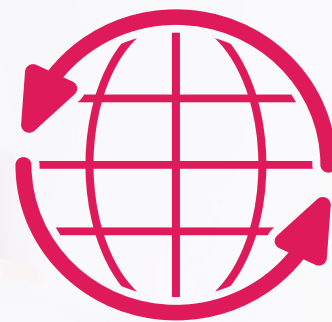
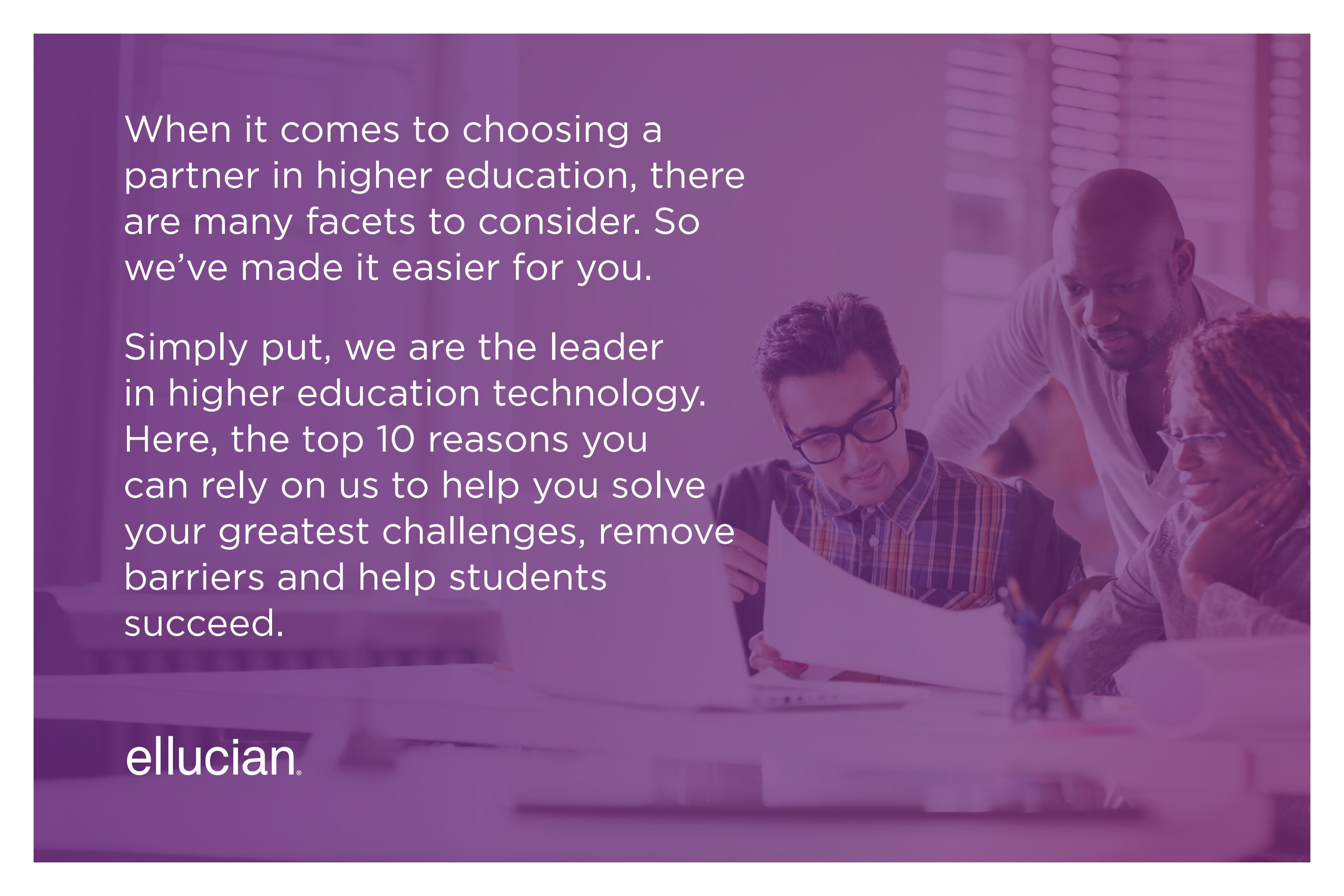


ellucian®

Top 10 reasons why Ellucian supports your higher mission

Why more than **2,400**
institutions around the
globe trust us as their
strategic partner



A group of three people (two men and one woman) are gathered around a desk, looking at a document together. The man on the left is wearing glasses and a plaid shirt. The woman on the right is wearing glasses and a light-colored top. The man on the right is wearing a white shirt. They are all looking at a document held by the man in the plaid shirt. The background shows a window with blinds. The entire image has a purple tint.

