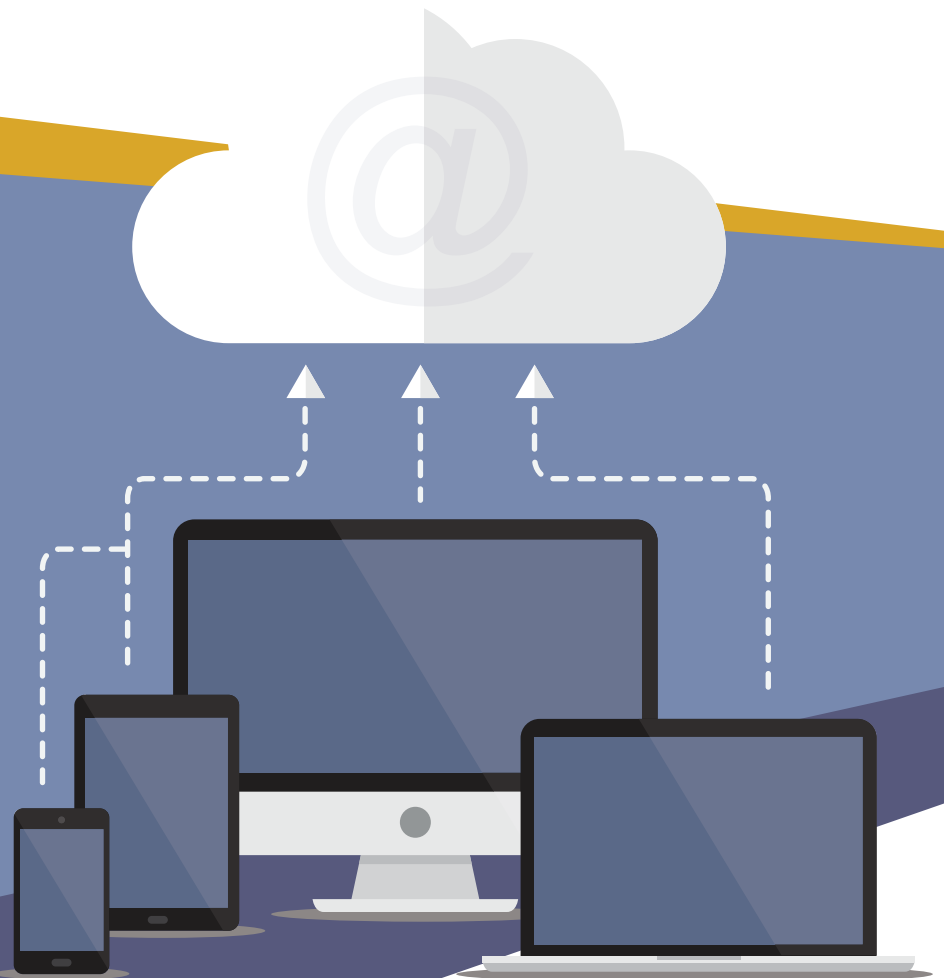


The Case for Cloud in Higher Education

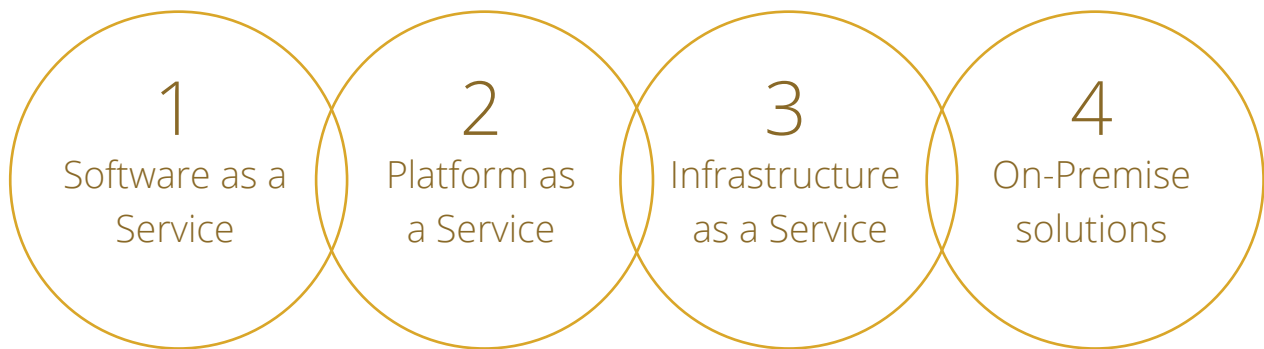


Based on a 2016 white paper released by eCampusNews, 79% of higher education organizations are using a SaaS (Software as a Service) model. The most common types of cloud-based solutions include CRMs, HR management, video management, content management, and student information systems. And looking back to 2014, a working group of IT professionals in higher education proposed a “cloud first” strategy, according to a report published by Educause.

Clearly, there is no shortage of studies showing how cloud adoption among higher education organizations is constantly increasing. In this paper, we examine the reasons why higher education is making the push for a SaaS approach.

The Rise of SaaS-Based Solutions

That same group of working group of higher education technology professionals identified the order of priority for higher education:



There are a wide range of reasons why SaaS solutions are receiving top priority. Let’s examine a few.

Scalability and innovation

New technologies are emerging at an extraordinarily fast pace, and the speed of adoption is critical to staying competitive. Moving to cloud-based services enables organizations to act more expeditiously and scale more easily, all while freeing up technical resources to focus on other innovative products.

As the Ellucian report points out, “The value that IT brings to an institution should rest on its ability to innovate, not simply maintain the status quo.” In fact, the ability to innovate was mentioned by 32% of IT professionals as one of the reasons why moving to the cloud made sense, according to a study released by Edtechmagazine.com. Instead of spending time managing the ownership of software applications, users can now focus on servicing stakeholders, fostering innovative entrepreneurship, and leading cutting-edge initiatives.

Efficiency

