



Ellucian Ethos

A unifying platform
for higher education



Contents

- 3** Why higher education needs a unifying platform
- 4** Ellucian Ethos: A platform for student and institutional success
- 6** An extensive ecosystem
 - 7 Core elements of Ellucian Ethos
 - 8 Benefits of the Ellucian Ethos platform
- 9** Bringing it all together
- 10** Let's talk!
- 11** About Ellucian



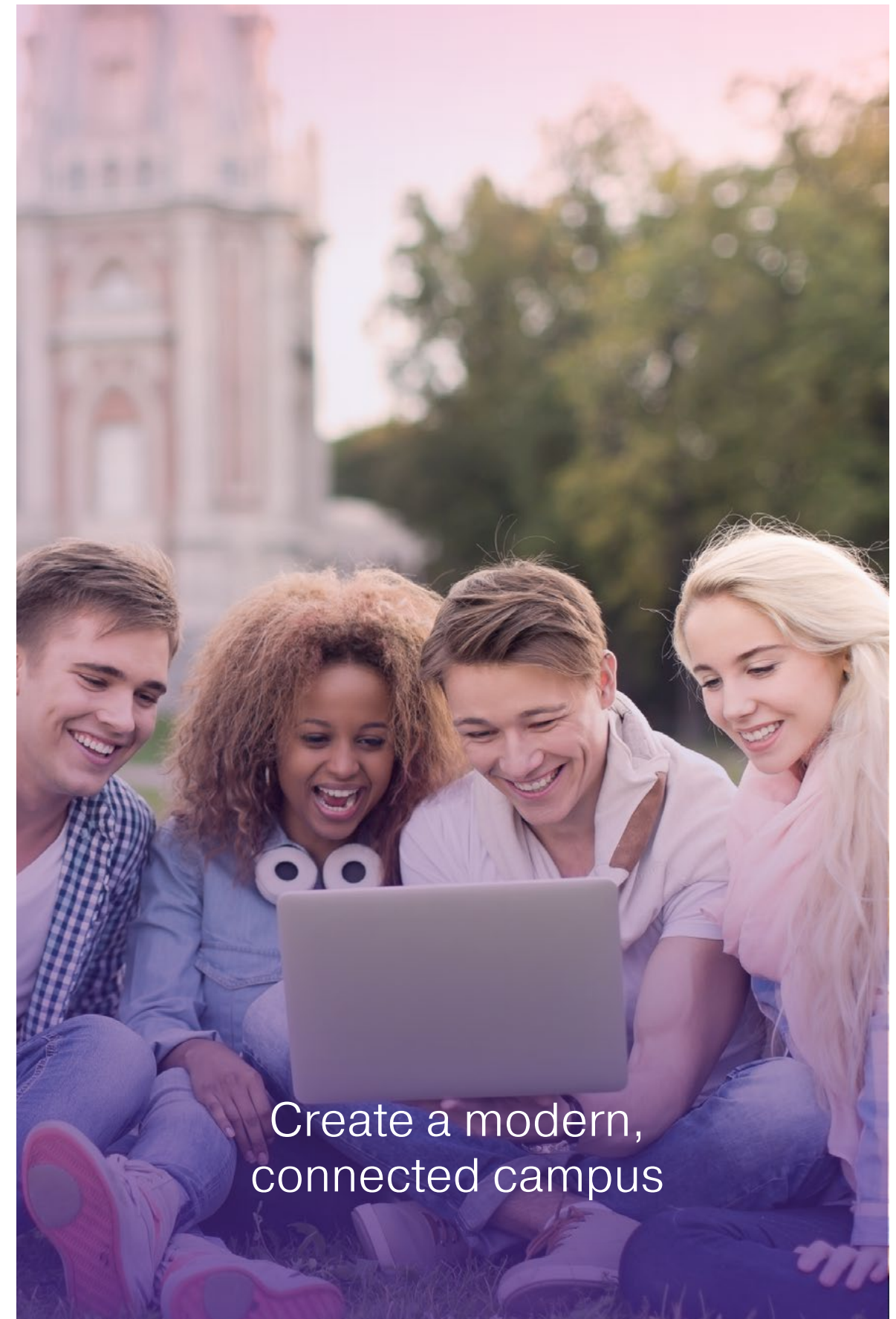
Why higher education needs a unifying platform

Institutional success hinges on faculty and staff collaborating to drive toward a shared mission. However, a lack of unified technology causes roadblocks when critical data lives in silos, workers duplicate efforts, and resources are applied inefficiently. A unifying platform can solve one of higher education's greatest challenges—unlocking data to improve decision making, increase performance, and spur student success.

