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Higher Education Industry

Higher Education Point of View

Key Trends and Challenges

Today, as with many industries, higher education deals with numerous challenges brought about from internal and external pressures. These issues – like the Global Economic Crisis, environmental and Greenhouse problems, burgeoning government legislation, and the public expectation of continuously improving service standards – affirm the need for the industry to adapt and to evolve.

In the face of the Global Economic Crisis, many institutions are now under increased pressure for budgets [Figure 1], resulting in slashed operational cost and greater diligence in managing return on future investments. Reduced donation and effectiveness in future investments raise questions about finding innovative ways for managing standard operations more effectively.

[Figure 1] Total Revenue Composition and Federal Budget Trend

Of total revenues, government funds received compromise a significant portion. However, government funds suddenly decreased due to economic crisis.
Government legislation is an influence that can stretch an institution’s ability to adapt to its limits. The black letter absolutes of legislation give institutions little room and time to change their processes in order to comply. Acts like the Family Education Rights and Privacy Act (FERPA), which only allows the release of academic records upon student approval, require an efficient and time saving flexible system that is also robust and secure. Without this flexibility, institutions can exceed their time to comply, incurring greater cost and regulatory pressures.

The environment and the Greenhouse effect are much older issues. Going “green” has been a progressively growing siren song that can no longer be ignored. Its traditional discourse trod the path of environmental sustainability, but in more recent times institutions have rightly learned that the efficiency of “green” is also the efficiency of money. The eco-friendly measures and programs champion business efficiency and by being “greener” institutions can also save face as they save dollars.

And, finally, despite all of these broad external pressures, modern students expect better services and assistance more than ever before. With emergence of new student types such as foreign exchange, part-time and online-degree students, institutions are obliged to provide new and innovative ways to deliver services through diverse communication channels. However, it is challenging for institutions to satisfy these needs through the traditional antiquated paper-based processes and systems.
### Document Workflows

[Figure 2] Document Workflows in Higher Education Institutions

- **Strategic Planning and Stakeholder Management:** Marketing material creation and management for strategy development and donor and alumni management causes major bottleneck because paper-based marketing materials are scattered among staffs and hard to be re-developed.

- **Student Lifecycle Management:** Key activities of this area are managing administrative services including registering and maintaining students’ record throughout student’s life cycle. Efficiency is hard to achieve due to inter-departmental information silo between admissions, financial aid, career development and such.

Note: This workflow is based on SAP Industry-Specific Business Map ([http://solutioncomposer.sap.com](http://solutioncomposer.sap.com))
• **Academic Services and Learning:** As a core service of education industry, this area consists of class planning and teaching and learning content management. Faculties are facing challenges as they utilize more diverse teaching materials and methods through different delivery channels than ever.

• **Campus Life and Student Service:** Major difficulty in this area is on-campus facility service in which higher education institutions need to ensure convenient printing service in library while controlling student’ paper-usage.

**Document Requirements**

To meet the key challenges, higher education institutions are focusing on innovative document solutions across the operational workflow. Document solutions typically address the following industry requirements:

* > **Cost Reduction**

Reducing total cost of ownership (TCO) – initial and ongoing cost. Institutions need to factor not just the initial cost of document management solution but also the associative operational cost over the life of the system.

* > **Document Digitization and Information Integration**

Digitized documents provide the ability to be easily searched, viewed, edited, and printed on-demand through Electronic archive of paper-based documents. Integration of different types of digitized documents encourage information sharing, interdepartmental collaboration and foster greater productivity in administration, as well as better management of donor and alumni information for marketing.
Information Protection

Compliance with regulatory legislation, such as Family Education Rights and Privacy Act (FERPA). Institutions need robust data security for the whole document management system. The data security system must provide stringent data protection and storage management, relying on secure user authentication. Storing access logs and data usage history are needed for supplementary data security. Additionally, proven back-up and disaster recovery plans should be mandatory.

Eco-friendly Document Devices

Going “green.” It is becoming essential for higher education institutions to secure an eco-friendly document fleet. “Green” document devices offer eco-friendly materials and packaging, recyclable supplies, and low energy consumption, emission rates, and noise levels.