When it comes to choosing a partner in higher education, there are many facets to consider. So we've made it easier for you.

Simply put, we are the leader in higher education technology. Here, the top 10 reasons you can rely on us to help you solve your greatest challenges, remove barriers and help students succeed.

ellucian®

REASON #1

100 percent dedication to higher education

It's all we do.
We live it and breathe it just like you.

We spend every day thinking about how our software and services can help higher education institutions advance. That focus is paying off. Today we serve:

- **2,400** institutions
- **40** countries
- **18 million** students

We are the largest provider of enterprise resource planning (ERP) systems in the world. Running on Ellucian:



86%
of the top
50 U.S. public
universities



90%
of the top
50 national
universities



Nearly
500
institutions
outside of
the U.S.

With more than 40 years of experience, no one understands higher education and its unique needs more than we do.



REASON #2

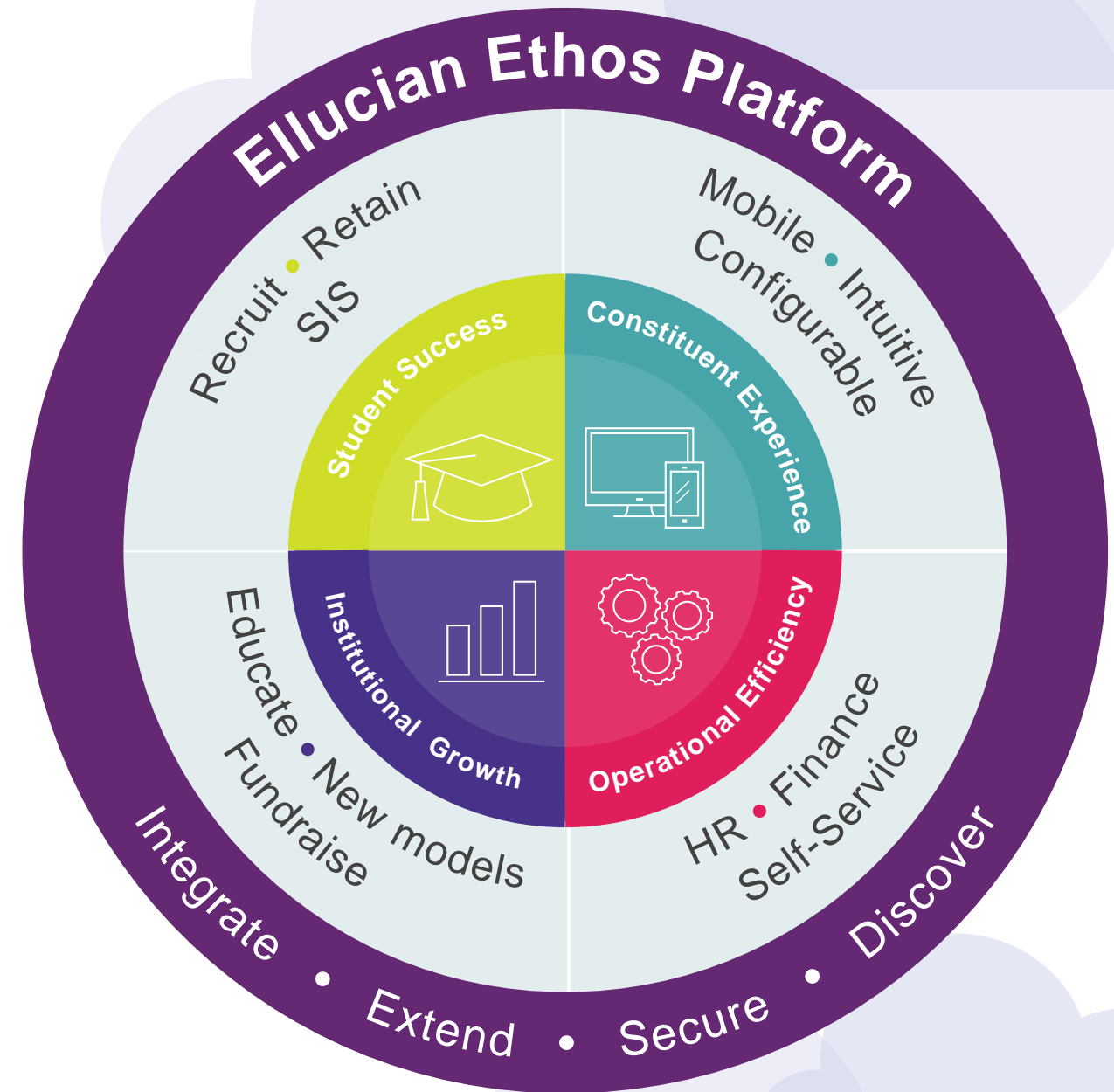
A comprehensive portfolio of integrated solutions

We're dedicated to helping students succeed.

