2018 EY Case Competition

Transforming University for the future.

Team Name - Sparkling Newbies

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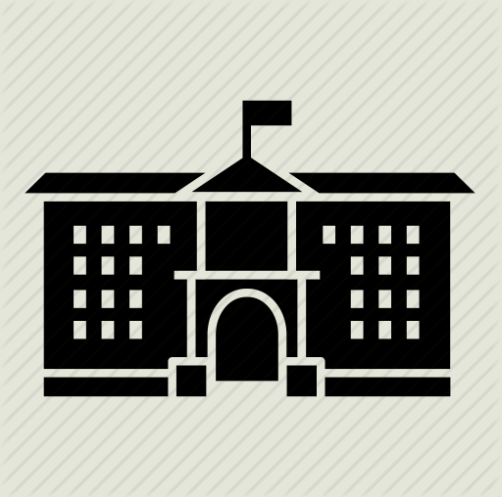
SITUATION

42% Graduates believe in degree transformation



Unprepared university in Skills Framework for the Information Age and future of work.

Lack of market technical skills in university students

Source: “Can the universities of today lead learning for tomorrow? - The University of the Future”, EY Report 2018.

Problem

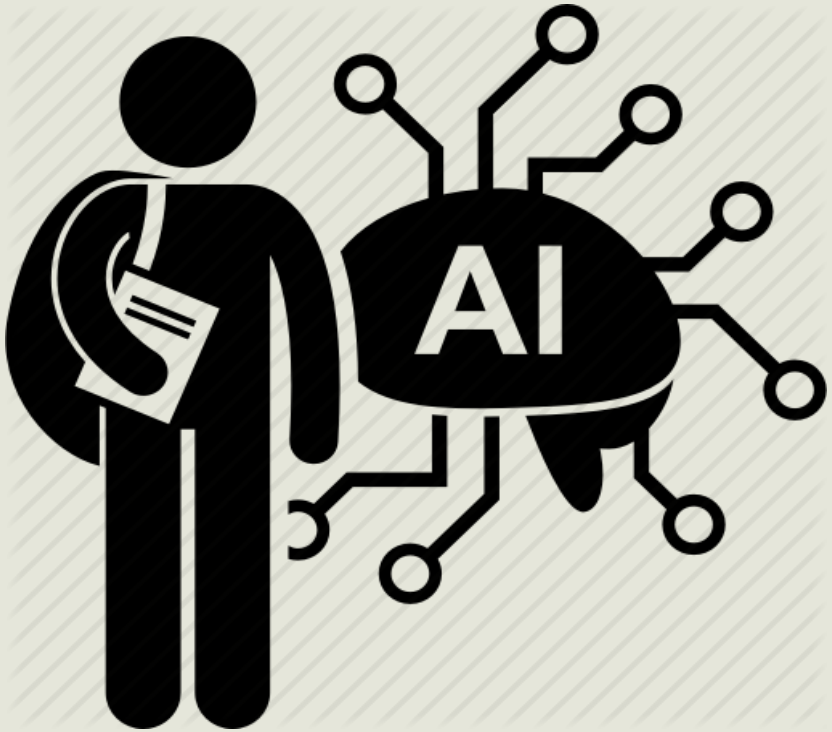
Universities are falling behind in the market due to decrease in relevant courses driven by changes in digital technologies

Client Problem		Key Issues To Be Addressed
Inability to develop 'Work-ready' graduates	Irrelevant course content	Universities courses will become irrelevant in the transformative age.
	Not ready for future	Lack future digital technology training and skillset
	Effect on employability rate	Employability rate has declined from 84% to 80%.
	Student Dissatisfaction	Students content satisfied but 42% feel the need for transformation.

Source: "Can the universities of today lead learning for tomorrow? - The University of the Future", EY Report 2018.

Trends

Artificial intelligence



“Future adoption of AI in the workplace” stated by Deloitte Insights.

