



UNICAMP 2020

Gartner - Aconselhamento Independente

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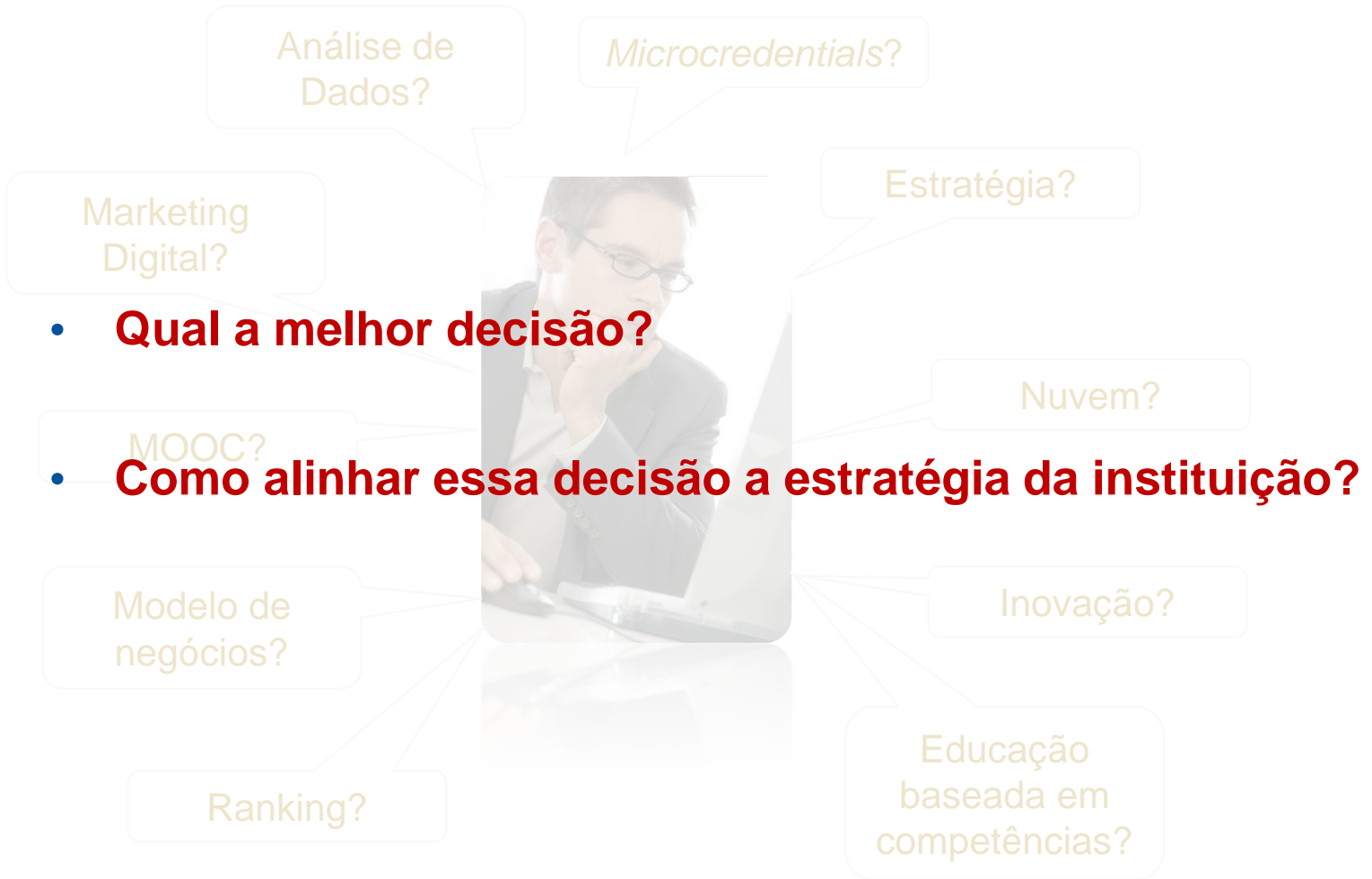
*"Aquilo que os homens de facto querem
não é o conhecimento, mas a certeza."*

