

Mobile Campus Solutions

ELUNA 2017

Ido Peled, VP, Business Development

Why Mobile? Why Now?



News Startups Mobile Gadgets Enterprise Social Europe

Trending Facebook Tesla Snap



flurry

trends

Mobile

Apps

Media

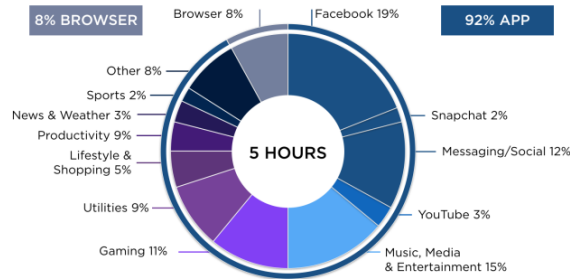
U.S. consumers now spend 5 hours per day on mobile devices

Posted Mar 3, 2017 by Sarah Perez (@sarahintampa)



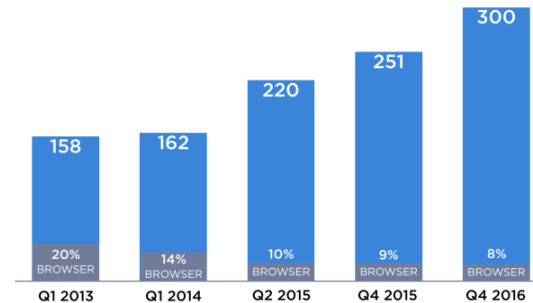
Next Story

US Time Spent By App Category



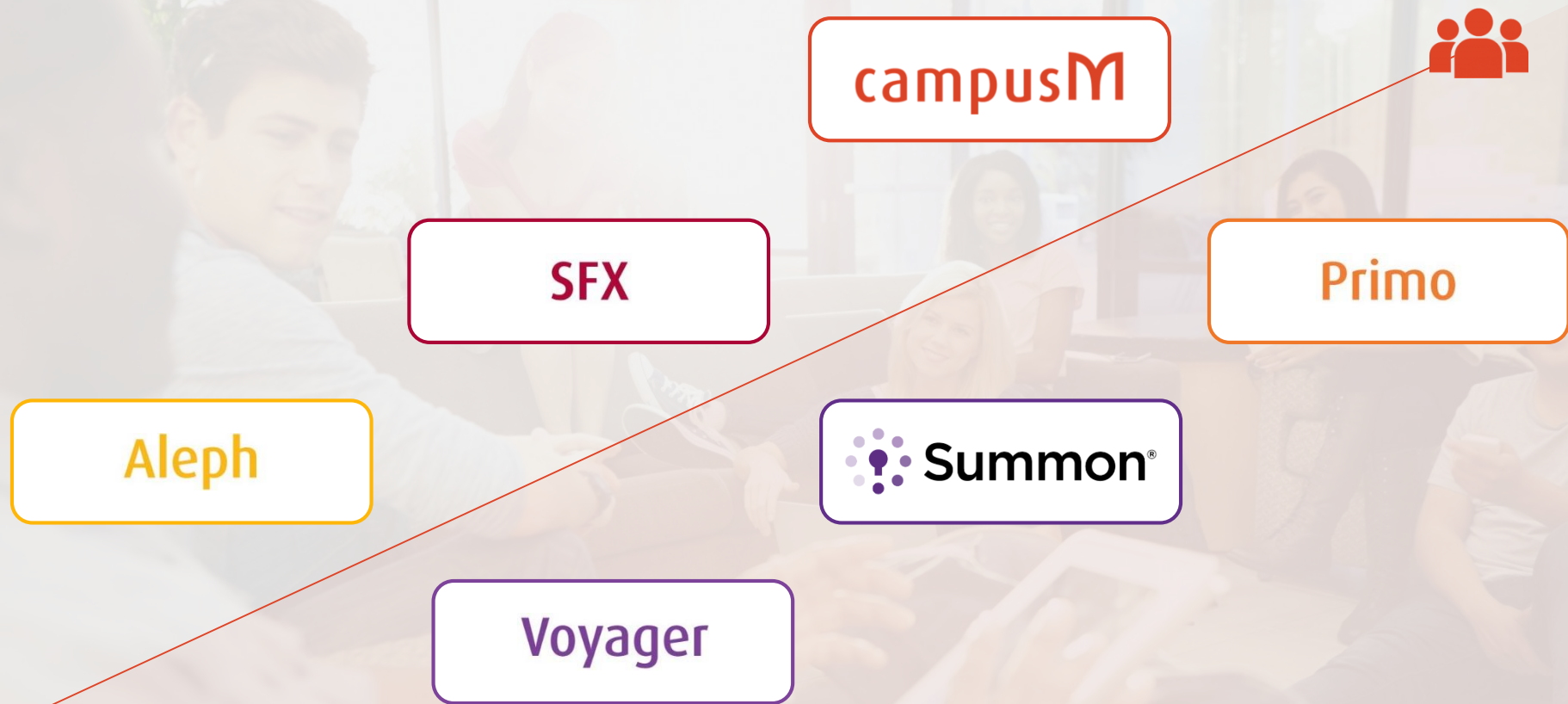
Source: Flurry Analytics, comScore, Facebook, NetMarketShare. Note: US, Dec 2016