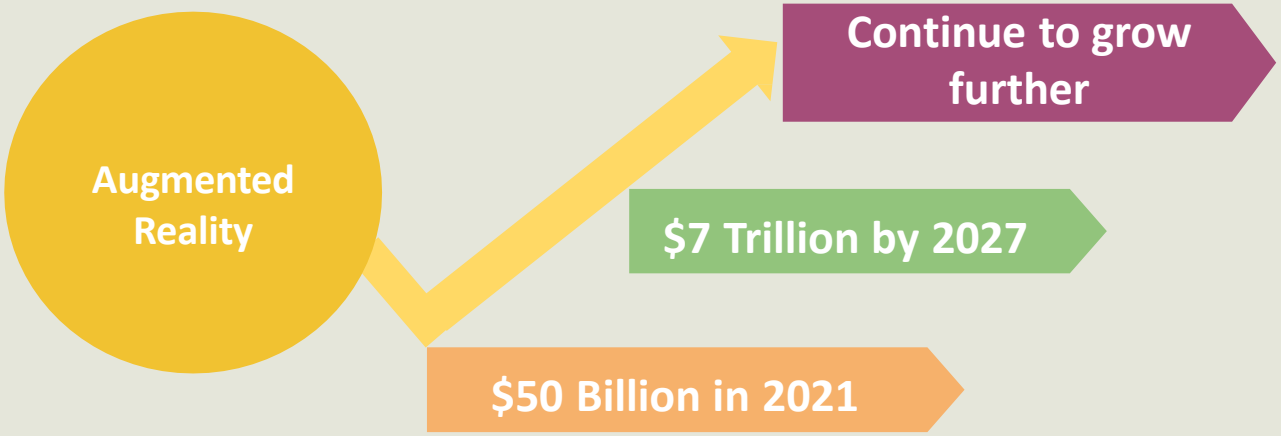
“AI is the future growth” says Accenture.

Government’s 2018-19 AI and Machine Learning budget: $29.9 Million.

“Future of work”, Deloitte Insights 2018.
Accenture Canada Insights Report 2016, “Why Artificial Intelligence is the Future of Growth” by Mark Purdy and Paul Daugherty.
Computerworld Article 2018 “Budget 2018: Government seeks to boost Australian AI capabilities” by Rohan Pearce.

Trends

Augmented Reality

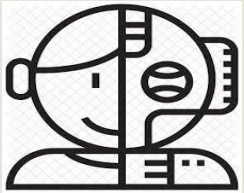


Cision: PR Newswire Report 2016, “Augmented Reality Market: IoT AR to Reach $7 Trillion by 2027” by Ritesh Tiwari.

Solution

The future of education industry and the way people study will be completely changed due to advancement in technology

- Future Preparation
- Work-integrated learning
- Content of Future
- Customized Education



Implementation

Integration of Augmented reality in providing education will revolutionize the way students learn.

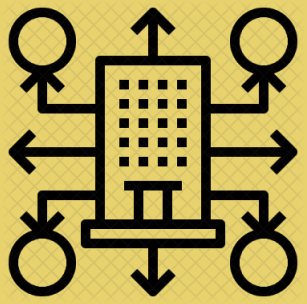
Impact on Operating Model

Revenue and Investment Modelling

Change in Administrative Partners

Distribution of Education Services

Encourage Outsourcing



Reduction in Number of Staff Members

Hire Industry experienced Teaching Staff

Training Existing Teachers

Risks and Mitigation

RISKS

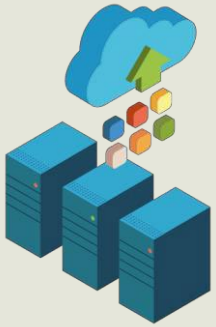
Skill based education could cause higher difficulty level of studies for students.

MITIGATION

Offer free online tools and courses to students
e.g. E- Learning platforms

Pay per subject can cause lower revenue generation for the institution.

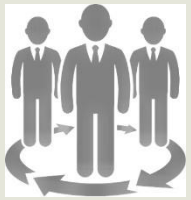
University Infrastructure as a Service in quiet hours to earn money.



