LEADING VOICES – DIGITAL ENABLEMENT IN HIGHER ED
VIDEO TRANSCRIPT

Speaker 1: I'm Samantha, here from Accenture, and with me today is my colleague, Rob Curtin from Microsoft. Both Rob and I have spent much of our professional lives in higher education space heavily focused on helping institutions navigate this increasing a complex environment. So I'd like to begin, Rob, by discussing some of the more pressing challenges higher education is facing today, especially around digital enablement.

Speaker 2: There are clearly a couple of common themes that I think are very present today, what is the role of hybrid moving or is it a new business opportunity to engage new audiences to be more inclusive, and the second is, how do we keep up with the experience gap constituent, reengaging your students who bring a swipe right mentality to campus and campus systems that were selected 20 years ago.

Speaker 1: So institutions know that expectations are really changing rapidly as you highlighted, and they're intrigued, exploring the art of the possible around some of the newest technologies whether that be AR, VR or what have you. But at the same time, a lot of them are stuck in situations where maybe their infrastructure is not moved to the cloud or their data is not yet in a place where they're able to do everything that they want, so we see them trying to improve at different points on this continuum and work to sure of the tech infrastructure while also exploring the future possibilities, and it is... It is a tall task.

Speaker 2: We kind of bucket into three core areas of tech investment, there's the foundational, which is giving you the operational agility that you need, the second is that the experiential, which gets right to that gap that you talked about, and the third is transformative, which is as we look at a merging business, pitching new markets and understanding new ways that are more accessible or able more affordable.

LEADING VOICES – DIGITAL ENABLEMENT IN HIGHER ED
VIDEO TRANSCRIPT

Speaker 1: Many institutions right now, seem to be focusing their technology where it more visibly improved the student experience. I know, you know one example pretty well, where we have done that student hub work to students return in the fall of 2020.

Speaker 2: So that student hub is really exciting and I guess right to the heart of the experiential issue. So what we've discovered is that a very experiential with student-facing technologies have a number of foundational aspects that need to be invested in, some data integration, cloud-based identity security and trust, it's about what is the new business process you're trying to implement? Why are you doing it? And then how do we take the technologies that you already have to enable that agility to deliver the personalization...

Speaker 1: I love all of the intelligent technologies that Microsoft is bringing to the table that allow for that kind of personalization.

Speaker 2: So our perspective is any institutions own or enable technologies, but they need Accenture to drive the purpose, get the campus buy-in, and then our secret sauce is Avanade, dedicated experts on the Microsoft technology stack, coupled with Accenture's business process leadership and guidance. And so that kind of platforms you already own and the students are familiar with business process, and the ability to make it happen through Avanade, that's what gets to be excited about our partnership.

Speaker1: This is a time where innovation can come, where we're not pitting the old against a new, but we're trying to find a way to take the best of the old and the new together to build something even better for everybody. Thank you for being here today. It was a really engaging conversation, I know I learned a lot and enjoyed this conversation, so thank you so much.