Our SIS help you manage the complete student lifecycle; from attracting the best talent, on-boarding your new recruits, day-to-day support, exams and assessments, to graduation and outcomes.

Higher Education Student Information Systems

Product Category: SIS

Description: Our SIS help you manage the complete student lifecycle; from attracting the best talent, on-boarding your new recruits, day-to-day support, exams and assessments, to graduation and outcomes. This includes (SITS Cloud, SITS: Vision, Tribal Admissions, Maytas, Ebs, and more)

Further and Vocational Education Solutions

Financial Aid Management

Product Category: SIS

Description: From enquiry to enrolment and beyond – simplify every step of your student journey with smart tech solutions that let you deliver a great learning experience.

School Improvement Services



Quality accreditations, Reviews and evaluations, School improvement packages, Inspections

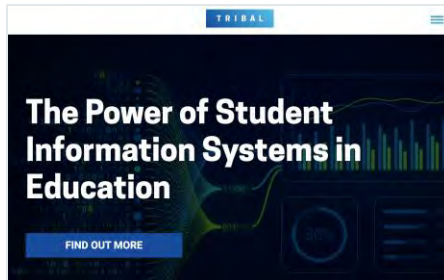
School Improvement Services

Product Category: SIS

Description: Quality accreditations, Reviews and evaluations, School improvement packages, Inspections

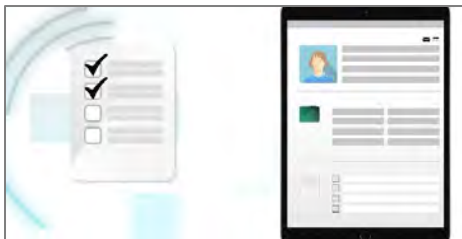
Sample Customer Touchpoints

Marketing Website



For B2B Audience

Student Dashboards



Analytics dashboard for measuring student affairs (E.g., graduation rates, upcoming school events)

White Paper



Explaining their thinking around SIS systems

Product Videos



Videos that break down how products work

Blog Post



Thought leadership content and new product announcements

Webinars

Webinar: Science and Maths Continuous Professional Development for teachers in England.

Educational information about professional development

Technolutions / Slate

Slate is the flagship information management system of Technolutions. It's marketed as an all-in-one platform that improves the entire student lifecycle. It's widely praised for its ease of use.

Customer-Facing Positioning

Brand Species

How does the brand categorically position itself?

Information Management System

“In 2000, Technolutions introduced Slate, its flagship information management system.” ¹

Technolutions is a software development firm that specializes in the research, design, and development of information management systems serving the higher education industry. Founded in 1994 by Alexander Clark, Technolutions has served the education industry for more than two decades. In 2000, Technolutions introduced Slate, its flagship information management system. Technolutions has a rich history of being first-to-market with innovative, transformative technologies that keep its clients on the cutting edge.

Brand Purpose

What is the brand's stated mission or reason for being?

Mission

“Revolutionizing admissions, student success, and advancement operations.”

Vision

“We seek to empower higher education with transformative technologies.”³

Slate is the most comprehensive system to meet the needs of admissions, student success, and advancement offices — all from within a single unified interface. We seek to empower higher education with transformative technologies.

Value Proposition

How does the brand position the benefit of its portfolio?

“Slate is the most comprehensive system to meet the needs of admissions, student success, and advancement offices — all from within a single unified interface.” ⁴

Slate.org is a free-forever service and platform committed to college access.

Powered by Slate

Visual Identity

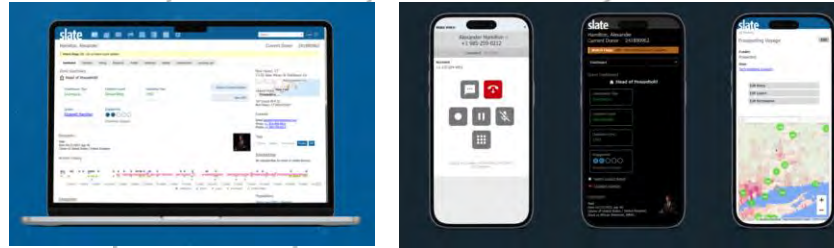
Logo

technolutions
slate

Colors



Photography



Typeface

Primary
Arial, Sans Serif

Key Elements



Bubble
Background



Iconography



UI

Key Messaging Themes

Brand Tagline(s)

One Platform. Infinite Possibilities¹

One Platform.
Infinite Possibilities.

Run your admissions & enrollment office in a single, unified system.⁴

Run your admissions & enrollment office in a single, unified system.

An unrivaled all-inclusive feature set.²

An unrivaled all-inclusive feature set.

Your comprehensive solution for advising, retention, and student success.⁵

Your comprehensive solution for advising, retention, and student success.

The undisputed industry leader in higher ed admissions.³

The undisputed industry leader in higher ed admissions.

The premiere all-in-one solution for advancement professionals.⁶

The premiere all-in-one solution for advancement professionals.

Stated Beliefs

“Technolutions has a rich history of being first-to-market with innovative, transformative technologies that keep its clients on the cutting edge.”

“Technolutions is a software development firm that specializes in the research, design, and development of information management systems serving the higher education industry.

Founded in 1994 by Alexander Clark, Technolutions has served the education industry for more than two decades.”

“We are proud to share the incredible successes of our diverse range of clients.”

We are proud to share the incredible successes of our diverse range of clients. From small private institutions to large flagship state universities to community colleges, Slate has proven to be a transformative tool in revolutionizing admissions, student success, and advancement operations.

“Our collective approach to problem-solving offers more perspectives, more solutions, and ultimately more success”

“Our collective approach to problem-solving offers more perspectives, more solutions, and ultimately more success. It's not just about getting an answer—it's about getting the best possible answer, honed by the experiences and expertise of a diverse community.”

“Slate ensures your institution operates at peak efficiency”

“Across admissions, student success, and advancement, Slate delivers an unrivaled suite of features in one unified platform. Slate ensures your institution operates at peak efficiency.”

“We believe your record and caseload management system should make it easier for you – and your students – to succeed.”

“We know you have a lot to do, and we believe your record and caseload management system should make it easier for you – and your students – to succeed. Our seamless database puts you in charge with a fully customizable framework and all features available at no extra cost.”

“With Slate, you're choosing an end-to-end partner committed to excellence across the entire student lifecycle.”

“Our all-inclusive license offers access to powerful real-time data insights, intuitive communication tools, and seamless automations, eliminating the need for disparate systems. With Slate, you're choosing an end-to-end partner committed to excellence across the entire student lifecycle.”

SaaS Overview

SaaS Overview

What's important to know about their SaaS offering?

They see themselves as a leader in delivering "high-performing, cloud-based solutions."

"Technolutions stands as a leader in delivering robust, scalable, and high-performing cloud-based solutions. We understand the importance of staying connected and operational, and we're committed to providing an unrivaled level of reliability. "1

POV on cloud migration

What is their big-picture view on cloud migration vs. on-prem solutions?

They believe the cloud provides unrivaled security and scale.

"Experience unbeatable protection with all your data encrypted both at rest and during transit. With our cutting-edge technology, your confidential information remains just that – confidential. We firmly believe in 'Safety First' and uphold that by implementing robust, industry-approved security measures."2

"Delivering excellence — at scale"3

Unique Selling Points

What are they saying they can uniquely offer?

Their top-tier security standards and proof points around scalability and availability set them apart.

Key Security standards:

All data encrypted at rest and in transit;
Multi-factor authentication, Fully PCI DSS compliant, different institutions' data is never mixed, etc.

Scale:

99.99% availability during a calendar year, 7 billion emails and over 100 million SMS messages sent every year;
Runs on AWS Cloud; simultaneous decision-releases for hundreds of thousands of applicants

Thought Leaders and Product Innovation

Thought Leaders and Brand Advocates

Who is representing the brand publicly?

Slate celebrates community ambassadors (employees) and clients (like high school admissions counselors).¹



"Community Ambassador Highlight"

Product Innovation

What are the latest product updates and announcements?

Slate continually innovates on its core product, but does not publicly make many new announcements about innovations.

Most of its product updates are announced through its Product Management Team in community Forums. (See below).²

Login

To access this resource, please provide the domain name through which you intend to log in to Slate.

Domain:

Example: apply.university.edu

Login

or

Login as Technolutions Staff

Social Media Themes

Podcast Announcements

Episode 29
SLATE SUMMIT
EVOLUTION: A
CHAT WITH
CODY GRAY
—PART 1



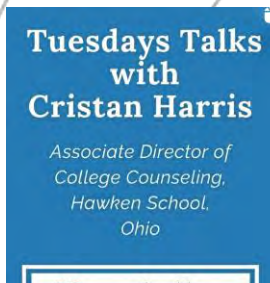
Post about new podcast

Slate Summit Announcements



Announcements for and about the annual Slate Summit

Ongoing series with high school counselors



Announcement for "Tuesday Talks"

New Client Announcements



Announcement celebrating partnership with new client

Feature and Product Highlights



Post about product feature that makes scheduling easier

Celebrating Social Causes and Company Culture



Post about company-sponsored donation drive

Featured Products

The undisputed industry leader in higher ed admissions.

Admission and Enrollment

Product Category: Information Management System

Description: Slate is more than just a CRM; it's your all-in-one platform. Our software expertly handles every aspect of modern admissions offices:

Your comprehensive solution for advising, retention, and student success.

Student Success

Product Category: Information Management System

Description: The only all-in-one solution that can identify at-risk students, serve as a campus-wide communication tool, and provide a centralized data repository around the student.

The premiere all-in-one solution for advancement professionals.

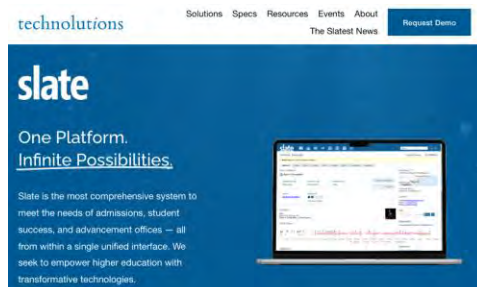
Alumni and Advancement

Product Category: Information Management System

Description: A single cohesive CRM environment that contains all the features higher ed institutions need — at no additional cost — to realize the benefits of a wholly integrated system.

Sample Customer Touchpoints

Website Homepage



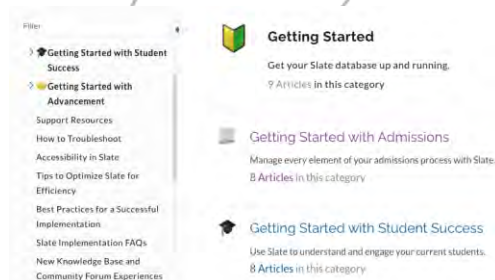
Marketing website for students, high schools, and higher ed

User Dashboards



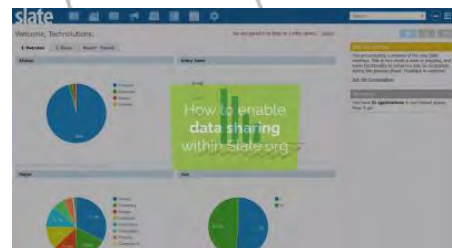
For students, high schools, and higher ed

Product Tutorials



Tutorials on how to use Slate

Product Videos



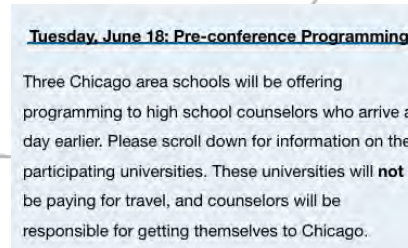
Videos describing how to use products for different audiences

Blog Posts



Thought leadership content and new product announcements

Live Summit Invitation



Press release for live summit this June



Brand Touchpoints — Appendix

Agenda (90 mins)

- **Competitive analysis: Creative Context**
 - How competitor brands present themselves
 - What we factor in to what we recommend
- **Strategic Context**
 - How Ellucian's extensive market research informs our exploration
- **Territories Creative Presentation**
 - Three discrete creative territory explorations
- **Agreements/Next Steps**
 - Which territory do we iterate to build next level assets

Competition

eight25

Background

While the following is by no means an exhaustive take on these competitive and aspirational brands, it does offer a tactical overview of some of their digital activities, including positioning, messaging, use of photography/graphics, and other facets as a lens for our creative exploration.

