

AUTOMATION IN EDUCATION THROUGH ERP: WHY, WHEN & HOW?

By Arpit Badjatya

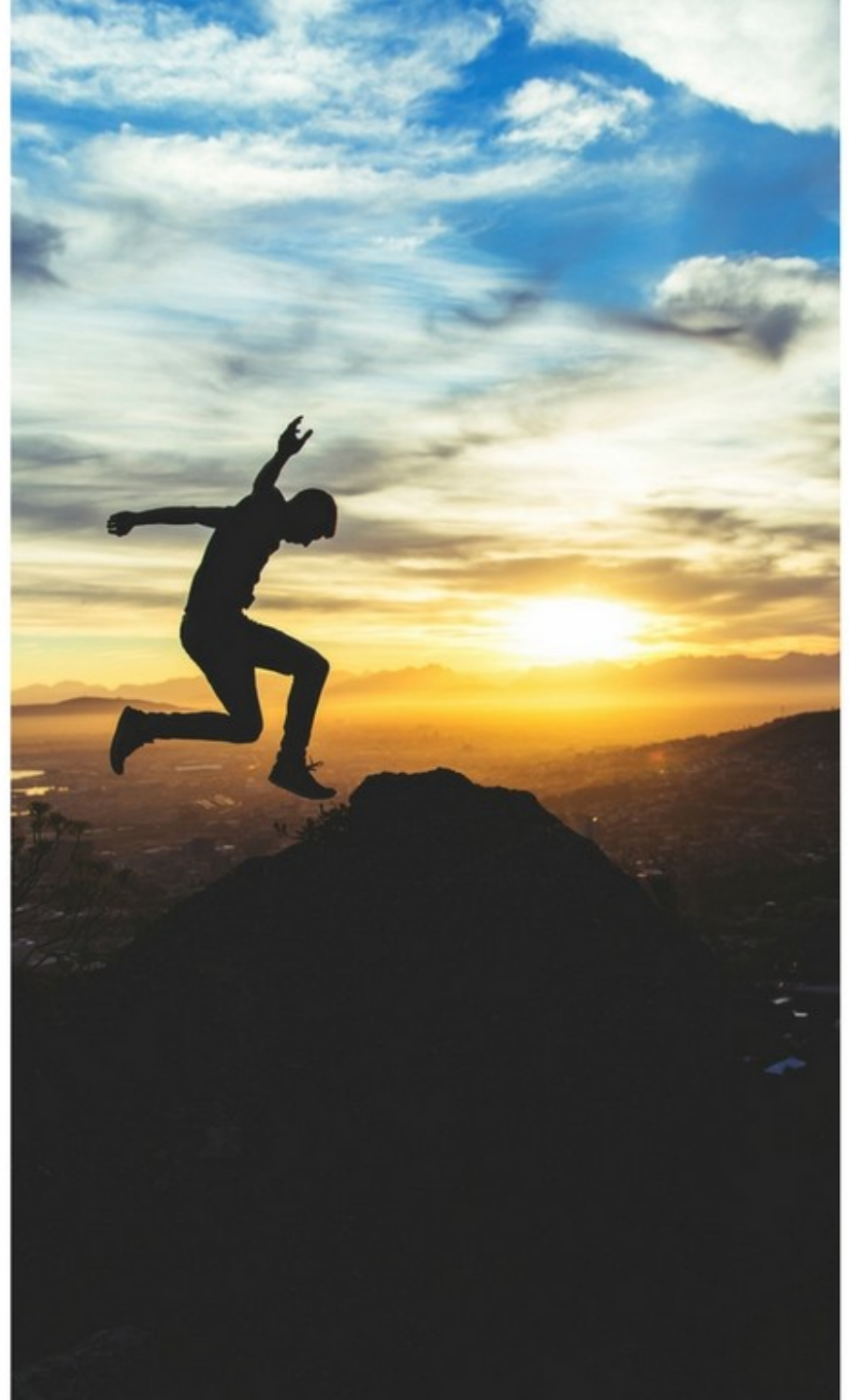
CEO - Academia by Serosoft Solutions

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EDUCATIONAL INSTITUTIONS ARE FACING THE DEMANDS OF A NEW ENVIRONMENT WITH:

- Changing student demographics and expectations
- Increased demands for institutional accountability
- Increased competition
- Time and place becoming redundant- need to reach out anytime and anywhere
- More acute resource constraints





