



## A Global Partnership with In-region Support

Why The Knowledge Hub Universities chose Ellucian PowerCampus to meet their present needs while preparing for the future.



El Sewedy Education, an Egyptian education investment and management company, needed a new student information system (SIS) to improve performance, accountability, productivity and growth in their flagship project: The Knowledge Hub Universities (TKH).

Partnering with Coventry University and NOVA University Lisbon, TKH is an Egypt-based multidisciplinary educational hub that provides a practical, global educational experience for its students. With a campus that spans 50 feddans and plans to expand worldwide, they needed an SIS that could scale, supporting international student recruitment while also streamlining administrative tasks for staff.

After an extensive search looking at a range of vendors and SIS systems, El Sewedy Education chose Ellucian PowerCampus through Ellucian's software partner ITB, an ITG company. Because of Ellucian's expertise in global higher education technology and ITB's proven track record in deploying software solutions for vertical markets, TKH was ready to transform and compete in the international educational market.

### A Modern, Global SIS

As a global hub based in Egypt, TKH needed a solution that ensured students would graduate with an internationally accredited degree offering the same quality and standing as those at partner universities. Not only was this in line with TKH's mission, but also satisfied the Egyptian International Branch Campus Laws.

Ellucian PowerCampus met that requirement whilst offering support from a technology provider that works with institutions across the world. "One of the core reasons we chose Ellucian is their exposure to other markets and regions, so we can benefit from best practices across the whole higher education industry," said TKH's Chief Information & Technology Officer Khaled Mubarek.



**The  
Knowledge  
Hub  
Universities**

### CASE STUDY

#### Main Challenge

Competing in an international market required a global SIS.

#### Solutions

Ellucian PowerCampus

#### Results

**Exceeded** international educational standards

**Freed up** staff time through automation and self-service

**Improved** recruitment through streamlined processes

TKH also benefitted from in-region support throughout implementation. Based in Beirut, ITB has the knowledge and experience to navigate local regulations, ensuring TKH's new SIS meets compliance requirements as well as student needs.

## Powering Success Across Departments

As part of their transformation, TKH sought to improve process efficiency and communication throughout all areas of their business. "We have different systems in place, so our SIS needed to integrate with those, including our analytics, ERP and payment solutions," explained Mubarek. "With Ellucian, it was really easy to do just that."

PowerCampus also empowered staff with self-service functionality and automated workflows. By working more efficiently, they can rededicate resources for institutional goals like global recruiting and improving support throughout the student journey.

"Having an efficient SIS is essential to ensure proper interaction between students and professors along with administrative parties and design a flawless process of communications related to students' data and financial needs," explained El Sewedy Education CEO Ihab Salama. "That is why we are confident in choosing PowerCampus, which supports our requirements."

## A Partnership Fit for the Future

TKH set out to find an SIS that could meet their present needs, but PowerCampus has also helped them prepare for the future. This was especially important as TKH aligns itself with Egypt's Vision 2030, a national sustainable development strategy that includes Education and Training as its seventh pillar. With global best practices, TKH will improve the employability of its students and increase Egypt's standings in the international education market.

As higher education evolves worldwide, Ellucian's flexible, innovative technology empowers institutions to evolve with it. "We really value the presence and understanding of the industry we get from Ellucian and ITB," Mubarek said. "They know the market, the user, the students and the changes that are happening. With Ellucian's roadmap, we can work together and be agile and flexible enough to fill new requirements as they come in."

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### **KHALED MUBAREK**

Chief Information & Technology Officer, TKH



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