Monitor and Boost Student Performance Through Data Integration
Make student success the center of your data transformation

Your job as educator is to train students for productive lives and lifelong learning. Data analytics can help you track their progress, but preparing data manually from several sources distracts you from your goal. The SAP® Student Activity Hub solution aggregates data from structured and unstructured sources automatically, delivering the insights you need to help students succeed.

Recognizing the link between a well-educated workforce and national economic development, governments and foundations often tie higher-education funding to the success of graduates. Thus, student success translates to institutional success. To help your students succeed, you must provide an optimal learning environment that guides them toward graduating affordably and on time. Data-informed decision-making is the key to improving results.

Through co-innovation with our customers, SAP developed SAP Student Activity Hub to put our advanced cloud analytics to work for you. Grounded in common education data standards and powered by SAP HANA®, it helps you make the most of the information already recorded about students and their activities. You can consolidate all relevant data from existing systems into a single platform and data model to track student progress and uncover signals from student behavior that help you understand how best to support each individual.
Build the analytical content in a core data model

Your advisors and administrators need to study student performance and campus activities to monitor fulfillment of degree requirements and detect early signs of need for remediation or guidance. SAP Student Activity Hub makes it easy for you to find all data points on student activity in one place, whether the IT landscape at your institution runs on premise or in the cloud.

The hub needs no existing SAP software and connects openly to your student information systems and learning management systems for input.

Applying 40 years of SAP experience in data management, the solution runs on SAP HANA Enterprise Cloud and aggregates data from multiple sources to build a single large table of student activities. You can display the resulting information in an intuitive and attractive user interface built into SAP Student Activity Hub, or send it to a solution from the SAP BusinessObjects Business Intelligence suite or a third-party business intelligence tool. You never have to worry about collecting and processing raw data, so you can focus on analyzing student performance and need.

Exploiting the speed and power of SAP HANA, you enjoy real-time insight at your fingertips – without time-consuming IT intervention.
Accelerate and optimize analytics through standard scenarios

You can configure SAP Student Activity Hub to meet any number of analytical needs, but it comes with several preconfigured data models specific to higher education. With leading universities as co-innovation partners, SAP has developed common views that meet the requirements for tracking progress in most educational organizations. These standard views feature student demographics, activities, organizations, class and course enrollment, majors and minors, academic calendars, and retention details. The hub includes robust functionality from SAP HANA to help fine-tune displays to specific roles and preferences or to create entirely new views.

Visualization formats include shortest-path graphs to show your administrators and students the most efficient way to reach particular goals and degrees. The solution exploits performance-based technologies for time-series, spatial, and predictive analytics, along with the latest developments in machine learning.

SAP Student Activity Hub can integrate any number of data points into vertical or horizontal analytical displays for actionable insight in milliseconds.
Personalize as you turn insight into action

With SAP Student Activity Hub, you can monitor and interact with microsegments of the student population through customized alerts, reminders, surveys, service offerings, and general messages. For example, curated content in the hub can help you determine how well scholarship students are maintaining required grade point averages. You can send a note of congratulations for a semester on the honor roll or an offer of tutoring services if grades are trending negatively. You can pay extra attention to those at risk, such as first-year students, students with double or triple majors, students with outside jobs, or graduate students in particularly stressful fields.

You can also track and encourage students in large classes with five different monitoring sections so that they do not feel anonymous and have greater incentive to perform well. And, you can make spot checks on regularly high-achieving students to ensure they are being properly engaged and challenged. It’s as simple as changing your data view.

SAP Student Activity Hub lets you monitor performance and **tailor your interactions with students** for maximum effect.
**Capitalize on analytics to help ensure student success**

Designed with and for higher-education institutions, SAP Student Activity Hub requires no supporting software or hardware and, in fact, reduces IT complexity. The solution complies with common education data standards and is open to data input from all institutional systems that follow student progress.

The hub capitalizes on the speed and power of the revolutionary SAP HANA platform to perform data updates and analytical processing on a single copy of the database. Lag times for reporting disappear, so you can draw real-time insight from consolidated structured and unstructured data and respond immediately to changing circumstances. With extensive research behind it and a clear road map in front of it, SAP Student Activity Hub can easily support future technological innovations and new procedures to inspire student success.

By bringing a wealth of data to one central location, the solution helps your administrators, faculty, student advisors, data analysts, and IT staff understand better than ever why students succeed or fail. In a single holistic and comprehensive view, you can discover new opportunities to provide feedback and personalize the learning experience. By helping your students succeed, you help your institution thrive in the competitive higher-education arena.
Summary
The SAP® Student Activity Hub solution gives administrators, advisors, and data analysts a single holistic and comprehensive overview of student progress. By collating data from disparate systems, you can synthesize information, perform advanced analysis, and then act, by developing programs and procedures. This flexibility allows you to repeat processes until desired educational outcomes are achieved.

Objectives
• Establish and maintain a single university-wide overview of student progress
• Focus data processes on delivering insights rather than aggregating data sources
• Quickly identify students in need and determine where to focus oversight for optimal results
• Base decisions on data rather than hunches

Solution
• Open interface to student information, learning management, and business intelligence systems
• Higher-education data layer running on the SAP HANA® platform
• Curated views designed in co-innovation with top educational institutions
• Student grouping and personalized communication capabilities

Benefits
• Make better decisions on student progress using one information source
• Boost retention to maximize institutional ranking, revenue generation, and alumni satisfaction
• Raise graduation rates to demonstrate success to potential donors
• Increase student satisfaction

Learn more
For more on helping students succeed with SAP Student Activity Hub, visit us online.