Samsung’s Value Proposition for Higher Education

Through years of experience, Samsung has developed a deep understanding of document management in higher education industry. Our comprehensive document management solutions deliver customer satisfaction by reducing document processing cost and improving productivity. We understand the importance of regulatory compliance and have developed a document management solution compliant with government regulations. Finally, our solutions support the realization of the greener campus.

Print Cost Reduction

Samsung provides cost-competitive hardware and supplies tailored to the needs of your organization.
Efficient system architecture and machine layout will cover all needs and helps organizations to reap the maximum benefits from any document solution expenditures. At the same time, with our centrally managed printing solution, institutions will be able to optimize printing cost by monitoring usage in public areas like library and computing laboratory.

**Productivity Enhancement**

Samsung wants to partner with you to improve your document management productivity. Our solution offers cutting-edge, high-performance laser technology that will allow you to upgrade from a manual process to an electronic document management system.

**Student, Faculty and Staff Satisfaction**

With convenient printing and scanning solutions, Samsung helps higher education institutions improve student and staff job satisfaction.

Rapid responsiveness and fewer manual processes mean staff can focus on providing better services to increase student satisfaction.

In addition, Students will be easily creating the report through our customized webpage printing solution while staffs will benefit from a highly compatible, easy-to-install features that provides uncomplicated fleet management.
Information Security and Regulatory Compliance

Samsung provides legally compliant, high security document management solutions for higher education industry. We also include functionality for preventing the physical loss, misplacement, or damage of key academic records. Samsung enables secure and reliable communication between faculty, staff and related participants.

Commitment to Green

Samsung is committed to the greener campus by using environmentally friendly materials, operating functions, and production processes. This is demonstrated by Samsung’s commitment to certified energy-saving products and toner cartridge recycling program.

Samsung Offerings for Higher Education

Samsung engineers reliable, high-quality hardware and software solutions, designing custom systems based on the needs of each organization. Our collaborative, responsive service module delivers real value to customers.

Cost Optimization

In a comparative study performed by Buyers Laboratory Inc. (BLI), the leading source for unbiased and reliable intelligence for the imaging industry, Samsung copiers and supplies outperformed others in reliability, multi-tasking capability, and productivity and efficiency. BLI confirmed Samsung as provider-of-choice for lowest-cost management options [Figure 3].
[Figure 3] **Lowest Cost of Ownership**: Both Samsung color and mono A4 copier proved lowest total cost of ownership vs. industry leading vendor’s copier in BLI Test

Samsung’s Managed Print Service (MPS) consolidates on-site printers, MFPs, copiers and fax fleet management with a variety of flexible options, from basic cost-per-page contracts to comprehensive service engagements. A convenient, metrics dashboard provides complete visibility into all network device usage so that printer, fax, scanning and copying can be monitored and measured from anywhere. Using Samsung’s Managed Print Service (MPS) programs, institutions typically save 10 to 30 percent in total cost of ownership.

In addition, real-time monitoring of toner outage or printer malfunctions enables device maintenance management, while Samsung’s CounThru™ 2 Enterprise analysis report shows usage and billing information by print type, paper size and color selection [Figure 4].
Productivity and Satisfaction Improvement

Convenience and Ease of Use

Samsung helps higher education institutions to enhance productivity by managing large volumes of paper documents in digitized form. A hardcopy scan can be transformed into various formats, including .tif, .jpg, .pdf and delivered to any destination, using fax, printer, OCR, e-mail or any enterprise application. Samsung’s “Scan to USB” enables you to transmit scanned documents and receive e-mail directly to any USB device. You can register an email address, scan a document, and then share hard copy reports by emailing them to multiple recipients.

Education professionals can conveniently index, search, and categorize documents, and collaborate across diverse information technology and communications platforms. The system allows administration, accounting, and any other departments to securely access, update, share and store any document [Figure 5].

[Figure 5] SmarThru™ Workflow 2: Simplify document workflows: Capture paper and electronic documents and distribute them to predefined destinations and processes
For economic multiple-document printing, Samsung provides competitively high-speed duplex printing. Samsung devices include finishing options for convenient print operations. For example, you can use finishers that automate, staple or collate jobs for large volume printing.