MY VISION FOR THE 21ST CENTURY CAMPUS

21st Century Campuses ought to be:

- Student-centered institution
- Not bound by time and place
- Constantly measuring and communicating its progress
- Continually renewing its commitment to students and the community

Video





EFFICIENCY IS THE CORNERSTONE TO THE VISION

- *Coordination*
- *Communication*
- *Feedback*
- *Reporting*
- *Decision-making*

TECHNOLOGY IS AN AND "THE"
ENABLER OF EFFICIENCY

"PLANNING DOES NOT DEAL WITH
FUTURE DECISIONS, BUT WITH
THE FUTURE OF PRESENT
DECISIONS."

Peter Drucker

YES - TECHNOLOGY IS OFFERING MULTIPLE TOOLS



E - Learning

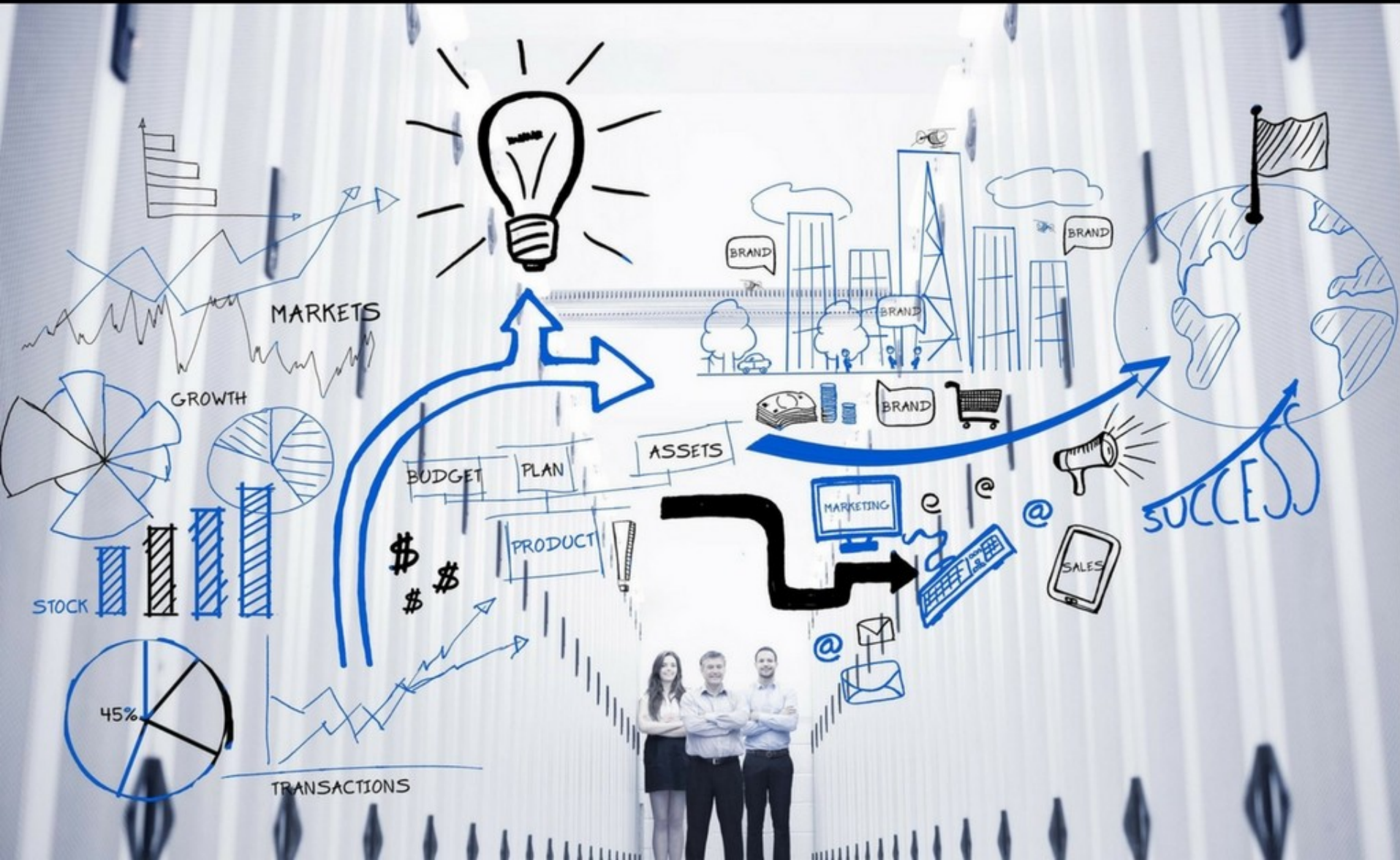


Hardware Devices



Smart Boards


AND ONE OF THE MOST CRITICAL TOOLS IS ERP



WHAT IS ERP?