US Daily Mobile Time Spent



Source: Flurry Analytics, comScore, Facebook, NetMarketShare. Note: US, Dec 2016

Years in Supporting Students Services



The Urgency of Mobile Apps

5mins

32% check their
phone within 5mins of
waking up

68%

use smartphone while
having dinner with
family

80%

use their
smartphones while
with friends

89%

use their phone
during work hours

Deloitte.



There's no place like phone

Consumer usage patterns in the
era of peak smartphone

<https://www.deloitte.co.uk/mobileuk/>

Mobile is Everything

*"It is **easier to communicate** with fellow colleagues that are within your course. It is an effective method of team and group work."*

*"It really helps to have a free messaging app that keeps me connected to my family and friends, **no matter where they are and what device they use.**"*

*"It is entertaining (watching videos, sharing photos) and **educational** (reading articles)."*



*"I use it all the time, it allows me to communicate with my friends easily and to show them bits of my life that I **couldn't show them with text messages only**"*

*"It's fun and a good way to connect with friends. The new filters have improved it massively and made it an **exciting app to use.**"*

*"I can browse through photos of the people I follow and **get inspiration** for new places to go and new food dishes to try/cook."*

*"It allows me to **keep in touch with** friends and see what they're up to and also let other people know what I'm up to."*

Understanding the Digital Lives of University Students, campusM and Alterline Market Research, <http://bit.ly/2nfZHFq>

