

WHICH TECHNOLOGY ECOSYSTEM WILL SHAPE THE DIGITAL FUTURE OF HIGHER ED?

These four technology ecosystems all strive to empower the student through digital experiences. Over the next five years, which company do you think will be most likely to provide a higher education ecosystem that will positively impact **student success** specifically?

41%
Google

31%
Microsoft

18%
Apple

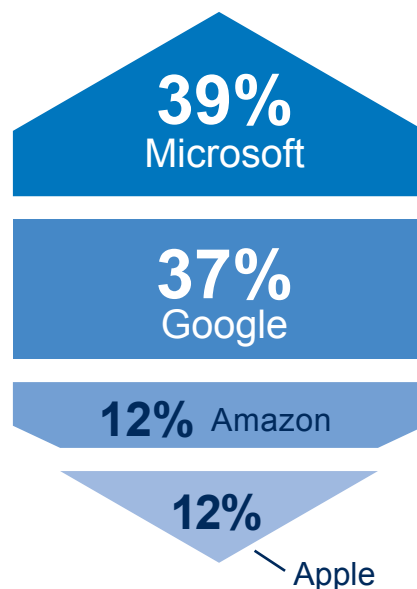
10%
Amazon

Four of the biggest technology companies—Microsoft, Amazon, Google and Apple—are competing to provide the dominant “ecosystem” for higher education, housing all the data across campus and providing the analytics, security and AI to make it useful and keep it safe.

To explore this topic, University Business and Connection partnered to develop and deploy a survey of higher ed leaders, asking them about their impressions of these companies, and which they believe is most likely to meet these goals in the future.

*Data taken from the University Business survey, “The Future Higher Ed Technology Ecosystem,” deployed in June 2019, with 223 respondents participating.

Which company do you think will be most likely to provide a higher education ecosystem that will positively impact **institutional success** overall?

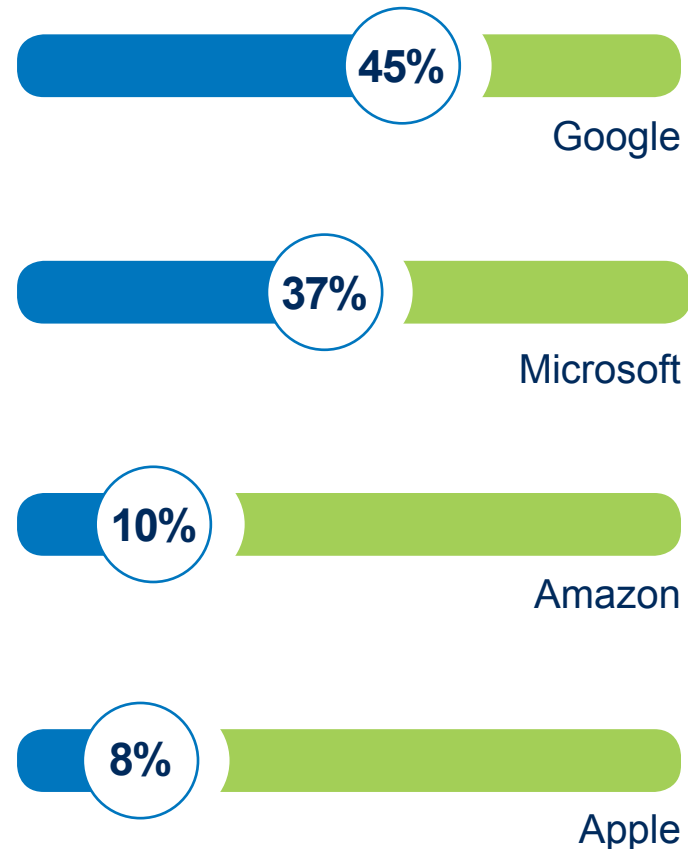


SUCCESS CHAMPIONS

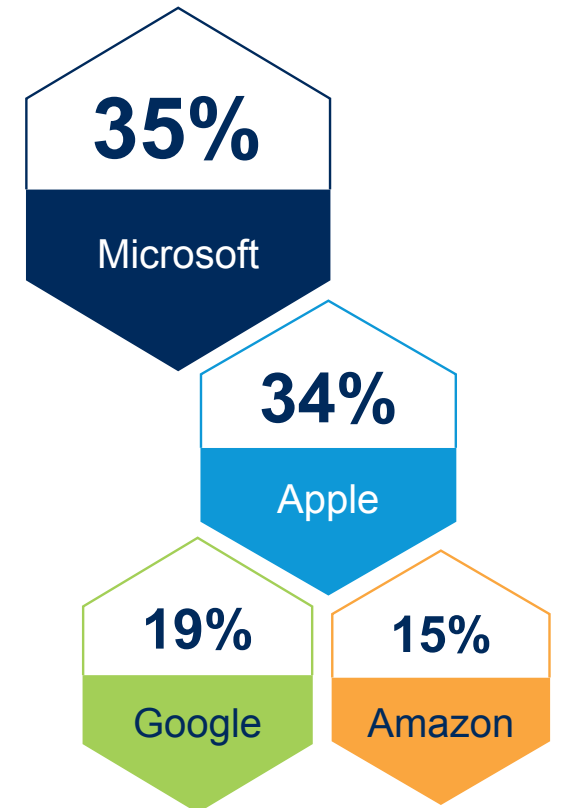
Percentage of respondents who selected the same ecosystem to positively impact **both** student and institutional success:

Google 27%
Microsoft 23%
Amazon 5%
Apple 8%
No champion 37%

These technology ecosystems also operate on the core principle that data is currency. Which company do you think will be most likely to help you **convert data into useful information**?



As more and more of our data resides online, the need to safeguard and protect is equally important as the need to realize value from data. Which company do you think will provide the **most effective security** of your institution’s and your students’ data?



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To watch the UB web seminar discussing more of the survey results, go to UBmag.me/big4.