For higher education institutions seeking printing cost optimization, Samsung provides convenient functions for self-operation. One way to illustrate this is to show that Samsung copiers have numerous user-friendly functions (for example, easy-to-install drum/toner cartridges; a simple pull in/pull out finisher; and a fax module).

Samsung’s “Anyweb print” provides convenient and cost-effective printing option by enabling selective web printing in an optimized layout. This solution is ideal for users who work at home or in multiple locations, because it eliminates the need to install individual drivers for each printer. Simply download a single universal print driver and print through virtually any device, even those made by other manufacturers [Figure 6].
To preserve your current investment in print and communications infrastructure, Samsung’s Universal Printer Driver recognizes and works with any PDL printer or multi-function device. In addition, our solution allows you to remotely control, monitor and troubleshoot multiple devices from a single interface [Figure 7].

[Figure 7] Samsung Universal Print Driver: One simple install supports multiple printer brands.

Responsive Service Plans

The Samsung implementation team offers hardware and software customization and system design as well as legacy system integration services. We minimize the costs of ongoing...
maintenance services by setting a fixed fee for each, so you can phase in the service you require and plan costs in advance. Typical options include service-level agreement changes, parts-only warranties, extended warranties, onsite or call center service; local provider service, equipment pick-up and delivery, in-house escalation and next-business-day service [Figure 8].

[Figure 8] Responsive Service: Rapid, flexible, and customized service to satisfy customer’s specific demand

Compatibility and Flexibility

Samsung engineers compatibility with printing features using Citrix and SAP, as well as with IPv6 / IPSEC. Our inter-changeable toner cartridges and other supplies let you manage printers easily and effectively from single vendor.

Samsung’s powerful and flexible platform, partnered with relevant third-party expertise, is able to satisfy various business requirements through streamlining administrative process, secure device/network/applications access, and tracking prints/copies/scans/faxes.

Innovative, Durable Hardware

For years, Samsung’s multifunction printers have led the way in innovation and cost reduction. They have received reviews that place them time and time in the “Best Quality in terms of Performance and Innovation” for reliability, multi-tasking capabilities and productivity and
efficiency improvements. Samsung has been continuously awarded “Pick of the Year” by BLI, and is consistently a “Better Buys for Business” Editor’s Choice.


Security and Privacy Protection

Samsung’s diverse product lines are engineered with privacy and security as a paramount consideration.

Security Features for Regulatory Compliance

Samsung’s unique security features eliminate detect and eradicate malicious attacks and to protect student record information. FERPA compliance features include user authentication and authorization for document access; security logs for audit; and enhanced network security for record transmission.

Common Criteria Certification for MFPs

“Common Criteria” (CC) certification makes it easier for IT professionals to identify the products that meet their security requirements. Samsung’s CC-certified MultiXpress features include image overwrite, user authentication, security management, security audit log and data-flow management.

Image Overwrite Feature as follows;

User information created during copying, printing, network scanning, scanning to e-mail, or scanning to server processes is immediately recorded on the MFP’s hard drive. To secure this information, the MFP software implements an image overwrite function to erase image data. The MFP software performs three overwrite passes of the data using the methods defined in Department of Defense (DoD) 5200.28-M.

- Related Solutions with software: SyncThru™ Web Service UI (Device Management)
Ecological Foot-Print Reduction

Ecological Credentials

Greenpeace, a world-renowned environmental group, ranked Samsung as the world’s second most eco-friendly company. In addition, we received the 2009 Energy Star Excellence Award from the U.S. Environmental Protection Agency, and became a SmartWay Partner to help reduce greenhouse gases generated during freight transport. Samsung printers have garnered numerous Blue Angel Certifications and every Samsung printer and MFP built since 2007 has been granted a Star Mark. Samsung is committed to helping consumers lead a greener digital lifestyle, and has developed innovative toner units and printer functions to minimize material use and energy consumption.

STAR (Samsung Take-back and Recycling) Program

Samsung’s S.T.A.R. Program is a free service, created in partnership with FedEx, to encourage companies to take responsibility for keeping the environment clean. Since 2005, it has set a new industry benchmark for cartridge return plans. Under the program, Samsung collects empty print cartridges, safely recycles them, converting them into useful materials and thereby ensuring they are not incinerated or sent to landfills [Figure 9].

[Figure 9] Samsung Green Practice and Recycling Program