So every software and service we offer has that goal in mind. Every year, we design new solutions to meet your evolving needs.

Moreover, our solutions are built on a platform and an evolutionary strategy. Ellucian has invested in the future, both ours and yours, by building these solutions on a strong foundation. Instead of building a loose collection of disconnected applications that use multiple architectures and systems, we offer a single, modern platform: The Ellucian Ethos Platform.

The Ellucian Ethos Platform supports the most complete portfolio of enterprise applications for higher education in the market today. Our solutions are designed to connect your institution—so your systems, teaching and administrative staff, and your students are all working with the same, easy-to-access information. From constituent relationship management (CRM) and student information systems to analytics and administrative tools, our solutions support each step of the academic lifecycle.

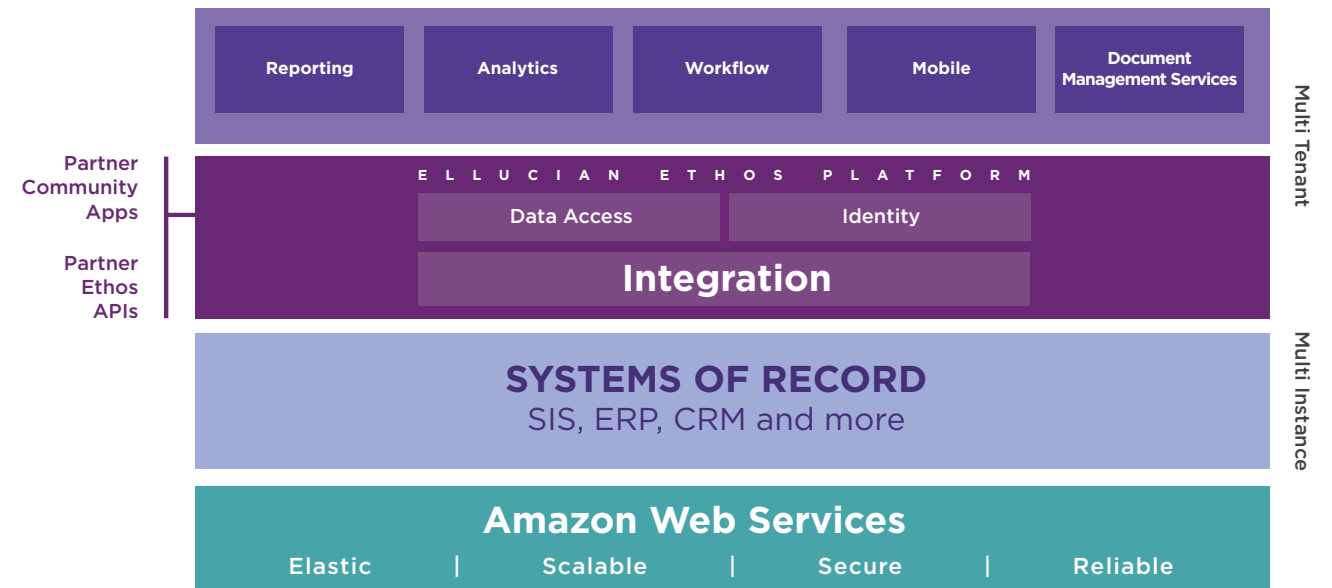


REASON #3

Cloud. Cloud. Cloud.

With more than 1,400 institutions subscribing to Ellucian's cloud services and SaaS offerings, we are one of the largest providers of cloud-based solutions. Only Ellucian delivers:

- » **A strategic partnership with Amazon Web Services (AWS)**—Ellucian's experience, coupled with AWS' market-leading infrastructure, helps institutions keep pace with innovation and focus on their core mission while reaping the benefits of new cloud technology.
- » **Higher education functionality**—Our cloud-based solutions feature the most complete set of functionality designed specifically to meet the needs of students, teachers and administrative staff.
- » **The best of multi-instance and multi-tenancy**—Our AWS-supported cloud infrastructure gives you extensive configurability and security with a single solution that we upgrade and maintain for you—giving you immediate access to the latest Ellucian innovations.
- » **A cost-effective path to the cloud**—With Ellucian, you can transition to the cloud quickly and efficiently without a complex reimplementation, the burden of extensive change management, or an entirely new IT skill set to acquire.



