

# CONSOLIDATION

In a recent blog posting on Personalization I referenced the origin of first generation campus mobile apps – one was the expansion of what was a student record system mobile app, and the second was the mobilization of the existing university web site. A university website can be huge, after all there can only be one yet it needs to fulfill the needs of every type of user, whether they are coming for an open day, applying, adding or dropping courses or checking their grades, or asking for transcript 20 years later, or making a donation. It might even need to present last month's pay stub to a professor.

**Just one problem - it won't fit on a 4x2 inch screen.**

One solution is fragmentation. I just did a mini-survey and found that the average US university has 11 apps in the app store. This seems to be unique to higher education - banks don't have separate apps for checking balances and paying bills. Airlines don't have two apps for checking in and checking mileage status. An alternative solution is consolidation. campusM by Ex Libris use a consolidated approach in two distinct ways.

First the app brings together different types of people into one app, yet each type of person sees only what is important to them. That means that each person's real estate is optimized to give them quick access to what they most need (an alumnus wants to donate, not see what today's cafeteria special is). Secondly campusM acts as a unifying platform for disparate systems such as student record systems, CRM, LMS, Library Information Systems, Transport, Laundry and PC Availability systems etc. The aggregated systems become easier to find, easier to use and give the user a 360-degree view of their campus world.

A one-size-fits-all solution won't work because most of it is irrelevant to an individual. But a consolidated and personalized solution will because finally a university can bring together many types of people and many types of systems, into a single campus mobile app.



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