

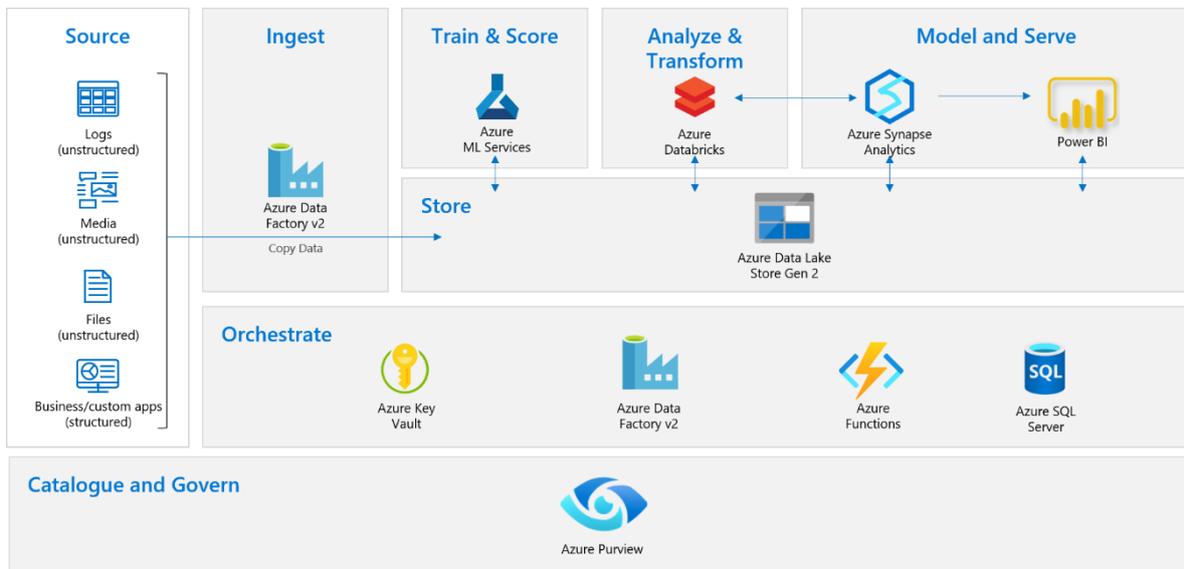
# Adatis Education Industry Solutions

*Helping Education Institutions understand their student, employees, space & research*



In recent years education institutions have become data-led. Market competition means a far greater focus on rankings for research, student services and employability.

Adatis understands the business challenges that Education institutes face and how important their data is. The Adatis Data Platform for Education is a centralised enterprise level data hub that enables them to understand their data and perform real-time analysis.



**The Adatis Data Platform for Education, enables education institutions to:**

- Automate data preparation
- Provide fast ingestion of data sources to get them online quickly
- Clean data and implement re-useable data quality processes
- Curate data from multiple LOB sources (marketing, forecasting, merchandising etc.) from across the business & external sources in a centralised data warehouse
- Transform data to a format which is optimised for reporting in PowerBI to enable various end-users to analyse data
- Capture KPI's in a semantic layer
- Perform predictive analytics based on business objectives
- Data Science enablement platform & automated machine learning model management

# Challenges Adatis can address within Education

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## Admissions & Enrolment

### Business Challenges:

- Lack of understanding of the enrolment lifecycle
- Need to insight into the Admissions Process to drive business improvements & efficiencies
- Ensure enrolment targets are met for both local & overseas students

### Business Benefits:

- Drill down into student demographics
  - Full understanding of enrolment lifecycle; from applying, to offer, to accepting or rejecting
  - Understand total headcount
  - Analyse intake enrolment vs targets to ensure intake targets are met
  - Insight into the admission turnaround time
  - Find areas to speed up the application decision process.
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## Human Resources

### Business Challenges:

- Multiple systems holding employee history, payroll, recruitment campaigns, & talent development with no consolidated single view

### Business Benefits:

- Measure recruitment campaigns against key KPIS
  - Analyse demographics for candidates
  - Get a view of staff headcount; both FTE & contractors
  - Report on staff turnover
  - Report on number of staff who need Visa's to work in the UK & the status of their VISA
  - Report on absence and sick leave count & length to analyse trends year on year
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## Marketing

### Business Challenges:

- Facing an increasingly competitive market
- Need to attract students to apply
- Ensure the students are correctly engaged at all touchpoints so they're excited to join

### Business Benefits:

- Track and report on marketing KPI's
  - Develop insight around the prospective students journey
  - Understand which touchpoints are most successful in converting leads to students
  - Effectively segment prospects by demographics, recruitment activity, enrolment activity etc.
  - Optimise student recruitment journey at each touch point to ensure the right promotional content is being given to them
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## Timetabling & Space Management

### Business Challenges:

- Lower facilities costs while ensuring student standards are being met
- Issue of wasted space & over capacity due to a lack of insight into class sizes, room occupancy & capacity
- Bring together information required to improve how space is managed within buildings & campuses

### Business Benefits:

- Accurate count of rooms across all campuses, by square
- Report on the utilization of rooms by campus to determine how best to stop wastage
- Find & analyse gaps in student timetables, reasons for these gaps & how to optimise student timetables
- Report on sustainability metrics

## Research

### Business Challenges:

- Universities undertake research with funding from both the UK & abroad & need to understand where the funding comes from & how economic factors may adversely affect funding levels
- Due to the complex nature of Research many processes & sub-processes need to be measure in order to improve

### Business Benefits:

- Understand how much research is being undertaken
- Calculate the income derived from research activities
- What's the expenditure associated with these activities
- Measure the Research outputs & the quality levels
- ROI on Research Activity



Microsoft  
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Gold Cloud Platform  
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Gold Data Platform  
Gold DevOps  
Gold Datacenter

Adatis offer professional services specialising in data analytics, from data management strategy and consultancy through to world class delivery and managed services.

With offices In London, Farnham and Sofia they have been delivering innovative and successful solutions for clients since 2006.



Data Science



Data as a Service



Modern Data Warehouse



Data Architecture



Data Analytics



Data Strategy

**We love helping people  
unlock the power and value  
of their data.**

If you are interested in finding out more please contact us on **+44 (0)1252 267 777** or via email at [enquiries@adatis.co.uk](mailto:enquiries@adatis.co.uk)

You can also check out our website at [www.adatis.co.uk](http://www.adatis.co.uk) or come and see us at numerous global conferences and speaking events.