Background

The goal was to provide a snapshot of marketing activities by the brands in question. The following was generated using publicly available data and tools for that purpose. As a result, it may contain some discrepancies due to the passage of time and the reach of the technology.

Competitive and Influential Brands



Workday Student

Direct competitor



Jenzabar

Direct competitor



Anthology

Direct competitor



Starbucks

Admired Brand



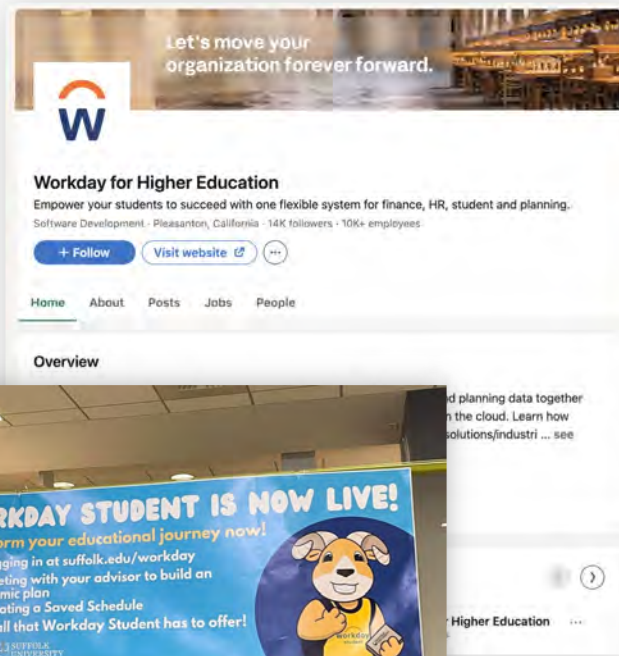
eight25

Workday Student: Approach



Workday's ads highlight Workday Student by contrasting it with legacy systems. Workday has emphasized that Workday Student is "the only [student information system] built from the ground up in the 21st century," designed with a mobile-first, student-centric experience – a sharp departure from older, admin-focused student systems

eight25



Workday Student: LinkedIn

The ads that promote Workday Student originate from the regular Workday page, which is a bit confusing. These ads are not as numerous or varied and are currently centered around thought leadership or “forward thinkers”. There is little/no activity related to employee recruitment.

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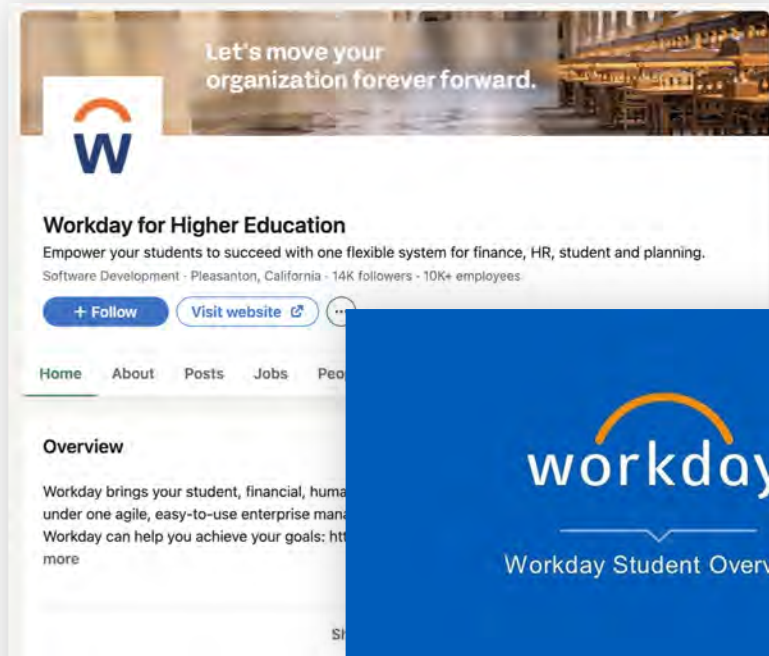
The image shows a collage of LinkedIn advertisements for Workday Student. At the top right is the Workday Student logo. Below it, a grid of smaller ads is visible, including one titled 'From campus data chaos to clarity' and another 'Forward thinkers turn minor tasks into major triumphs'. A large, prominent ad on the right features a smiling student with headphones and the text 'From campus data chaos to clarity.' with a 'Learn More' button. Below this large ad is a banner that reads 'Streamline for academic success.' and another smaller ad titled 'Forward thinkers elevate every campus experience'.

Workday: Formats



Multiple LinkedIn ad formats are used—primarily Sponsored Content (single-image ads, carousels, or video feeds) and occasionally Sponsored Messaging.

Ads are targeted at higher ed admins' pain points.



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Workday Student: Display



Workday's ads highlight Workday Student by contrasting it with legacy systems. Workday has emphasized that Workday Student is "the only [student information system] built from the ground up in the 21st century," designed with a mobile-first, student-centric experience – a sharp departure from older, admin-focused student systems

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The advertisement graphic features a white background with a blue dashed line forming a loop that ends in a butterfly. The text is in blue and black. The top section reads 'As we reimagine the future, so does Workday.' followed by 'It's time to have an HR system that TRANSFORMS WITH US.' in large, bold letters. The bottom section has a dark blue background with white text that reads 'IT'S GOING TO BE a new day with Workday'. At the very bottom, there is small text about the launch date and logos for Workday and Delaware North.

As we reimagine the future,
so does Workday.

**It's time to have
an HR system that
TRANSFORMS
WITH US.**

**IT'S GOING TO BE
a new day
with Workday**

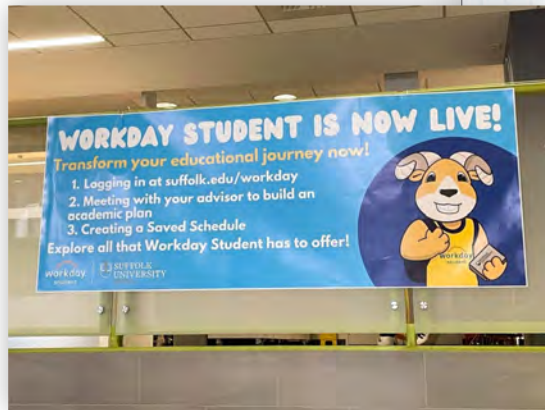
Workday is launching in North America on December 26, 2023, and around the globe in 2024.

workday. | Delaware North

Workday Student: Display

Workday's ads highlight Workday Student by contrasting it with legacy systems. Workday has emphasized that Workday Student is "the only [student information system] built from the ground up in the 21st century," designed with a mobile-first, student-centric experience – a sharp departure from older, admin-focused student systems

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Workday will h
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Visit umc.edu
and check yo

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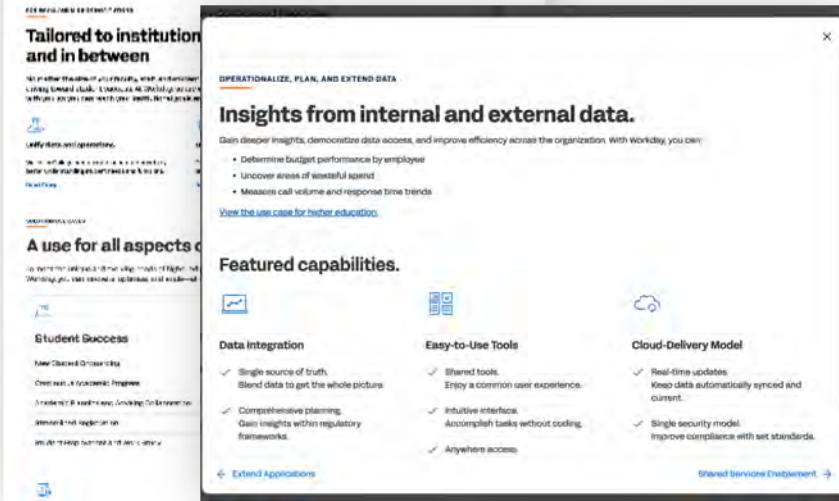
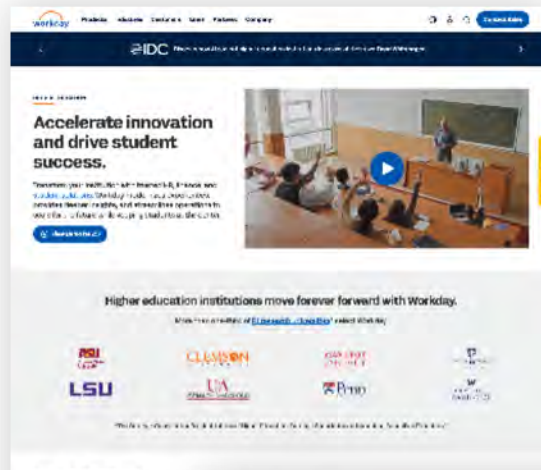
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Workday Student: Landing

Higher ed ads promote posts that introduce Workday Student as a modern alternative to legacy campus tech. The Workday Higher Education page is information-laden, focusing on topics like; Student Success, Engagement and Experience, Financial Stewardship, Academic Administration, and Human Capital.

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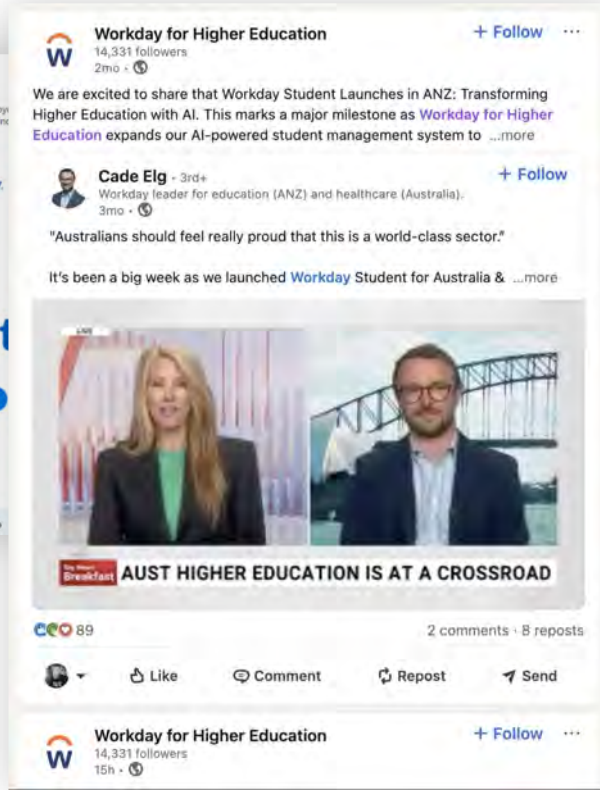
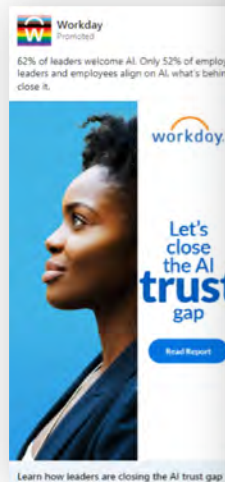


Workday Student: Cross-Category



Workday leverages its overall brand in the marketing of Workday Student, and will use multi-category thought leadership content that overlaps with the Higher Ed marketplace – such as posts about AI. This positions Workday as a thought leader while associating its solutions with cutting-edge topics.