Bertrand Russel

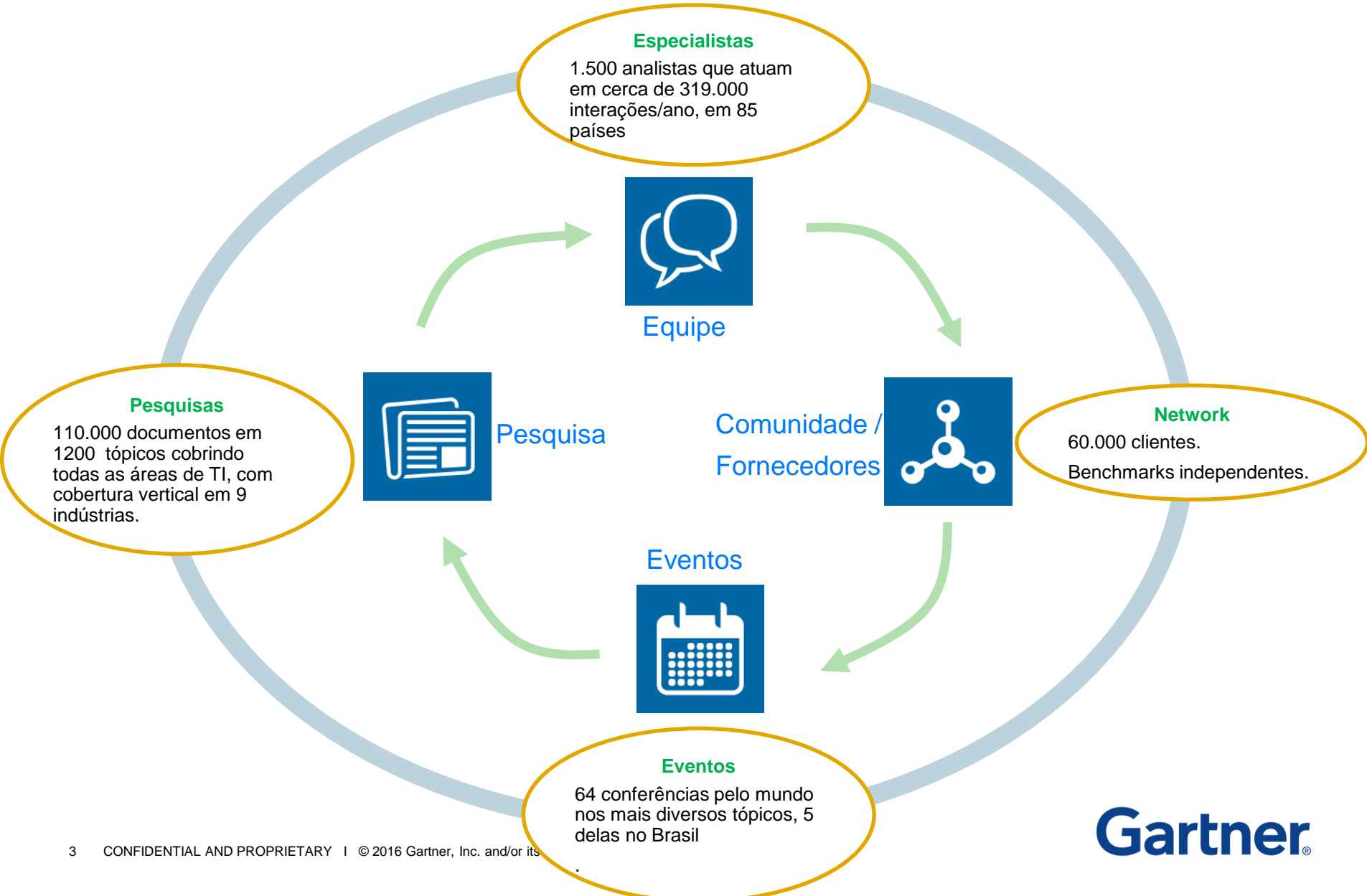
*"A essência do conhecimento consiste em
aplicá-lo, uma vez possuído."*

Confúcio

Tecnologia da Informação e Instituições de Ensino



Processo de Tomada de Decisão



Quem somos

Gartner é um líder global em pesquisas e aconselhamento imparcial em tecnologia da informação.

Nossa missão é entregar as informações necessárias para nossos clientes tomarem as decisões corretas, minimizando riscos e otimizando investimentos.



E como apoiamos as instituições?

Suporte a estratégia



Tendências
Análises de impacto
Contato com pares

Divisão de Tecnologia



Tendências
Comparativos
Apoio a decisões
Revisões de contratos
Gestão
Arquitetura
Contato com pares

Professores e Estudantes



Tendências
Comparativos

E como apoiamos as instituições?

Suporte a estratégia



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Estudantes



Digital Education Moment: The Outdoor Lab

Three Ways MOOCs Have Changed Higher Education

Top 10 Business Trends Impacting Higher Education in 2016

Toolkit: Speed Up Your Innovation Process by Creating Interactive, Prioritized Strategic Technology Maps From the Education Hype Cycles

Predicts 2016: Building the Foundation for the Digitalization of Education

Executing a Digital Strategy in Education Primer for 2016

Three Important Ways the Analytics Landscape Is Changing in Higher Education

Introducing Visual Strategic Planning Using Four Higher Education 'Business Model' Scenarios and Strategic Technology Maps

Digital Education Moment: The Outdoor Lab

Summary

Education CIOs can use this research to explore how universities can encourage increasingly Internet-savvy students to harness and integrate university systems with social media, the Internet of Things and consumer technologies to create new approaches to assignments.

The Job to Get Done: Promote and Demonstrate Real Learning to Many Stakeholders

1. Maya gets a reminder tweet from her LMS about the assignment for the environmental sustainability class, but she already has a plan.

9. Maya gets "likes" for the video from a potential employer that is following her and that got an alert that she got a new badge. A potential internship?

Digital Education Moment Definition

An event that triggers a series of cascading actions and data exchange across a network of people, businesses, organizations and things to achieve a singular objective – that is, to get the job done.

the data directly into the school LIS.

10 hours

4. By taking photos of the growing crops, weeds and animals, she builds an inventory of the local flora and fauna, of which 90% are automatically identified.

