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The Premier Consultancy In Enterprise Data Management, presents

A Case Study

Restoring Power to the Customer

Gloucester County College

Sewell, New Jersey

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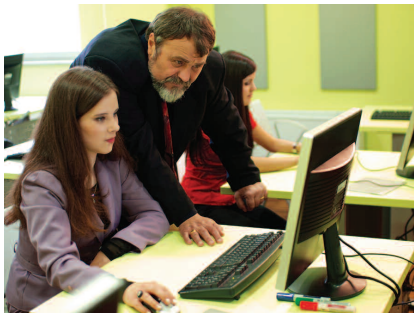

Restoring Power to the Customer:

How *Enterprise Warehousing Solutions'* Consulting Services Delivered Competitive Advantage

Gloucester County College is a fast-growing academic institution committed to expanding the accessibility of a college education for the population of southern New Jersey. Located in Sewell, New Jersey, the college is 20 miles south of Philadelphia and attracts a diverse student body. Starting from space in a high school in September 1968, Gloucester County College has grown into a prominent community institution. More than 680 faculty and staff teach and support a student body comprised of more than 6,000 part-time and full-time students who tackle coursework in the health sciences, criminal justice, engineering and business fields among others. The college has become a valuable asset to Gloucester County and neighboring communities by providing cultural enrichment, quality academic programs and professional development.

Technology is a main component of the college's focus on cost-effective delivery of information and education. GCC recognizes that the use of appropriate technology and the effective management of its data/information can provide a strategic advantage against the competition that exists for students and funds. Struggling with poorly defined and organized data, a lack of reliable decision-oriented data and inconsistent architecture, GCC embarked on an enterprise information management journey that led them to *Enterprise Warehousing Solutions, Inc. (EWSolutions)* – the premier consultancy in enterprise data management – to help ensure that the next 40 years are as fruitful for the college as the first four decades.

"Without reservation, I would strongly recommend engaging Enterprise Warehousing Solutions for any higher education project involving institutional research, business intelligence, strategic planning and technology."

– Gerald Seneski, CPA
Vice President, Finance and Chief Technology Officer
Gloucester County College, New Jersey

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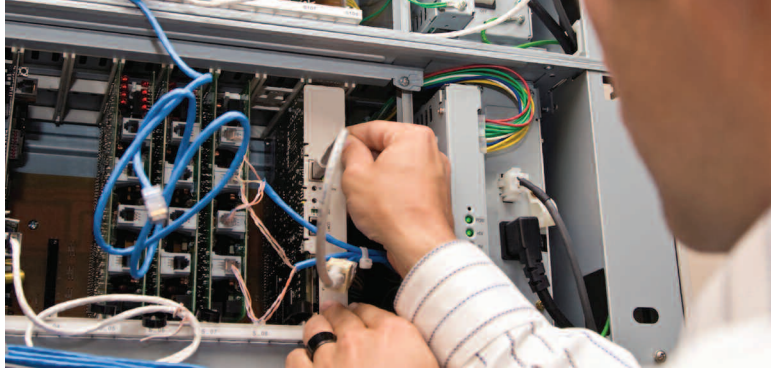

Community College Systems Face Data Management Crises

The community college mission has undergone substantial changes since the 1970s when many community and junior colleges were established in the United States. More students than ever are attending these two-year institutions, and the new populations increase the burden of administrators and faculty to manage the complex data that results from enrollment, new tuition and other income management requirements. Community colleges, like every other industry striving to remain relevant in today's competitive environment, face tight budgets while simultaneously requiring faster and improved decisions based on accurate data, better analysis and more governance of data and business process. Additionally, they face challenges when new courses and disciplines are launched from institutional platforms that try to integrate incongruent existing and emerging technologies.

A community college governance system should involve coordination for both educational programs and technology and business processes. Today, the most prevalent governance model involves little coordination and relies on limited use of sophisticated technology or data management within most community colleges. Additionally, financial considerations are becoming an increasing concern for community and junior colleges. Most increases in revenue have come through tuition increases, but tuition covers only about 70 percent of the needed revenue annually. Community college enrollment has been increasing faster than the increase at four-year regents institutions yet state dollars go primarily to the regents institutions. This leaves the community colleges to fend for themselves when searching for expert resources and requires them to explore innovations in technology and business management on their own.

