Hyland™

6 hurdles on the path to education transformation — solved by managed services

Contents

Introduction

Rapid innovation is rampant in today's educational landscape, and institutions must be agile to keep up.

Operational agility and resilience have ascended to be among the most essential initiatives for modern institutions. Even before the world changed in 2020 — and institutions around the world had to evolve to accommodate remote learning and working — teams across industries were challenged with an unprecedented pace of technology-enabled innovation and disruption.

Higher education leaders are at a critical juncture where they must capitalize on digital transformation opportunities to meet the evolving needs of staff and students as well as keep pace with peer institutions, stringent security requirements and critical accessibility measures. If your school can't evolve with the pace of market-driven needs, you risk being left behind.

And this means a heavy burden for in-house IT teams, who must work with departments across campus to deliver solutions that meet specific needs while ensuring a secure, high-performing, transparent and compliant environment. To overcome these hurdles, IT leaders in higher education must balance priorities management with resource limitations.

Managed services is a key model that accelerates agility and ROI in education's digital future.

A trusted partnership with a managed services provider could be the key differentiating strategy for accelerating successful outcomes — now and into the future. By providing new schema for administering and optimizing digital information management solutions throughout the IT organization, managed services has the potential to transform not just your institution's technology capabilities but the delivery model for outcome-based innovation going forward.

90%

of higher education leaders say making digital progress is key to their institution's future[i]

Hurdle 1

## The chasm between leadership goals and in-house resource capabilities for innovation

We're witnessing a monumental rise of information management and content services capabilities that are essential for success in a digital world — capabilities like simple interoperability with other critical systems and secure, mobile applications that 21st-century students and staff have come to expect from their institution.

While the idea of IT-driven innovation is widely supported among organizations, the reality is, outdated processes continue to sap productivity. According to a recent survey, 71% of respondents say they're under immense pressure from management to maximize their team's productivity — that is, to do more with less.[ii] Analog workflows and manual tasks are roadblocks in the way of achieving institutional missions.

Still, the rapidly evolving tech landscape presents strategic opportunities for education to shift the way we support, expand and optimize critical solutions. Many institutions are choosing to move to cloud and managed services models for key areas to ensure their information management solutions are expertly maintained by trusted partners and are continually optimized to meet their exact needs.

This unburdens in-house IT professionals from the project management, daily maintenance and constant knowledge acquisition of emerging content services capabilities required to ensure solutions are performing as needed. It also enables IT experts to rise to the challenge of planning, designing and implementing the innovative technologies across campus that create true differentiation.
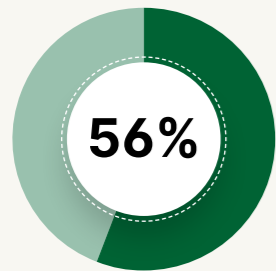
The productivity paradigm[ii]
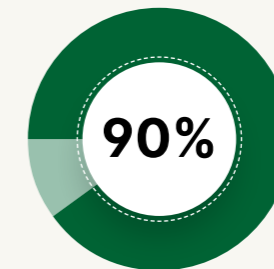
90% of workers who feel productive are more confident in their ability to reach goals
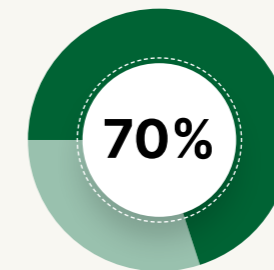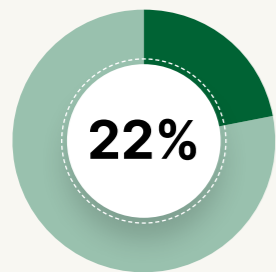
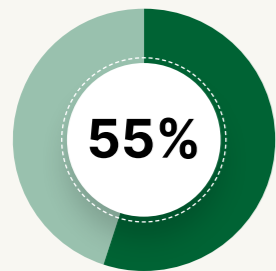**70%** say fewer meetings and emails would improve their productivity