**Gain agility. Innovate.
Feel confident.**

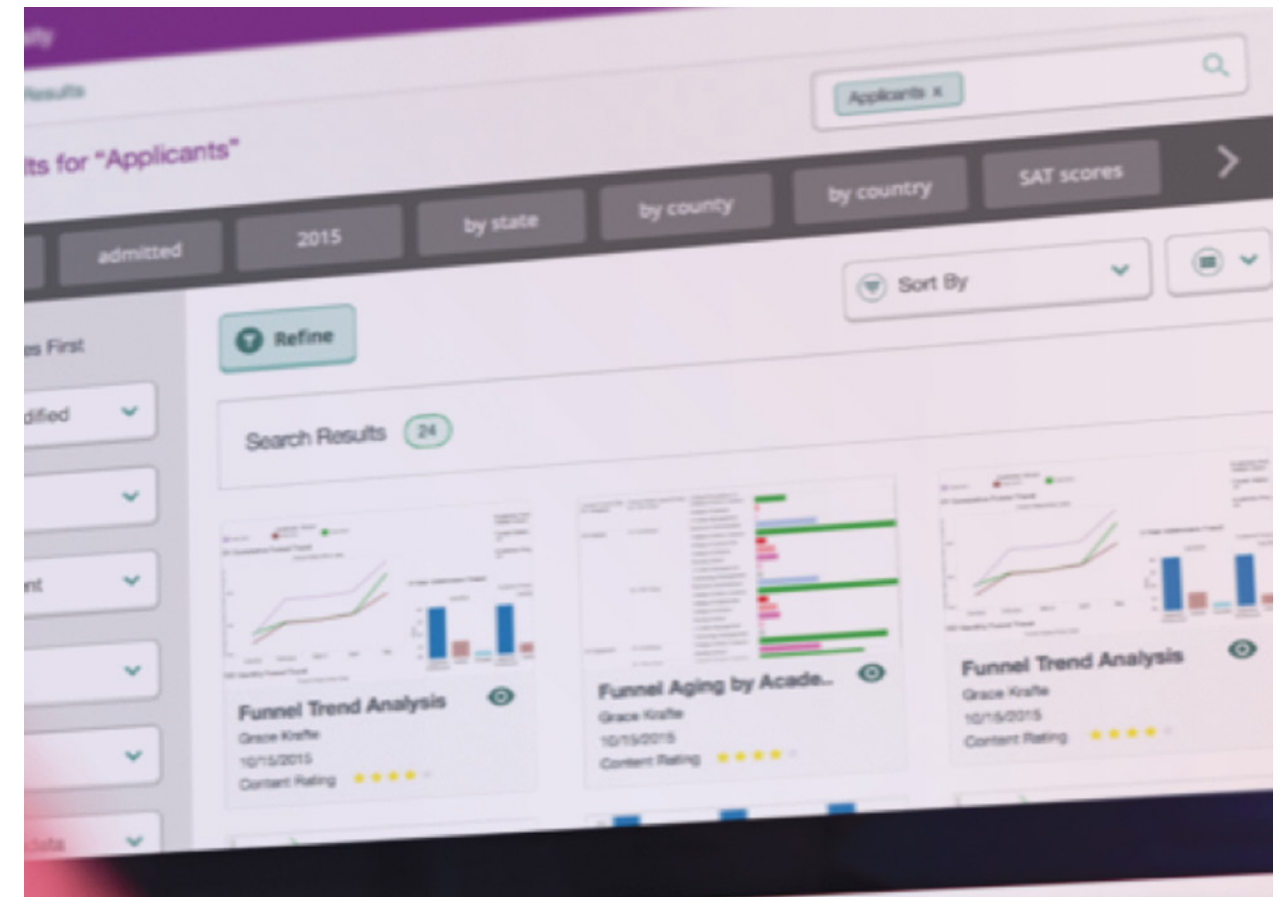
REASON #4

We built the only higher education data model in the world

What does that mean? It means that all our systems are designed for institution-wide integration within an ecosystem that will evolve as your institution changes.

The Ellucian Ethos Data Model is a patent-pending data model that speaks higher education's language. It provides a standardised language by which all of an institutions' applications can finally talk to each other—giving decision makers the full context they need to make truly informed decisions.