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Workday Student: Case Study Promos



Sharing customer success stories or use cases via LinkedIn is another tactic. Workday publishes case studies, repurposing them into ads or sponsored updates. [Ads link to cases and testimonials for social proof and real-world validation.](#)

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Workday Student: Formats



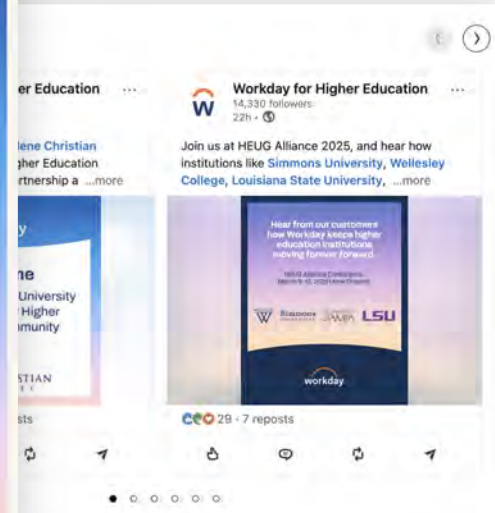
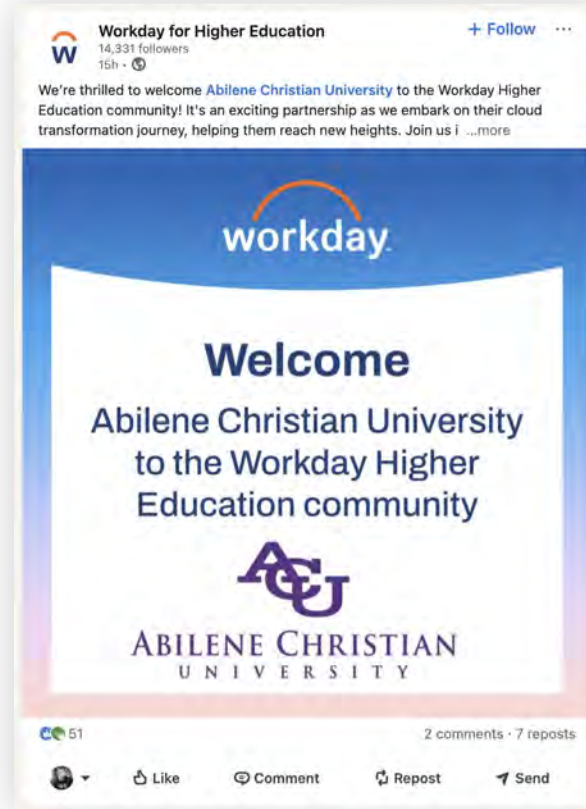
Multiple LinkedIn ad formats are used—primarily Sponsored Content (single-image ads, carousels, or video feeds) and occasionally Sponsored Messaging. Ads are targeted at higher ed admins' pain points.



Workday Student: Announcements



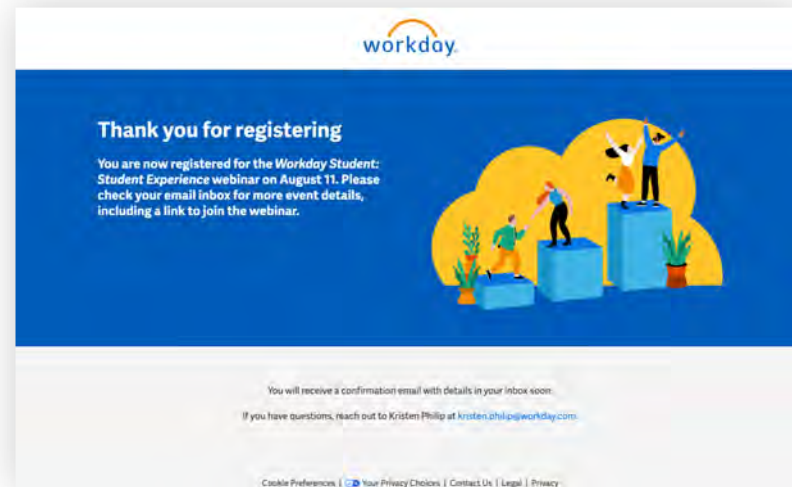
Workday announces new customers adopting Workday Student with prominent posts on its LinkedIn homepage.



Workday Student: Gated Content



Webinars are another promotional tool that appears on LinkedIn. It seems there are no webinars currently available, though. It's likely that webinar traffic bypasses LinkedIn and goes directly to a landing page.



Workday Student: Messaging



Modernization & Mobility:

Workday Student claims that it “*modernizes the way higher education institutions manage student administration*”. It emphasizes its mobile-first design and unified platform. It tries to position itself as an end-to-end system that works seamlessly with Workday’s other enterprise apps (Finance, HCM, Payroll, etc.). This is meant to assure IT and academic leaders that the product is future-proof and flexible enough to meet their integration needs.

Workday Student: Targeting



Campaigns are aimed at decision makers on LinkedIn – such as CIOs, CFOs, registrars, and university administrators responsible for campus technology and student systems. Workday uses LinkedIn’s targeting (sometimes in combination with account-based tools) to zero in on specific institutions or roles. Workday has reported success using LinkedIn’s integration with an ABM platform to “target specific companies with precision”, increasing ad relevance and conversion rates by focusing on high-value accounts. [EX: A university official scrolling through LinkedIn might see a Workday ad promoting a](#) [whitepaper or webinar specifically addressing their institution’s needs.](#)

Workday Student: CTAs



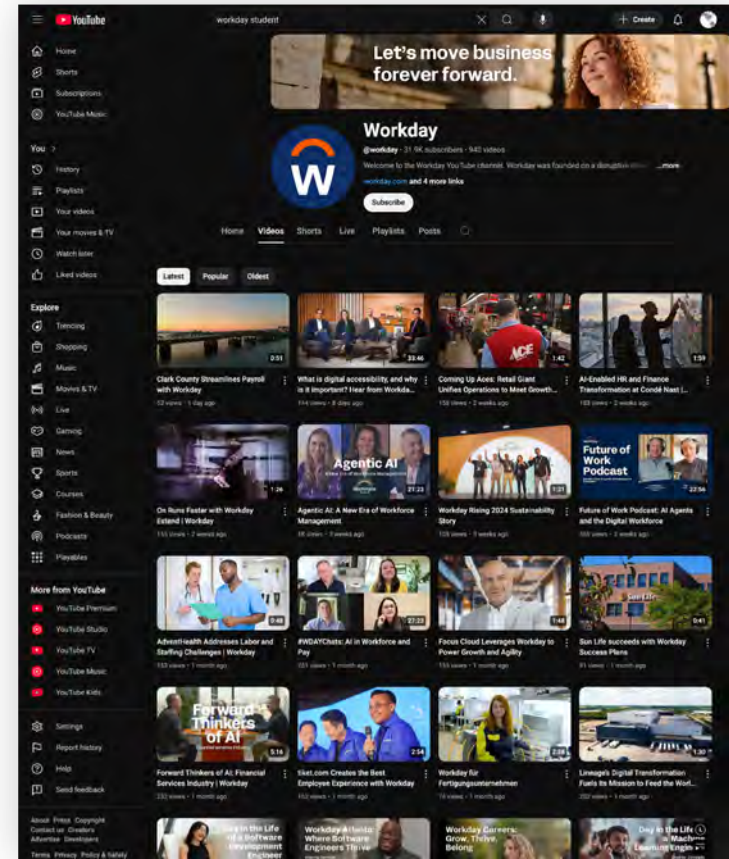
CTAs in Workday's LinkedIn ads typically invite the audience to learn more or engage with educational content. Common CTAs include "Read Report," "Download Datasheet," "Watch Demo," or "Register Now" (for a webinar or event). For Workday Student, an ad might encourage downloading a guide on modernizing student administration or signing up to watch a short demo video. Content offers capture leads EX: a form to access a case study; and nurture them through the sales funnel. EX: "Learn how [College X] transformed its student experience" with a "Download Case Study" button, leveraging curiosity and FOMO among peer institutions.

Workday Student: Youtube



Workday makes relatively frequent use of its Youtube channel. However, its activity on this platform follows the same tactical approach as LinkedIn; namely that it originates from the larger parent, not the educational org. This results in relevant content being concealed within the channel.

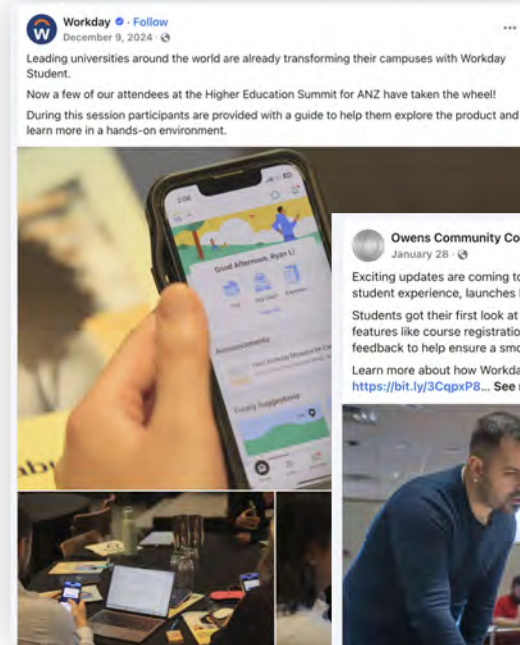
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Workday Student: Facebook



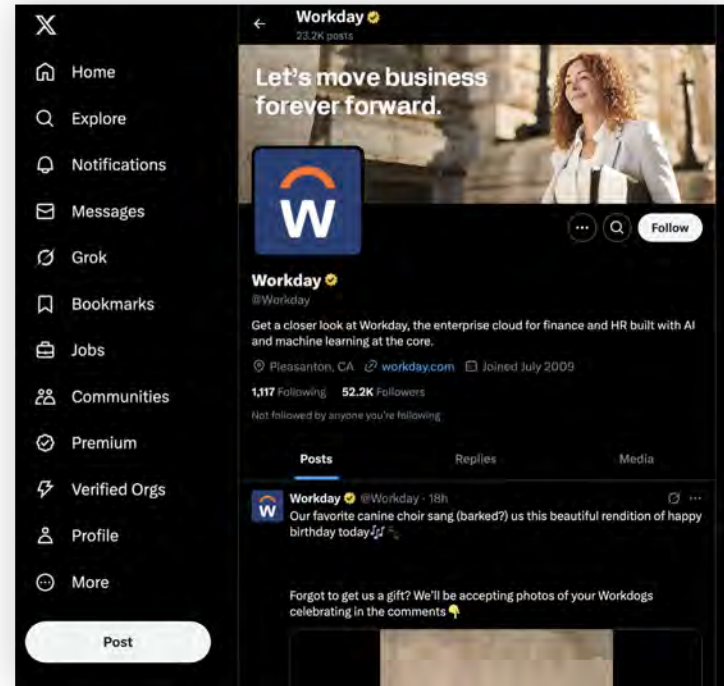
Workday Student's activity on Facebook is relatively sporadic. Some institutions do make posts announcing migration to the Workday platform.



Workday Student: X (Twitter)



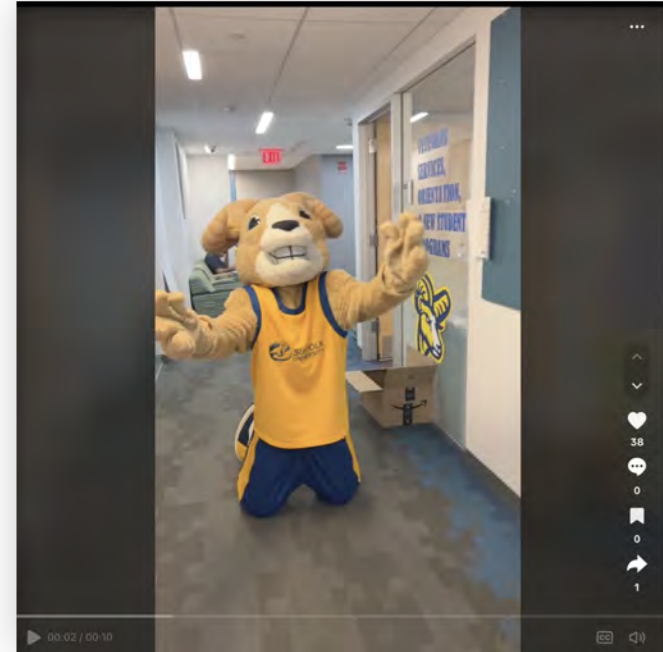
There isn't a dedicated X account specifically for Workday Student. The official @Workday account – which represents Workday – is active and occasionally posts about Workday Student (among other products). Other posts include actual students with support issues and institutions adopting the product.