Introducing Ex Libris campusM

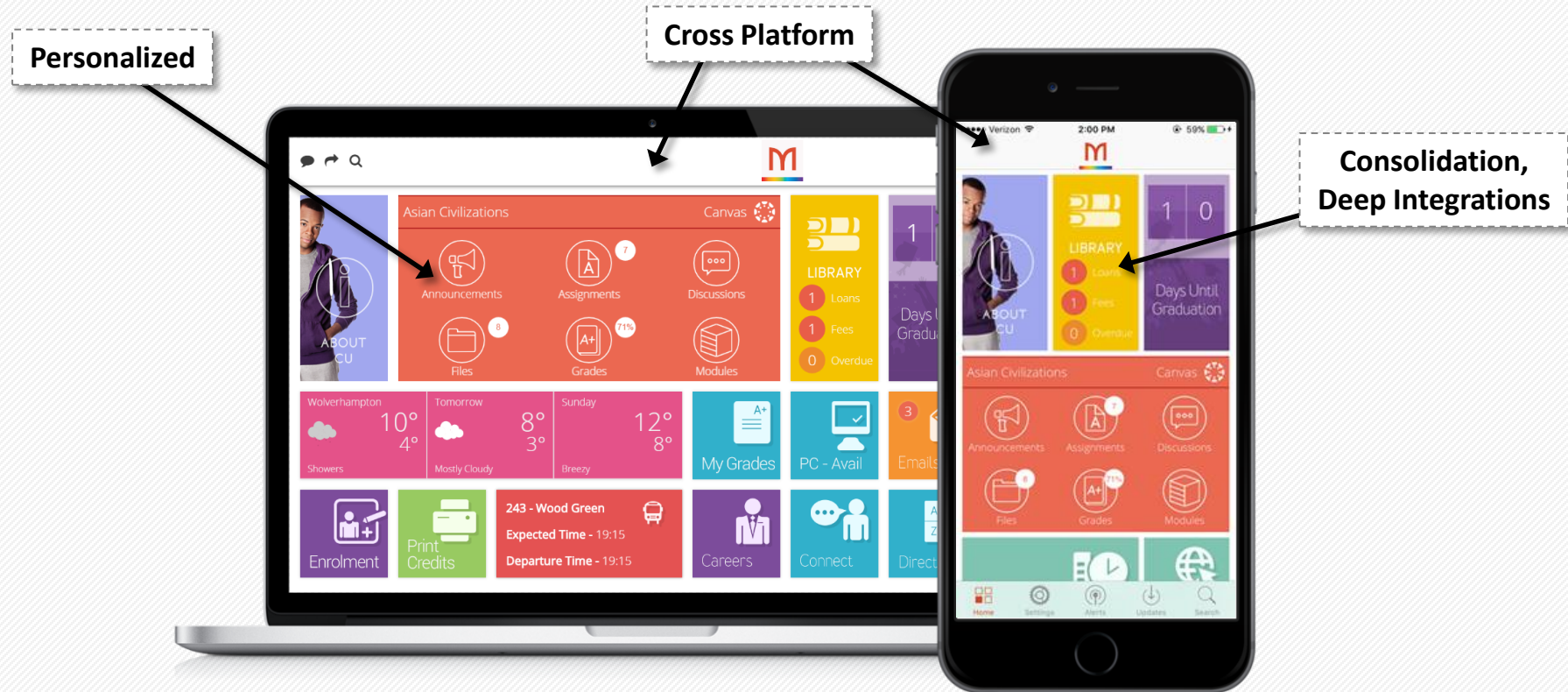
Transforming Your Campus Services Into a Personalized Mobile and Portal Experience



campusM in 3:49 minutes (part I)

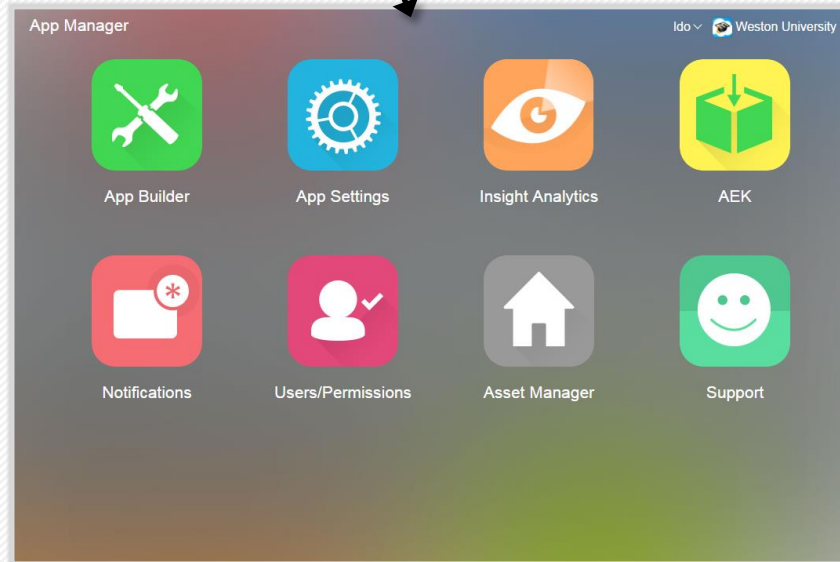


campusM in 3:49 minutes (part II)