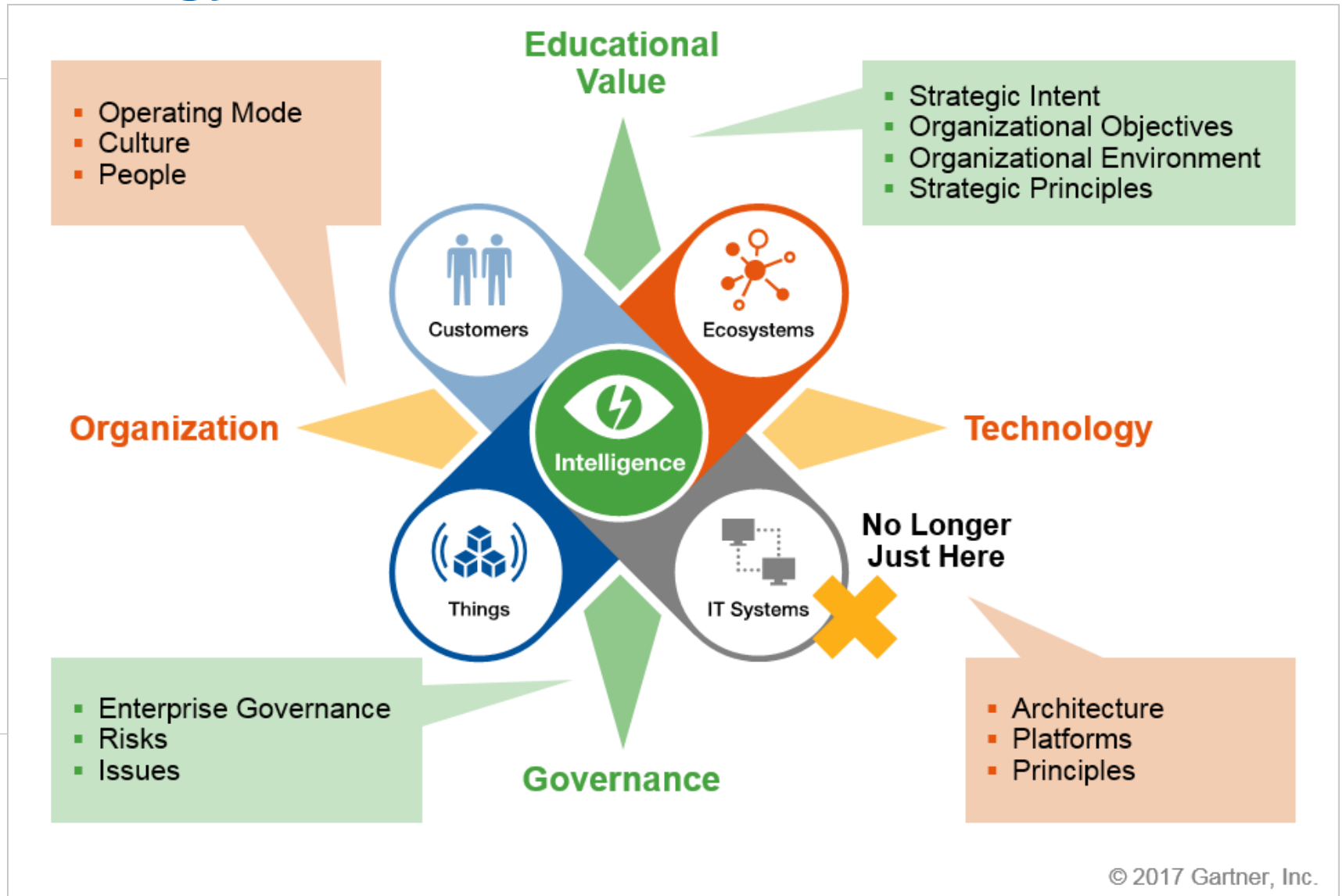
5. Comparisons with data from apps such as iGeology and mySoil allow her to build a mashup of data on Google Maps.

6. Seeing all the data, she formulates a theory of the most sustainable crops for the local biotope, records a video and posts it to YouTube.

displays her badges with her YouTube and her Maps mashup with a sense of pride and accomplishment.

Professor gets a tweet about Maya's postings, congratulates her and awards one badge for the assignment as well as one for the creative presentation of her data and theory.

Strategy



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Gartner's Higher Education Business Model Scenarios

Highly exclusive institutions, such as Oxford and Harvard, that have high academic standards and are usually supported by substantial research activity

Oxford ●

Perceived Quality

Collectively Defined

Exemplified by many community colleges and public institutions with limited entrance restrictions and a clear government mission to provide cost-effective, accessible and relevant

What investments in information technology will be strategic in positioning the institution for long-term success in fulfilling its mission?

Me, Not U

All About U

Exemplified by business schools, such as Wharton, catering for a clear exclusive community both on the student side and future employer side.

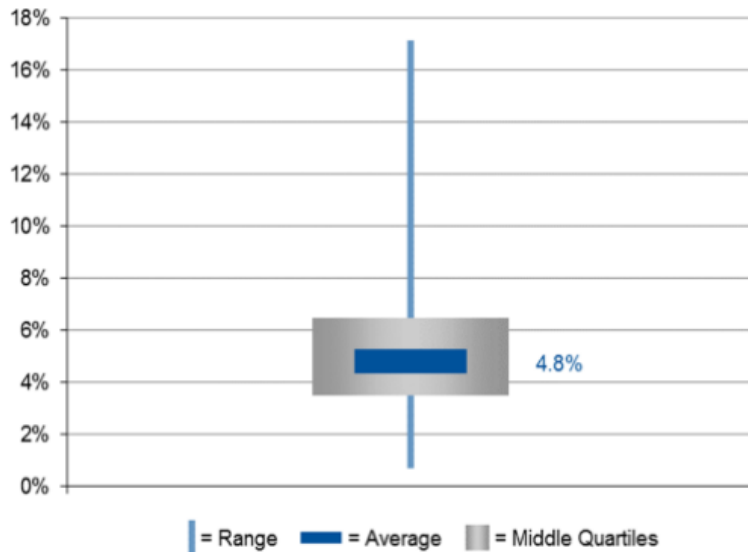
Personally Defined

● U.K.'s Open University

Open, but individualized, programs of study for credit or noncredit, such as the U.K.'s Open University or the University of Phoenix at its inception

Indicadores

Figure 6. Education: IT FTEs as a Percent of Employees



Source: Gartner IT Key Metrics Data (December 2016)

Table 6. Education: IT FTEs as a Percent of Employees: by Revenue Scale

[Enlarge Table](#)

<\$250M in Revenue	\$250M-\$500M in Revenue	\$500M-\$1B in Revenue	\$1B-\$10B in Revenue	\$10B+ in Revenue
5.4%	5.3%	4.4%	3.4%	N/A

Source: Gartner IT Key Metrics Data (December 2016)

Trends in Education

Higher Ed **Business** Trends

Competency-Based Education

Reinventing Credentials

Analytics Everywhere

Ranking

Breaking Boundaries

Revenue Diversification

Increasing Political Intervention

Innovative Learning Spaces

Personalization

Student Recruiting

Cloud



Mobile



Social



Information



Internet of Things



Higher Ed **Technology** Trends

Open Microcredentials

Digital Assessment

Predictive Analytics

Adaptive Learning

VR/AR Comeback

Hybrid Integration Platforms

Institutional Video Management

Artificial Intelligence

Listening and Sensing Technology

Robotic Telepresence

E como apoiamos as instituições?

