

The 21st century campus:
Increase efficiency.
Enhance learning.



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welcome to
the human network.



Enhancing productivity. Delivering on expectations.

Inspiring New Connections.

At Cisco, we're working hard to help create a connected way of living and learning. Cisco® solutions give institutes of higher education the ability to create a connected on-demand learning environment — removing barriers to communications, enabling real-time interactions, and expanding access. Education opportunities are everywhere. Our goal is to help make those connections happen by streamlining campus operations and giving you the tools to enable access for any device at any time. Our vision is a connected campus that inspires students, faculty and staff to engage in lifelong learning.



As the cost of college and university degrees increases, everyone from students and their parents to faculty and staff has greater expectations for the higher education learning environment. Ensuring that your institution meets these expectations plays a critical role in recruiting students, researchers and professors, attracting donors, and establishing a school known for its high education.

Ensuring that your institution meets these expectations plays a critical role in recruiting students, researchers and professors, attracting donors, and establishing a school known for the quality of its education.

Increasing efficiencies throughout your campus allows you to allocate more money for instruction. When it comes to keeping your institution running effectively, there are at least three key challenges that you may be facing on a daily basis:

- Budget limitations
- Implementing new technologies without negatively impacting users
- A continual focus on recruiting the best and brightest

At Cisco, we understand these challenges. Our goal is to help you find the best solutions to these issues so you can focus on your educational mission.



Addressing your day-to-day challenges.

When humanity meets technology, the way we work changes and the way we live is transformed. We are realizing human potential, seeing the results of our actions. When humanity is connected, wonderful things happen, innovative and sustainable solutions are born both locally and globally. That's the human network effect.

Making the most of your budgets

Your budget challenges are two-fold – how do you wisely spend the limited monies you have while ensuring you have the programs and people in place to attract new funding sources? It's the classic conundrum of doing more with less, without lagging behind your peers.

In today's technology environment it is possible to find savings opportunities virtually everywhere on your campus. From automating repetitive administrative tasks and streamlining processes to improving communications and offering students self-service options, you can find a variety of opportunities for increasing efficiencies. There are even opportunities in facilities management that can help you reduce your operational costs while simultaneously supporting green practices. These solutions also have the added advantage of helping you access new funding sources by ensuring that every encounter with your college or university is positive and points to your potential.

Key questions for your organization to ask about budget limitations:

- How do we empower staff, faculty and students to collaborate?
- What tools do we provide to make everyone more productive?
- What manual processes can we automate?
- How can we more efficiently manage our facilities?
- What will help us appeal to funders?

Getting technologies to get along.

Progress is not always a smooth process, especially when you're trying to integrate leading-edge solutions with older infrastructure. Whether you want to provide wireless connections to the Internet across your campus, automate routine administrative tasks, or better connect students, faculty and staff, innovation is always going to cross paths with established infrastructure. Your best bet is to ensure you have a solid network foundation and appropriate data centers in place to accommodate new advances without impacting your users.

New technologies are critical to helping your institution attract quality faculty and students, while operating at peak efficiency. Ensuring all of the users have a positive first experience with a new technology directly impacts adoption and perception of its benefit. Your network is a platform for delivering the latest technology advances and creating a richer learning environment that all of your audiences will find accessible and easy to use.

To ensure your new technologies are successful, consider these questions:

- Do I have a communications and data network in place that can accommodate new developments?
- Can existing data centers meet growing numbers of computer users, more powerful research tools, and increasing data demands?
- How will this new technology integrate with existing systems?
- Do I have sufficient infrastructure in place to support new technologies?

Making your institution attractive on all levels.

As an institution of higher learning, you are judged on the caliber of your faculty and the quality of your latest class of students. Recruiting the best and brightest is an ongoing effort that impacts every aspect of your campus. To make it even more challenging, today's students expect their institutions to be as infused with technology as the rest of their world. And faculty members want tools and capabilities that will help them succeed in academia.

From distance learning and the latest research tools to anywhere, anytime, any device connectivity and media-rich learning environments, all your audiences are looking for flexibility in the way they conduct their academic pursuits. The kind of collaboration that is taking place in today's leading colleges and universities demands a new kind of technology infrastructure. Putting that infrastructure in place will help with recruitment and give you a competitive advantage in a complex academic world.

Maximize your recruiting efforts by measuring your organization against these ideals:

- How easy is it to access information on your campus?
- How are you working to connect your faculty, staff and students with one another?
- Can you offer your students the same technology conveniences they enjoy in their everyday life?
- Where can you improve the student, staff and faculty experience?

Cisco Solutions for Administrative Efficiency.



Think of your network as a platform for delivering the tools and processes that will make your campus more efficient and more accessible. Our solutions optimize that network to help you respond to the ever-changing demands of your faculty, students and staff.

Cisco Solutions deliver across the board:

- **Improved communications:** A single communications system combining voice, video and data boosts faculty and student satisfaction by enabling them to reach the right person at the right time.
- **Enhanced collaboration:** With a single, shared voice and data network, sharing information is easy, inspiring new learning opportunities and bringing staff, students and faculty together.
- **Reduced costs:** By streamlining processes and automating repetitive tasks, you can reduce costs and ensure your staff focuses on valuable activities.
- **Simplified facilities management:** Streamline building control and campus-wide communications by enabling centralized management of facilities for more efficient and globally responsible oversight.

- **Optimal responsiveness:** Boost the resiliency and responsiveness of your infrastructure with data center solutions that accommodate the increasing system demands of additional computer users as well as data-intensive research tools and distance learning applications.
- **Expanded mobility:** Enabling access to information and systems from anywhere on campus or around the world helps ensure all your constituents stay connected to your institution and gain greater educational advantage.
- **Increased information sharing:** Provide your students with on-demand lectures and live broadcasts to enhance their classroom work, as well as electronic signage around campus for access to schedules or news from anywhere.

These Cisco Solutions are designed to help higher education institutions improve administrative operations and provide fast, easy, secure access to information:

- **Cisco Unified Communications:** Enhance communications security and productivity with a single IP network that includes data, voice and video capabilities.
- **Cisco Unified Wireless Network:** This award-winning wireless (Wi-Fi) architecture enables secure, robust indoor and outdoor network access to help you extend learning beyond the classroom.
- **Cisco Digital Media System (DMS):** Deliver on-demand materials to desktops and live broadcasts to digital signs for instant, scalable access to information.
- **Cisco Connected Real Estate:** Establish a single, resilient multi-service IP network throughout all buildings on your campus for improved intercommunication and more efficient facilities management.
- **Cisco Data Centers:** Enhance the performance of existing and new applications with networking technologies that address today's most pressing data center challenges.

At Cisco, our goal is to put the human network effect to work for you by helping you create an optimal learning environment for your students, faculty and staff. Our networking technology allows you to improve communications, streamline operations, reduce costs and enable advanced mobility. Ultimately, it boils down to one big idea — we help you connect those who know with those who need to know. We do it by ensuring you have the right network in place to give your users access to information anywhere, anytime, from any device access.

To learn more about the Cisco solutions designed to improve administrative efficiency in higher education, contact your Cisco representative or visit www.cisco.com/web/strategy/governmental/regional_index.html.