Workday Student: TikTok



A single viral post by UMMC attempting to build excitement for the initial launch of Workday Student was found. 🤔



Workday Student: Summary



- Focuses on LinkedIn as primary social platform
- Messages about the product's modern, unified approach
- Makes use of compelling content lures
- Ads use meticulously designed visuals and data-driven copy
- Targeted to the pain points of higher-ed leaders
- Often point to valuable content (reports, cases, webinars) rather than a hard sell
- Aligns with the broader approach of thought leadership/customer education
- Uses LinkedIn's B2B targeting (mobile-first SiS, improved student outcomes)

Workday Student: Weaknesses



- Student is not Workday's core platform
- Lack of dedicated social channels for Workday Student
- Workday's core business is not education
- From a higher ed credentials standpoint, we have the upper hand
- We have a high number of users willing to recommend our product
- We have 5.4% of mindshare, they have 1.3%
- We have a longer track record and a broader product portfolio

Workday Student: Opportunities



Take advantage of the fact that we are exclusively higher education focused. Emphasize that we are not “newcomers” to the market, and that we know students and the campus environment. Address the number of ways we create better outcomes with student-centric messaging. Show that we go beyond Workday’s conversion of a platform designed for other purposes. Counter the impression that we’re the “purple dinosaur” with a modern look and voice.



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Jenzabar: Overview

Jenzabar serves higher education institutions that include public universities, private liberal arts colleges, state and community colleges, and graduate schools. **They target institutions with 200-500 employees and revenue between \$50M and \$100M.**

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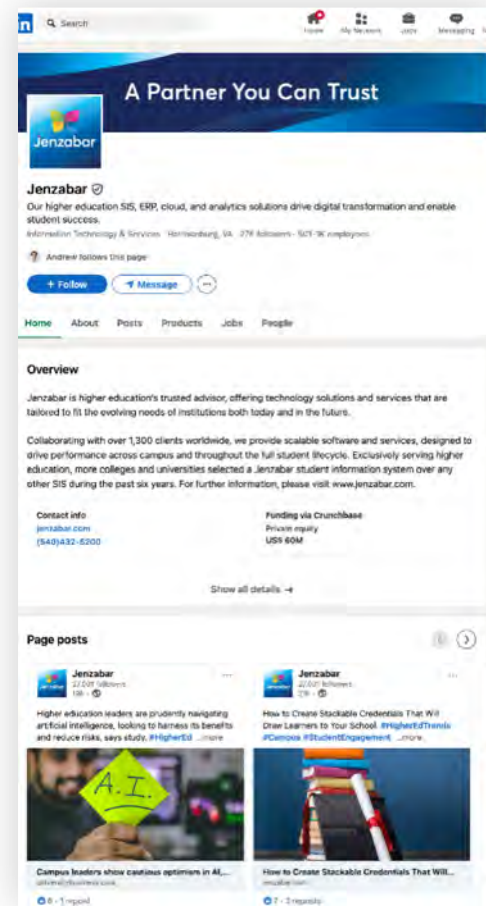


Jenzabar: Messaging



“Jenzabar is higher education’s trusted advisor, offering technology solutions and services that are tailored to fit the evolving needs of institutions both today and in the future. Collaborating with over 1,300 clients worldwide, we provide scalable software and services, designed to drive performance across campus and throughout the full student lifecycle. More colleges and universities selected Jenzabar over any other SIS during the past six years.”

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Jenzabar: Ad Sam

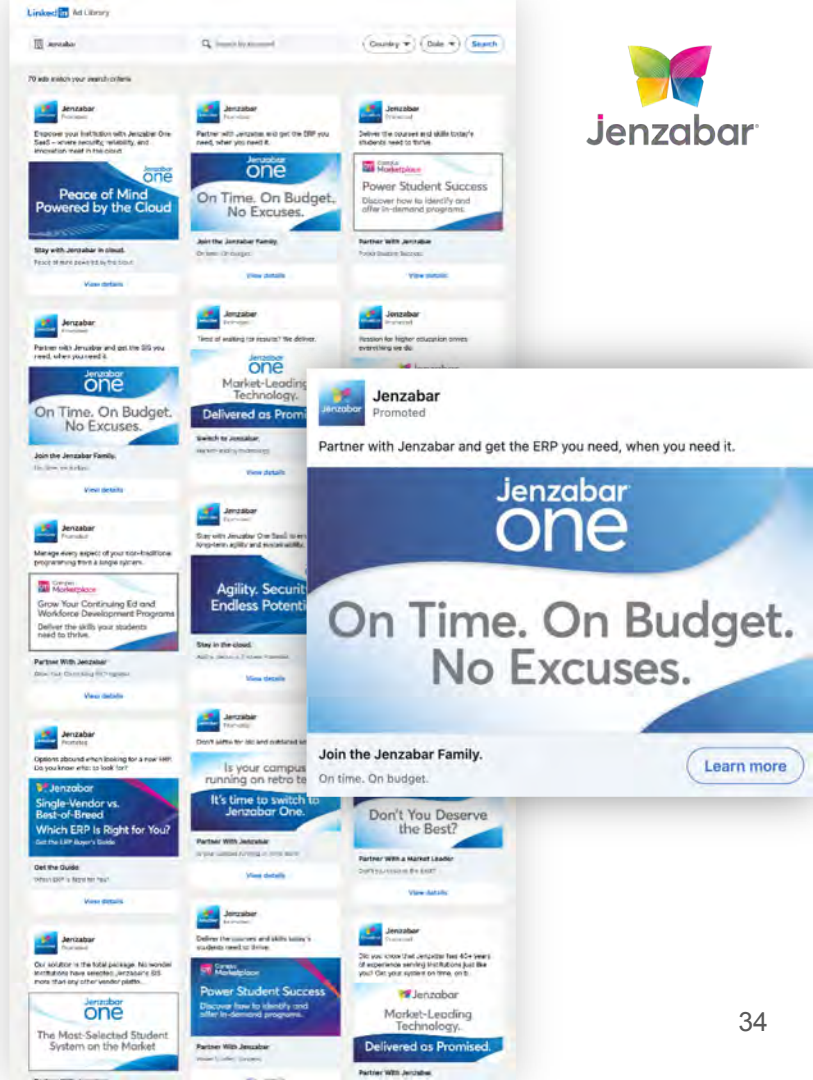
Jenzabar's ads cover a range of topics, from the potential for disruption to the company's excellence. The company's implementation record and attempts to distinguish itself from "broken promises" by competitors. Reflecting the innovation theme; Jenzabar has engaged in some unique tactics, like Mixed Reality Axe Throwing at Educause.

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Jenzabar: LinkedIn

Jenzabar's LinkedIn advertising is typically graphic and composed of brand elements. The majority of these include vector/color-block design imagery and curvilinear shapes. A significant amount of the topics are related to SiS, ERP, and SaaS. Jenzabar styles itself as a market leader, emphasizing easy implementation, student experience, and its ability to reliably meet time and budget requirements.



Jenzabar: Approach



Personalization:

Crafting messages that address the specific needs and challenges of each institution, ensuring relevance and engagement.

Value:

Highlighting the benefits of solutions; improved operational efficiency, enhanced student engagement, and streamlined administrative processes.

Consistency:

Maintaining uniform messaging across all platforms to reinforce brand identity and trustworthiness

Jenzabar: Webinars



Jenzabar offers webinars aimed at enhancing digital engagement strategies. For instance, the "Social Engagement in a Digital World" webinar discusses:

- Effective use of various social media channels.
- Targeting specific audiences with appropriate content.
- Best practices to boost engagement
- Optimal frequency for student interactions
- Tools to enhance digital strategies

The goal is to offer value for institutions through a multiplatform strategy they can use for student communications.

Jenzabar: Landing

Product and Solution Highlighting:

Each landing page focuses on a specific product or solution, offering detailed insights into its features and benefits. EX: the Strategic Enrollment Suite page outlines how institutions can enhance enrollment processes; the Student Retention Suite page emphasizes strategies for improving student persistence and success.

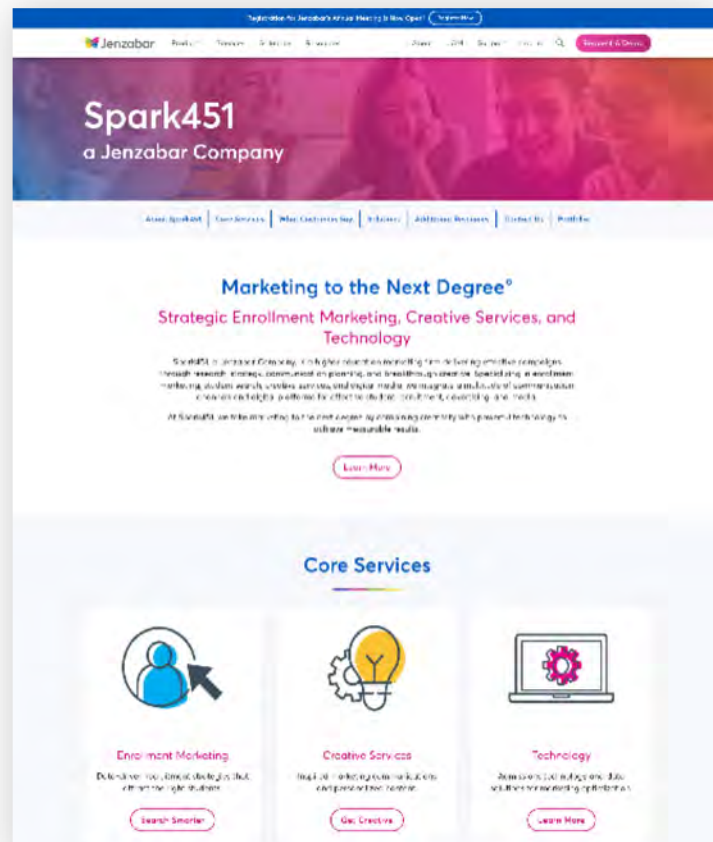
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Jenzabar: Enrollment

Spark451 Marketing Services:

Through its subsidiary, Spark451, Jenzabar offers specialized enrollment marketing services. Spark451 sells services such as data-driven recruitment strategies, creative marketing communications, and technology solutions aimed at optimizing admissions processes.



Jenzabar: Content



Resource-Rich Content:

Jenzabar's landing pages typically include lures – white papers, case studies, and webinars. EX: the “Modern Advancement Strategies for the Digital World” white paper offers guidance on integrating technology with marketing to nurture relationships during the donor lifecycle.



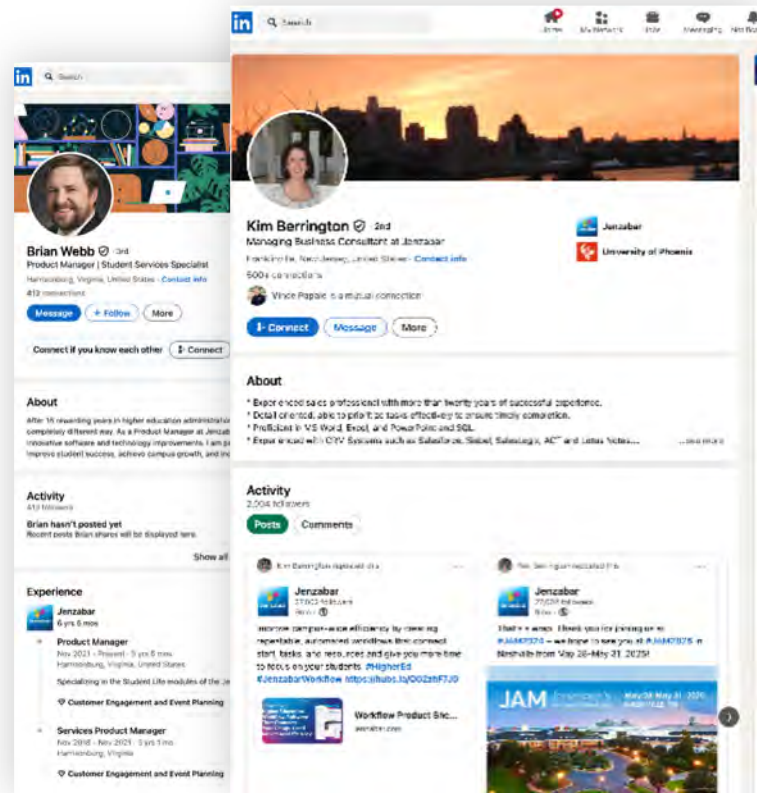
Jenzabar: Advocacy



Employee Advocacy:

Jenzabar's leadership and employees maintain active LinkedIn profiles, contributing to the company's visibility. Sharing company updates, participating in industry discussions, and engaging with content amplifies Jenzabar's credibility.