- Enterprise Resource Planning (ERP) is a term applied to integrated software systems used to manage the internal and external resources of an organization.
- ERP system facilitates the flow of information between all functions and departments inside the organization and links to outside stakeholders

A photograph of a person's hands typing on a laptop keyboard, overlaid with a semi-transparent teal filter. The text is centered over the image in a white, bold, sans-serif font.

THE GOAL OF AN INTEGRATED ENTERPRISE IS TO REDUCE INFORMATION FLOAT, THAT IS, THE TIME BETWEEN WHEN DATA IS CAPTURED IN ONE PLACE IN THE SYSTEM AND WHEN IT BECOMES AVAILABLE AND USABLE

A COMPREHENSIVE, EFFICIENT AND INTEGRATED APPROACH



ERP IS THE NERVOUS SYSTEM FOR AN
INSTITUTION AROUND WHICH ALL OTHER
TECHNOLOGIES CAN BE INCORPORATED



Why is ERP needed? - 1

- Standardize and speed up operations & processes across departments, programs, and courses
- Reduce duplication of information and effort
- To have better control over the institution
- For bringing accountability and transparency



Why is ERP needed? - 2

- To keep pace with changes in education landscape
- To support increasing scale
- To tackle increasing competition
- Support new modes of learning like distance learning

POTENTIAL BENEFITS OF ERP



FOR OWNERS

- Provides comprehensive reports of all the functions/ processes/ departments in the institution
- Acts as a decision support system
- Improved visibility, enhanced accountability

POTENTIAL BENEFITS OF ERP

FOR MANAGEMENT & HIGHER AUTHORITIES

- Reduced operating cost
- Standardized business processes
- Improved Compliances
- Increased Internal productivity



POTENTIAL BENEFITS OF ERP



FOR STUDENTS, FACULTIES & OTHER STAKEHOLDERS

- 24*7 access to information
- Reduced duplication of work
- Improved communication among stakeholders

**AN ERP SYSTEM WILL NOT MAKE
BREAKFAST FOR YOU :)**



Key considerations in buying

**IN
HOUSE**

VS.