What leaders are saying and doing

56% of HR managers say their organizations are experiencing a moderate to severe skills gap[iv]

22% of provosts say their institution very effectively recruits and retains talented faculty[v]

55% of respondents to a higher education survey say their institution doesn't provide career pathing[vi]

Hurdle 2

Upskilling workforces and leveraging emerging capabilities amid rapidly shifting resource requirements

In today's digital world, opportunity — and even survival for many institutions — comes to those who are prepared. Being prepared means:

- Having the resources to ensure your critical operations keep pace with industry standards
- Ensuring your expert staff is focusing on the most important work supported by the best digital capabilities
- Safeguarding your institution and its staff with appropriate security for all emerging and strategic technology direction

In short: Having the right people tending to the right areas.

Per one report, 25% of job skill sets have changed by around 25% since 2015; by 2027, that number is expected to double. To better prepare staff for changing technological horizons, 89% of leaders are proactively building employee skills to navigate the evolving future of work.[iii]

With a proliferation of digital solutions automating processes in every corner of the campus, institutional leaders must expand capabilities and resources to maintain and optimize solutions. But the answer is not always to expand head count.

It doesn't make sense to try and take it all on in-house. With industry-specific and transformational content services capabilities — as well as security regulations and capabilities — emerging so rapidly, relying solely on continually improving or getting new skills in your roster is no longer a scalable model.

Managed services defined

Managed services is the practice of outsourcing day-to-day technology management responsibilities to a third party as a strategic method for improving operations and accelerating a return on their technology investment. ... Categories consist of a group of service elements that are designed to enable a customer to achieve an intended outcome.

Technical Services Industry Organization (TSIA)[vii]

In terms of IT priorities, the daily, weekly and monthly tasks required to maintain your institution's data-driven solutions — including responding promptly to staff and student needs — are just as important as developing transformative new solutions.

This is where managed services provides strategic capabilities to IT teams that don't want to sacrifice innovation for stability.

Managed services is a broad category, with practices carried out in many ways across industries. Its reach ranges from outsourcing of IT infrastructure or cloud-based applications to niche, defined outsourcing needs in specific areas that enable technology initiatives to meet predictable outcomes.

Where managed services is distinctly useful for institutional IT teams managing increasingly complex data-driven technology projects is when they can outsource specific, vital but time-consuming maintenance and optimization to experts in those disciplines. With those areas in good hands, your school's specialized in-house staff is free to focus on other mission-critical or transformational information management initiatives that create successful outcomes for the institution.

Hurdle 3

Disparate IT initiatives and services projects that impede momentum and digital agility

Three of the biggest reasons projects face delays and added costs are:

- Underestimating the scope of work in critical phases

- Work isn't properly prioritized

- Unforeseen capex arising from one-off outsourced projects or consultation

In a managed services engagement, the third-party technical professional should act as an extension of your team, encouraging bidirectional sharing of user feedback, business processes, industry insight and best practices for optimizing solutions.

Managed services professionals also provide project management strategies that logically guide project work priorities and solution milestones, enabling you to achieve successful outcomes faster — often in a predictable, fixed operational cost structure.

This type of partnership and collaboration organically increases the knowledge and enthusiasm of staff, who become increasingly capable and self-sufficient in their key areas of higher education processes, powered by leading-edge information management solutions.

Engaging the expertise of the right managed services provider means you're partnering with someone who:

- Understands your institution, including its goals and mission

- Strategically optimizes the capabilities of existing and planned technology

- Helps increase user adoption and technology skills for your staff and the students they serve

It also means you'll have predictable project costs and on-time, on-budget projects.

Strategic managed services providers have discrete offerings that can meet you where you are in terms of expertise, budget and duration.

A strategic managed services partnership offers insight into where your technology solutions fall among your peers in higher education, as well as into leading digital methods and best practices for information interoperability and access.

This extends the value of your school's existing technology investments, accelerates ROI and supports rapidly evolving user expectations with rapid and meaningful solution delivery.