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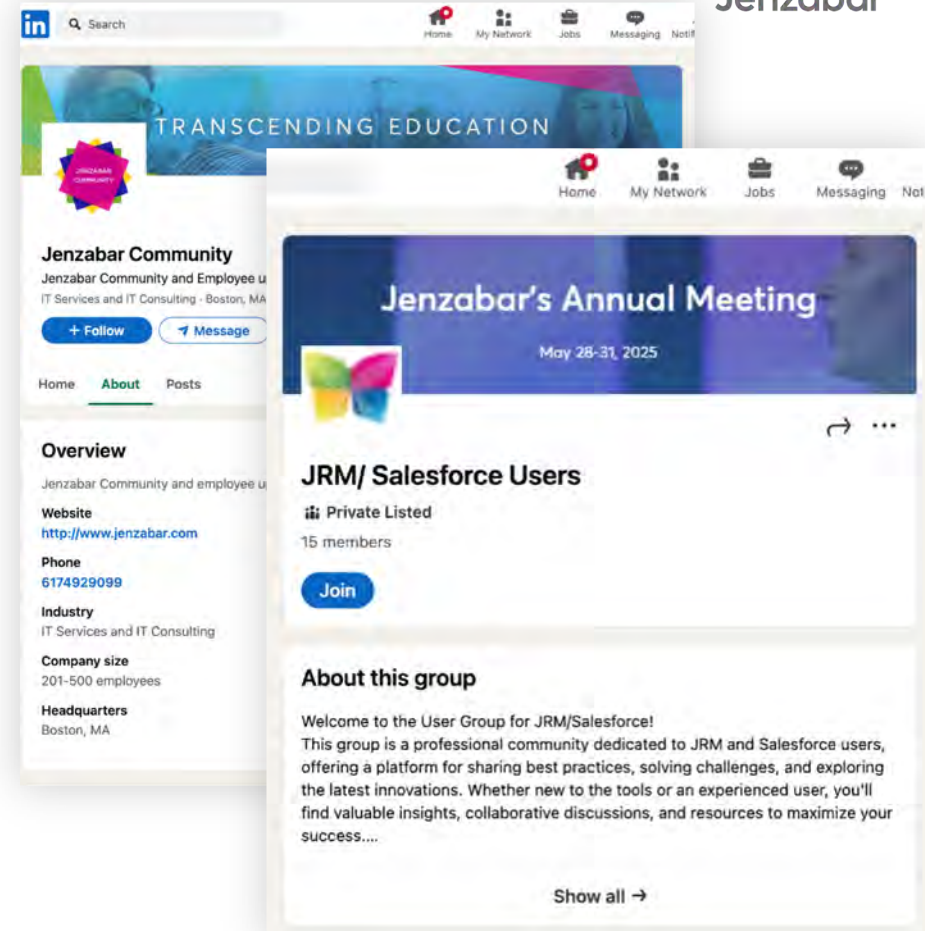


Jenzabar: Groups



LinkedIn Groups and Pages:

Jenzabar uses LinkedIn Groups and multiple secondary pages as a marketing tool to specifically target influential education professionals and job seekers.



Jenzabar: Twitter



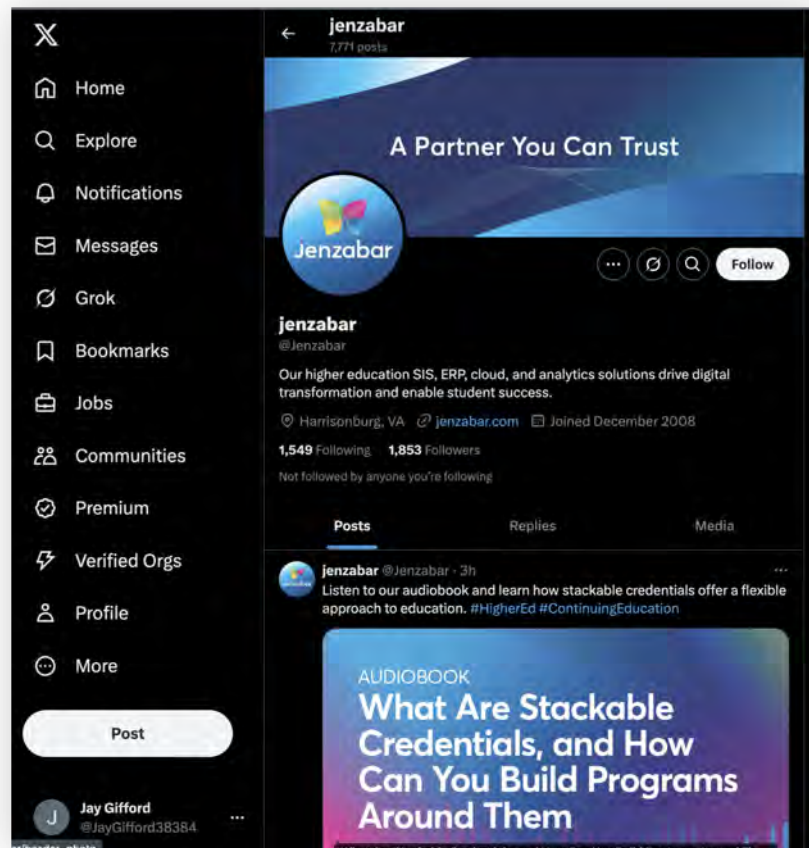
Activity:

Jenzabar is an active user on X.

Posts include brand imagery, photography, infographics, and invitations. Key themes include:

- Product Features and Enhancements
- Industry Trends and Insights
- Strategic Partnerships
- Educational Resources and Events
- Institutional Success Stories

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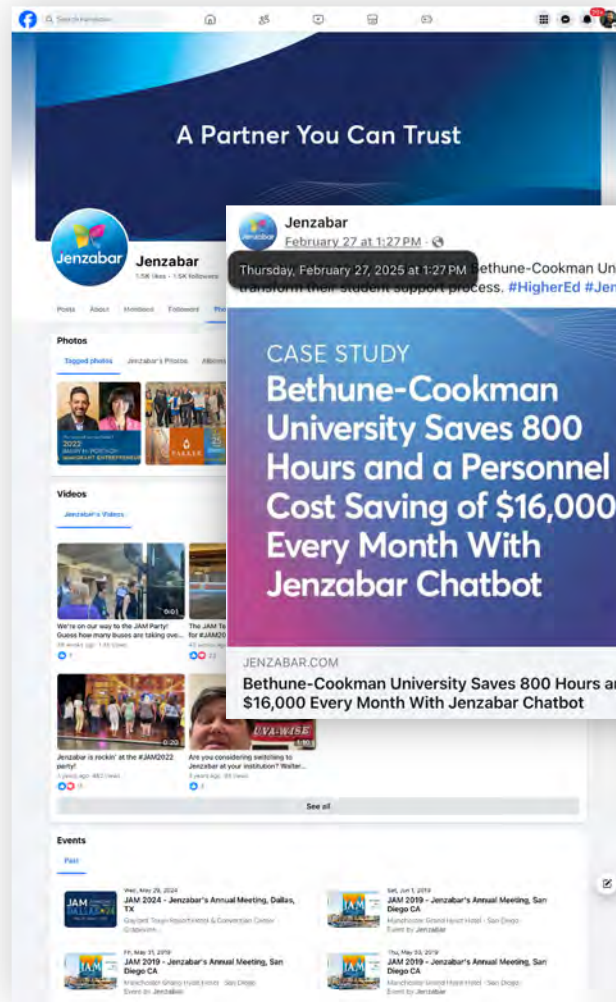


Jenzabar: Facebook

Activity:

Jenzabar posts on an almost daily basis, and is active in private groups. Topics include the annual JAM event, and other popular categories related to higher education. The company also uses downloadable content as a lure.

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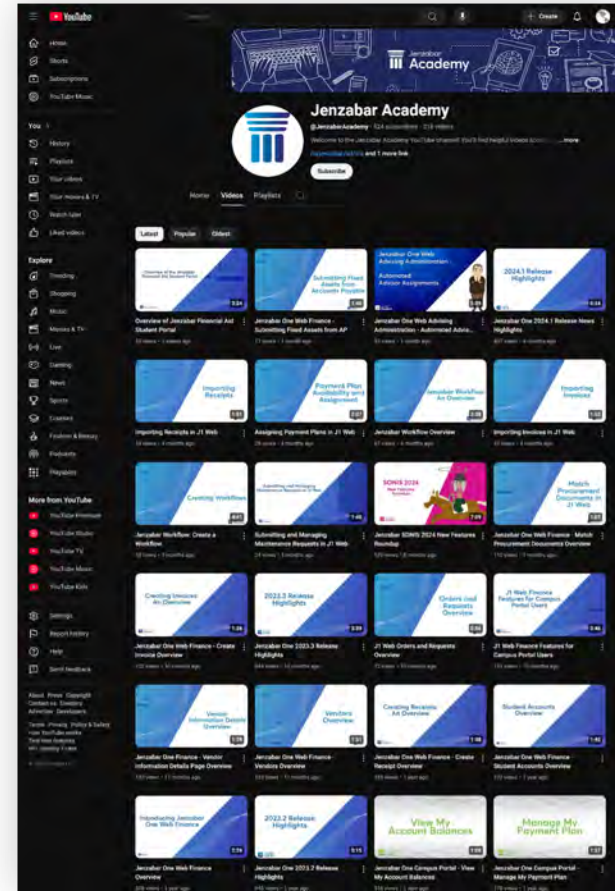


Jenzabar: Youtube



Activity:

Jenzabar's corporate page appears to have been left fallow, with the latest featured post from several years ago. However, there is a Jenzabar Academy page that features how-to content and directs users to the company's private portal.



Jenzabar: JAM

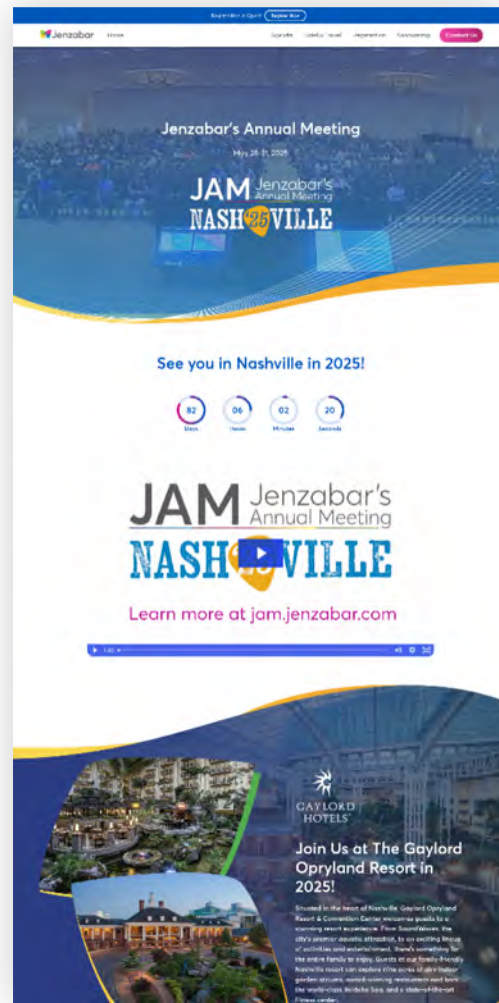
Activity:

Jenzabar's Annual Meeting (JAM) is a conference designed for the community; a platform for learning, sharing, and networking by higher ed pros. Key aspects of JAM:

- Comprehensive Learning
- Collaborative Environment
- Networking Opportunities

JAM 2025 is May 28-31, 2025 in Nashville, TN

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Jenzabar: Breakdown



- Focus on LinkedIn and Facebook as primary social platforms
- Advertising revolves around the platform's superior technology
- Makes use of content lures and social groups
- Messages include sustainability, agility, reliability, and improving on legacy systems
- Overall volume is not on par with Workday, but they have evangelists
- Many of their ads focus on potential issues when implementing other platforms
- JAM is key to their engagement strategy; offering a lot of value for participants

Jenzabar: Weaknesses



- Many of their LinkedIn ads are relatively uninspired; some are negative
- Resources seem less deep than Workday and Ellucian
- Content development appears thin in places, particularly creative
- Lack of thought leaders and excitement around the marketing experience
- We are more experienced and deeper
- We have a broader, more encompassing range of specialized solutions
- Ease of integration with other campus management tools

Jenzabar: Opportunities



Highlight our broader, deeper suite of solutions with brand marketing that shows use cases where breadth and depth matter. Focus on the whole campus experience and student-centricity. Emphasize the fact that our integrations set the bar. Focus on outcomes and how our products drive them, in contrast to Jenzabar's product focus. Distinguish ourselves as a company that aligns with current market demands.