That's why Ellucian has invested in a comprehensive platform designed exclusively for higher education, Ellucian Ethos.

Powering the most complete portfolio of enterprise applications for higher education available today, Ellucian Ethos provides institutions with a single, open, extensible architecture for modernization and growth.

Hosted by Amazon Web Services and fully cloud enabled, Ellucian Ethos offers greater scalability, mobility, ease-of-use, access to data, and rapid delivery options. Systems can reside on premises, in the cloud, or in a hybrid model and all connect to the same unifying platform.

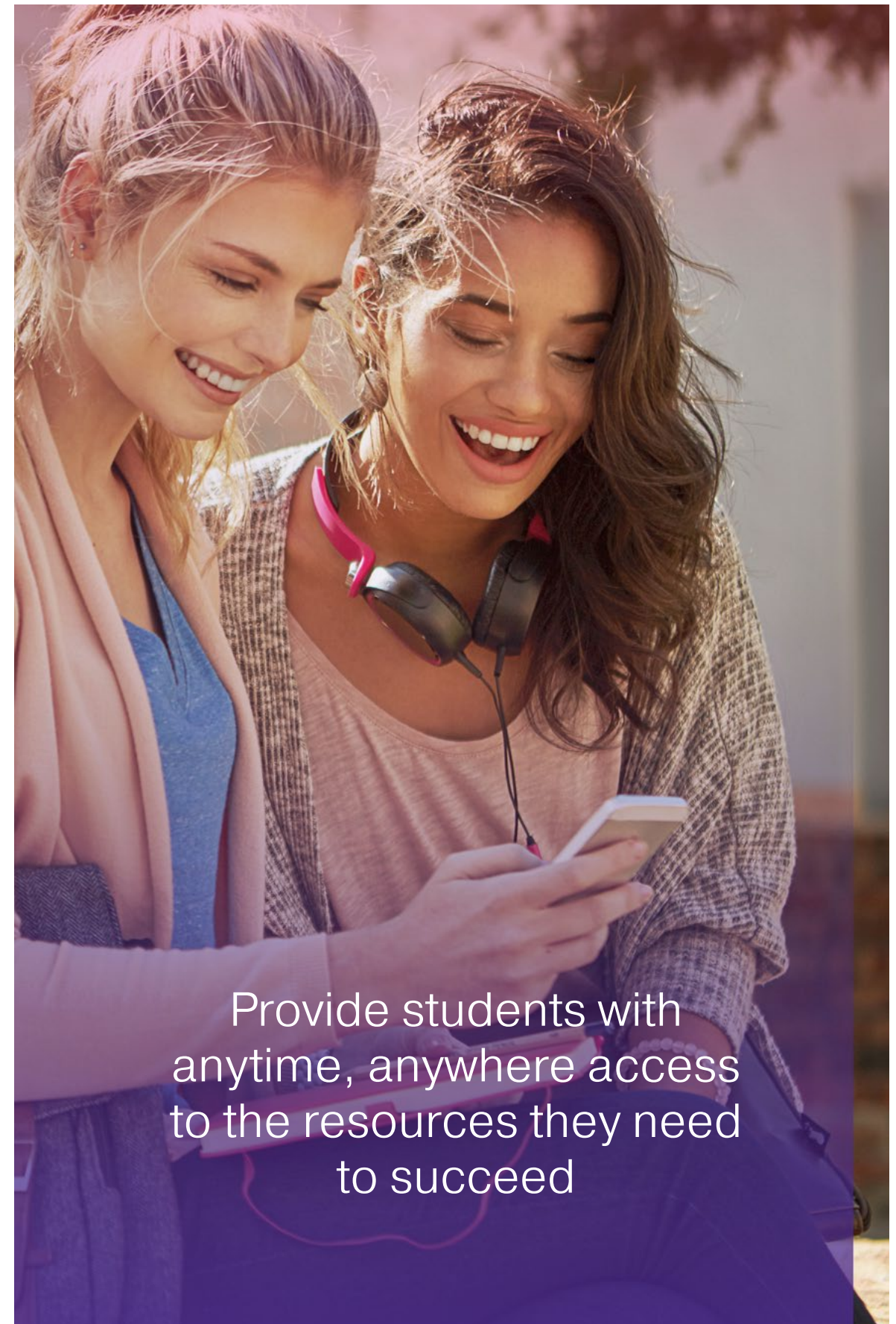


Create a modern,
connected campus

Ellucian Ethos, a platform for student and institutional success

A unifying platform fosters an open environment in which applications can talk to each other and deliver a seamless user experience. Faculty and staff no longer face roadblocks when they go to access information and work together to reach their ultimate goal—**servicing students**.

From constituent relationship management and student information systems to analytics and administrative tools, the Ellucian Ethos Platform connects our entire portfolio of higher education solutions. All software running on Ellucian Ethos shares a common architecture and integrated data and workflows. This creates a barrier-free environment in which students can move seamlessly between each stage of the academic lifecycle and faculty and staff can focus on strategic initiatives rather than time-consuming administrative tasks.



Provide students with
anytime, anywhere access
to the resources they need
to succeed

Three capabilities in particular—**Ellucian Ethos Data Model**, **Ellucian Ethos Integration**, and **Ellucian Ethos Data Lake**—create a world where all users have what they need to improve performance.

The **Ellucian Ethos Data Model** culls data from a wide variety of applications (from both Ellucian and third-party providers) and puts it in a standard language and format so that systems and people can communicate.

The Ellucian Ethos Data Model captures and converts a wealth of data from systems and domains across campus, including demographics, campus life, academic history, curriculum management, registration, admissions, attendance, student profiles, accounts receivables, and financial aid, among many others.

Ellucian Ethos Integration ensures this data flows seamlessly between systems, applications, and users. This results in deeper, more productive collaboration at every level of the institution.

And finally, **Ellucian Ethos Data Lake** provides a consolidated source of accurate, real-time data that makes it possible to conduct the kind of sophisticated analytics institutions need to improve performance and inform decision-making.

Ultimately, the Ellucian Ethos platform delivers a rich, connected ecosystem of solutions, partners, services, choices, data, and insights—the engine you need to run a modern campus.

“We designed the Ethos platform to standardize and unify data from Ellucian, partner, and third-party applications, enabling institutions to create an empowered campus.”