Non-Technical Considerations

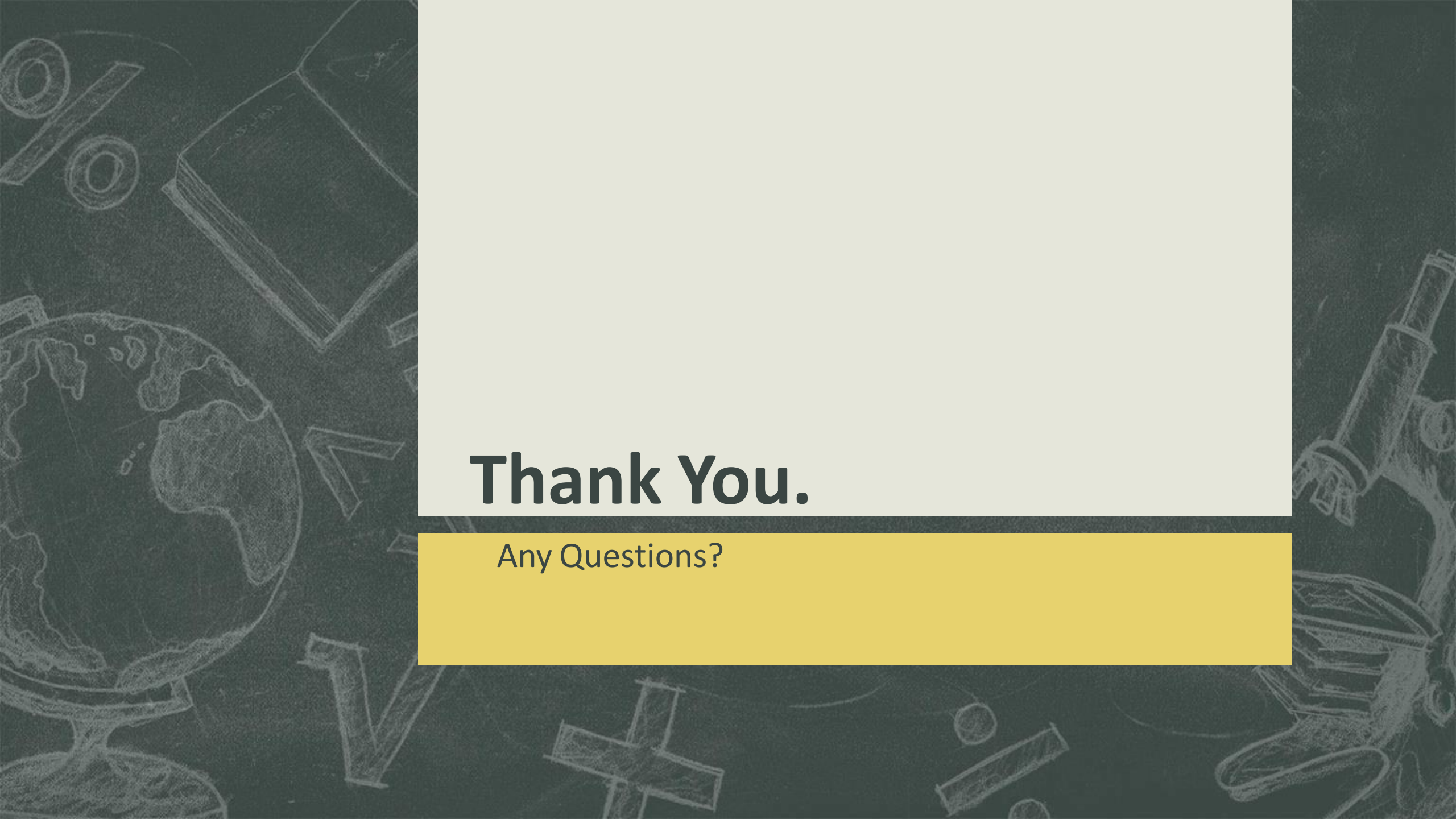
Promote education for Disabled people.

Availability of courses in Braille language for blind people.



Staff Restructure.