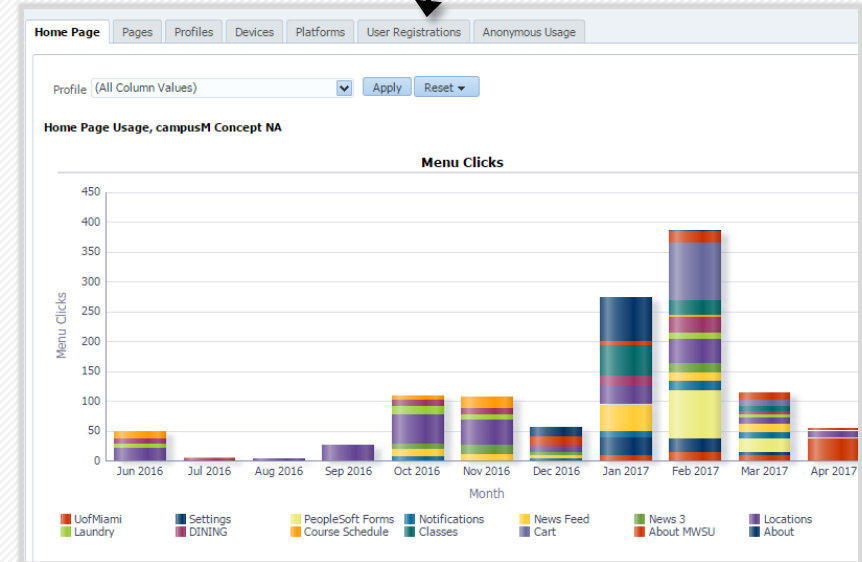


campusM in 3:49 minutes (part III)

