



# Using the Power of Data to Support Collaboration

Colleges and universities can boost positive outcomes by combining data silos and tapping into the predictive capabilities of real-time analytics.



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**D**IGITAL TRANSFORMATION on campus is being driven by increasingly complex IT systems, fueled by the widespread use of mobile devices and cloud technology. In addition, hybrid learning models introduce new elements to monitor and analyze.

All those systems and activities are generating data, which is becoming an important asset for real-time decision-making. Operational efficiencies are top of mind, with targets ranging from WiFi optimization to sustainability initiatives aimed at reducing energy consumption.

Given the power of data to affect all those areas, it's more important than ever that administrators collaborate across data silos to optimize system operations, improve the student experience and minimize security vulnerabilities.

## Gaining Deeper Insights

Data analysis can help institutions gain a fuller understanding of their cybersecurity posture. For example, it can enable risk-based alerting, so staffers are not overwhelmed with security alerts that aren't important. In addition, many institutions are merging their development, security and operations cycles in a methodology called DevSecOps. That collaborative approach ensures that security is an integral element of IT systems rather than an afterthought.

Collaboration also results in deeper insights. When institutions can access and analyze student

experience and outcomes, they have a much clearer picture of what they need to do from a strategy and planning perspective to enhance academic programs and student services.

## A More Holistic Approach

Splunk's real-time analytics platform can consume data in any format and correlate that data into insights that allow campus leaders to make decisions and act on those decisions. Furthermore, our platform's strength lies in its ability to be predictive so that campuses can intervene in a timely manner to ensure positive outcomes.

Once they have a way to capture and analyze data, institutions can use artificial intelligence to help predict, for example, whether individual students are on track to be successful. They can then proactively address any issues. Using AI can also enable employees to spend more time on high value activities, which helps decrease staffing problems and increase efficiencies.

By breaking down barriers to data collaboration, institutions can take a more holistic approach to digital transformation and make more strategic decisions to the benefit of students, faculty and employees.

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