

Higher education reimaged

The dynamic, student-powered future of education

NTT DATA can create a more complete educational experience built around students.

By understanding what students need at every point and enabling more proactive communication, engagement and support, NTT DATA can help educators to attract top students; identify their requirements and behaviors in new depth; and bring them the insight, experiences and tools to succeed.

What we deliver

- **Full student lifecycle management:** We end-to-end data and connected communications solutions for managing the student life cycle or journey.
- **Hyperpersonalized experiences:** Using AI, data analytics and real-time suggestions to deliver new and interesting educational content and experiences as well as specific communication about health and wellbeing for every student.
- **End-to-end case management:** Connected and complete data across the student's lifecycle and tools for managing student cases, ensuring timely and effective support at any point of need.
- **Marketing and comms:** Targeted CX and communications to create the right marketing strategies for engaging prospective students, adapting to their needs; acquiring and retaining the best.

Benefits to the university

- **More engaged students, more enhanced support, improved wellbeing and a better experience** - creating personalized learning experiences which can improve student satisfaction and their learning journey.
- **Better student success:** With data-driven insights we can identify at-risk students, suggest interventions and support improved success.
- **More students, driving growth:** Better student experiences mean more students and growth in revenue and funding.

Why you should partner with NTT DATA

- **Deep data and analytics capability:** Huge data, data center and analytics strength and history of management of most complex data workflows and sensitive data workloads.

The power of the full stack:

- NTT DATA's ability to provide truly end-to-end solutions for the student means you have a single partner for the full life cycle of student engagement.
- **Scale and resources:** The vast pool of resources we have supports major education transformations, bringing huge global experience in education sector challenges.
- **Local resources:** With people on the ground, the unique, personalized and highly specific challenges of a major university can be adapted to more easily.
- **GenAI tools:** The world's most complete GenAI frameworks and delivery mean advanced personalization and scaled, real-time support for personalized learning.

Solutions and services

- **ADM**, to create personalized learning applications that cater to student needs/outcomes.
- **AI and machine learning**, for real-time, adaptive learning platforms, suggestions, feedback and response.
- **Networks, 5G, edge**, for high-speed and extremely reliable connectivity so students can always connect to the university and access the resources, materials and support they need.
- **Connected communications and campus systems;** implementing advanced communication tools to drive interactions and support.