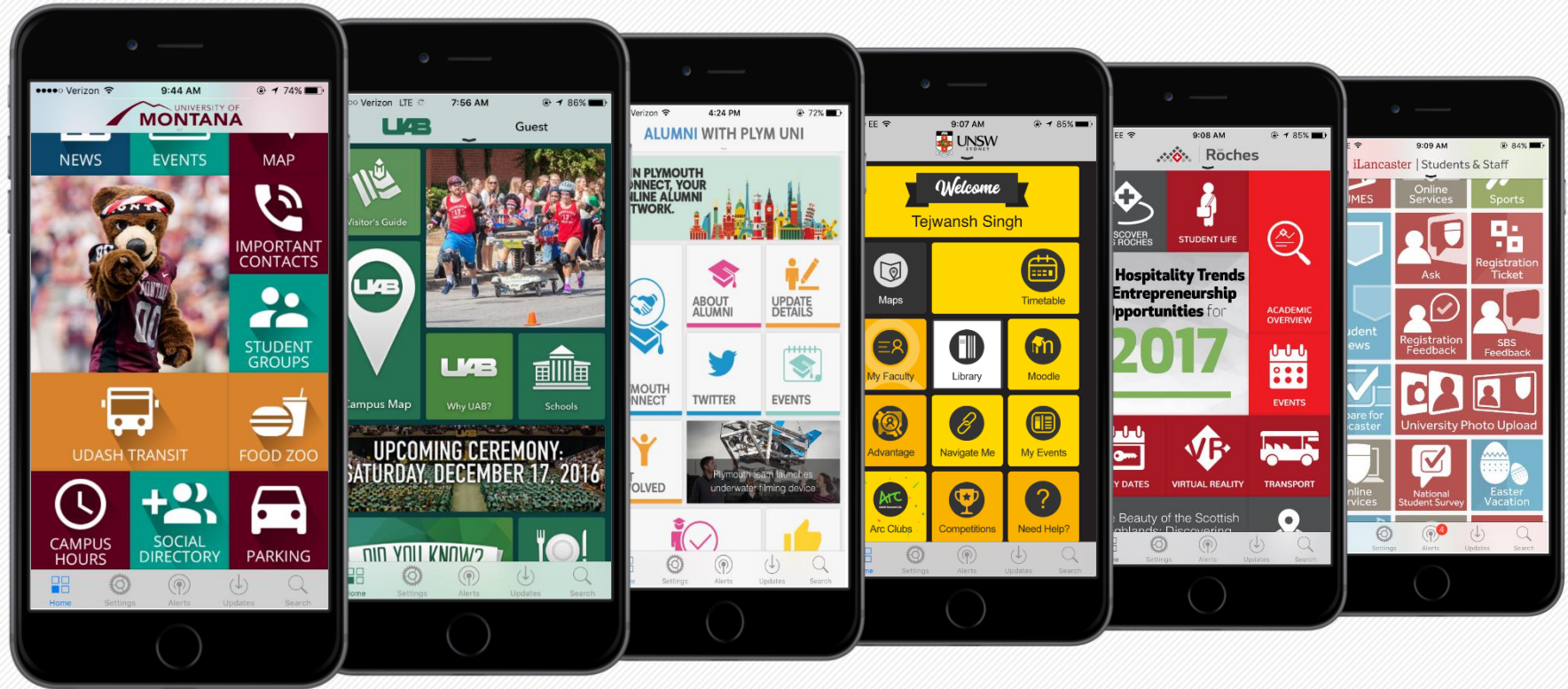
Easily Managed



Insights



campusM in 3:49 minutes (part IV)