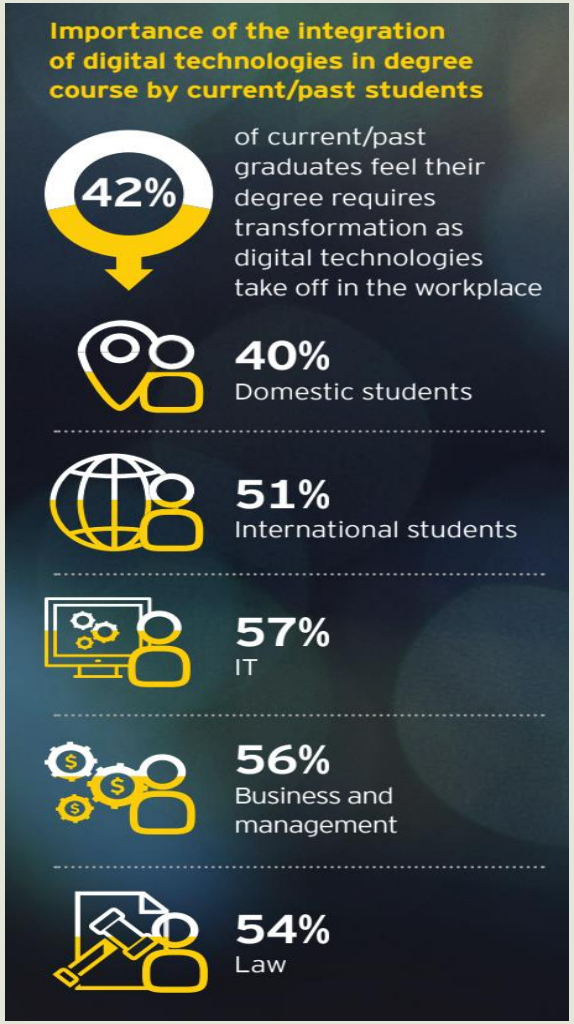
Service level agreements with key partners and suppliers.



Thank You.

Any Questions?

Appendix


Importance of the integration of digital technologies in degree course by current/past students
42%
of current/past graduates feel their degree requires transformation as digital technologies take off in the workplace
40%
Domestic students
51%
International students
57%
IT
56%
Business and management
54%
Law

Client Background

- Your client is an Australian university that has been in existence for 60 years, with a student base of 40 000 students comprising of both domestic and international students. The University is highly regarded in the international and domestic education market and is renowned for its quality development of graduates across a diverse range of faculties.
- Last year, Times Higher Education (THE) ranked the university in the top 150 universities worldwide, which has been a key driver of its' continuous retention of high-quality students.
- The University leadership are increasingly becoming aware of the transformative age and the future of work. They are concerned that if its courses and learning outcomes fail to stay relevant in the market, this will threaten its reputation and ability to develop 'work-ready' graduates.
- Recent research suggests that the university is not preparing itself to account for the Skills Framework for the Information Age and changes in the future of work.
- As 42% of current/past graduates feel their degree requires transformation as digital technologies take off in the workplace (Can the Universities of Today Lead Learning for Tomorrow? EY 2018), the leadership is concerned that if the university fails to prepare 'work ready' graduates, their ranking by THE will decline significantly. Lower enrolment will lead to lower tuition revenue and fewer financial resources to allocate across the University.
- To determine the extent to which the university is behind in the market, leadership recently conducted research and produced a report that benchmarked its own readiness to deliver graduates suitable for the transformative age against its competitors.
- The report revealed that the university's tutors and lecturers are failing to adapt their teaching style and methods in preparation for the future of work. Additionally, the research revealed that student satisfaction has decreased as students feel that the learning outcomes being assessed will be irrelevant for the 2030 workforce.
- Following the research, the University's leadership evaluated its tuition offerings and determined that students receive little, if any, exposure to the implications of the changing world of work in both practical and theoretical elements. This has resulted in a decline in the employability rate from 84% to 80% of final year students.
- The University is considering restructuring the skills/learning outcomes within the programs that are on offer to prepare students for the future of work.

Augmented Reality Market: IoT AR to Reach $7 Trillion by 2027

NEWS PROVIDED BY
ReportsnReports →
Oct 03, 2016, 08:30 ET

https://www.prnewswire.com/news-releases/augmented-reality-market-iot-ar-to-reach-7-trillion-by-2027-595626251.html

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(ODG), Pristine, PTC Acquires Vuforia, Qualcomm, Samsung, SAP, Septentrio, Seiko Epson, Shenzhen Vigor Electronic Co. and more.