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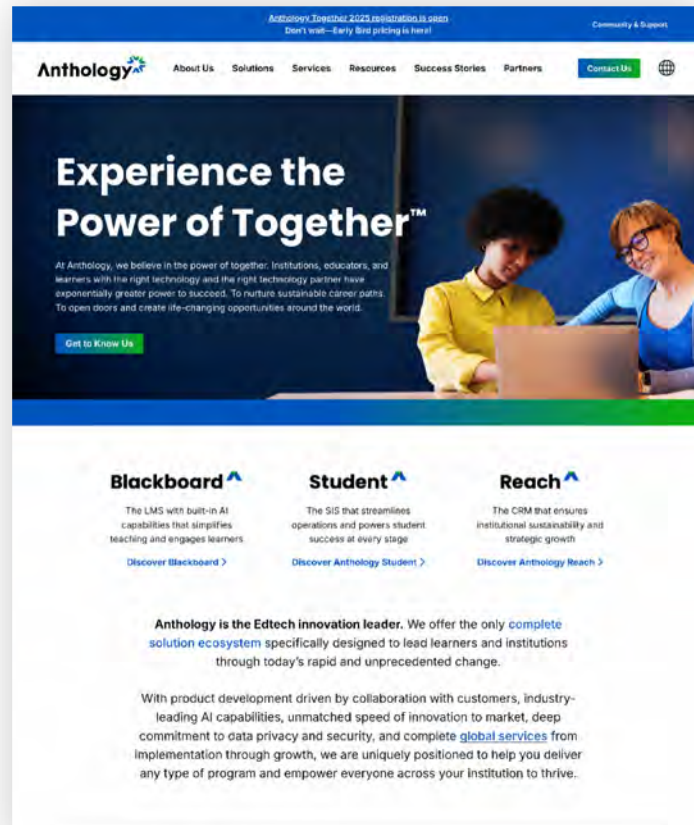
Anthology: Overview



Anthology employs a multifaceted strategy to drive growth. Some of its tactics are relatively sophisticated; a result of precision targeting. Key components include:

- Integrated EdTech Solutions
- Data-Driven Marketing
- Strategic Partnerships
- Student-Centric Marketing
- Comprehensive Service Offerings

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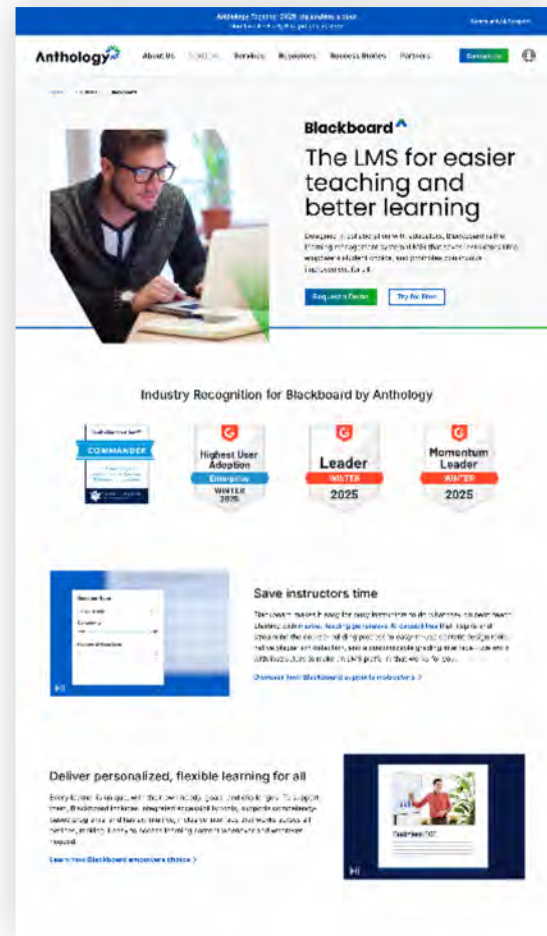


Anthology: Blackboard



Anthology strongly leverages the equity in the Blackboard brand to its advantage. In merging with Blackboard, Anthology expanded its suite of services to include an LMS. This facilitates cross-selling and provides institutions with a unified platform.

eight25

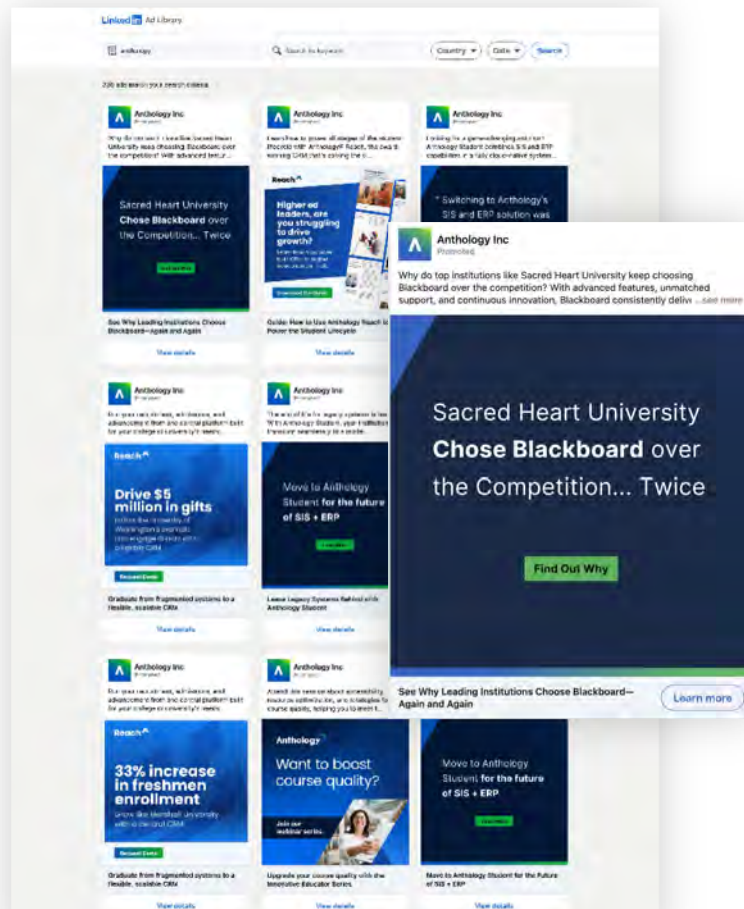


Anthology: LinkedIn



Anthology utilizes data integration tools like Dataddo to optimize its LinkedIn presence. Connecting LinkedIn Ads and Pages data to premium analytics is part of a holistic strategy that also includes using revenue data and AI. This also yields better alignment with overall business objectives.

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Anthology: Analytics



Tools like 6sense Revenue AI have allowed Anthology to switch from broad campaigns to precision targeting. They're now focused on account-centric marketing as a result. The result is a significant improvement in conversion rates and the accuracy of data. This has the benefit of enabling better personalization.

Anthology Inc
Promoted

Run your recruitment, admissions, and advancement from one central platform built for your college or university's needs. Discover Anthology® Reach today.

Reach ^

Drive \$5 million in gifts

Follow the University of Washington's example and engage donors with a flexible CRM.

[Request Demo](#)

Graduate from fragmented systems to a flexible, scalable CRM

Anthology Inc
Promoted

Top institutions like Sacred Heart University keep choosing Blackboard over the competition? With advanced features, unmatched support, and continuous innovation, Blackboard consistently delivers results. See more.

Sacred Heart University Chose Blackboard over the Competition... Twice

[Find Out Why](#)

Leading Institutions Choose Blackboard—Again

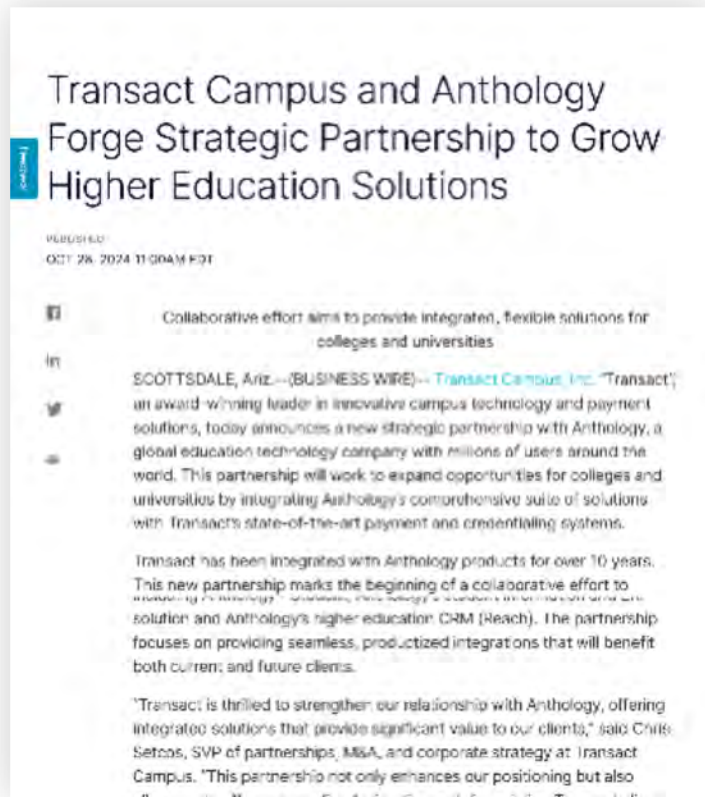
[Learn more](#)

Anthology: Partnerships



Its alliances enhance the overall value proposition for schools using Anthology. Collaborations with technology providers – like Transact Campus – allow them to offer more flexible solutions tailored to evolving needs.

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Anthology: Student Focus



Anthology emphasizes the importance of aligning educational programs with students' career aspirations. By prioritizing career outcomes in marketing messaging and leveraging data to deliver personalized campaigns, Anthology helps institutions attract and enroll nontraditional students seeking more freedom and clearer career pathways.

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Anthology Inc
Promoted

Guide students to graduation, delight administrative users, and drive efficiency with Anthology® Student SIS+ERP - the flexible, cloud-based solution for modern institutions.

Student
by Anthology

**Improve
the academic
experience**

Power student success with Anthology® Student, the award-winning flexible SIS+ERP.

Request Demo

Power your institution with the modern, flexible SIS+ERP

The advertisement features a light blue background with various educational icons such as a graduation cap, a microscope, a computer monitor, a book, a lightbulb, and a magnifying glass. The text is arranged in a clean, modern layout with a mix of bold and regular fonts. A green button with white text "Request Demo" is prominently displayed in the lower half of the ad.

Anthology: Service Breadth



The company sales pitch includes tailored support. With partners like E&I Cooperative Services, Anthology is a one-stop solution that includes strategy, research, marketing, enrollment, financial aid, and course planning.