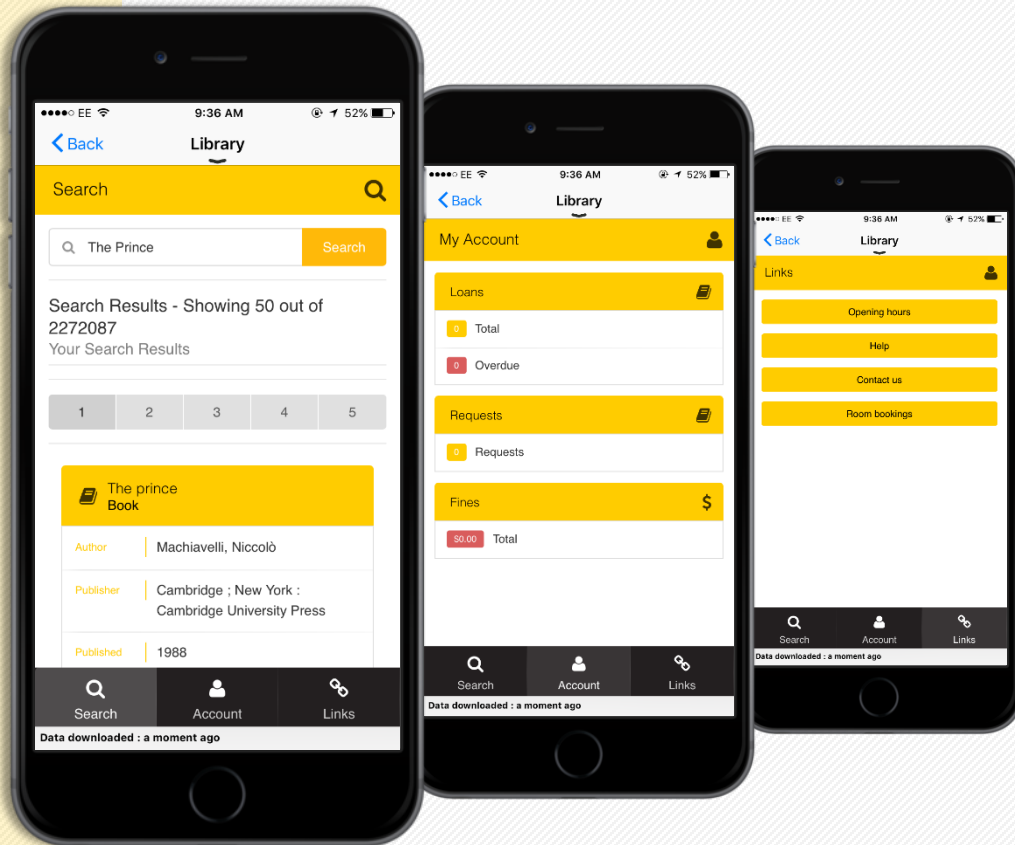


Providing a Native App Library Services

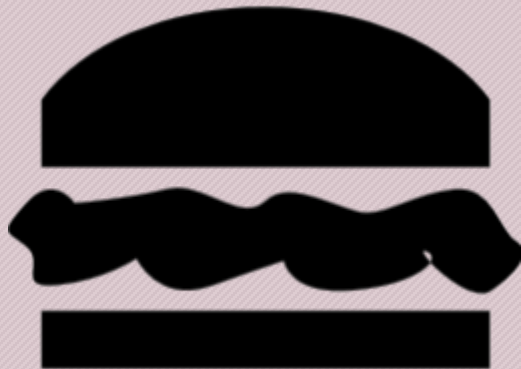


DISCOVERY ▪ MY ACCOUNT ▪ VIEW ONLINE

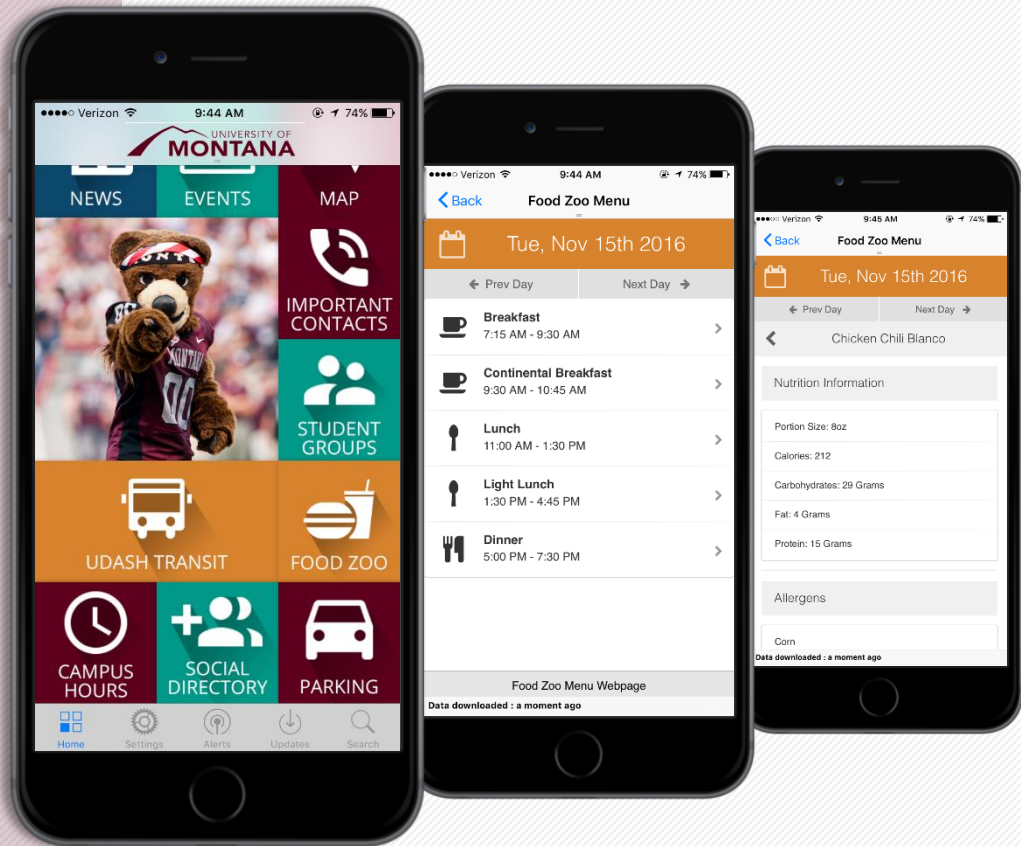
AVAILABILITY ▪ CUSTOM LINKS



Food Options



MENUS • NUTRITION INFORMATION • ALLERGENS
PREFERENCES • INGREDIENTS