Suporte a estratégia



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Professores e Estudantes



Top 10 Strategic Technologies Impacting Higher Education in 2016

Connect the Dots to Engage Faculty in Technology Strategy: The Learning Stack Example

Hype Cycle for Education, 2015

Concrete Governance in Higher Education: How a Simple Three-Layered Portfolio Approach Enables Sustainable Decisions

Market Guide for Higher Education Student Information Systems

Decision Point for Federated Identity and Cross-Domain Single Sign-On

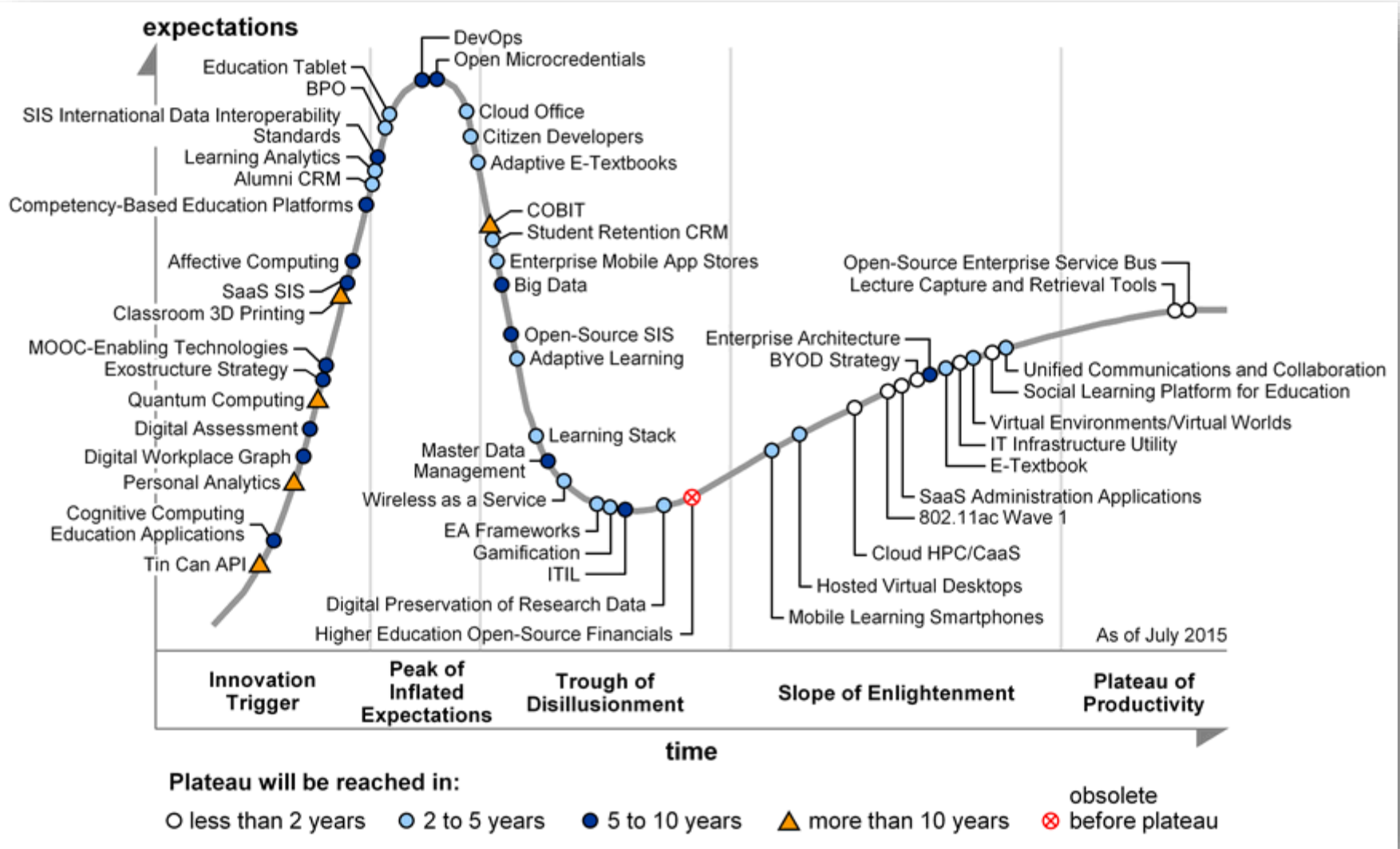
Three Important Ways the Analytics Landscape Is Changing in Higher Education