Adoption of AR technology in the enterprise is growing. AR headsets and glasses are used in manufacturing, logistics, remote service, retail, medical, and education. One popular AR application is providing 'see-what-I-see' functionality, enabling off-site specialists to provide real-time guidance and expertise to troubleshoot an issue. Others superimpose process steps by step information on dials and switches in workflow situations. Order a Copy of Report at http://www.reportsnreports.com/purchase.aspx?name=697142.

"These game based and industrial end-to-end process IoT augmented reality modular Augmented Reality (AR) markets are anticipated to reach $7 trillion by 2027, growing in some cases at the same pace we have seen from Pokemon Go augmented reality. Pokémon Go grew to a massive 45 million daily active users per day after two months in the market, with the market reaching $250 million for the vendor Niantic by September 2016 after two months starting from zero."

Phenomenal growth is anticipated to come from implementation of step-by-step procedure virtual reality modules that are used to manage systems. Every business executive in the world wants to have an IT structure agile enough to

https://www.reportsnreports.com/reports/697142-augmented-reality-ar-market-shares-strategies-and-forecasts-worldwide-...

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animals, little characters to play with in our exact location, it enhances the experience of our neighborhoods. It has large beautiful birds that flap their wings and look magnificent.

The Pokemon GO characters are placed in our world, they are not crazy, they are not illusions that replace an unhappy experience of reality, or entertain with inappropriate violence, as you would find in a virtual reality game, they are friends that appear in our local life, show up in local locations where they can be caught and looked at. They become part of real life, a vital expression of reality.

Thus to say the implementations of digital imaging superimposed on reality is augmented reality misses the point, they are images that help us participate more fully in the reality around us. The augment the experience of reality, they do not change the reality itself as VR does.

The Augmented Reality (AR) market size at USD $659.7 million in 2015 is anticipated to reach $80.8 billion by 2022. The market goes from $659.7 million in 2015 to $2.6 billion in 2016, an astoundingly rapid growth for a market that really is not yet well defined. The increasing scope of applications across different industries, manufacturing, medical, retail, game, and automotive, all industries really, is expected to drive demand over the forecast period to these unprecedented levels, reaching into the trillion dollar market arenas soon. AR technology is in the nascent stage with a huge growth potential, and has attracted large investments contributing to the industry growth.

Companies Profiled

Market Leaders

- Niantic
- Sieko Epson
- Microsoft
- Sony

https://www.computerworld.com.au/article/640926/budget-2018-government-seeks-boost-australian-ai-capab

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COMPUTERWORLD FROM IDG

NEWS TECHNOLOGY TOOLS WHITEPAPERS

Rohan Pearce (Computerworld)

08 May, 2018 20:18

The federal government's 2018-19 budget earmarks $29.9 million over four years to strengthen Australia's capability in artificial intelligence (AI) and machine learning (ML).

The funding will be split between programs at the Department of Industry, Innovation and Science, which will receive the lion's share of the funding, the CSIRO and the Department of Education and Training.

"This measure supports business innovation in sectors such as digital health, digital agriculture, energy, mining and cybersecurity," budget documents state.

https://www.computerworld.com.au/article/640926/budget-2018-government-seeks-boost-australian-ai-capa

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COMPUTERWORLD FROM IDG

Budget 2018: Government seeks to boost Australian AI capabilities

Measures to be funded include additional funding for the Cooperative Research Centres Program to back AI projects and funding PhD scholarships and school-related learning to address AI and ML skill gaps.

The government said it would fund the development of a "technology roadmap" and "standards framework" for AI as well as a national AI Ethics Framework. Together they will "help identify opportunities in AI and machine learning for Australia and support the responsible development of these technologies."

The budget funding for AI forms part of the government's broader Australian Technology and Science Growth Plan.

Gartner is forecasting that global business value derived from AI will total US$1.2 trillion in 2018, which it says is an increase of 70 per cent from 2017. AI-derived business value is forecast to reach $3.9 trillion in 2022, according to figures released last month by the analyst firm.