

# Performance Management for Higher Education

## *Finding a Better Way*

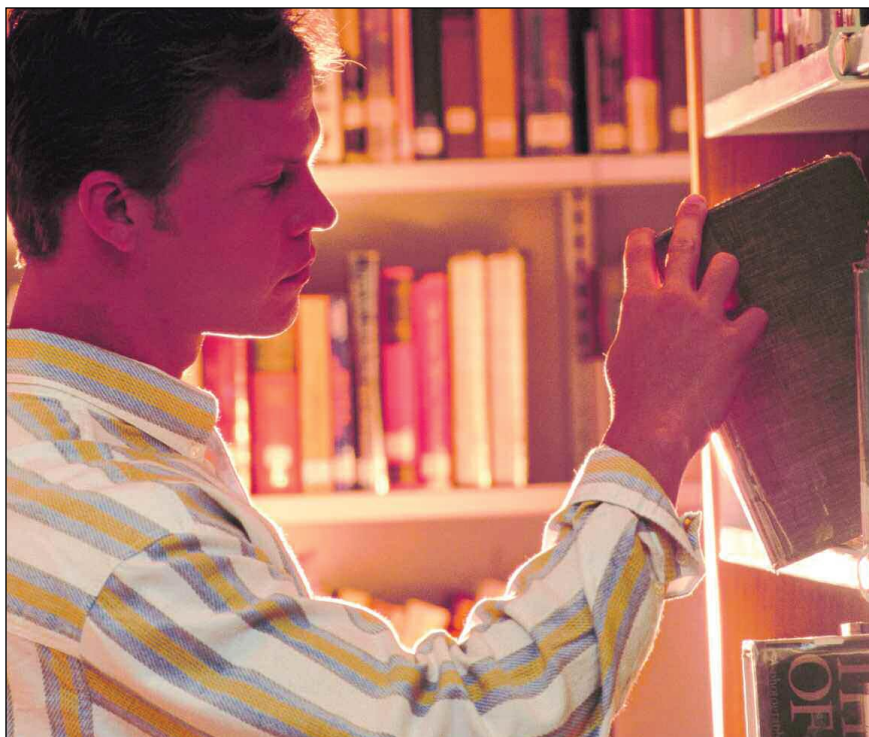
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### Overview

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*You're the director of information systems at a major university. A corporation has offered to match the endowments pledged to and received by the university over the past six months. But it wants an exact account of those endowments and a precise projection of where their matching funds will be spent. The university president is meeting with the CEO in two days. You and your staff are going to be up to your elbows in spreadsheets for the next 48 hours, hunting down those figures. You wonder if there isn't a better way. Well, there is.*

**IBM Cognos® performance management puts the numbers you need at your fingertips.**



### Technical Specifications

IBM Cognos performance management pulls together data from a variety of sources in your institution so you can manage your institution with clarity and efficiency. Planning, benchmarking, mapping policies against student profiles, measuring student performance, monitoring forms of student aid, and keeping students informed are all simplified with IBM Cognos software. IBM Cognos software helps you plan your institution's financial future with a high level of

accuracy and gives you a holistic view of your organization and rapid analysis and reporting.

### Features and Benefits

Institutions of higher education have a lot of information to collect and track. Data is spread across a multitude of applications, including HR, student, financial, capital spending, and operations. Many numbers in many databases, and complex systems that need constant monitoring.

## Performance Management for Higher Education

IBM Cognos solutions can help take these mountains of data and turn them into an active, useful asset to manage your institution with clarity and efficiency. The numbers you need are at your fingertips. IBM Cognos solutions can help you improve your management in various key areas:

### *Advancement and alumni relations*

Advancement funding is critical to the financial health of a university or college and can come from such sources as grants, gifts, pledges, endowments from alumni, and corporations. IBM Cognos technology can help with endowment planning, campaigning, and measuring against the benchmark for total value and value per student. IBM Cognos technology can help you keep close track of alumni gifts and pledges, ensuring the pipeline continues flowing.

### *Recruiting, admissions, and aid*

IBM Cognos performance management can help you:

- Map your recruiting and admissions policies and strategies against desired student population profiles.
- Measure student performance across courses and disciplines and compare against academic benchmarks.
- Monitor what student receives what forms of aid and maximize the amount of resources available to any single student.
- Set up student portals online so you can disseminate key student information on curriculum, finances, housing, and so on.

### *Financial performance*

Financial performance is a driving issue in higher education. IBM Cognos software lets institutions analyze activities and results, understand costs and value, and compare what you are achieving against what you have set out to do. With IBM Cognos software, you can access the data you need, get a clear view into past financial performance, and be able to plan your institution's financial future with a high level of accuracy.

### *Organizational performance*

With IBM Cognos performance management, you can coordinate information across applications and disparate databases into a single repository for a holistic view of your organization and rapid analysis and reporting. This means you can understand the relationships between financial data, staffing, enrollment, curriculum, and so on.

IBM Cognos performance management lets you easily distribute routine reports across the organization, typically through a rich, easy-to-use, secure Web portal. In this way, everyone has the same information and operates from a single, consistent version of the data.

And those endowment numbers? With a performance management system in place throughout your institution, you'll be able to account for recent endowments and project spending with a few clicks. Last-minute spreadsheet shuffling will become a

thing of the past. Your performance management system will be as up-to-date as your educational philosophy.

### **Feature Overview**

IBM Cognos performance management helps you:

- Take mountains of data spread across a multitude of applications and turn them into an active, useful asset.
- Improve your management in advancement, alumni relations, recruiting, admissions, aid, financial performance, and organizational performance.
- Do it all faster and easier and with higher confidence than possible with the spreadsheets you may now be using.
- Get that endowment.

### **About IBM Cognos BI and Performance Management:**

IBM Cognos Business Intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

For further information or to reach a representative: [ibm.com/cognos](http://ibm.com/cognos)

### **Request a call**

To request a call or to ask a question, go to [ibm.com/cognos/contactus](http://ibm.com/cognos/contactus). An IBM Cognos representative will respond to your enquiry within two business days.



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