OUTSOURCE

**1. BUILD FROM SCRATCH
VS PRODUCT
APPROACH**

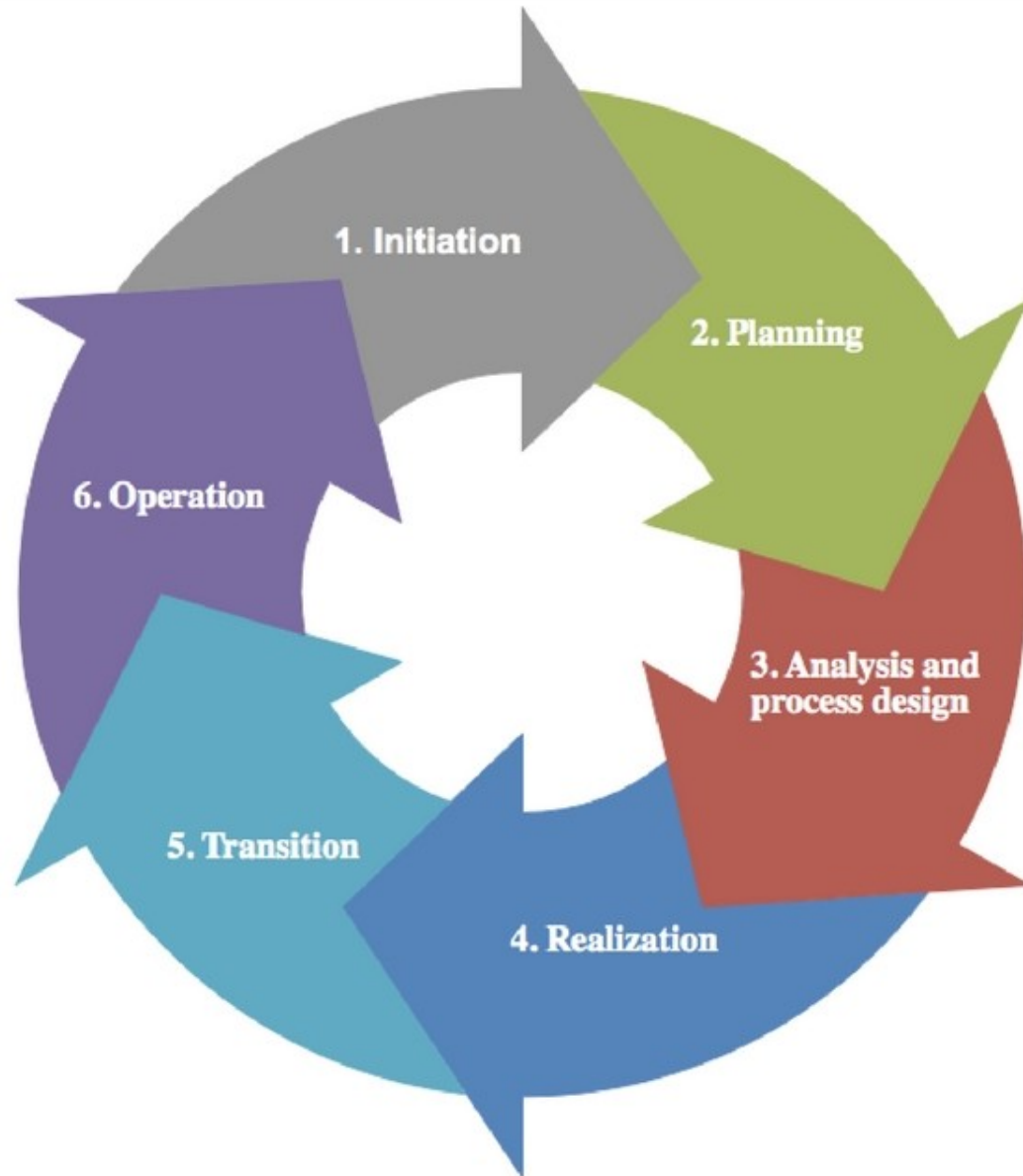
**2. VENDOR
CONSIDERATIONS**

- Domain expertise
- Past experience
- Vendor support system

3. PRICING MODEL

- License
- Software as a Service

MAJOR PHASES OF ERP IMPLEMENTATION



ERP Implementation Approaches - Phased or Big Bang

- Obstacles
 - Is it training, change management, budget, technical hurdles
 - If the organization is undisciplined
- Organizational structure
 - Does the organization have many locations?
 - Does the organization have business units with different needs and models?
- Extent of business process reengineering required