The right services partner will also have a proven vision based on experience with thousands of customers and digital transformation strategies. This is often helpful in director-level leadership efforts to determine the best technology strategy to meet institutional objectives.

Questions to consider

Ask yourself these questions to help build your business case for managed services:

	How much time does your school's IT staff spend researching or troubleshooting content services methods for optimized or new solutions? How do you know what "best in class" looks like? How is project success defined?
	How much downtime can you afford for unexpected events during a go-live event? What SLAs or agreements are in place for delivery models?
	How many projects are your in-house teams managing? How many have been on the list for more than a year? Could they benefit from an extra set of expert hands or a project manager?
	Do you feel confident that IT staff can answer any and all questions from institutional leaders about content services and information management strategy? What are the risks in solution delay?
	What would you do if your Hyland platform system administrator resource had to leave tomorrow?

Hurdle 4

Opportunities for in-house IT experts to succeed in today's data-driven education landscape

Innovation is the heart and soul of IT teams, especially as transformation ramps up in the digital age of higher education.

Far from being change-resistant, today's IT workers want to be at the core of designing and implementing innovative solutions. Creating solutions that transform the day-to-day experiences of those they serve has a significant, high appeal for IT teams. This energized work environment can also produce transformational outcomes for your school.

However, IT workers need time to ensure they are using the best methodologies for high-performing, secure and competitive solutions. IT staff also can't choose between innovation and stability of existing solutions; the latter will always win.

With institutions increasingly prioritizing activities supporting cross-campus digital transformation, now is the time to be strategic in managing a technology ecosystem that includes in-house and outsourced resources to manage innovation and security.

An institution's capability to manage this dynamic in a way that provides predictable costs, outcomes and tactical forward-thinking strategies, including innovation roadmaps, will also be increasingly valuable.

This will increase in-house competencies in cutting-edge technology, as well as agility and problem-solving.
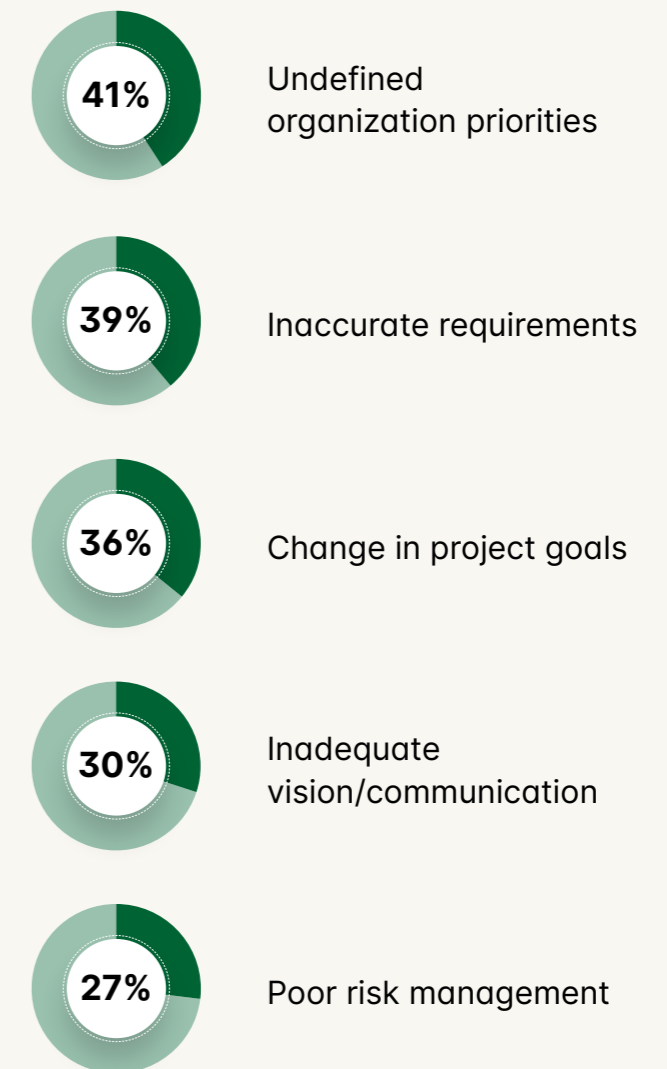
Hurdle 5

Resource gaps that pull experts from one project to save another, stalling initiatives

There are valid reasons IT professionals must pivot from one project to keep another, more important, one moving forward. Reasons include acquisitions, new leadership priorities and unforeseen market changes or opportunities.

