

Digital transformation for higher education.

Riding the experience wave.

We can all agree higher education is changing faster than ever. Massive amounts of data, the explosion of different devices, and skyrocketing expectations are forcing higher education institutions to completely rethink their approach. Mix these new expectations with increased accountability, and the decision to adapt is an imperative. The pressure is on for education to embrace the digital age.

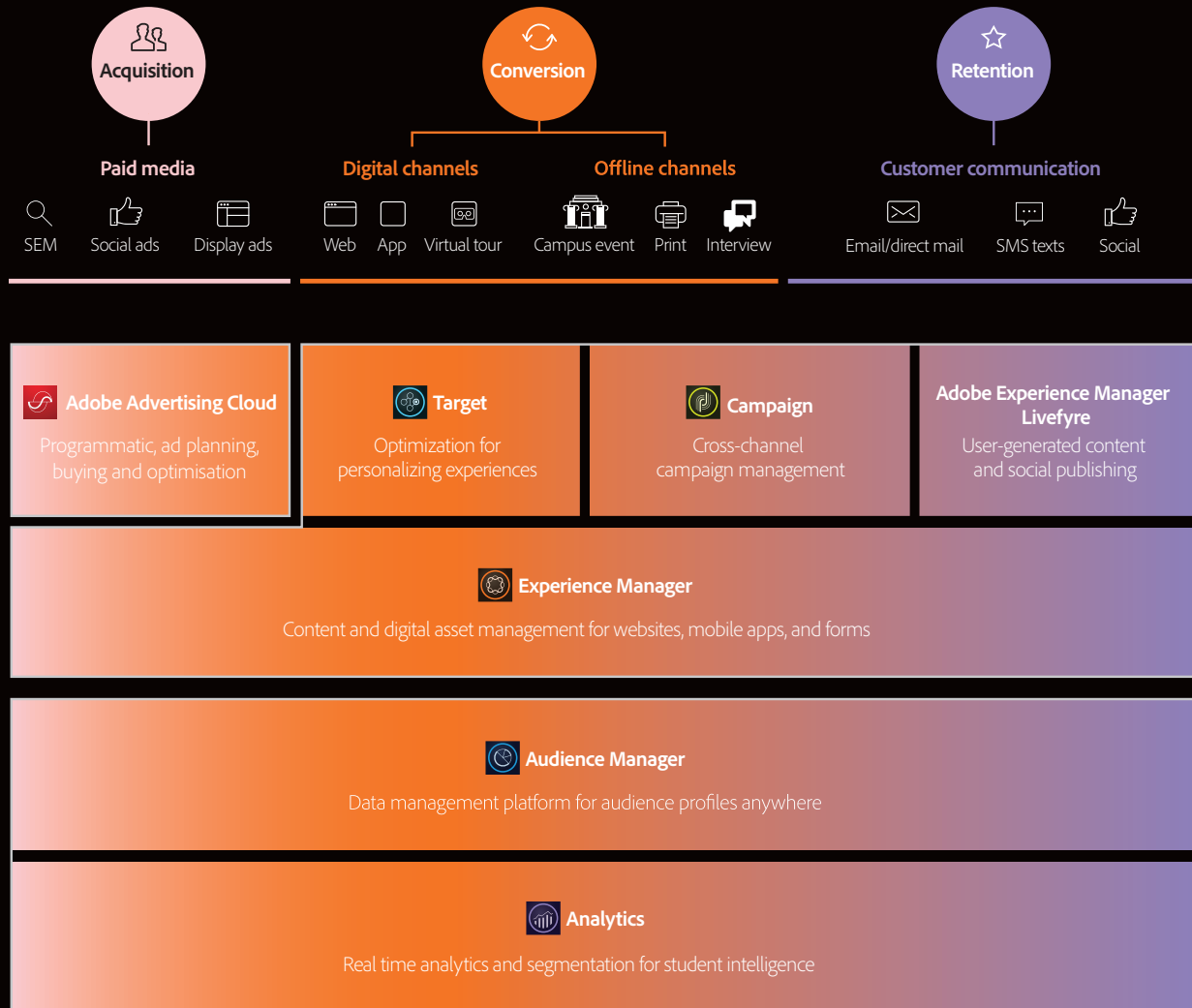
In our world of connected devices, students and faculty expect great experiences. Numerous studies support a positive linkage between a good student experience, enrolment, and retention. However, the student experience is not just about one area of your campus; it is holistic and the totality of all interactions—through the student lifecycle from attraction to endowment.

Enter Adobe Experience Cloud—the premier higher education digital transformation platform. There is a reason the leading Fortune 500 companies continue to choose Adobe Experience Cloud to deliver great experiences. In an age where every campus experience matters, Adobe Experience Cloud will transform your institution.

INITIATIVE	CHALLENGE	ADOBE EXPERIENCE CLOUD
Recruit Nurture Enroll	Today's student is more unique with more choices than ever. You must provide great personalized, multi-channel experiences throughout the enrollment process.	Adobe Experience Cloud provides the marketing automation and programmatic tools you need to optimize messaging throughout the recruitment process. Students expect content that engages, and Adobe delivers through personalized, data-driven, authentic experiences.
Student Experience Portal	You need to provide a personalized portal experience that puts graduation success at their fingertips — nurturing students from enrollment to graduation to meet your retention goals.	Adobe Experience Cloud provides the content management tools, analytics, and automation to personalize the student campus experience through mobile engagement and online communities.
Learning Management System	With many learning management systems, it is hard to deliver content authoring consistency. In addition, they lack a user-centric view, and fail when it comes to mobile courseware.	Only Adobe Experience Cloud can help you build an exceptional LMS practice for any device. Adobe's approach provides management for assets and media while significantly reducing the course development burden for all participants.
Alumni Giving	Alumni often feel disenfranchised with their alma mater due to untimely messaging, or the lack of an authentic personalized connection.	Only Adobe Experience Cloud can manage and monitor the entire ongoing alumni journey to keep them engaged in campus life and ultimately giving back to the university they love.

Countless touchpoints. One great experience.

Adobe Experience Cloud is your one-stop shop for everything your institution needs to deliver amazing higher education experiences. The platform integration allows you to expand as your goals and initiatives mature. The next wave of education transformation will be all about the student experience.



For more information, visit our website
www.adobe.com/industries/education.html