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The screenshot displays the Anthology website interface. At the top, there is a navigation bar with links for 'Home', 'About Us', 'Contact Us', 'Log In', and 'Sign Up'. Below this, a search bar is visible. The main content area features the Anthology logo and a table with contract details. The table includes fields for Contract Number, Contract Date, Agreement, Renewal, and #Procurement. Below the table, there is a section titled 'Anthology' with a description of the company's services. At the bottom, there are three buttons: 'Contract Documents & Updates', 'Sign Up & Ordering Information', and 'Resources'. A 'Contract Highlights' section follows, listing key features of the service.

Contract Number: E1001111	Contract Date: 11/11/2024 - 10/11/2029	Agreement: Competitive
Renewal: 5 1-year renewals remaining	Awarded Opportunity: Click RFP Number field to view all awarded suppliers	
#Procurement: N/A	RFP Number & Status: 100250-2023RFP / Online Program Management Services	

Anthology

Anthology is a one-stop education provider. Their OPI solution empowers your institution to build customized online programs, optimize student experience, and deliver high-quality education. Choose from flexible, unbundled services or their competitive fee-for-service model with multi-year discounts and volume incentives.

[Contract Documents & Updates](#) [Sign Up & Ordering Information](#) [Resources](#)

In October of 2021, Anthology Inc. and Blackboard Inc. were combined under the name Anthology. With their collective products and services, Anthology is the only holistic provider of a comprehensive ecosystem of EdTech solutions and services. Anthology serves over 2,000 unique colleges and universities in more than 30 countries. It excels in providing enterprise software and solutions around enrollment management, student engagement, alumni fundraising, and institutional effectiveness.

Contract Highlights

- Comprehensive one-stop solution covering the full scope of services, including Strategy, Research, Marketing, Enrollment, Help Desk (HD), Financial Aid (FA), Student Accounts (SA), Admissions & Registration (AR), & Course Design Services (CDS).
- Specifically tailored to meet the unique and evolving needs of higher education institutions
- Bundled service discounts for cost efficiency and streamlined operations
- Reduced implementation fees and lower rates on media advertising for greater value

OPX solution designed to create customized online programs, optimize the student experience, and deliver high-quality online education

flexible, unbundled OPX approach that can support a diverse range of campus services, including HD, FA, SA, AR, and CDS to meet specific institutional requirements

competitive fee-for-service model offers multi-year discounts and volume-based incentives, ensuring long-term affordability and scalability

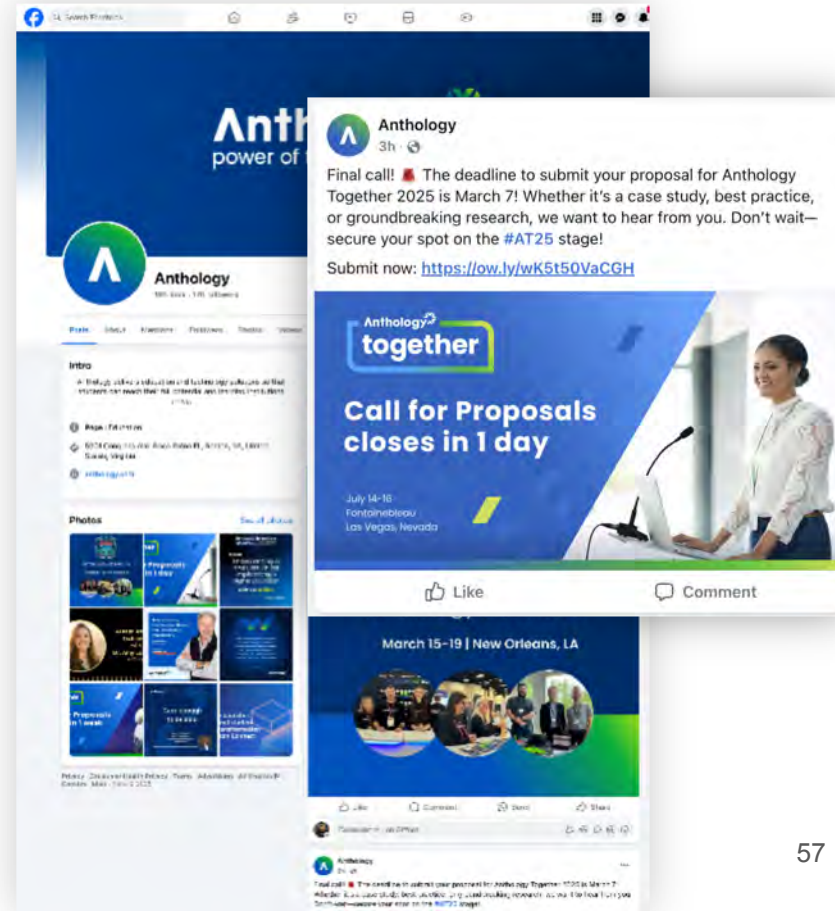
More Information

Anthology: Facebook



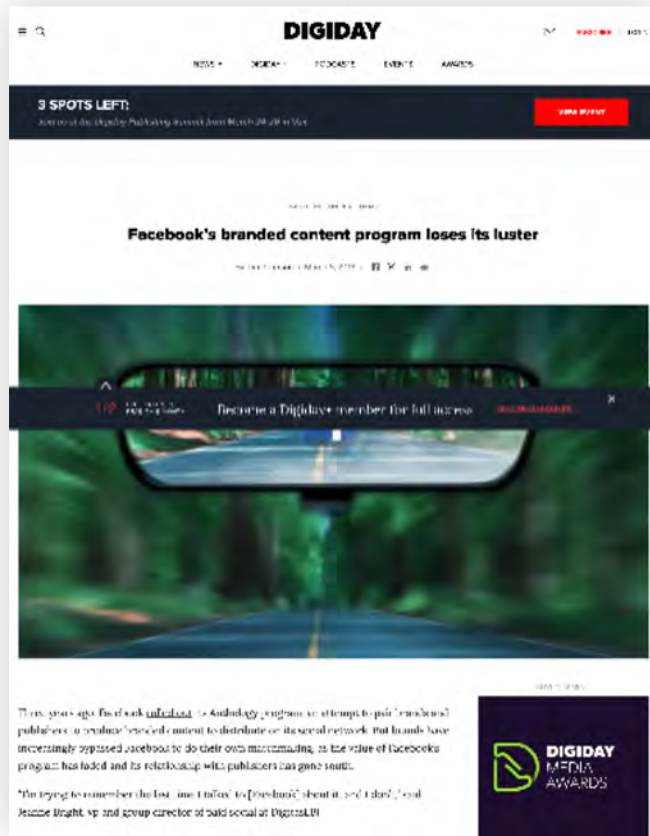
Anthology uses Facebook frequently. The company currently has 17K followers, and typically posts every day or two; sometimes more than once a day. There is a particular focus on events, such as awards, proposal submissions, and featured speaking engagements. Networking is a priority.

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Anthology: Facebook

It's worth noting that Facebook previously launched a failed program called "Anthology" in 2015, aimed at pairing brands with media partners to produce sponsored video content. Facebook's initiative is unrelated to the higher ed services company.

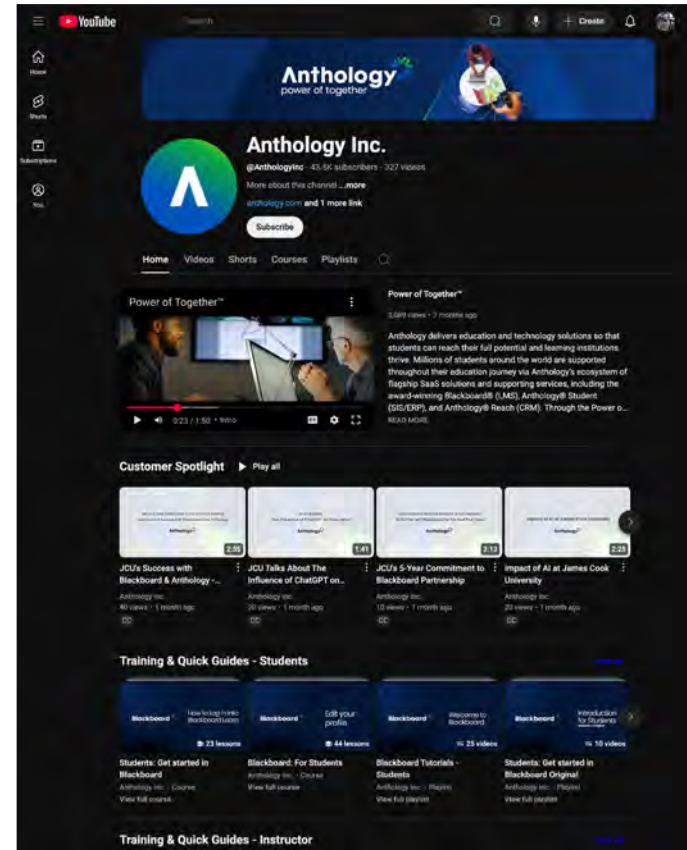


Anthology: Youtube



The “Anthology Inc.” channel has amassed approximately 40,800 subscribers and over 11.7 million views across 1,233 uploaded videos. There is also the “Anthology Channel”, which provides training and informative videos specifically tailored for independent bookstores using Anthology.

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Anthology: Summary



- Use events as a primary avenue for making customer connections
- Narrowly targeted approach based on detailed data and analysis
- Bundling with an LMS is sold as an advantage for customers
- Uses in-depth analysis of student behavior to help institutions market to prospects
- Has changed over to an account-based marketing model for efficiency
- Has “expertise” in strategy and content creation and social media management
- Focus on optimization and delivering more recruitment

Anthology: Weaknesses



- Use of a narrowly targeted strategy makes them vulnerable
- Ads are almost indistinguishable from Jenzabar's in many places
- Bundling with an LMS is indicative of convenience, not better technology
- Has shifted to an ABM approach, allowing us to double down
- Lack of clarity and potential negatives of bolt-ons seem baked in
- Overwhelming their short funnel approach is not impossible
- Less time in the game and fewer integrations

Anthology: Opportunities



Focus on our time in education and the fact that experience matters. Infer that AI and integrations are table stakes and that we have long exceeded them. Bring a fresh, dramatically different new voice to the marketplace that sets itself apart visually and in its tone. Show we own the “infinite campus” space, and that we aren’t selling bolt-ons. Paint ourselves with new colors to demonstrate that we are a fresh, new brand and not a legacy product.



STARBUCKS®

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Starbucks: Overview



Starbucks' corporate marketing strategy focuses on a personalized, premium coffeehouse experience – emphasizing engagement, efficiency, and consistency. Key components include:

- Personalized Customer Experience
- Operational Efficiency
- Premium Positioning
- Strategic Partnerships
- Sustainability Initiatives
- The “Back to Starbucks” Plan

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Handwritten names on cups is back under Starbucks' current leadership. The practice is seen as a cornerstone of its personal touch.

Starbucks: Messaging



Under the leadership of CEO Brian Niccol, Starbucks is implementing a new “Back to Starbucks” strategy to revitalize its brand, enhance customer satisfaction, and maintain its position as a coffee industry leader. The company is aware that many former customers view it as too large and/or too corporate and have taken their business elsewhere.



Starbucks: LinkedIn

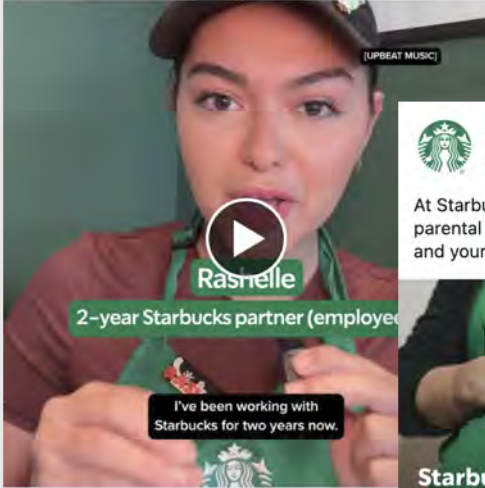
The corporation emphasizes its social responsibility, including its treatment of employees (it calls them “partners”). Other ad topics include available positions, tuition reimbursement, and upcoming events.