Emergency and Personalized Alerts



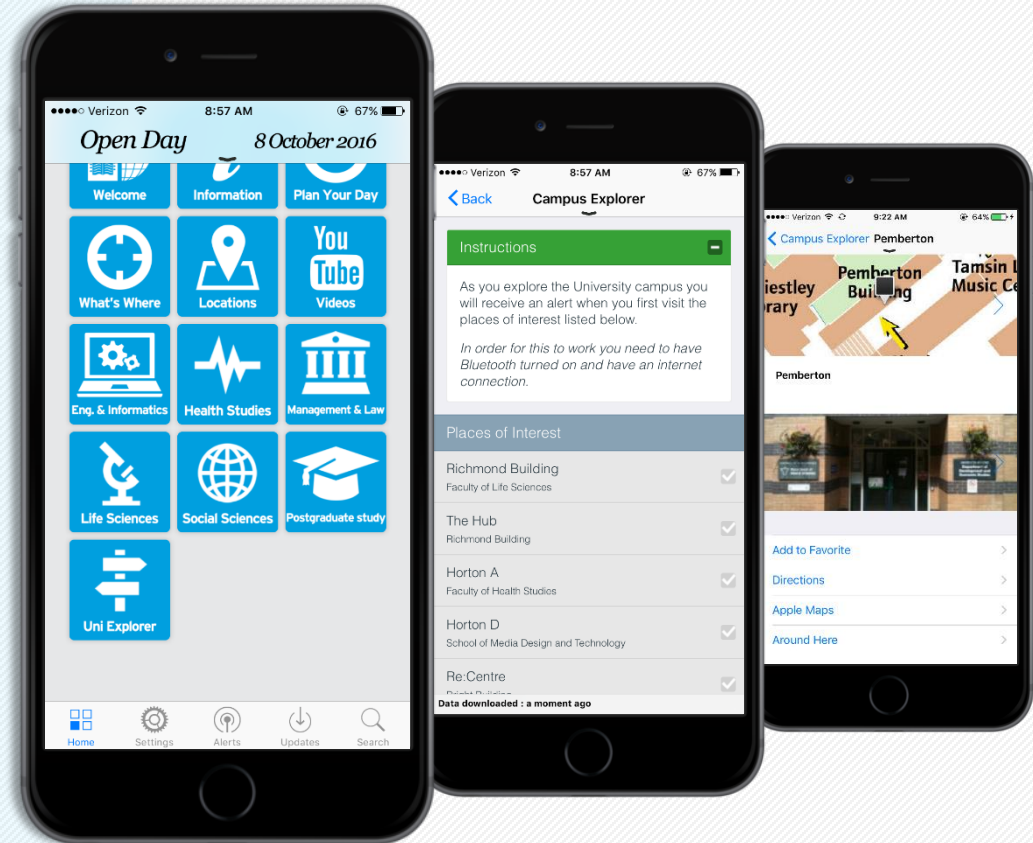
PERSONALIZED • ROLE-BASED
CROSS PLATFORM • TEXT • HTML



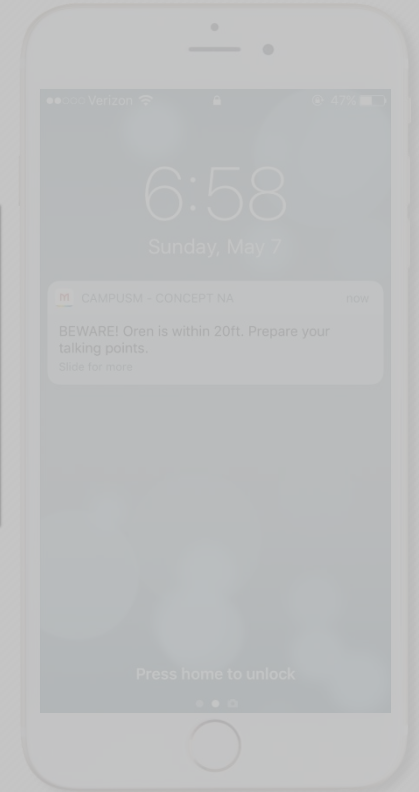
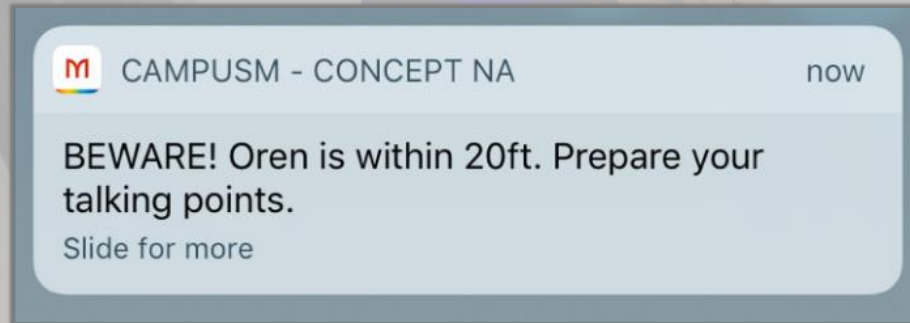
Interactive Open Days



TOUR POINTS • NOTIFICATIONS
ANALYTICS DRIVEN



It Can Also Have Practical Uses!