But that type of strategy for day-to-day project management can have far-reaching negative impacts on an institution's ability to keep pace with rapidly evolving digital capabilities. Projects may need to be delayed for months — or canceled — due to a simple lack of resources.

The kind of transformative momentum and strategic capabilities we're seeing in today's technology landscape are only possible when projects can have a reasonable predictability of expected and successful outcomes. And that includes finishing on time.

Top 5 reasons projects fail[viii]

41% — Undefined organization priorities

39% — Inaccurate requirements

36% — Change in project goals

30% — Inadequate vision/communication

27% — Poor risk management

Higher education IT teams are increasingly realizing the value of leveraging managed services experts to staff day-to-day maintenance tasks and continually optimize existing solutions.

Critical project stages include upgrades, go-live events or design phases, where you're looking for the best methods for the required outcome. Other stages are industry-specific workflow design phases, workflow expansion implementations or solutions involving case management, advanced capture or integrations.

Sometimes, the key to meeting success criteria is just having a proficient project manager for one or multiple critical projects.

This way, your in-house staff who are technical experts — and authorities on your infrastructure, processes and user needs — can focus the majority of their time on the innovation critical to your institution's success.

Questions to consider

Ask yourself these questions to help build your business case for managed services:

	Are you missing out on opportunities to innovate with mobile, integrated or self-service solutions that would increase staff productivity and student engagement?
	Have you identified critical initiatives for meeting staff and student expectations, but don't have the bandwidth to execute in the timeframe required?
	Is your current solution at risk for compliance or security threats?
	Do your IT professionals feel that there's an optimal career path by staying with your school, or are there better opportunities elsewhere?

IT management concerns and issues

Every year, the EDUCAUSE IT Issues Panel sends EDUCAUSE members a list of pertinent topics related to IT-related issues facing higher education. For 2023, 626 respondents completed the survey, culminating in this year's top 10 IT issues:[ix]

1. **A seat at the table:** Ensuring IT leadership is a full partner in institutional strategic planning

2. **Privacy and cybersecurity 101:** Embedding privacy and cybersecurity education and awareness in the curriculum and in the workplace

3. **Evolve, adapt or lose talent:** Creating a workplace that allows for and supports movement up, down and sideways to accommodate shifts in personal and professional goals and to foster healthier work/life balance

4. **Smooth sailing for the student experience:** Using technology, data insight and agility to create a frictionless student experience

5. **Enriching the leadership playbook:** Leading with humility and candor to engage, empower and retain the IT workforce

6. **Expanding enrollments and the bottom line:** Focusing data and analytics initiatives on identifying academic programs with high potential for recruitment ROI

7. **Moving from data insight to data action:** Converting data analytics into action plans to power institutional performance, enhance operational efficiency and improve student success

8. **A new era of IT support:** Updating IT services to support remote/hybrid work

9. **Online, in-person or hybrid? Yes:** Developing a learning-first, technology-enabled learning strategy

10. **SaaS, ERP and CRM:** An alphabet soup of opportunity: Managing cost, risk and value of investments in new ERP solutions

Hurdle 6

Derisking project outcomes and ensuring successful outcomes, now and into the future

Institutions are increasingly looking for technology partners that understand their educational system and will work together as their needs evolve — rather than vendors that only work from strictly defined requirements.

Additionally, IT teams need to trust that their tech partner can help enhance outcomes at every stage — from initial planning and implementation through change management and evolving solution development.

With today's expedited time to market and global education opportunities, the conversation is changing from focusing primarily on immediate financial value to focusing on innovation strategies that meet rapidly evolving requirements to remain competitive and successful for the long term.

