CY2 company research

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# Executive Summary

* Overview of the research findings.
* Key insights and takeaways.
* Purpose of the project and its scope.

# Company Overview

CY2 is a consultancy company founded in 2007 and based in the 's-Hertogenbosch, the Netherlands. There are currently 24 associated members to the company on LinkedIn [1]. With experience spanning over 300 projects across 13 countries, the company is a leading consultant in the global implementation of Oracle PeopleSoft Campus Solutions, a student information system. Its collaborative approach sets it apart, contributing to successful system implementations throughout Europe and internationally.

In addition to providing expert consultancy for strategic decision-making and solution implementation within post-secondary educational institutions, the company also offers maintenance services and is actively involved in product development.

The company delivers a diverse range of products that are fully integrable with Campus Solutions, as well as other educational technology solutions.

Their mission is to enhance institutions’ staff and student experience.

They aim to achieve their mission by providing services to high education institutions.

Their core values are keeping work enjoyable, maintaining the highest level of customer satisfaction and staying curious about innovations and new solutions.

* **Company Name and Branding**: Full legal name, logo, tagline.
* **Founding and History**: Date founded, key milestones.
* **Mission and Vision**: Core purpose and goals.
* **Core Values**: Principles guiding the company.
* **Leadership Team**: Key executives and their roles.

# Business Model

CY2 currently offers 10 main services:

1. Continuing Education
2. Connect: Student Communications Platform
3. Program Enrollment
4. Admissions Management
5. Anonymizer
6. Solutions Development
7. Chatbot Development
8. Revitalization
9. Consultancy & Training
10. Maintenance

## Continuing Education

Main goal is to help students after graduation.

### Core Capabilities

* Flexible educational product offering
* Instant enrollment
* Existing payment gateway integration (CashNet, TouchNet, Nelnet, etc.)
* Program completion requirements
* Student history and detail tracking
* Process financial information
* Bypass standard business process steps in Campus Solutions
* CE-File-3.png

### Native PeopleTools and Campus Solutions

* Consistent architecture and processes
* Fluid UX
* Templates
* Activity Guides
* Interactive Reporting

## Connect: Student Communications Platform

CY2 Connect is a valuable tool for streamlining student communications, addressing the common challenge institutions face in delivering timely messages through students' preferred platforms. With a high volume of communication via texting (50%), social media (35%), and other channels, traditional methods like email (12%) and phone calls (2%) often fail to engage students effectively.

A study highlights that students must navigate multiple online portals, resolve numerous registration issues, and handle hundreds of emails annually, making communication overwhelming. CY2 Connect simplifies this by integrating PeopleSoft Campus Solutions with popular mobile-based apps like Canvas, SMS, WhatsApp, and Microsoft Teams, ensuring timely and efficient communication to support student success.

## Program Enrollment

## Admissions Management

## Anonymizer

## Solutions Development

## Chatbot Development

## Revitalization

## Consultancy & Training

## Maintenance

* **Products/Services**: What the company sells or provides.
* **Revenue Streams**: How the company generates income.
* **Customer Segments**: Target markets and customer demographics.
* **Distribution Channels**: How products/services reach customers.

# 4. Industry and Market Position

* **Industry Overview**: Description of the relevant industry.
* **Market Trends**: Current trends in the industry.
* **Competitive Landscape**: Key competitors and market share.
* **Unique Selling Proposition (USP)**: What sets the company apart.

# 5. SWOT Analysis

* **Strengths**: Internal factors contributing to success.
* **Weaknesses**: Internal challenges or areas for improvement.
* **Opportunities**: External factors the company can leverage.
* **Threats**: External risks that could affect the company.

# 6. Financial Performance

* **Revenue and Profitability**: Sales and profit figures.
* **Key Financial Metrics**: Earnings, margins, ROI, etc.
* **Recent Financial Reports**: Overview of financial statements (balance sheet, income statement, cash flow).

# 7. Marketing Strategy

* **Branding and Positioning**: How the company is perceived.
* **Advertising Channels**: Social media, TV, radio, etc.
* **Customer Engagement**: Loyalty programs, customer service.
* **Pricing Strategy**: Premium, competitive, discount, etc.

# 8. Operations

* **Supply Chain**: How the company sources and distributes products.
* **Technology and Innovation**: Tech used or innovations being applied.
* **Logistics and Infrastructure**: Warehousing, transportation, etc.

# 9. Corporate Social Responsibility (CSR) and Sustainability

* **CSR Initiatives**: Community, charitable work, and ethical practices.
* **Sustainability Efforts**: Environmental impact and green initiatives.
* **Governance and Compliance**: Corporate governance practices and adherence to legal regulations.

# 10. Future Outlook

* **Growth Strategies**: Expansion plans, new product development.
* **Challenges and Risks**: Future obstacles or potential risks.
* **Industry Forecast**: Predictions for the industry’s future.

# 11. Conclusion

* Summary of key insights.
* Recommendations or actionable items based on the research.

# 12. References

[1] = CY2, Consult Yourself Together. (2024, February 9). About - CY2 | Campus Solutions: Application Solutions and Services. CY2 | Campus Solutions: Application Solutions and Services. https://cy2.com/about-us-cy2/

[2] = Webmaster. (2021, October 21). Lack of communication is detrimental to students. THE ITHACAN. https://theithacan.org/41797/opinion/commentary/lack-of-communication-is-detrimental-to-students/

# 13. Appendix (if needed)

* Additional data, charts, graphs, or detailed reports that support the analysis.