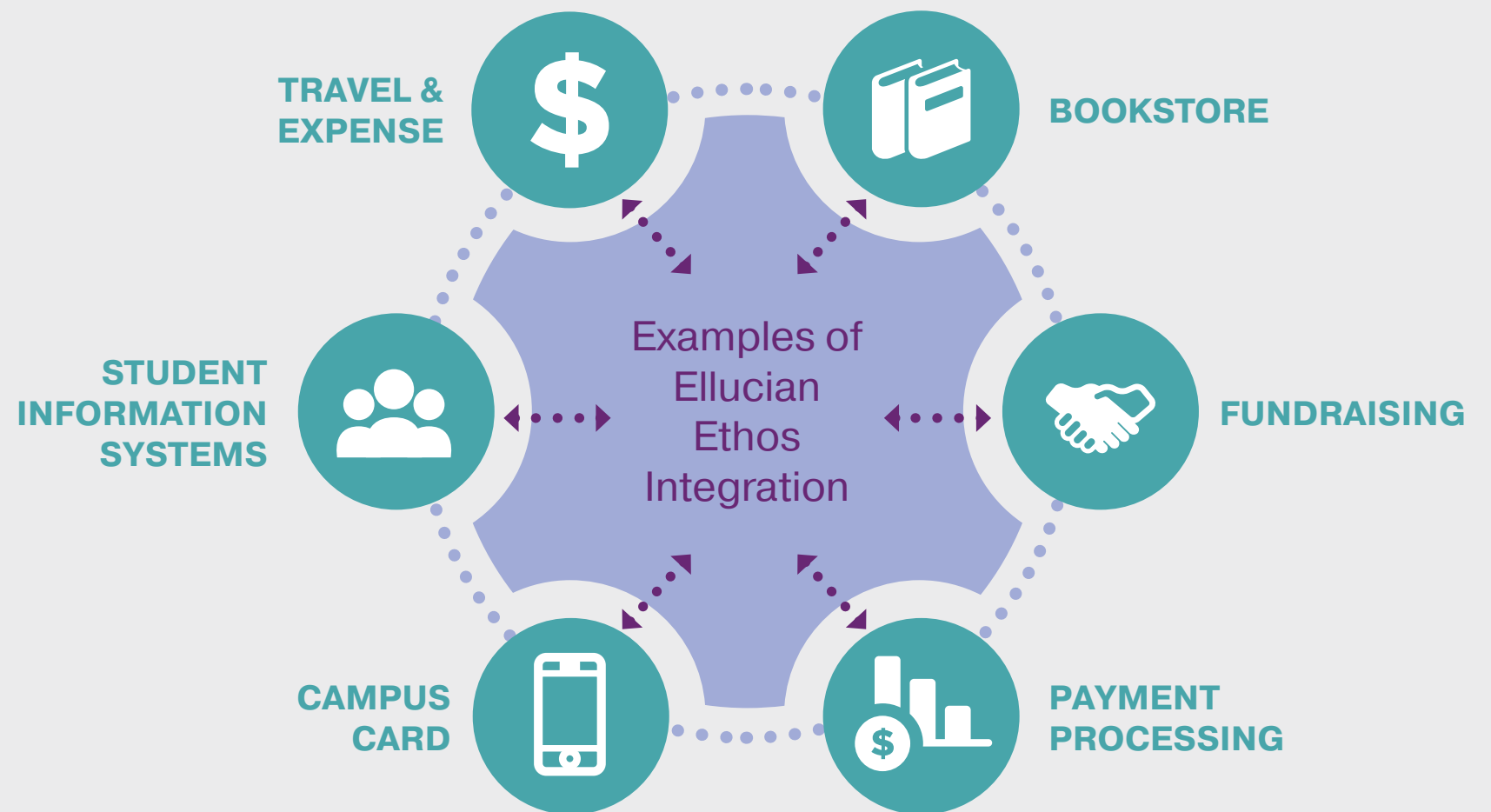
James Willey, Senior Vice President, Ellucian

An extensive ecosystem

Support for third-party solutions from dozens of partners enables the Ellucian Ethos ecosystem to provide seamless data sharing and communication across institutions and partners without heavy lifting or costly integration.