According to an Educause report, the cloud model results in better utilization of resources, including an increase in server utilization to 60-70% (compared to the typical 30%). It also enables organizations to consolidate data centers. Finally, the report mentions “improved productivity in application development, application management, network, and end user”.

Agility

Based on that same report, it may take years to build out data centers, or months to increase the capacity of existing services. Moving to the cloud results in “near instantaneous increases and reductions in capacity” and the ability to respond to urgent needs much more expeditiously.

Time and energy savings

Reducing your data center footprint not only results in less time spent on upgrades, patches, and license management, but it also reduces power and cooling costs. As Cisco’s white paper on cloud computing in higher education explains, “the poor energy efficiency of most data centers, due to substandard design or inefficient asset usage, is now understood to be environmentally and economically unsustainable. Cloud service providers, by using economies of scale and their capacity to manage computing assets more efficiently, can consume far less energy and other resources than traditional data center operators.”



76% of higher education cloud users reduced costs by moving applications to the cloud. with an average savings of 21%.

Benefits of Cascade Cloud

More higher education organization are using a cloud-based CMS than ever before, and Hannon Hill customers are no exception. In addition to the advantages listed above, there are other reasons why choosing Cascade Cloud benefits your organization. Let’s take a look.

Hassle-free installations and upgrades

Why burden your IT department with something that has become a commodity? Why not let them focus on more strategic initiatives and let us handle the provisioning of your Cascade servers and database? We handle all upgrades for you so that you will experience minimal downtime and no bottlenecks.

