



MICROSTRATEGY SOLUTIONS FOR EDUCATION

EDUCATION ORGANIZATIONS USE BUSINESS INTELLIGENCE SOFTWARE TO PROMOTE EDUCATIONAL ACCOUNTABILITY AND ACADEMIC ACHIEVEMENT, MANAGE STUDENTS FROM RECRUITMENT TO POST-GRADUATION, AND ANALYZE INSTITUTIONAL DATA IN A COST-EFFECTIVE MANNER.

Leading organizations in the Education sector rely on the MicroStrategy BI platform to make more effective decisions, especially in the following business areas:

STUDENT LIFECYCLE MANAGEMENT

- Track financial, biographic, and academic student information on one platform, from the recruitment process and admission, to enrollment and graduation
- Improve the recruiting process by using predictive analytics to forecast the number of applications by geographic area and by student demographics

ALUMNI DEVELOPMENT AND FUNDRAISING

- Enhance the development and management of contribution campaigns by segmenting the donor population to effectively target fundraising activities
- Optimize the type and number of services offered to alumni and donors by analyzing their past responses to services and campaigns

EDUCATIONAL ACCOUNTABILITY

- Use progress and performance data from students, teachers, schools, and districts to develop effective strategies for the No Child Left Behind Act
- Provide parents, students, educators, and researchers easy access to statistical data on the performance of any student, department, or district

ORGANIZATIONAL MANAGEMENT

- Establish a sound budget by analyzing financial and accounting data from across the institution on one set of dashboards and reports
- Create strategies to attract the best faculty and staff by analyzing the effect of compensation, benefits, and job progression on employment decisions

GOVERNMENT COMPLIANCE

- Meet government standards for financial aid reporting by analyzing data from students applying for and receiving financial assistance
- Develop strategies to meet affirmative action and equality standards by analyzing the hiring, pay, and job progression of employees within different demographic groups

CUSTOMER SUCCESSES

UNIVERSITY OF MIAMI

- The University of Miami uses MicroStrategy software to analyze its student data in order to get a better profile of its applicant pool and existing student body.
- The institution is developing two additional business intelligence applications – financial records and facilities management – that will deploy on the MicroStrategy platform.



KENT SCHOOL DISTRICT

- The Kent County School District gave MicroStrategy Web access to 1,600 of its teachers, principals, and administrators across their 40 schools.
- The users measure progress and performance data by student, classroom, and teacher, and use the performance data to promote accountability and academic achievement. Educators can identify a school's exceptional performance in order to emulate its success, or uncover problems in the school system in order to correct them.



The MicroStrategy platform supports the technical needs of Education customers:

- MicroStrategy's intuitive interface allows users at all ability levels to use it effectively, ensuring that all departments work together to improve a student's academic career
- Users within the Education industry have access to private student information that is protected by federal law. MicroStrategy can incorporate row level security (what data you can see) and object level security (what functions and calculations you have access to) to protect the students' privacy and comply with federal mandates
- MicroStrategy can integrate seamlessly with any legacy data management systems, eliminating purchase, training, and deployment costs from tight Education budgets

"We chose MicroStrategy as our enterprise reporting standard because we are committed to using the best business intelligence technology to monitor academic achievement and determine where there is room for improvement."

— JANET MOORE, DIRECTOR OF APPLICATIONS, KENT SCHOOL DISTRICT

LEARN MORE ONLINE

MicroStrategy was rated #1 in Customer Loyalty, Data Volumes, and Standardization by The BI Survey. For the complete results, visit:

http://www.microstrategy.com/BI_Survey

For a list of customers by industry, including Education, visit:

<http://www.microstrategy.com/CustomerList>

