Mobile Campus Solutions

ELUNA 2017

Ido Peled, VP, Business Development
U.S. consumers now spend 5 hours per day on mobile devices

Posted Mar 3, 2017 by Sarah Perez (@sarahintampa)

US Time Spent By App Category

US Daily Mobile Time Spent

Years in Supporting Students Services

- SFX
- campusM
- Primo
- Aleph
- Summon
- Voyager
The Urgency of Mobile Apps

- **5mins**: 32% check their phone within 5 mins of waking up
- **68%**: Use smartphone while having dinner with family
- **80%**: Use their smartphones while with friends
- **89%**: Use their phone during work hours

There’s no place like phone
Consumer usage patterns in the era of peak smartphone

https://www.deloitte.co.uk/mobileuk/
Mobile is Everything

“It is easier to communicate with fellow colleagues that are within your course. It is an effective method of team and group work.”

“It really helps to have a free messaging app that keeps me connected to my family and friends, no matter where they are and what device they use.”

“It is entertaining (watching videos, sharing photos) and educational (reading articles).”

“It allows me to keep in touch with friends and see what they’re up to and also let other people know what I’m up to.”

“I use it all the time, it allows me to communicate with my friends easily and to show them bits of my life that I couldn’t show them with text messages only.”

“It’s fun and a good way to connect with friends. The new filters have improved it massively and made it an exciting app to use.”

“I can browse through photos of the people I follow and get inspiration for new places to go and new food dishes to try/cook.”

Introducing Ex Libris campusM

Transforming Your Campus Services
Into a Personalized Mobile and Portal Experience
campusM in 3:49 minutes (part I)
campusM in 3:49 minutes (part II)

- Personalized
- Cross Platform
- Consolidation, Deep Integrations
campusM in 3:49 minutes (part III)

Easily Managed

Insights
campusM in 3:49 minutes (part IV)
Providing a Native App Library Services

DISCOVERY • MY ACCOUNT • VIEW ONLINE
AVAILABILITY • CUSTOM LINKS
Food Options

MENUS • NUTRITION INFORMATION • ALLERGENS
PREFERENCES • INGREDIENTS
Emergency and Personalized Alerts

PERSONALIZED • ROLE-BASED
CROSS PLATFORM • TEXT • HTML
Interactive Open Days

TOUR POINTS • NOTIFICATIONS

ANALYTICS DRIVEN
It Can Also Have Practical Uses!

BEWARE! Oren is within 20ft. Prepare your talking points.
Slide for more
From Laundry to Fix My Street

REACTJS • EXTENDABLE • CODE SHARING
STUDENT ACCREDITATION
Say Hello Everyone!
Connect With Our campusM Team
Clear the Rest of Your Day!

- **campusM Demo**
  - Wed May 10 2017, 1:30pm–2:15pm, Innovation
  - campusM

- **campusM Product Update, Roadmap, and Q&A**
  - Wed May 10 2017, 2:30pm–3:15pm, Innovation
  - campusM
THANK YOU!

- Services Consolidation
- Experience Consistency
- Personalized Interactions
- Meaningful Insights