Achieve a 360-Degree Student View With CRM in Higher Education

IT Market Clock for Higher Education, 2015

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Hype Cycle for Education



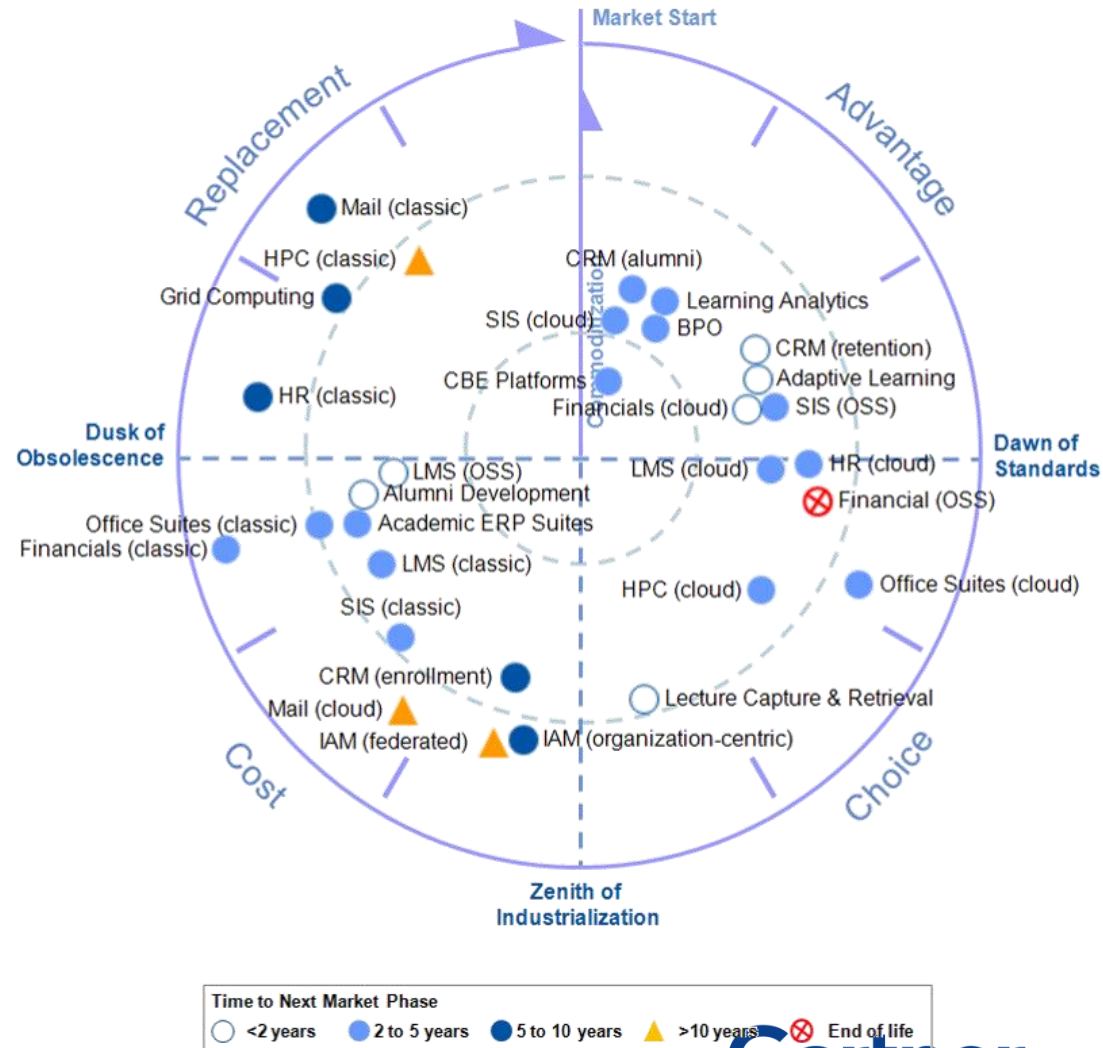
IT Market Clock for Higher Education, 2015

Advantage: Assets in the customized phase, which provide differentiated technology, service or capability. There will usually be limited supply options and high dependence on relevant skills. Organizations should focus on benefits received.

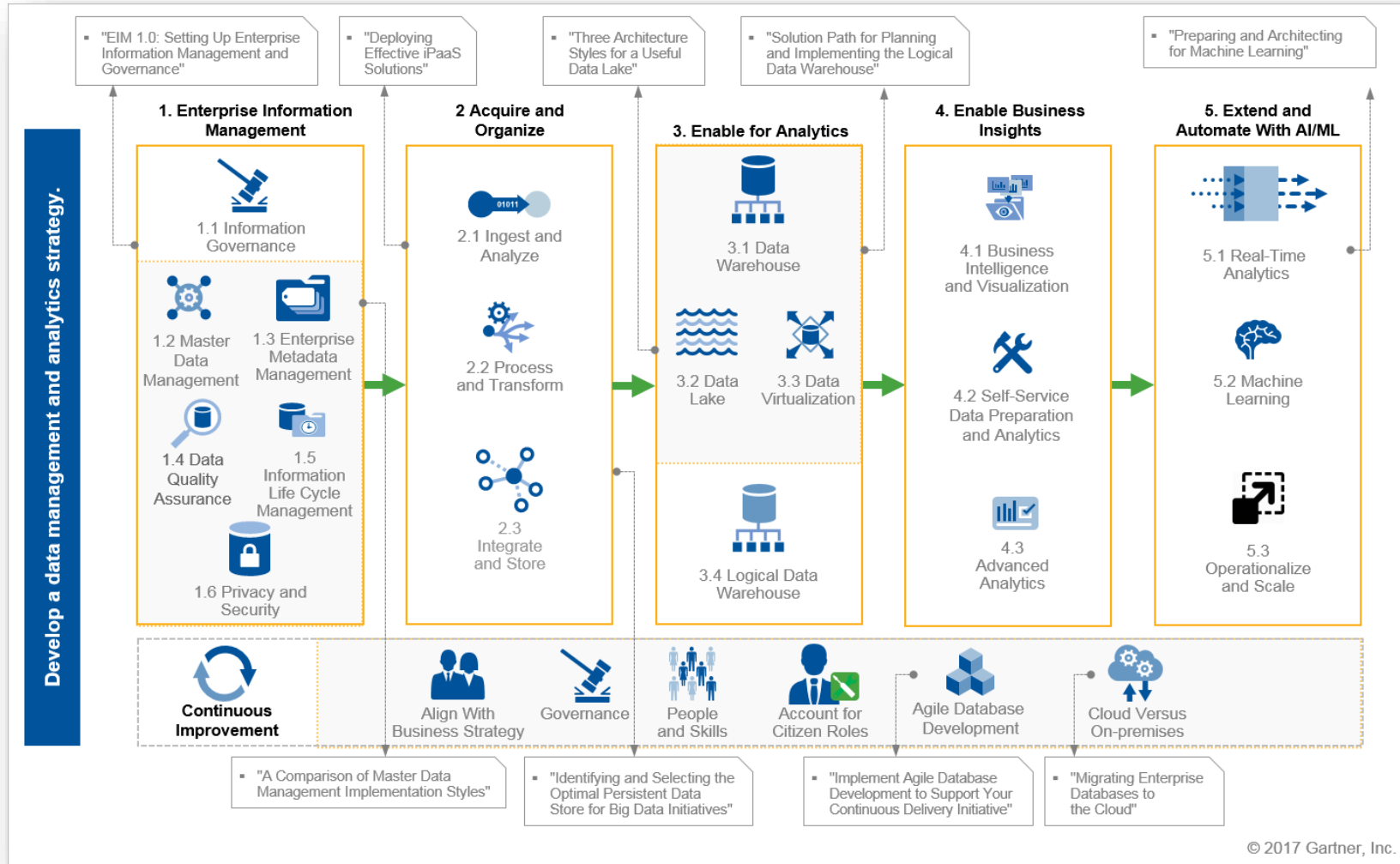
Choice: Assets in the mass-customized phase, subject to increasing levels of standardization and growing supply options. Organizations should re-evaluate the level of required customization, prices and supply choices periodically.