Katherine Boswell, director of the Center of Community College Policy at the Education Commission of the States, addressed the national trends and observations about community colleges and their governance. Her remarks provide a clear picture of the urgent needs GCC faced in updating its technology when it turned to industry leader *EWSolutions.*

"It's all about the data. As increasing amounts of data flow within and between organizations," Boswell said, "the problems that can result from poor data management practices are becoming more apparent." Many community colleges are in the early stages of revamping their systems to collect a range of information—from enrollments to labor statistics—that can help institutions retool programs and serve as evidence of successful initiatives. According to data management companies serving community colleges, about 80 percent of the nation's public two-year colleges have initiated new data collection systems. This first phase includes securing new technology and gathering gigabytes of data from all sectors of the college. Many community colleges think it's money well spent because the data can be used internally at the colleges to help gauge how well programs work and what areas need improvement. The information can also be used externally, to demonstrate success in achieving their mission to local, state and federal officials, as well as to foundations and other grant makers. Limited resources have also prompted colleges to develop budgets for technology up to three years ahead based on outdated or limited views of how technology can assist an institution's growth and sustainability.

"This is one of those things that can change an institution and bring it to a higher level," said Janice Forsstrom, vice president of administration and finance at North Shore Community College in Massachusetts. Of those colleges who understand

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the need for improved technology and access to data, about 15 percent have moved into the second stage, which is analyzing data and determining which key performance indicators they want to track. Colleges that are revamping their data management systems point to successful national efforts in data-driven decision making. However, getting staff acquainted with using data is another challenge. That includes bringing current data systems together, realizing where gaps in meta data and data accessibility exist and developing ways to gather that information. Analyzing the data, which requires understanding the meta data, is crucial because it leads to the third phase, using data to make decisions for improved student guidance, enhanced understanding of current business processes and refined development of plans and more accurate funding requests. Research shows that only about 2 percent of those colleges that have started to use new systems are in the third and most important and valuable stage.

Technological Challenges Drive Change

In 2004, New Jersey's Gloucester County College installed an enterprise system for the educational field, expecting to update the college's outdated technology, improve its business processes, enhance its data capture and accessibility and move the college toward a long-time goal of a unified digital campus. However, GCC found the newly-installed system too complicated, too cumbersome and too expensive to maintain, with no ability to manage the vast amounts of data and meta data contained in this enterprise system. After discussions with various consultants, the college decided to delve into the realm of enterprise information management to understand and manage its data and business processes.

Gloucester County College retained industry leader *EWSolutions* and utilized its consulting services to:

1. Advise college administrators on the acquisition and deployment of software applications that could be maintained within the college's budget
2. Conduct an analysis of the data needed for effective business and academic administration
3. Coordinate the streamlining of the current business processes with the processes required by the new enterprise software.

EWSolutions' team of experienced top-level strategists and leading technologists was able to provide the college exemplary advice, guidance, planning and execution strategies, as it does for all of its projects in enterprise data management, data governance, data warehousing, business intelligence and enterprise architecture.

Vice President, Finance and Chief Technology Officer of Gloucester County College, Gerald Seneski, said the *EWSolutions* consultants brought impeccable credentials and dedication to the partnership while also offering:

- Vast experience in institutional research, business intelligence, data management and governance, strategic planning and technology in higher education
- Sophisticated interpersonal communication skill for assisting in negotiations
- Thorough understanding of higher education processes, plans, goals and administration
- The invaluable ability to view the technology from the perspectives of the faculty and administration

Enterprise Warehousing Solutions *is comprised of superior strategic and tactical planning analysts who offer innovative and authoritative solutions to assist with technology implementation and strategic solutions for business/technology issues.*

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With the superior guidance of *EWSolutions* in vendor management, technology planning, technology governance and business intelligence readiness, Gloucester County College was able to approach its software provider confidently with three clearly defined goals: simplify processes and document data and process definitions; reduce reliance on the software vendor for network support; and expand the use of technology and manage data more effectively across the college environment.

Additionally, *EWSolutions* expertly guided Gloucester County College through detailed problem analysis, which enabled the college to authoritatively present the software provider with the following issues to address:

- Lack of short- or long-range technology plans
- Lack of technological infrastructure assessment or disaster recovery plan
- Lack of documented meta data for the new system
- Incomplete involvement and training for users (faculty and administration)
- Lack of vendor awareness of college's technical and business information challenges

EWSolutions' Consulting Services

Clients of the *EWSolutions'* Consulting Services program can be found in every industry and size, facing challenges across the spectrum of enterprise information management, data warehousing, meta data management, architecture, and data governance. The program enables clients to enlist the service of industry experts offering customized and objective solutions at any point in the project's lifecycle to minimize risk, enhance the client's knowledge base and maximize the utility of the organization's available funds.