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Starbucks
Promoted

At Starbucks, every job – even at just 20 hours a week – offers competitive pay, 100% upfront tuition through the Starbu...



Rasnelle
2-year Starbucks partner (employee)
I've been working with Starbucks for two years now.

Learn more about the best job in retail

[View details](#)



Starbucks
Promoted

At Starbucks, we have expanded our parental leave benefit to be there for you and your family as you grow your career wi...



Starbucks expands retail parental leave benefit for up to 18 weeks fully paid

[Learn more](#)

Paid time off when you welcome a new child

Starbucks expands retail parental leave benefit for up to 18 weeks fully paid

[View details](#)

Starbucks: Intentional Design



Starbucks is a master of using small but intentional design elements to reinforce its brand identity. These subtle touches create a consistent and immersive experience that strengthens customer loyalty and reinforces Starbucks' premium, community-driven image.

Note the use of the green siren logo on these graduation outfits – a subtle reinforcement of the company's position on employee empowerment.

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Starbucks
Promoted

At Starbucks, we're committed to the success of all our partners (employees). Every eligible U.S. partner working part o...



Dreams of a college degree? Go back to school on Starbucks!

Every eligible U.S. partner working part or fulltime receives 100% upfront tuition coverage for a first-time bachelor's...

Starbucks: Intentional Design



The siren is subtly incorporated into designs beyond just signage – it's embossed on cup sleeves, printed inside stores; even in social posts.

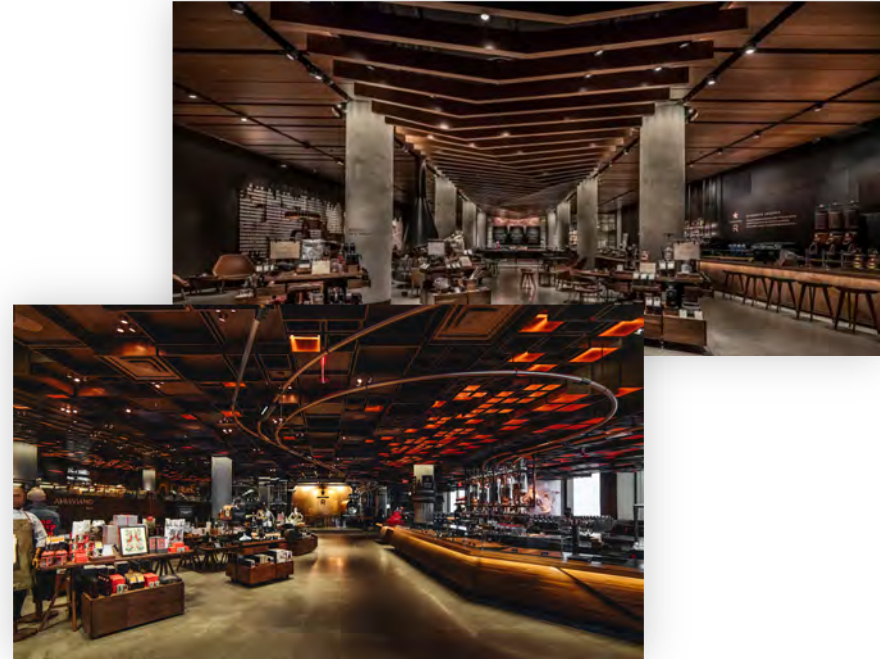
The logo evolution has been gradual, keeping the core elements intact while modernizing the look – keeping it instantly recognizable.



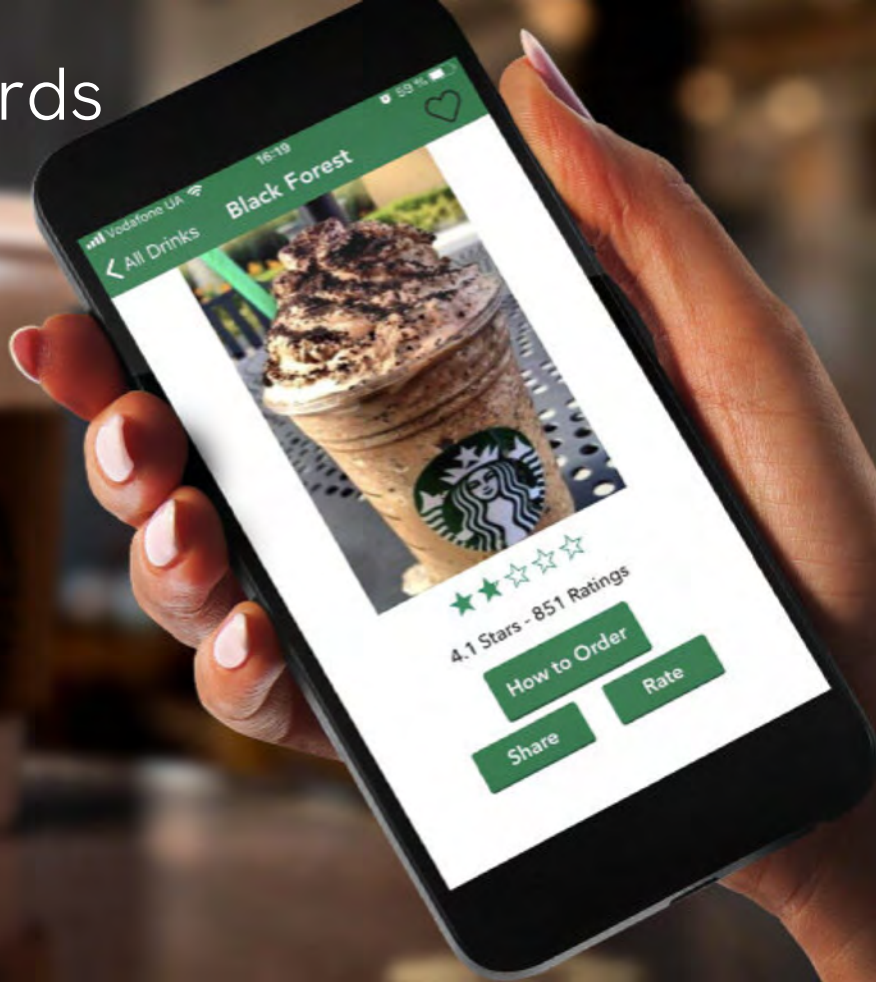
Starbucks: Experience



Dim lighting, warm wood, and earth tones create a cozy, welcoming environment. Carefully curated music, local touches, and unique furniture blend into the neighborhood while maintaining the brand's core aesthetic. Starbucks ensures the dominant smell is coffee; intentional atmospheric branding aimed at tapping into memory and habit formation. Even a barista's gestures while making a drink are deliberate and intended to evoke a premium feel.



Starbucks: Rewards



Starbucks: Rewards



- Customers earn stars; redeemed for items and perks
- Reward system encourages repeat visits
- Personalized challenges create engagement and gamification
- Allows users to customize drinks extensively
- Mobile orders reduce wait times, feel VIP-level
- Users can save favorite drinks, streamlining purchases
- Customers load money onto a card for faster checkouts
- Scan-and-go feature at the register speeds up transactions
- App suggests drinks based on past purchases or promotions
- AI-driven personalization to tailor offers and deal to each user
- Shows the nearest Starbucks with estimated wait times



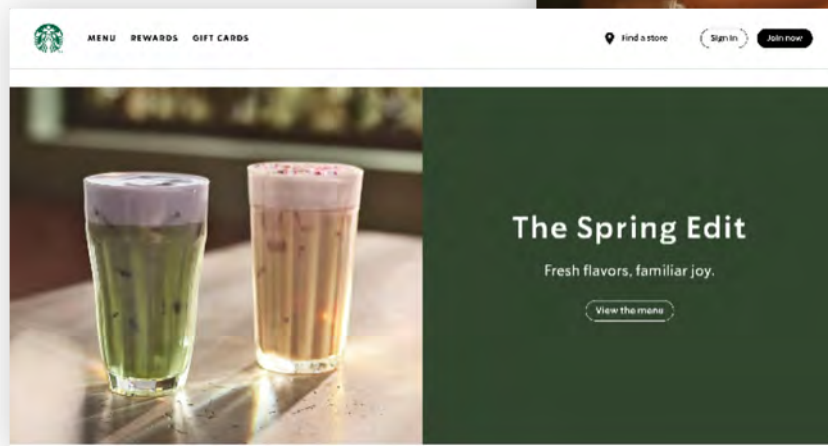
Starbucks: Online



Your first taste of Rewards is free

Unlock Rewards with your first order. Enjoy a free handcrafted drink when you make a qualifying purchase during your first week as a Starbucks® Rewards member.*

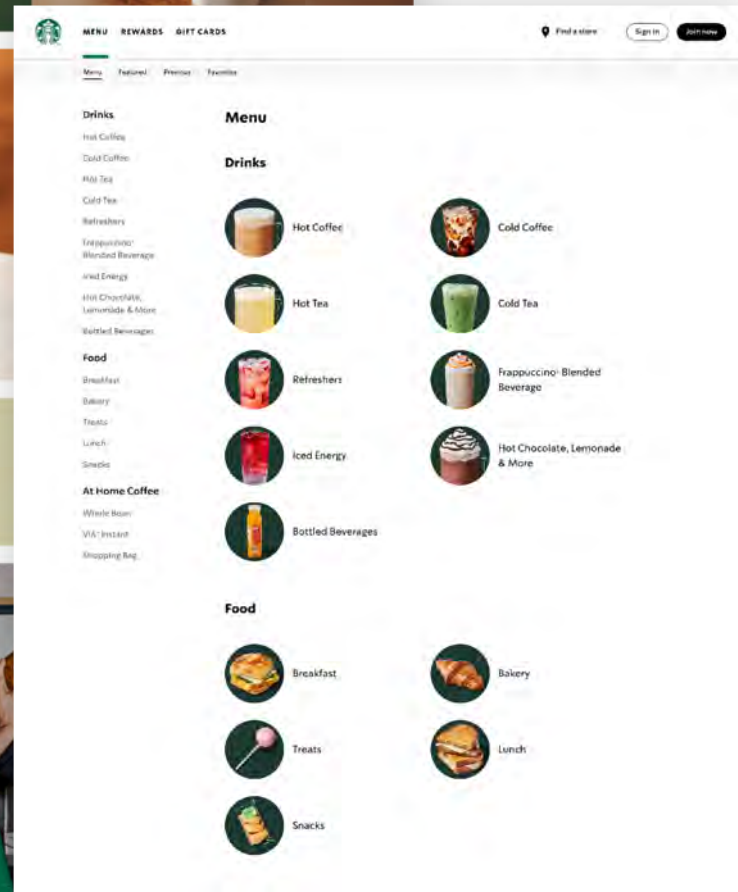
[Join now](#)



The Spring Edit

Fresh flavors, familiar joy.

[View the menu](#)



THE
STARBUCKS
COFFEE
COMPANY

Starbucks: Social Channel Overview



Storytelling through aesthetic & emotionally resonant content: Starbucks' social media strategy is a masterclass in brand storytelling, community engagement, and trend-driven marketing.

Instagram & TikTok: High-quality visuals, seasonal drink promotions, and user-generated content (UGC) to engage younger audiences

Twitter/X: Quick, friendly customer interactions and witty, trend-based engagement

Facebook: Community-building, event promotions, and corporate updates.

LinkedIn: Corporate news, sustainability efforts, and employee highlights.

Starbucks: Social Content Summary



- Strong visual branding: Earthy tones, cozy vibes, and carefully curated images
- Seasonal & Limited-Time Offers (LTOs)
- Behind-the-scenes content showcasing barista culture and ethical initiatives
- Encourages sharing experiences using branded hashtags like #StarbucksMoment
- Creative drink customizations and merch
- Polls/Q&A stories
- "What's your order?" for engagement
- Deliberate name misspellings on cups
- Taps into trending topics to stay relevant
- Influencer and brand collaborations
- Showcasing exclusive perks
- Crisis management and customer service

Thank You

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