Peace of mind

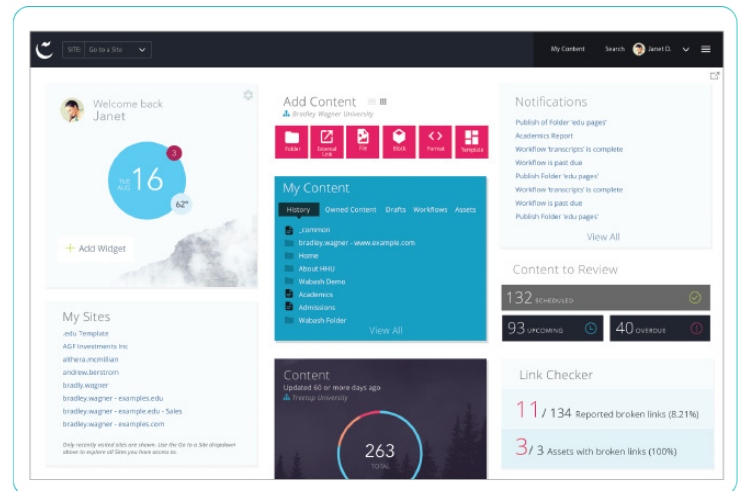
With Cascade Cloud, you know you don’t have to worry about security, backups, or even disaster recovery. Should there be a security update that needs to be implemented, we can apply it instantaneously. We use best-of-breed service providers who follow the most stringent security recommendations. Those services allow us to provide a snapshot of your database and restore it to a previous state within minutes. We can even spin up a new instance at a different location. Moreover, our Service Level Agreement assures you optimal service and uptime, which minimizes risk.

Faster troubleshooting

One of the biggest benefits of Cascade Cloud is that we can exponentially expedite the resolution of support tickets. Instead of sending the database back and forth and needing support engineers to replicate your environment, we can simply log into your cloud instance and diagnose the issue.

A better CMS experience

You can rely on our technical expertise to ensure that users have the best possible CMS experience. In addition to providing you with the setup and infrastructure that best suits your needs, we also provide advanced functionality in Cascade Cloud. For example, because we control the technology and infrastructure, we are able to provide more integrations with other systems. Finally, because we are able to obtain usage data from our cloud instances, we can develop better software for you at a faster pace.



Better products

As Bradley Wagner, VP of Engineering, said, “As product makers, one of the big draws is more insight into how our users are and aren’t using the product. One of the big sacrifices we make with on-premise software is giving up valuable user behavior data that can be used to constantly improve our offerings. With cloud-based solutions, we can build better products that meet the needs of our users.”



As a cloud-based solution, it’s easier to QA the product. Changes and fixes can be deployed within seconds. Because we can connect directly with your end users and constantly monitor areas of improvement, we deliver better solutions. The more data we collect, the more patterns we identify across organizations, enabling us to derive insights and create things that, in some cases, users didn’t even know they needed.

Conclusion

Cloud-based services, especially SaaS, have not only taken the private and the government sectors by storm—higher education is embracing it at a rapid pace as well. Cloud offerings enables colleges and universities to innovate, improve resource allocations, increase efficiency, reduce operating costs, and increase scalability and agility. In terms of cloud-based content management systems, higher education is reaping other benefits including faster troubleshooting, peace of mind, and a better experience for both technical users and content contributors.

What our Customers are Saying

"When my school was affected by a big storm, I was able to do emergency communications from my house instead of attempting the drive onto campus grounds. That was one less thing to worry about when relaying timely information to the community. Your cloud solution was one of the few stable systems!"

Karole Schroeder, Tarleton State University

"For us at Macomb, having our CMS hosted is a great benefit due to the fact that it takes the responsibilities off our IT department, allowing them to focus on other college projects. With changes in technology happening every day, our IT department is always play catch-up with upgrades to current technology and the introduction of new technology, so they are pleased when we can take some of the burden off their to-do list."

Scott Menig, Macomb Community College

"Having our CMS hosted allows us to focus on content for the website instead of maintenance of the technical part of making the site. It keeps our CMS available at all times, even when we might have issues with servers on campus."

Tonya Oaks-Smith, Henderson State University

"Hosting our CMS in the cloud is a great option for any web team, especially a smaller team like ours. The people at Hannon Hill have always been extremely responsive to our requests. The cloud option helps our team worry less about maintenance and we can focus our efforts on creating sites that will help drive enrollment."

Evan Eikenberry, Indiana Wesleyan University

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About Us

Hannon Hill is the #1 CMS provider among higher education organizations. Our content management system, Cascade CMS, powers more than 25,000 sites and supports over 100,000 users across the globe. Hannon Hill provides a comprehensive content management and content marketing suite that allows you to be more strategic about your content, manage it effectively, promote it via a variety of channels, track and measure the success of your efforts, and plan the next iteration of your strategy.

Contact us to learn how our comprehensive content management and content marketing suite will enable your organization to exceed its web marketing goals.



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