Cost: Assets in the commoditized phase. Differentiation between alternative sources is at its minimum level and competition centers on price. Organizations should focus on acquisition and switching costs. Ensure minimal skill set dependencies.

Replacement: Assets in the disfavored phase, usually legacy technologies, services or capabilities. Supply choices and access to available skill sets will be decreasing, leading to rising operational costs. Their retirement or upgrade is essential.



Solution Path for Planning and Implementing a Data and Analytics Architecture



Evaluation Criteria for Business Intelligence and Analytics Platforms

Gartner for Technical Professionals

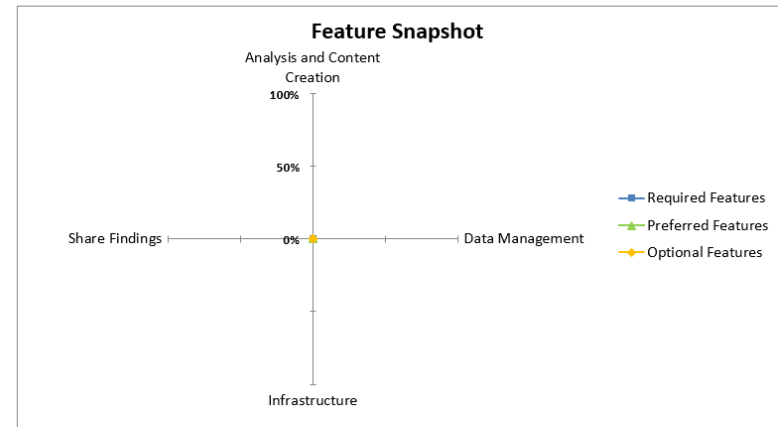
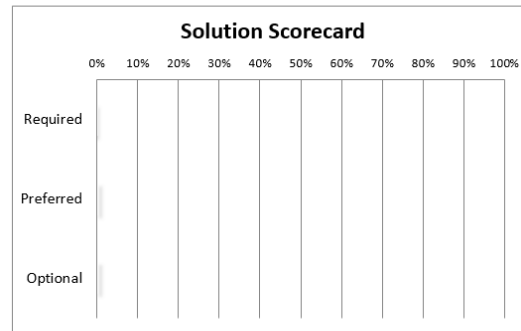
Business Intelligence and Analytics Platforms Selection Criteria

This spreadsheet allows organizations to assess business intelligence and analytics platform solutions using Gartner's Evaluation Criteria. The spreadsheet can be customized to meet an organization's individual needs.

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The instructions, intent and objective of this template are provided in the source document. Please refer back to that document for more information.

	Required			Preferred			Optional		
	Evaluated Criteria	Score	Percent	Evaluated Criteria	Score	Percent	Evaluated Criteria	Score	Percent
Analysis and Content Creation	0	0		0	0		0	0	
Data Management	0	0		0	0		0	0	
Infrastructure	0	0		0	0		0	0	
Share Findings	0	0		0	0		0	0	
Total Score	0	0		0	0		0	0	

