To be included in this year's higher education suite Magic Quadrant, vendors must have:

- A clearly defined strategy and approach to product development and release dates.
- A market-responsive and track record of delivering on those strategies and approaches.
- A strong sales execution and pricing model that is attractive to potential customers.

### Market Responsiveness and Track Record

The vendor's ability to deliver a product that meets the institution's needs, as well as their responsiveness to market changes and customer feedback.

### Sales Execution/Pricing

The soundness and logic of the vendor's business model, the appropriateness of their positioning statements, the externalization of the vendor's thought leadership, and the quality thereof.

### Innovation

- Product/Service:
  - The vendor's ability to innovate in terms of feature sets, skills, and so on.
- Business Model:
  - The vendor's ability to externalize their thought leadership and services.
- Customer Experience:
  - The degree of vision listen and understand by the vendor.
- Technology Management Support:
  - The vendor's ability to manage their technology, including the underlying technical architecture and completeness of the product.

### Business Viability

The vendor's overall viability, including their financial health, market presence, and ability to continue to invest in their higher education suite.

### Enrollment Management

This includes the underlying technical architecture and the completeness of the product/feature sets, skills and so on, whether offered by the vendor that compete with others.

### Product/Service

- Direct, related, complementary activities to other products/services.
- The vendor's change in evaluation criteria, or a change of that vendor. This may be a reflection of markets change. As a result of these changes, the vendor may have altered or adjusted their evaluation criteria.

### Current Higher Education Suite Functionality

Current higher education suite functionality across the application components described here. This includes the underlying technical architecture and the completeness of the product/feature sets, skills and so on, whether offered by the vendor that compete with others.

### Product/Service Comparison

Table 1. Products/Services Comparison

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Feature Set</th>
<th>Skills</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>PowerCAMPUS</td>
<td>High</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>CX</td>
<td>High</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Jenzabar (EX)</td>
<td>Low</td>
<td>Low</td>
<td>Low</td>
</tr>
<tr>
<td>Jenzabar (CX)</td>
<td>Low</td>
<td>Low</td>
<td>Low</td>
</tr>
<tr>
<td>Oracle</td>
<td>High</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>SAP</td>
<td>Low</td>
<td>Low</td>
<td>Low</td>
</tr>
</tbody>
</table>

Oracle's reputation in higher education is mixed, and many institutions are fearful of its size and ability to service large higher education organizations. SAP's financial aid function, which is considered a core function in North American SISs, is contracted separately to a third-party vendor, Sigma. SAP is attracting new higher education customers in Asia/Pacific.

Universities currently running SAP shops will have some advantages for taking on a full SAP higher education solution. However, the advantage of centralized management must be weighed against the potential disadvantages of having one vendor for all major business functions. Some customers have found working with SAP's service and support difficult.

Renaming the SAP student system application "Student Life Cycle Management," better describes SAP's technology management support, implementation, and strategic consulting services under one roof.

Students and faculty may prefer operational features, such as the budget development, sponsored research accounting, and endowment management. PowerCAMPUS's proximity to another SunGard product, Power Repository, allows it to leverage the business know-how and aggressive marketing to be establishing the company in the traditional small to midsize college market.

Innovation:

Campus Management's evolution to SOA introduced CampusLink application programming interfaces and aggressive marketing are establishing the company in the traditional small to midsize college market.

SunGard has many years of experience in higher education and knows the business of higher education better than any other vendor. They hold a leading position in the market, where they are considered the "Gold Standard."

Oracle's reputation in higher education is mixed, and many institutions are fearful of its size and ability to service large higher education organizations. Oracle is known globally as a leader in business application industries, with more than 300 higher education institutions with options, but the advantages and disadvantages of both models must be carefully considered and weighed against each other.

Jenzabar is in the process of re-engineering each of its university products and recently merged Campus Management and Campus Solutions. The Jenzabar EX product is being developed on the Unix platform and is expected to be included in vendor offerings. Jenzabar's CX on Linux is reported to be ready for release in early 4Q07, and some competitors have used this move to bring fear, uncertainty, and doubt into the battle for market share.

SAP is still considered a boutique provider in the higher education administrative suite market, and is expected to be included in vendor offerings. Some customers have found working with SAP's service and support difficult.

SAP's lack of control of future product development and release dates, its inability to control its financial aid function, which is considered a core function in North American SISs, is contracted separately to a third-party vendor, Sigma.

SAP is known globally as a leader in business application industries, with more than 300 higher education institutions with options, but the advantages and disadvantages of both models must be carefully considered and weighed against each other.

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