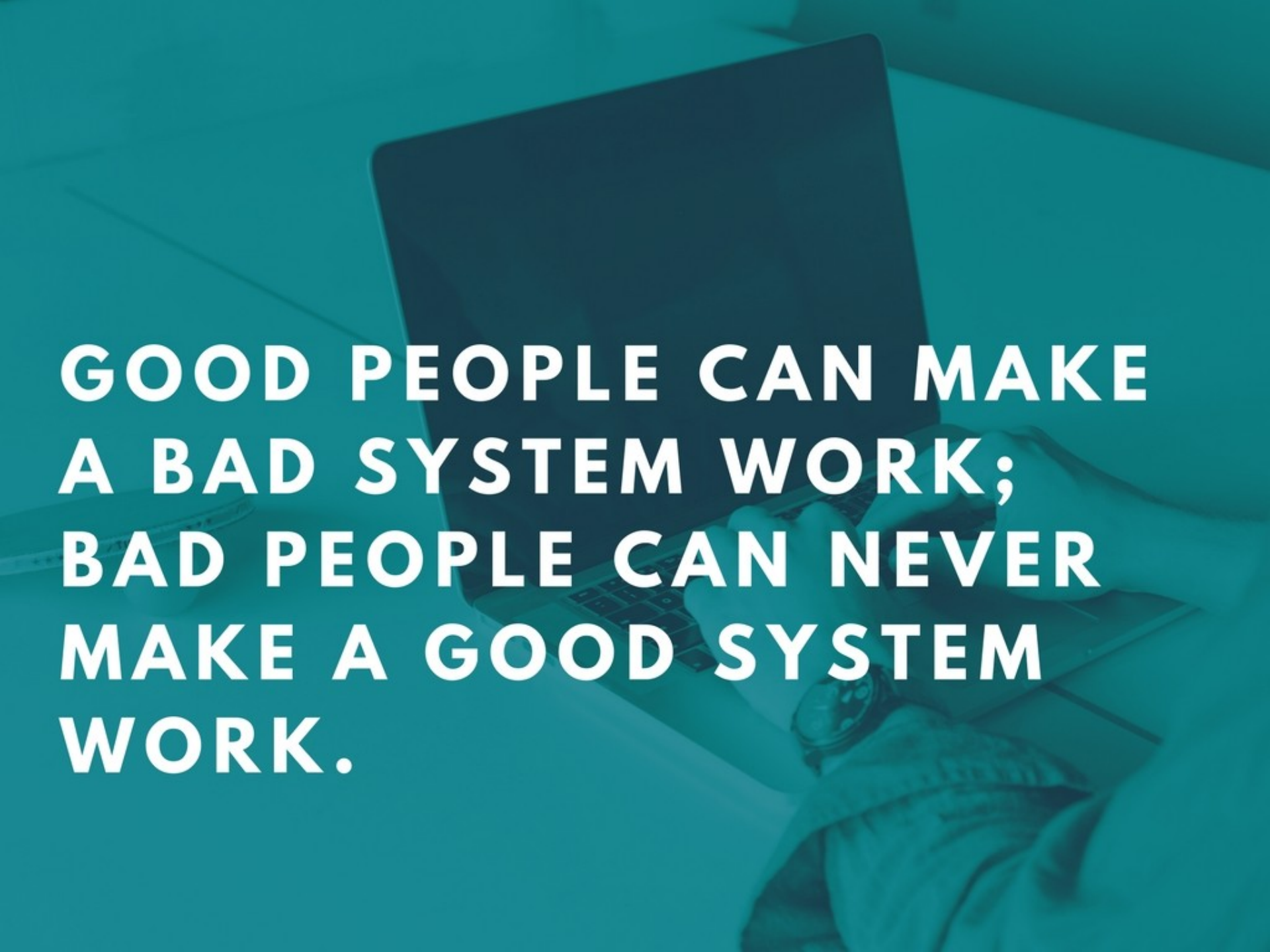


MAJOR CHALLENGES DURING ERP IMPLEMENTATION

- Impact on organizational processes
- Domain Expertise of Vendor
- Implementation timeline management
- Education and training
- Continuous upgradation of ERP

ERP IMPLEMENTATION - KEY SUCCESS FACTORS

- Organization & Management support for the ERP initiative
- Good vendor selection / internal team selection
- Business process mapping is key to the success
- Proper training and support
- Well-planned change management
- Realistic expectations and organization flexibility

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**GOOD PEOPLE CAN MAKE
A BAD SYSTEM WORK;
BAD PEOPLE CAN NEVER
MAKE A GOOD SYSTEM
WORK.**

THE **ROI** EQUATION OF ERP

Based on our interactions with various customers, we understood that the following benefits accrued to them:

- Doing more with the same staff
- Reduction in operating expenses
- Positive impact on the revenue side owing to better branding and more efficient conversion of enquiries
- other tangible and intangible benefits.

A successful ERP has an incredibly high ROI!

Cash Flow:	Year 1	Year 2	Year 3	Year 4	Year 5
Cost	-100000	-15000	-15000	-15000	-15000
Staff implementation	-10000				
Salary of University Staff for Implementation	-20000	-12000	-12000	-12000	-12000
Reduced Stationery		4500	4500	4500	4500
Customer Service Premium	12000	18000	28000	32000	40000
Revenue from additional admissions as a result of Efficient Enquiry Management	68000	78000	82000	100000	120000
Reduced Operating Expenses		125000	128000	128000	128000
Net Gain	-50000	198500	215500	237500	265500
Cumulative Gain	-50000	148500	364000	601500	867000

IRR over a five year term is as high as 405%



Arpit Badjatya

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- CEO & Founder of Serosoft
- Prior to Serosoft, gained valuable experience at Accenture India as a business consultant and at JP Morgan London as an investment banker
- MBA from the Indian Institute of Management at Calcutta
- BS from Purdue University, USA



**GOOD LUCK ON THIS
NOT-SO-EASY, BUT A
HUGELY REWARDING
JOURNEY!**

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