Higher education teams must be ready to capitalize on strategic opportunities as they arise. Managed services is a strategic tool that provides flexible, powerful channels of expert guidance and service delivery that enable this agility. Managed services can help:

- Meet the technology requirements for the digital campus
- Increase your institution's in-house technical resource capabilities
- Have a predictable model for outcome success and accelerated ROI with a predictable cost structure

This approach also creates an engaged, energized IT environment with high appeal for tech professionals, contributing to a continually improving, forward-thinking digital strategy.

Institutions that report sufficient staffing for:[x]

32% Student success studies

30% Analytics management

30% Analytics and reporting
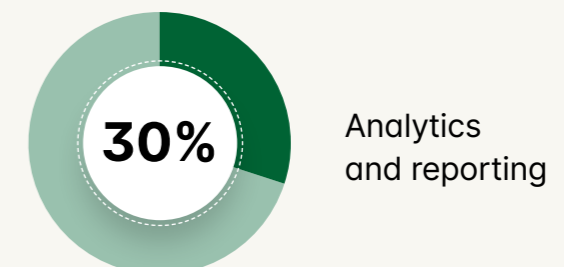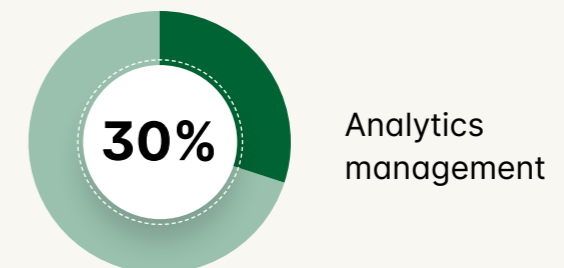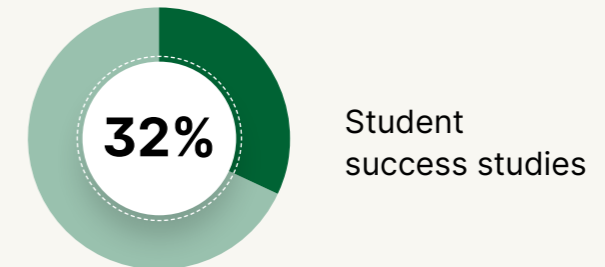
Conclusion

Hyland Services

We're immersed in a digital and operational paradigm shift, with recent realities and technologies redefining the way organizations in every industry conduct business.

Rapidly emerging and evolving technologies, industry standards, regulations and staff and student expectations mean that your institution must have digital agility to keep pace in the competitive education landscape. Our managed services are here to support your teams and workflows to drive lasting change.

More than 900 higher education customers choose Hyland for data-driven solutions that empower their schools to stay current, high-performing and able to optimize with evolving business requirements. Partnering with Hyland enables your institution to lower the costs of administering and supporting your critical solutions while bringing a variety of resources with the most skill to continually optimize them.

You know your institution best, and we know what tools and processes will ensure your Hyland solutions get you, your staff and your students where they need to go — now and as the future unfolds.

To learn more, contact your account manager or visit Hyland Managed Services.

About Hyland Services

Hyland Services is committed to helping our customers leverage their talents and technologies to succeed in your goals.

Since 1991, Hyland's driving force has been to empower you to continually improve work processes by making information that exists in your organization work better for you.