Your administrative staff needs insight they can act on. The Ellucian Ethos Data Model enables rich, role-based reporting and analytics that serve up relevant, real-time content from both Ellucian and non-Ellucian systems. Ellucian has designed specific departmental domains and report sets for more than 200 personnel types on institution, based on their most highly cited informational needs. Taking action based on facts directly leads to better outcomes.



The screenshot displays a web interface for the Ellucian Ethos platform. At the top, there are navigation tabs for 'admitted', '2015', 'by state', 'by county', and 'SAT scores'. A search bar on the right contains the text 'Applicants x'. Below the navigation, a 'Sort By' dropdown menu is visible. The main content area shows 'Search Results 24' and several analytics dashboards. One dashboard is titled 'Funnel Trend Analysis' for 'Grace Krafke' on '10/15/2015' with a 'Content Rating' of five stars. Another dashboard is titled 'Funnel Aging by Acade...' for the same user and date. A third dashboard is titled 'Funnel Trend Analysis' for 'Grace Krafke' on '10/15/2015' with a 'Content Rating' of five stars. The interface is clean and modern, with a purple and white color scheme.

INITIAL ELLUCIAN ETHOS PLATFORM PARTNERS

VERBA **NOVAtime** **CHROMERIVER**
FEEL THE POWER LET BUSINESS FLOW

TouchNet **DIGARC** **aegisIDENTITY**
+ Heartland curriculum + catalog

SignalVine **ADIRONDACK** **We** **nelnet**
SOLUTIONS WEALTHENGINE BUSINESS SOLUTIONS