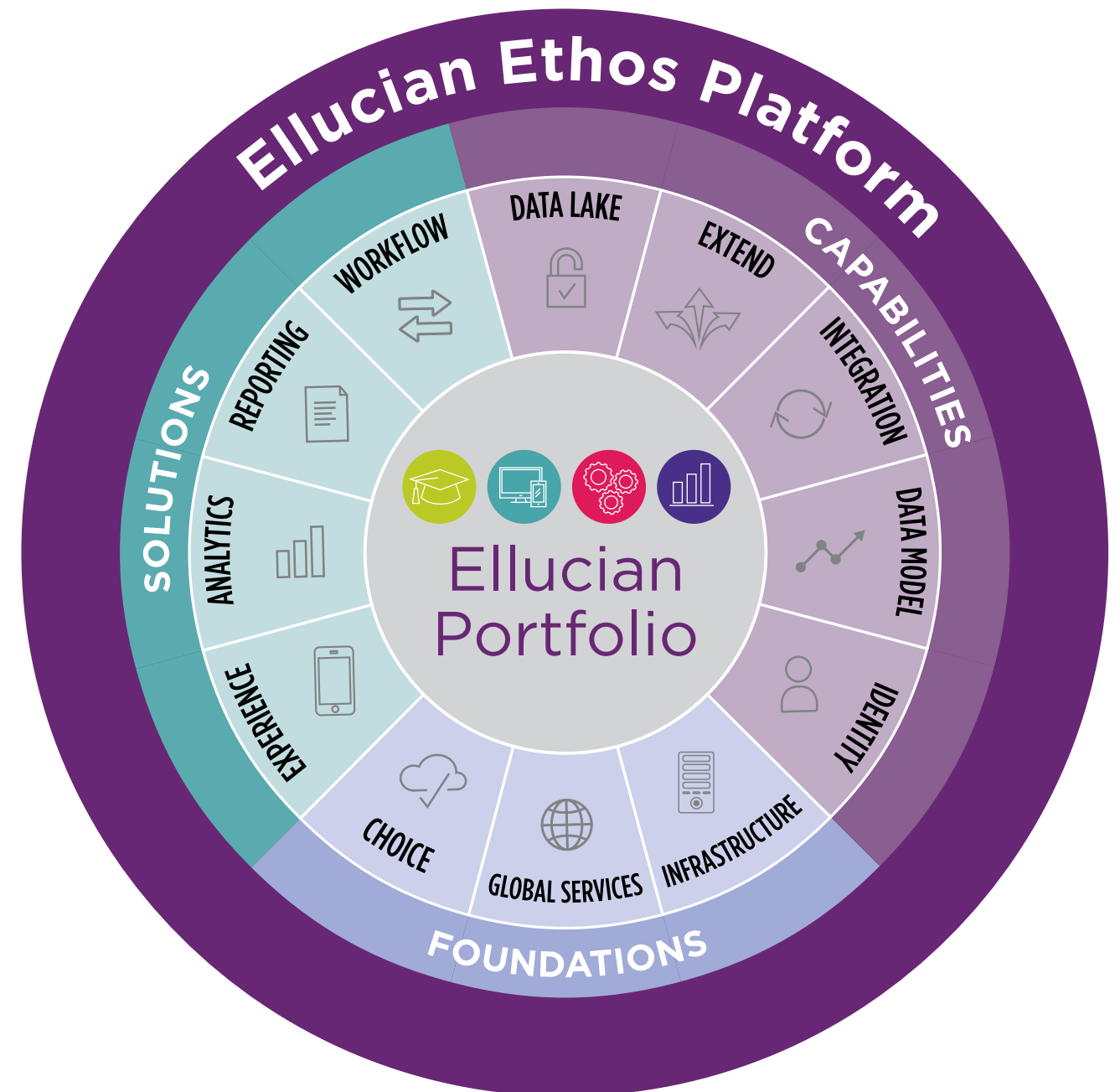
Once you have applications supported by Ethos, they just work together, providing modern campuses with the integrated capabilities required to remain competitive in our digitally connected world.

A sampling of the ecosystem



Core elements of Ellucian Ethos

- » **Experience:** Information available anytime, on any device
- » **Analytics:** Pre-built, role-based, guided analytics customized for functional roles
- » **Reporting:** Configurable dashboards tailored to higher education
- » **Workflow:** Higher education workflows built in, integrated
- » **Data Lake:** Common source of data updated in real time
- » **Extend:** Data flows throughout the ecosystem without complex customizations
- » **Integration:** Information flowing freely between systems, people
- » **Data Model:** Institution-wide data standardized, integrated
- » **Identity:** Secure access, single sign-on
- » **Infrastructure:** Built on Amazon Web Services, secure, scalable
- » **Global Services:** Ellucian Global Services, largest group of expert consultants supporting higher education
- » **Choice:** Option to deploy in the cloud, on premises, or using a hybrid model
- » **Comprehensive portfolio of solutions:** Designed exclusively for higher education



Benefits of the Ellucian Ethos platform

Integration

- » Everyone has access to consistent information, updated in real time
- » Data flows freely between people and applications, both internal and external
- » Workflows are streamlined across functions
- » Constituents enjoy a seamless experience



“I can tell which students are struggling and why and connect them with the people and resources they need in time to make a difference.”

Extensibility

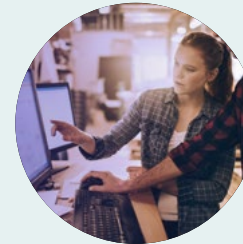
- » Applications expand easily to offer new functionality without complex coding
- » Programs can be scaled up or down with minimal cost or disruption
- » Easily extend platform components to include institution-defined data without complex customizations
- » Extended data flows available to all solutions using Ethos



“I don’t have to overhaul our systems every time we need to add a new program or add functionality that improves the student experience. Instead, I’m continually increasing the value of our existing investments because the products and data integrate.”

