

opentext™

eBOOK

Helping digitally driven educational institutions work smarter

How administration, HR, finance, marketing and advancement can use information to drive efficiency, productivity and effortless experiences



Content

Create an information advantage	3
Be competitive with modernized content management systems	4
Empower human resources	5
Fuel finance and procurement	6
Engage donors and accelerate advancement	7

Create an information advantage

Digital processes bring information together to put content at the core of operations, helping schools reduce repetitive tasks, eliminate information silos, maintain compliance and improve how HR, finance, marketing and advancement departments operate.

When institutions bridge information silos they can drive loyalty across students, faculty, staff and alumni with more powerful and enjoyable experiences.

More than **600** educational institutions and **98** of Fortune 100 companies are OpenText customers.



Learn how OpenText Education solutions give schools the ability to:

- **Leverage content in context** with relevant business processes.
- **Tap into a single source of truth** for business, student, donor and other content.
- **Bridge applications** that power HR, finance, compliance, marketing and advancement activities.
- **Improve collaboration and insight** across colleges and departments.
- **Employ security and governance rules** for all content.
- **Use dynamic, realtime content** to drive personalized engagement with students, faculty, alumni and staff.
- Leverage **identity and access management**
- Integrate with **Google Workspace™** and **Microsoft® Office** environments



Be competitive with modernized content management systems

To gain efficiencies and stay competitive, educational institutions need to modernize systems in order to bring down costs and increase productivity while boosting enrollment and retention and generating advancement revenue. But content sprawl, archaic systems and manual, paper-based processes constrain resources and make it difficult to deliver the fast, personalized and impactful experiences that today's students, faculty and staff expect.

Massive content volumes spread across systems, locations and departments, make it difficult to find the right information at the right time, slowing service and limiting opportunities for fast, personalized engagement.

Information that flows seamlessly across people, applications and processes makes it more accessible, usable, valuable and secure and speeds workflows, allowing institutions to more quickly deliver personalized and consistent experiences to students, staff and donors.

Let's explore how.



Empower human resources

Human resources staff need to manage and resolve sensitive issues quickly with streamlined processes. Lack of access and insight into information spread across systems can increase risk and expose academic, financial and personally identifiable information.

Even for schools with fully-digitized employee and student files, content remains spread across numerous systems, including SharePoint®, Google Drive, human capital management (HCM) and student information systems (SIS), creating extra steps to search and locate needed information.

By automating and digitizing HR processes, schools can bring together information across applications to gain a single, secure source of operational truth and boost HR productivity.

Reduce time-intensive, manual tasks and deliver an improved HR experience with the ability to:

- **Drive consistency across departments and schools:** Ensure content is easily accessed in context for students and faculty regardless of where it resides.
- **Help employees help themselves:** Provide automated and self-service e-forms and digital signatures for staff onboarding, vendor contracts and student employment.
- **Ensure fast search and locate:** Leverage optical character recognition (OCR) and tagging of documents via invoice numbers, employee ID or student ID number to quickly locate what's needed.
- **Go digital:** Send and receive faxes online and integrate with back-end business processes.
- **Simplify compliance:** Automate information governance and bolster employee privacy with secure and compliant HR document management.
- **Gain insight:** Track and report on HR activities with fully documented history and audit trails.

University of Texas at Austin streamlines content management

With records stored on paper, in online file shares and isolated non-standard document management systems, UT Austin—one of the largest universities in the world with 52,000 students—struggled to control its growing information resources. With OpenText™ Documentum™ D2 as its standard document management solution, the university gained insight, speed and usability for thousands of documents across multiple departments

“Out of an eight-hour day, OpenText Documentum D2 helps us to give staff three hours back to work on value-added activities—representing a 38% improvement in productivity.”

Wesley Shinault
Lead Software Engineer,
University of Texas at Austin

Fuel finance and procurement

Finance sits at the heart of operations at colleges and universities, yet manual processes combined with disparate systems extend the invoice lifecycle and hinder on-time payments.

Procurement processes are just as vital. By automating complex processes and connecting finance- and procurement-related information, schools can bring efficiency to these processes, including accounts payable, accounts receivable, invoice processing, expense reimbursement and vendor management.

By integrating systems across the institution, finance and procurement gain the ability to:

- **Maintain a communication cadence:** Develop workflows and deliver timely messages around deadlines, missed payments, scholarship opportunities and research grant notifications.
- **Reduce administrative overlap:** Improve information sharing and insight to reduce duplicate activities.

- **Work faster, more efficiently:** Use templated forms and digital signatures to streamline processes, expenses, invoices and purchase orders. Automatically push data into desired financial systems.
- **Map RFPs to ethical supply chain criteria:** Ensure that vendors meet environmental, social, and governance (ESG) standards.
- **Improve transparency:** Offer self-service options to check status of invoices or payments.
- **Boost security:** Improve record integrity with a single, auditable source of truth and role-based access and permissions.

\$200

data breach
cost per record,
higher education



vs



\$141

other
sectors

Engage donors and accelerate advancement

To connect, build and maintain deep relationships with alumni and donors of all ages, in all stages of their lives and careers, Advancement, Development and Alumni Affairs must engage with donors in a personalized way via the media they most engage with.

Sunsetting slow and outdated paper-based processes for modernized digital experiences that integrate content across multiple systems like CRM, DAM, ECM, operations and finance personalizes engagement, increases agility and scalability and accelerates time-to-funding. Schools increase donor interest, revenue and long-term loyalty which, in turn, allows them to focus on their primary mission of teaching, research and student support.

Improve fundraising and advancement efficiency and effectiveness to:

- **Know where advancement stands:** Have one source of truth for current donor information.
- **Nurture and grow relationships:** Create tailored communications by donor type, career stage, location or contribution history.
- **Reduce costs:** Enable digital document generation, signatures and storage.
- **Collect and preserve donor data:** Secure information in a forensically sound format, with permission-based access and viewing.

Explore OpenText Education solutions by visiting our [Education webpage](#).



About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

opentext.com

[Twitter](#) | [LinkedIn](#) | [CEO Blog](#)

Copyright © 2023 Open Text. All Rights Reserved. Trademarks owned by Open Text. For more information, visit: <https://www.opentext.com/about/copyright-information> (04/2023) 22443EN