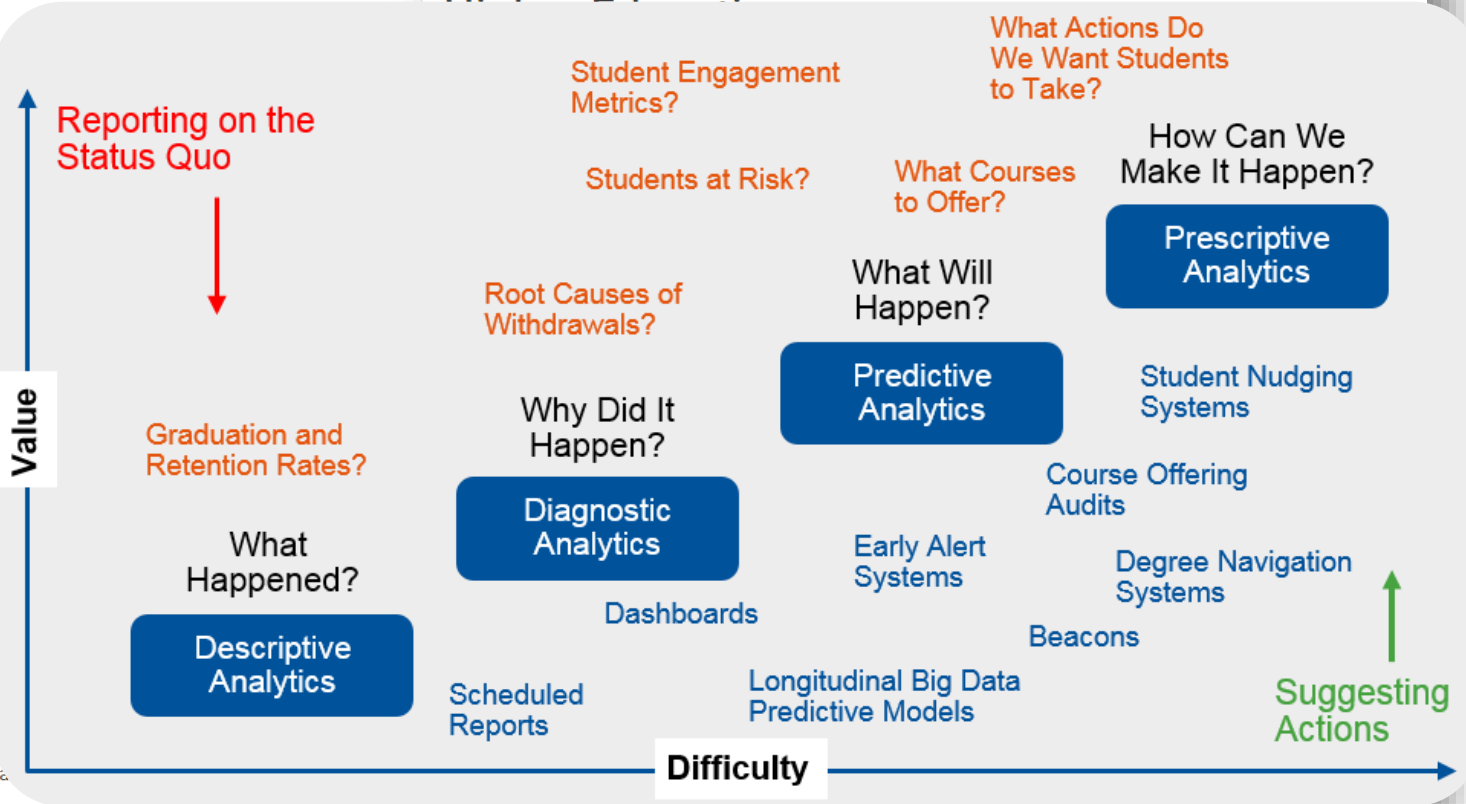


Higher Education Analytics for Data-Driven Insight

Assessing the State of Institutional Analytics in Higher Education

Published: 27 April 2016 ID: G00277044

Assessing the State of Learning Analytics in Higher Education



Three Is Cha

Published: 03 M
Analyst(s): Gle

Summary

Analytics can b
institutional eff
changing to ca
CIOs with new

Overview Impacts

- Mergers, ac
solutions, ma

- More higher education analytics providers are offering comprehensive services such as retention as a service and benchmarking alongside their technology offerings, increasing the risk of vendor lock-in for CIOs.

- Many vendors are making analytic models and methods more opaque, making it more difficult for CIOs to use analytics to meet their desired outcomes.

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- Comparativo de Fornecedores
- Validação de termos de referência
- Negociação de contratos
- Análise de maturidade (IT Score)
- Análise de orçamento (IT Budget)
- Planejamento estratégico
- Indicadores
- Peer connect



E como apoiamos as instituições?

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The screenshot displays a Gartner website interface with several content cards and a calendar. The cards include:

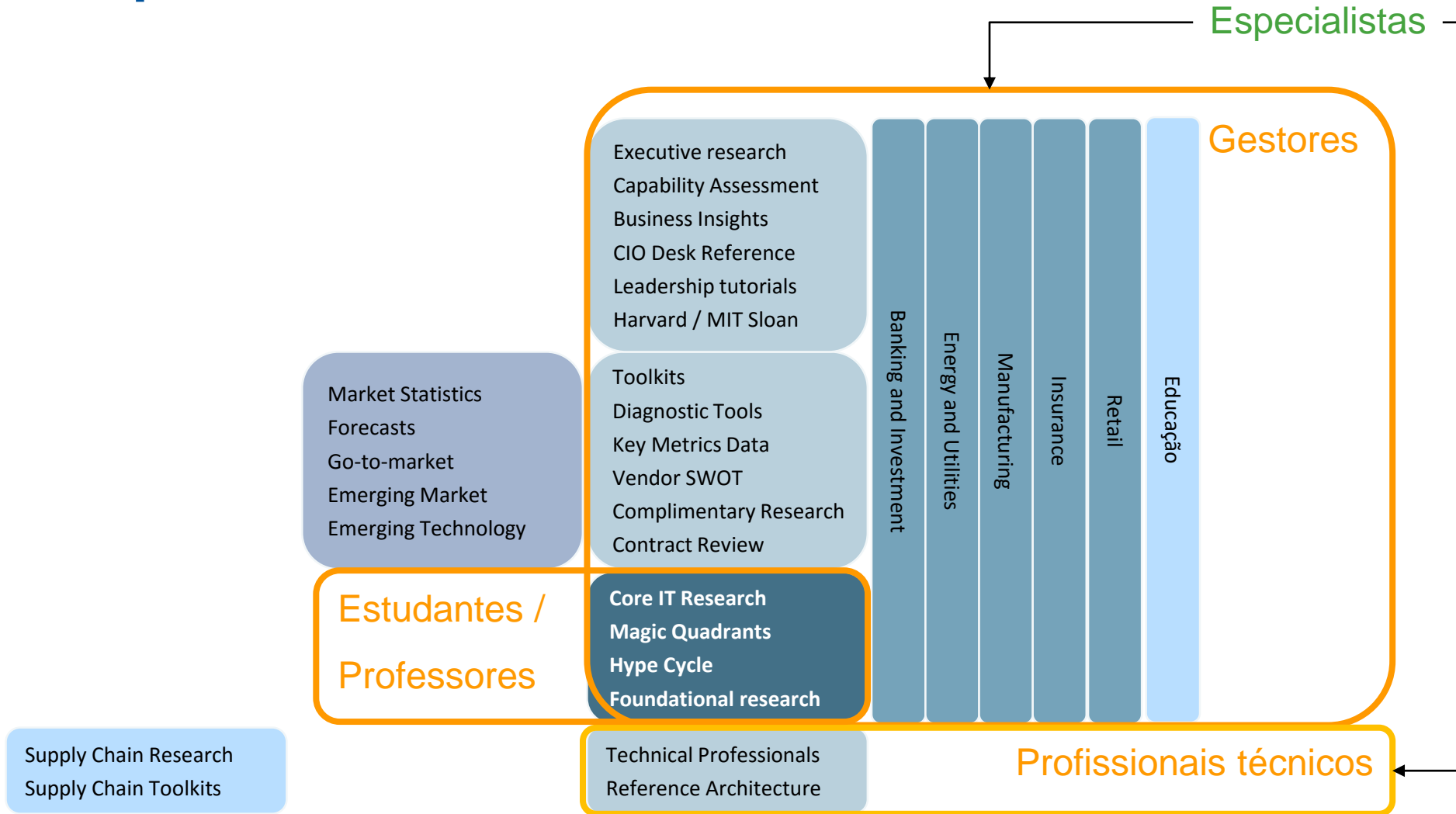
- Magic Quadrants**: A card dated 25 May 2016 titled "Magic Quadrant for Enterprise Network Firewalls" with a sub-headline "Next generation" capability has been achieved...".
- Hype Cycles**: A card dated 26 November 2015.
- Special Reports**: A card titled "Gartner Special Reports are time-sensitive research reports focused on key issues in technology."
- MyGartner**: A section with the heading "How to Corp" and sub-headline "In many orga BI leaders ne to implement".
- Underst Disenga Corpora**: A section with sub-headline "BI leaders are businesses expect from continued BI and analytics investment, causing users to disengage from the corporate BI initiative. This note helps BI leaders understand why this happens and how to prepare to start reengaging users to deliver expected value."

The **Calendar** section is prominently featured, showing a navigation bar with tabs for RESEARCH, PEER INSIGHTS, INITIATIVES, and EVENTS & WEBINARS. The calendar grid highlights the months of 2016 and 2017. A list of events for May and June 2016 is shown:

- MAY 2016**
 - 31 May 2016: The IoT Scenario: Growth Opportunities for Vendors
- JUNE 2016**
 - 01 June 2016: The Mobile Scenario: Taking Mobility to the Next Level
 - 01 June 2016: Cloud Megavendors: CIOs Must Understand Vendor Cloud Strategies
 - 02 June 2016: Cool Vendors for 2016: Features-Fads-Disruptions in the Digital Landscape
 - 02 June 2016: Special Report: Cybersecurity is a Foundation for Digital Business
 - 06 June 2016: Where Your PPM Career Won't Be in 2020: A Gartner Viewpoint
 - 07 June 2016: Spend More Where IT Matters Most: How to Reduce IT Costs

Additional features include a filter section with "All Locations" and a search bar labeled "Enter keyword(s)".

Mapa de conteúdo



UNICAMP



Enable student success and improve institutional outcomes

To enable student success and improve institutional outcomes, senior IT leaders in education need to serve a generation of digital learners with a high-quality, personalized experience, create a student-centric learning environment and build a technology-agile organization and faculty.

Industry Program for Education

Industry sessions begin **Sunday, October 1, at 9:00 a.m.**, and continue throughout the week. Get in-depth guidance on your industry and benefit from the experience of others.

In addition to the industry-specific sessions, you'll have access to special sessions, including:

- An education breakfast and lunch series featuring Gartner analysts and guest speakers
- Peer Meetups for education senior IT executives to leverage your experiences to exchange ideas, build relationships, and address similar challenges and interests

If you would like to suggest an education peer Meetup topic, you can do so [here](#).

[View recommended education industry agenda.](#)

Gartner Symposium
14 - 18 October 2017

Why Attend Agenda

How to trust

View the 3 key
trusted advisor with

View Now



Grupo gestor tem acesso

Outros Eventos

Gartner IT Infrastructure,
Operations Management
& Data Center Summit

3 - 4 April 2018
Sao Paulo, Brazil

Gartner Data & Analytics
Summit

22 - 23 May 2018
São Paulo, Brazil

Gartner IT Infrastructure,
Operations Management
& Data Center Summit

26 - 27 June 2018
Mexico City, Mexico

Gartner Security & Risk
Management Summit

14 - 15 August 2018
São Paulo, Brazil

Gartner Data & Analytics
Summit

11 - 12 September 2018
Mexico City, Mexico

Gartner
SYMPOSIUM ITXPO

22 - 25 October 2018
São Paulo, Brazil

Gartner Catalyst
Conference

20 - 23 August 2018
San Diego, CA

Gartner Catalyst
Conference

26 - 27 September 2018
London, UK

Gestores

Profissionais
Técnicos (1)

Outros assuntos

- Apresentação de 25/5
- Conexão Intranet

*“Há conhecimento de dois tipos:
sabemos sobre um assunto, ou
sabemos onde podemos buscar
informação sobre ele.”*

Samuel Johnson

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