Security

- » Identity is tightly managed
- » Single sign-on removes errors and frustrations
- » Student and institutional data is governed by industry best practices



“Our critical enterprise systems and data are protected by Amazon Web Services, the gold standard in cloud hosting, and disaster prevention and recovery are in the hands of Ellucian’s world-renowned experts.”

Discovery

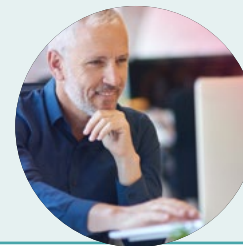
- » Personalized, pre-built content
- » One data source powers the entire institution
- » Accessible everywhere



“Combining data and providing visualizations from multiple sources, I can quickly get answers to questions that had previously been impossible to address allowing me to make data informed decisions with confidence.”

Versatility

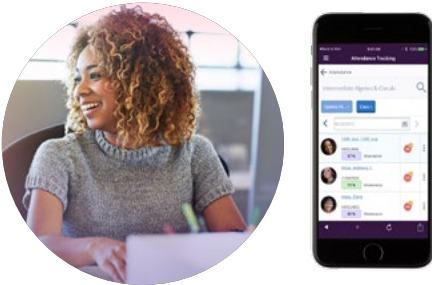
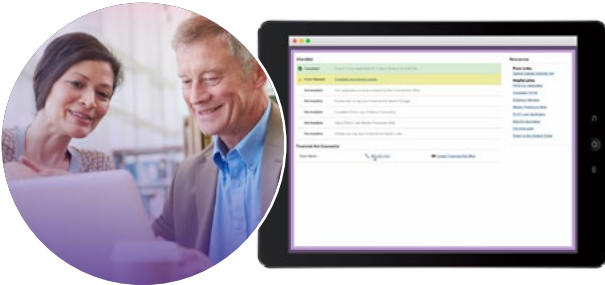
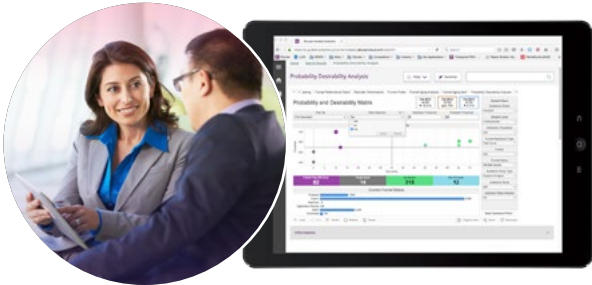
- » Institutions take advantage of the cloud where it makes sense
- » A variety of hybrid models of on-premises and cloud hosting support individual needs



“We are able to keep core enterprise systems on premises, while implementing SaaS applications where it makes sense for rapid growth and innovation. Everything’s still integrated.”

Bringing it all together

How a fully integrated technology environment eases the work of multiple constituents

