

Anglia Ruskin University A New Generation of Reporting on Student Registrations and Applications

“Simplicity of setup and simplicity of use have been the key success criteria in the implementation and deployment of Qlikview”

The University

Anglia Ruskin University has pioneered a new generation of analytics on student data information in the Higher Education sector. Founded in 1858, the university has a student population of 25,500 and is one of the largest universities in the East of England, with its main campuses at Cambridge and Chelmsford. In addition to attracting students from Europe and the rest of the world, the university has an extensive network of contacts with institutions throughout the world, delivering courses in countries as far removed as Malaysia and Trinidad.

The Challenges

Student data is required by staff, including Deans of Faculties, Academic Department Heads, Programme Leaders and the Corporate Management Team, to make accurate decisions. Historically, this information was requested through a number of support services as there was no easy or uniform method, for users to access and analyze this data. Often, the information was not requested or delivered correctly; or the data prompted more questions and the request-delivery-request cycle would continue.

Frequent bottlenecks were created when the volume of queries escalated, creating delays. In addition, various departments often used different versions of the same data, creating confusion when meeting and measuring corporate targets. Data volumes also became an issue, especially when spreadsheets were used for analysis. There was no accurate single repository of data, that all users across the university could interrogate in a user friendly way.



Ashcroft International Business School
Anglia Ruskin University

The Solution - Simplicity

On the first day Qlikview was installed at the university, Mike Frost, Assistant Director of Finance, built a student data application without having had any previous Qlikview experience. Over the next month, Mike, developed and enhanced this model into a final application ready for deployment. The Qlikview student data model contains three years of weekly registration and applications data, with over 9 million records (half a billion field values in total) and has been deployed to over 100 users.

The deployment platform chosen by Anglia Ruskin University was Qlikview's 64-bit Server which ensured high performance when working with large data sets. The model is accessed by users in an Internet Explorer browser environment. The client software is deployed as an Internet Explorer plug-in which is installed automatically the first time the user logs on to the Qlikview server.

Users were given a two hour training session in order to introduce them to the Student Registration and Applications model. The model is presented in dashboard environment, with the option to drill down to the lowest level of individual student record detail. User interaction with Qlikview is by mouse click, there are no keystrokes to remember and no reporting jargon. Users click through the model, choosing the fields they want to select and viewing the results a split second later.

The Benefits

Qlikview's patented in-memory-based analysis tool has created a revolution in traditional Business Intelligence. Instead of creating databases for detailed analysis and combing through them using online analytical processing (OLAP), Qlikview loads all the data into the main memory from the start. All calculations and logical links are then carried out in the main memory. This means that new applications can be developed and enhanced very quickly. Users also experience split second response times for queries and analysis. New questions can be altered at any time by adding new dimensions or benchmarks.

Mike Frost, the thought leader and project manager behind the Qlikview implementation has significant experience with other Business Intelligence products. He comments, "No other BI product could be configured in the one month it took to develop the student data application. It enables analysis capabilities that are unthinkable in traditional technologies - along with unparalleled flexibility, performance, and simplicity. Qlikview has improved our decision makers' business efficiency by providing them with an easy to use analysis tool which is capable of reporting in both graphical and tabular formats."

“Department Heads are now able to use Qlikview to fetch the data for themselves, in order to make decisions”

The Applications

Student Recruitment and Student Fundability are areas where Qlikview has had a large impact. "Our new model has allowed us a better understanding of student recruitment patterns both in the UK and abroad" says Mike. "We can now analyze and predict the success of our student recruitment programmes; Qlikview will help us develop programmes that are attractive to current and future students. Qlikview allows us to see and interrogate student registration and application information in a graphical environment, which includes a geographical representation to UK postcode level." Anglia Ruskin has also embedded the KPI's of their Corporate Plan into their student data application.

The data can be viewed by an unlimited number of dimensions including – Faculty, Department, Course, Funding Source, Mode of Study, Ethnicity, Domicile, Home Post code and many more. Users are able to filter these dimensions and act on the information independently.

BME Solutions, a Qlikview partner that specializes in the Higher Education sector introduced Qlikview to the university. BME have assisted Anglia Ruskin with Qlikview implementation and support services.

Mike Frost has developed additional Qlikview models for future deployment which relate to Human Resources, Financial Analysis and Space Management analysis.



William Harvey Building
Anglia Ruskin University

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Empowering users

QlikView didn't just answer the university's standard questions, it allowed people to ask questions they hadn't thought to ask before – and it's changing the way they work. Users were reliant for their information needs on a number of disparate support services. As a result of working with QlikView, Anglia Ruskin's staff are more knowledgeable. "We are asking them to be more informed users – to take responsibility for owning and understanding the data," says Mike.

"Qlikview has allowed us to deploy a common BI platform, where a single-version-of-the-truth can be shared and accessed communally. It was easy to combine different data sources from SITS, Agresso, Microsoft Excel and text files in an information-rich decision-making environment that could reach all levels in the organization".

Support service departments' role has changed from one of providing reports, to providing people with the easily-navigable Qlikview information environment they need to make informed decisions. "Users are now able to use Qlikview to fetch the data for themselves" says Mike. "This has excited our community and we have had nothing but strong positive feedback."

The future

Based on the success of the Student Data application, Anglia Ruskin University has adopted Qlikview as their reporting tool of the future, with plans to triple the current user base in the next year.

QlikView
Simplifying analysis for everyone

SOLUTION SUMMARY

Industry:
Higher Education

Geography:
United Kingdom

Challenges:

- Provide an analysis tool to unlock the information in the student data system
- Provide an easy, uniform method for users to query and analyze the student data information
- Eliminate reliance on the support service departments to deliver data to users
- Create an accurate repository of student information – single version of the truth
- Empower users' to make informed decisions

Data Source Systems:

- SITS Vision
- Agresso
- Oracle
- Spreadsheets

Solution

- First Qlikview student data application developed in 1 day
- Qlikview 64-bit Server application deployed to 125 users in less than a month
- Intuitive dashboard-style analysis tool which users can query by using nothing but mouse clicks
- Split second response times when querying multi-dimensional data

Benefits

- Gained the ability to quickly convert data into information
- Single version of the truth that can be accessed by all users
- Unlike traditional BI tools, changes in underlying dimensions and data structure can be effected in minutes
- Users can "fetch" data they require for driving the university forward themselves

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