The program offers services based on an organization's size and specific needs including but not limited to:

1. Full-service implementation and development services including post production support
2. Strategic assessment and roadmap for development, including detailed project plans
3. Consulting assistance in technology evaluation and selection for a project or technology direction
4. Configuration management and architecture assessment for maximizing enterprise solutions and implementations
5. Outsourcing and state-of-the-art off-site development facilities
6. A comprehensive review of enterprise or project-level data and process models to ensure design excellence, along with a review of current meta data management and governance capabilities
7. Expert advice on the impact of technology decisions within the business context, including governance and stewardship for technology and information
8. Assistance in developing business/technology visions that can cascade into measurable and achievable goals and objectives for an organization, enabled by appropriate technology and information management

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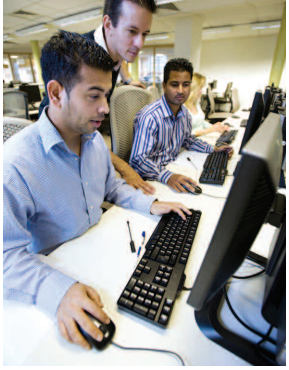

"Anne Marie Smith of Enterprise Warehousing Solutions has a thorough understanding of higher education processes, plans, goals, and administration including the 'shared' governance climate that tends to complicate decision making. Also, her knowledge of enterprise information management is superb."

– Gerald Seneski, CPA
Vice President, Finance and Chief Technology Officer
Gloucester County College, New Jersey

EWSolutions has been widely recognized as setting the standard for excellence in the data warehousing, meta data solutions and information management arenas. Our strategic consulting and systems implementation services provide insight and value to our clients in a manner that is truly unique.

World-Class Services
EWSolutions provides strategic consulting and full life-cycle implementation services for data warehousing/business intelligence (DW/BI), managed meta data environment (MME), and enterprise information management (EIM) initiatives (enterprise architecture, master data management, data governance and stewardship, data quality, data security).

Strategic Consulting Services
EWSolutions' strategic consulting services analyze your organization's business objectives and make concise recommendations on how to utilize technology to provide a competitive advantage in the marketplace. Our consultants are industry experts with in-depth knowledge and the ability to define solutions that positively impact an organization's core business while managing and reducing risks across the enterprise.

Approach
EWSolutions uses a business-oriented, iterative approach to assessments and implementation efforts. We plan and design architectures to support long-term requirements, but implement in manageable stages; looking for areas of high return tied to business drivers. The objective is to deliver the solution in meaningful phases that will add value to the business incrementally and within a reasonable timeframe.

Implementation Services
Implementation services include scope definition, design, data and process modeling, custom and commercial product implementation, testing, deployment, technical training, knowledge transfer, and on-going support after implementation

Once *EWSolutions* has worked with you to define a strategy and roadmap, our hands-on implementation services offer unparalleled technical expertise to build a complete solution, from start to finish.

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Authoritative List Of Demands Yields Results

Gloucester County College's software provider responded favorably to the college's concerns and moved to replace its on-site technology services manager, even asking college staff and the *EWSolutions* consultants to help review potential job candidates and to develop roles and responsibilities for the new employee. Within three months of this new approach, long-stagnant projects were completed, nagging problems were fixed, much meta data and processes were documented and communication channels revived.

EWSolutions is comprised of superior strategic and tactical planning analysts who offer federal and commercial clients innovative and authoritative solutions to assist with technology implementation in meta data management, data warehousing (ETL, BI, data and text mining, etc.), business intelligence implementation, data governance, enterprise data management framework, migration planning, disaster planning, contingency planning and strategic solutions for business/technology issues. The company's extensive client base spans the government and the health, life sciences, insurance, financial services, consumer products, retail, manufacturing and high-tech industries.
http://www.ewsolutions.com.

EWSolutions provided steady guidance and advice during a very turbulent time for Gloucester County College. GCC's Vice President, Finance and Chief Technology Officer Gerald Seneski said *EWSolutions* "satisfied the college's need for excellence in strategic technology consulting and enabled college management to develop increased confidence in the approach to an outsourced environment."

With the input from the *EWSolutions* strategic consulting team, the college achieved significant results, including:

- Contract negotiation assistance and clarification to assist college management in its planning for implementation of the enterprise resource package
- Development and refinement of a multi-year technology improvement and implementation plan
- Consulting to develop a technology governance approach supported by college management
- Consulting to assist the chief financial officer/chief technology officer with enhancement of technology awareness and understanding capabilities of existing technologies
- Consulting to assist the college administration in meta data discovery and documentation

Additionally, Gloucester County College has been able to improve its use of the enterprise resource package (ERP) for students, faculty and administration. Students have been able to register for courses easier and see their grades and course comments integrated with the payment systems to ensure that their accounts are current. Faculty can advise students more accurately with data integrated from legacy systems into the ERP accurately, based on the meta data and business process discovery initiated at the recommendation of the *EWSolutions* team. Administrators can manage their departments more effectively with access to the right data, defined and documented correctly, and can make financial and process decisions with greater confidence and accuracy.

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