hepdata

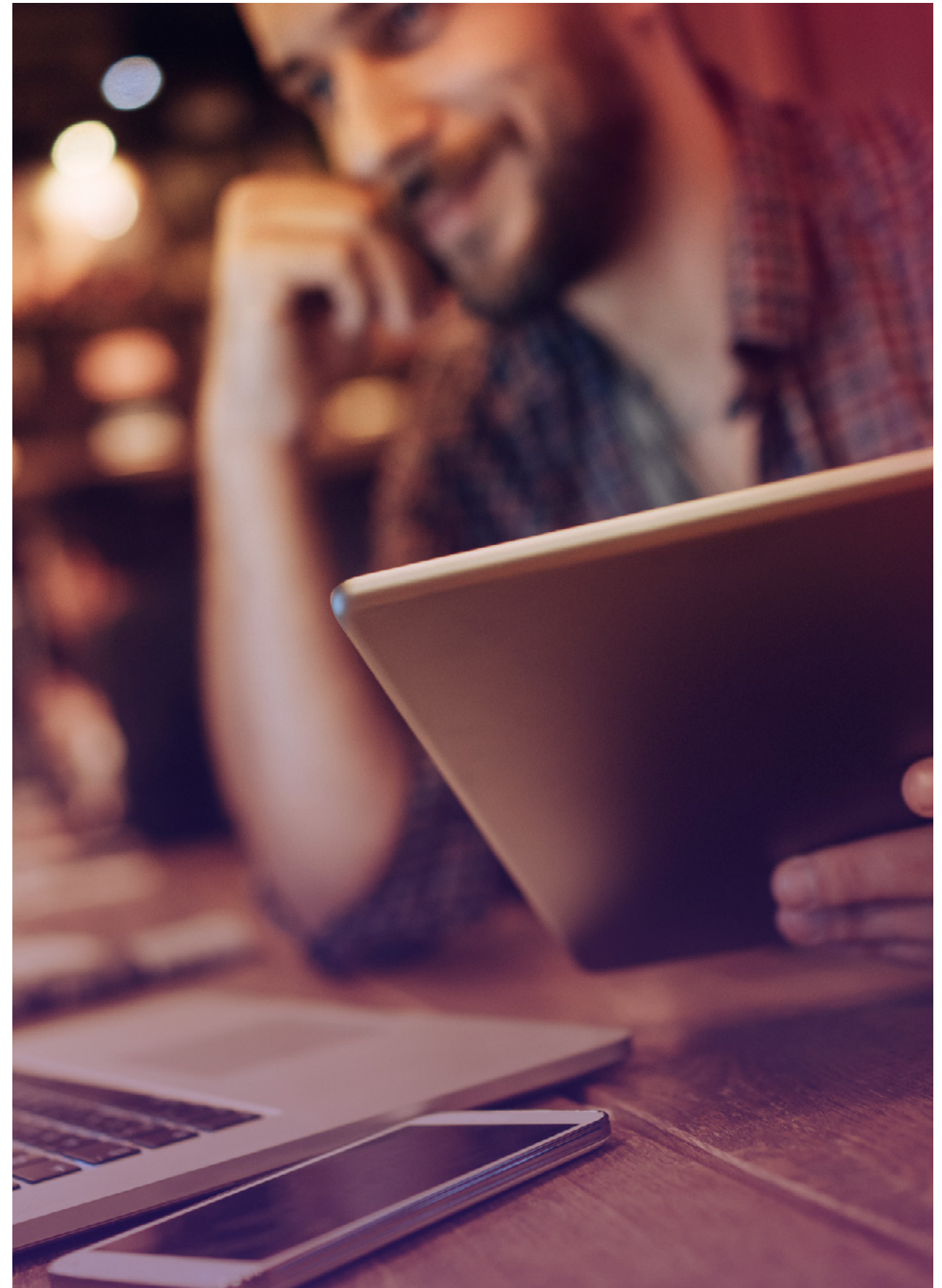
REASON #5

Always evolving, always innovating

We are laser-focused. Before you know you need it, we've built it. We actively invest to transform the user experience.

In the last two years, we delivered our solutions in the cloud—updated with fresh user interfaces—completed our robust CRM portfolio, acquired a ground-breaking competency-based learning solution and developed the most advanced mobile solution in market used by more than 650 institutions worldwide. We continue to investigate new technologies that can meaningfully benefit our customers such as geo-spatial beacons and virtual reality tools. A few highlights:

- » **Modern** user experience design principles applied across the entire portfolio
- » **Flexible** mobile application that is completely configurable by functional users, including students, teachers, administrative staff, parents and visitors
- » **Mobile-first** design philosophy
- » **Piloting beacon technology** for various use cases such as automated attendance management and transportation support