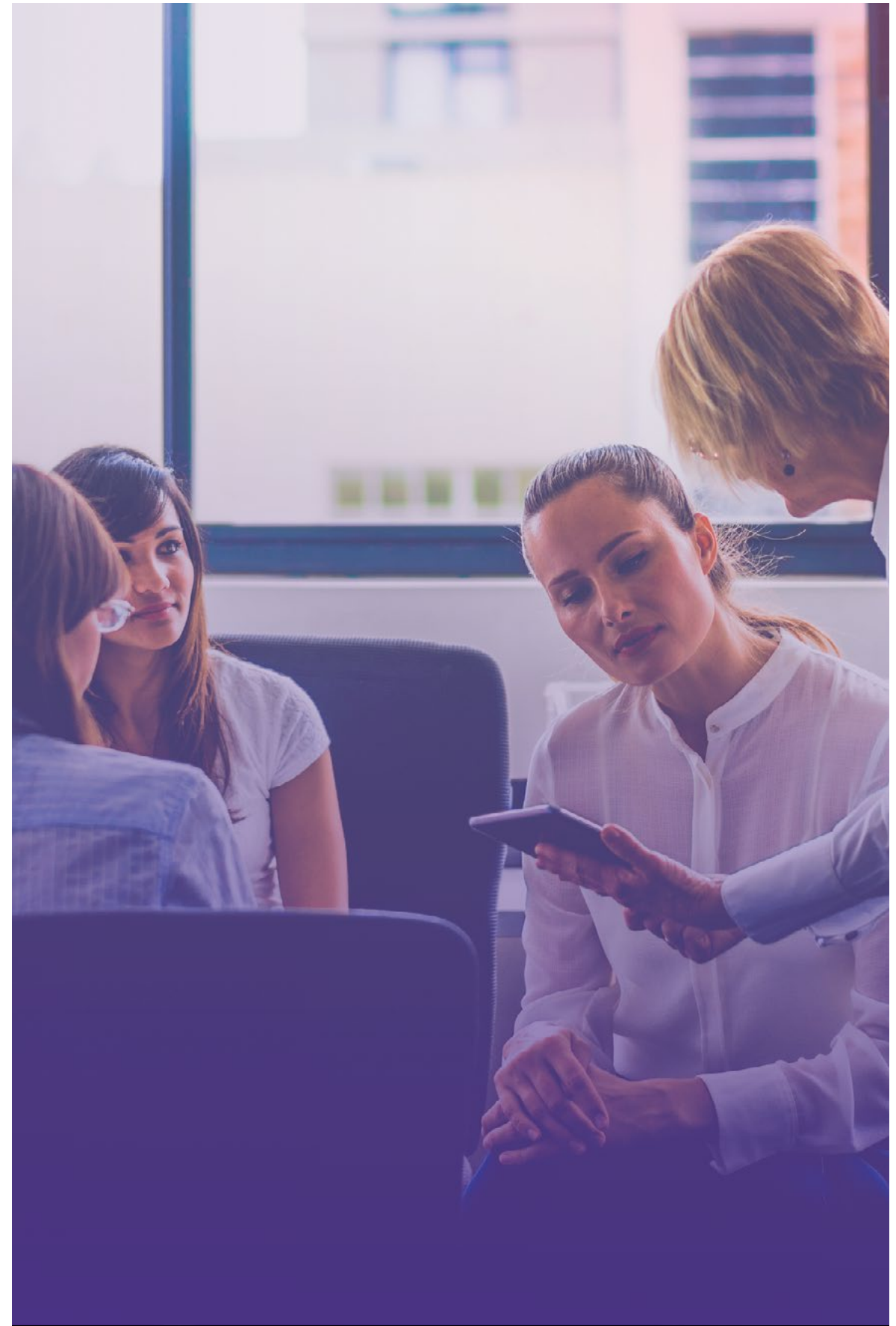


Role	Director, Admissions	Director, Financial Aid	Director, IT
Goal	Improve accountability	Boost efficiency and student success	Increase innovation
Action	To prepare for a meeting with the VP of Enrollment, she downloads a probability/desired matrix by territory about recruits and pulls info for first-generation students, an institutional priority. Through the analytics sharing function, she uncovers best practices analysis from peers. She finds additional content and best practices from peers at other institutions about improving outreach to that audience.	Ellucian Workflow can route important information, like notifications regarding financial aid to students and those associated with the process. Workflow allows users to send and receive financial data from across disparate applications. Today users can make important decisions and route processes appropriately solving any financial need.	Built-in tools and workflows free up the IT director from routine IT administrative tasks. She can focus on supporting the campus in more meaningful ways through innovative projects such as deploying beacons for attendance tracking or exploring technologies to further student success. Integrated reporting and analytics and user-friendly dashboards support a campus-wide culture of performance.
Impact	“Not only can I find data, data comes to me in a format that directly supports the decisions I’m making each day.”	“With accurate routing of my data to the right people at the right time, I can act faster, improve my processes and improve our efficiency.”	“Instead of putting out fires, I’m sparking innovation.”

Let's talk!

Discover all the ways that Ellucian Ethos technology can help you transform higher education.

Visit www.ellucian.com/ethos or contact your Ellucian Account Representative to learn more.





Ellucian helps education institutions thrive in an open and dynamic world. We deliver a broad portfolio of technology solutions, developed in collaboration with a global education community, and provide strategic guidance to help education institutions of all kinds navigate change, achieve greater transparency, and drive efficiencies. More than 2,500 institutions in 40 countries around the world look to Ellucian for the ideas and insights that will move education forward, helping people everywhere discover their potential through learning.

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