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

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.


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?

Google 41%
Microsoft 31%
Apple 18%
Amazon 10%

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

Microsoft 39%
Google 37%
Amazon 12%
Apple 12%

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?

Google 45%
Microsoft 37%
Amazon 10%
Apple 8%

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?

Microsoft 35%
Apple 34%
Google 19%
Amazon 15%

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