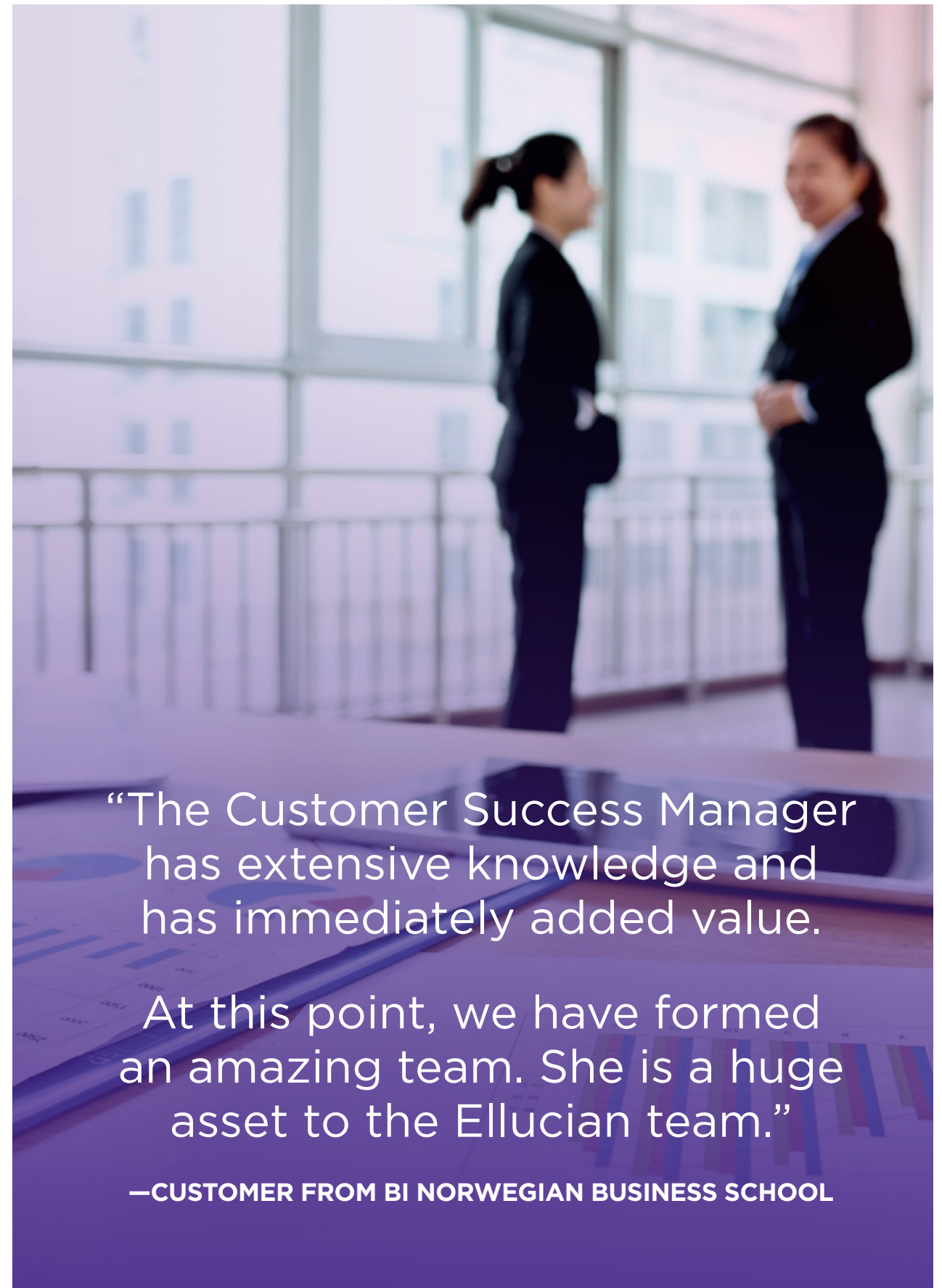
REASON #6

We care about you

If you don't succeed,
we don't succeed.

So every customer is assigned a dedicated customer advocate. Your advocate will provide seamless communication and connection between you and Ellucian to:

- Help you realise the full value of your investment
- Remove barriers and identify successes to cultivate adoption
- Create meaningful experiences and positive outcomes that enrich your journey
- Help you access and use all of the resources available to you



“The Customer Success Manager has extensive knowledge and has immediately added value.

At this point, we have formed an amazing team. She is a huge asset to the Ellucian team.”

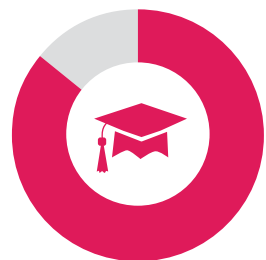
—CUSTOMER FROM BI NORWEGIAN BUSINESS SCHOOL

REASON #7

Expert consultants

Our experts—more than 500 of them—possess the certifications, skills and best-practice experience to make sure your Ellucian solutions meet and exceed your needs.

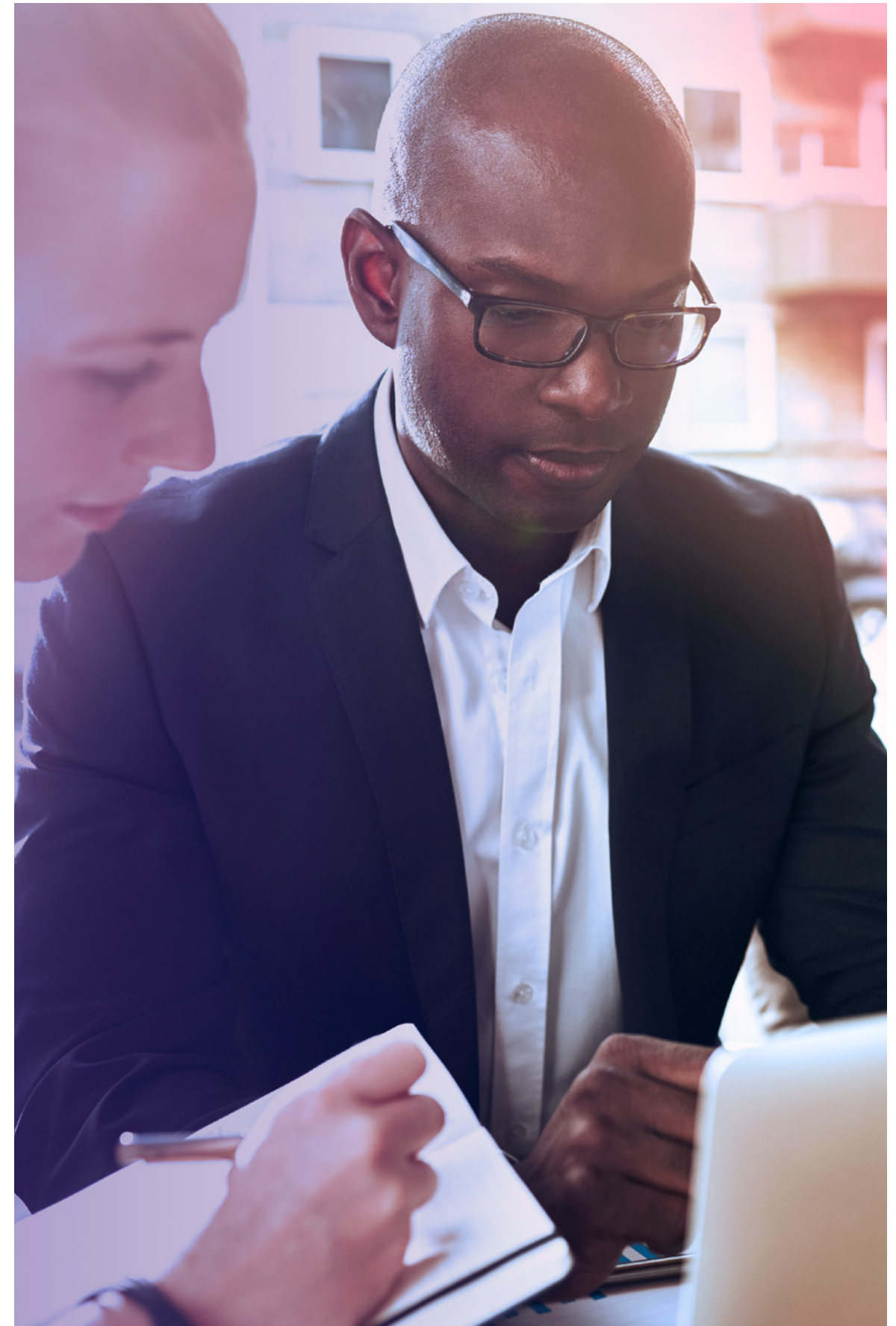
- » **Deep understanding of Ellucian products** means customers are positioned for continuous improvement
- » **All project managers follow Ellucian’s implementation standards** and the majority carry Project Management Institute certifications
- » **Dedicated on-site leadership**, flexible remote services and access to specialists