We've been empowering our clients for more than 30 years working side by side with you, listening to the real-world challenges you face and collaborating with you to develop industry-leading content services that enable you to reach and exceed critical goals.
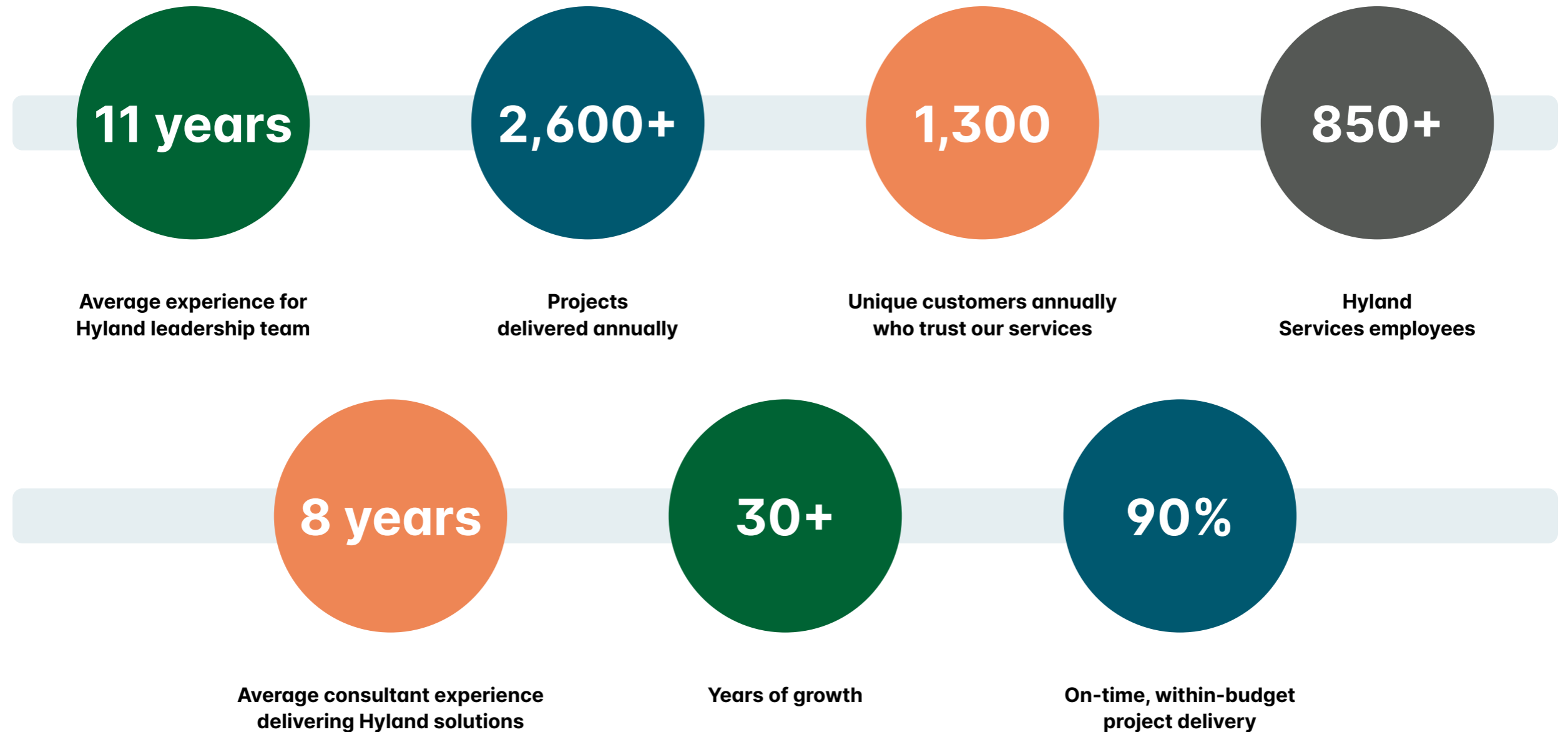
We succeed when you succeed.

Industry recognition

We are proud to announce that Hyland was named a Representative Vendor in the January 2023 Gartner Market Guide for Content Services Platforms.

See what the guide says

Hyland Services' track record of success

You know your institution better than anyone, and we know content services for education. Trust your business to a content services market leader.

11 years

Average experience for
Hyland leadership team

2,600+

Projects
delivered annually

1,300

Unique customers annually
who trust our services

850+

Hyland
Services employees

8 years

Average consultant experience
delivering Hyland solutions

30+

Years of growth

90%

On-time, within-budget
project delivery

Hyland™

Learn more about **Hyland Managed Services**.

Sources

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