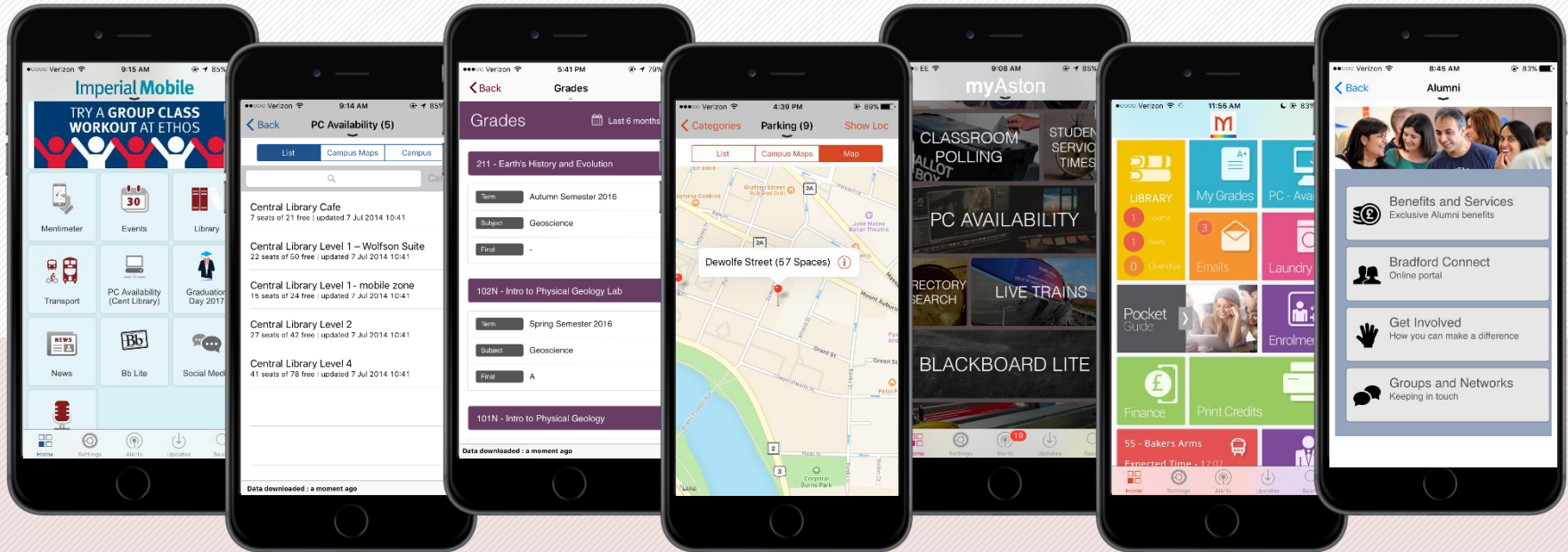
From Laundry to Fix My Street



REACTJS • EXTENDABLE • CODE SHARING
STUDENT ACCREDITATION



And Many More...



SCHEDULE ▪ PC AVAILABILITY ▪ GRADES ▪ MAPS ▪ LMS ▪ EMAIL ▪ CAREERS ▪ EMERGENCY ▪ EVENTS ▪ PRINT CREDITS

Say Hello Everyone!



campusM™ @_campusM_ · May 4

#campusM #wolverhampton team is growing all the time!! pic.twitter.com/Vft0daFiqP



2



3

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Following

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BBCSport

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on @G...

ion news

Connect With Our campusM Team



Clear the Rest of Your Day!

campusM Demo

Wed May 10 2017, 1:30pm–2:15pm, Innovation

campusM

campusM Product Update, Roadmap, and Q&A

Wed May 10 2017, 2:30pm–3:15pm, Innovation

campusM

THANK YOU!

**Services
Consolidation**

**Experience
Consistency**

**Personalized
Interactions**

**Meaningful
Insights**