80%
of our consultants
have worked at a
higher education
institution



Our consultants average nearly
10 years of experience
with Ellucian solutions



REASON #8

Best-practice implementation

Why do you trust us with your system of record—the very heartbeat of your administration? It’s a smart move. We create the solution. We model it. We train you how to use it.

As sound stewards of institutions’ budgets, we work side by side with our customers to ensure implementation and upgrade plans are efficient and value-driven. This is a better way to implement. What does that mean for you? Faster adoption and utilisation, so you get a quicker return on your investment. More efficient processes that reduce unnecessary waste and speed time to value.

Our entire methodology is based on best practices and deep knowledge of higher education governance, regulations and requirements. Once you’re up and running, you and your staff can use the Ellucian On-Demand Subscription Library to stay current and effective.

In one year, more than **500** experts managed **378** solution “go lives” across **235** institutions.



REASON #9

The power of community

We believe in the power of connection.

That's why we've cultivated the world's largest and most collaborative higher education user and customer community with peer-to-peer engagement. The Ellucian community includes:

- » More than **40** self-formed active user groups around the globe
- » **26,000** registered users on eCommunities with more than 60,000 posts, documents and comments and roughly **5,000** average daily views
- » **1,200** individuals from more than 500 institutions participate in advisory boards and development partnerships
- » More than **80** different customer collaboration groups for key topics (users subscribe)
- » Every solution has a client advisory group that actively contributes to solution direction
- » Client development partners and early adopter partnerships support agile development feedback
- » Ellucian EllumiNation programme recognises and rewards positive peer contributions to the community

You're in great company.



REASON #10

Our values

Students are our true north—they are the reason we do what we do.

Ellucian employees believe in the power of higher education to transform lives. We're a great place to work with:

- » **3,000** employees in **20** regional offices worldwide dedicated to a common goal: creating technology that makes higher education more affordable and accessible to students everywhere
- » **40** years of experience balanced with a constant stream of innovative thought leadership





The bottom line:
you need a partner,
not just a vendor.

You need industry expertise and
bright new talent.

You need a solutions provider that
anticipates what's next for higher
education.

You need to find it all in one place
and trust it will grow with you.

Built for tomorrow.
Ready today.

ellucian®

ellucian®

Ellucian is the world's leading provider of software and services higher education institutions need to help students succeed. More than 2,400 institutions in 40 countries rely on Ellucian to help enable the mission of higher education for over 18 million students. Ellucian provides student information systems (SIS), finance and HR, recruiting, retention, analytics and advancement software solutions. With more than 1,400 institutions subscribing to Ellucian's cloud services and SaaS offerings, the company is one of the largest providers of cloud-based solutions. Ellucian also supports the higher education community with a range of professional services such as application software implementation, training, education, and management consulting. **To learn more, visit www.ellucian.com/emea-ap.**

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