



NJEdge
PruTech



AI for Higher Ed: Priorities to Possibilities



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Visual Agenda



Background

Edge NJ delivers higher-ed institutions with networking, cloud, cybersecurity, SLAs and support services, strengthened by PruTech's AI and digital transformation expertise.

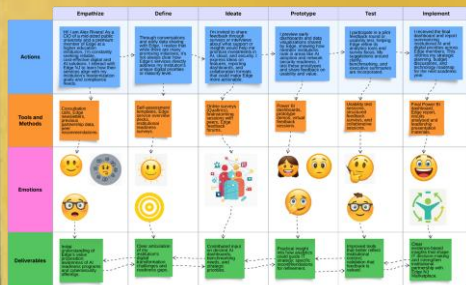
Problem Statement

Many Higher Education institutions lack clear, data-driven insight into Edge NJ's digital transformation and AI service offerings, resulting in limited awareness and engagement with its initiatives.

Project Approach



Journey Map



Key Learnings

Broad Takeaways: Converted survey and interview insights into a focused Edge and PruTech AI roadmap.

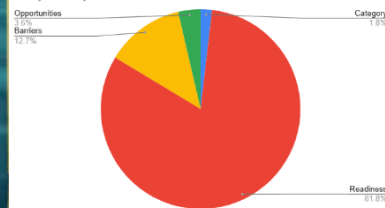
Technical Skills: Applied AI tools (ChatGPT, Claude, Perplexity, MonkeyLearn), Google Sheets, and Canva for analysis and visuals.

Business Skills: Implemented design thinking, journey mapping, project coordination and management

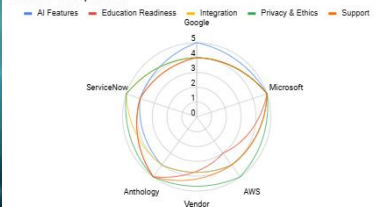
Results



Early Survey Themes



Vendor Comparison





Background



- **NJ Edge** is a non-profit higher-ed technology consortium that provides network connectivity, shared infrastructure services, procurement power through service level agreements (SLAs), and digital transformation support for member institutions.
- **PruTech** is a technology solutions making and consulting company delivering AI, cloud, cybersecurity, and custom engineering for organizations.
- Together they combine Edge's member insights with PruTech's technical expertise to co-create AI-enabled solutions for higher education.





Problem Statement and Goals



Problem Statement

Many Higher Education institutions lack clear, data-driven insight into NJ Edge's digital transformation and AI service offerings, resulting in limited awareness and delayed engagement with its initiatives.

Goals

- Assess higher-ed digital priorities using CIO/CISO feedback.
- Analyze AI adoption and governance trends across institutions.
- Buy vs. Build: We identified AI tools that can be used to strengthen AI-based services.

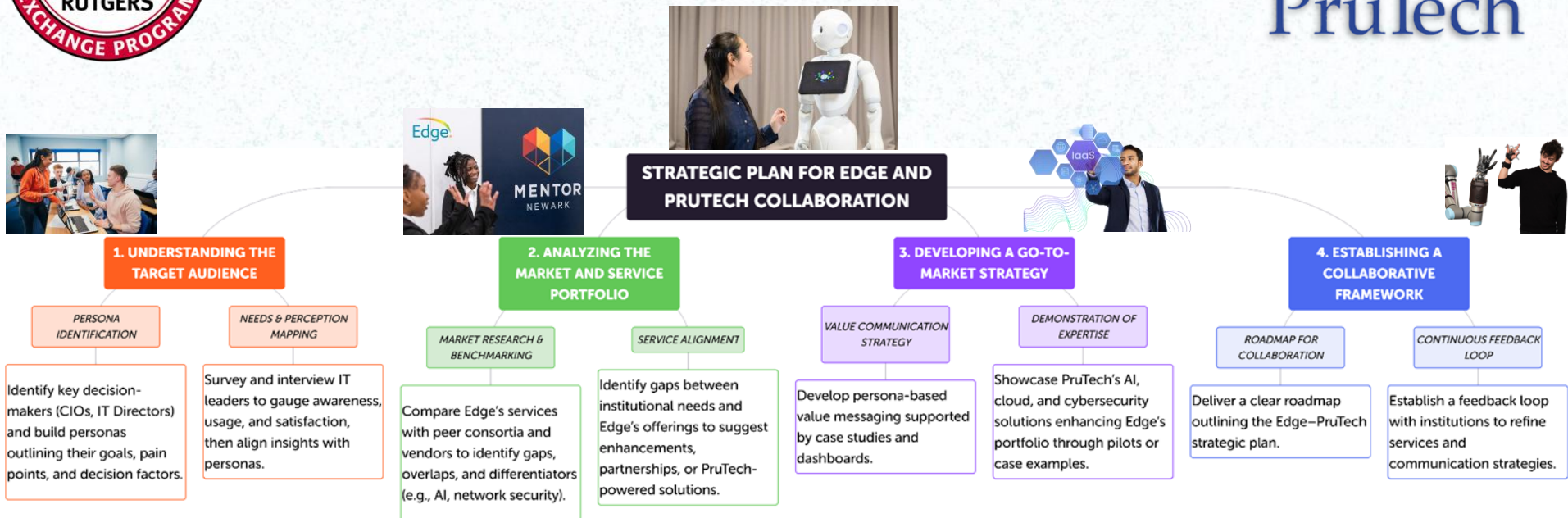


Did You Know? **AI Discussions at EdgeCon:**

NJ Edge hosts conferences that gather thought leaders to discuss AI in action, real-world applications, faculty AI literacy and institutional policies.



Concept Map



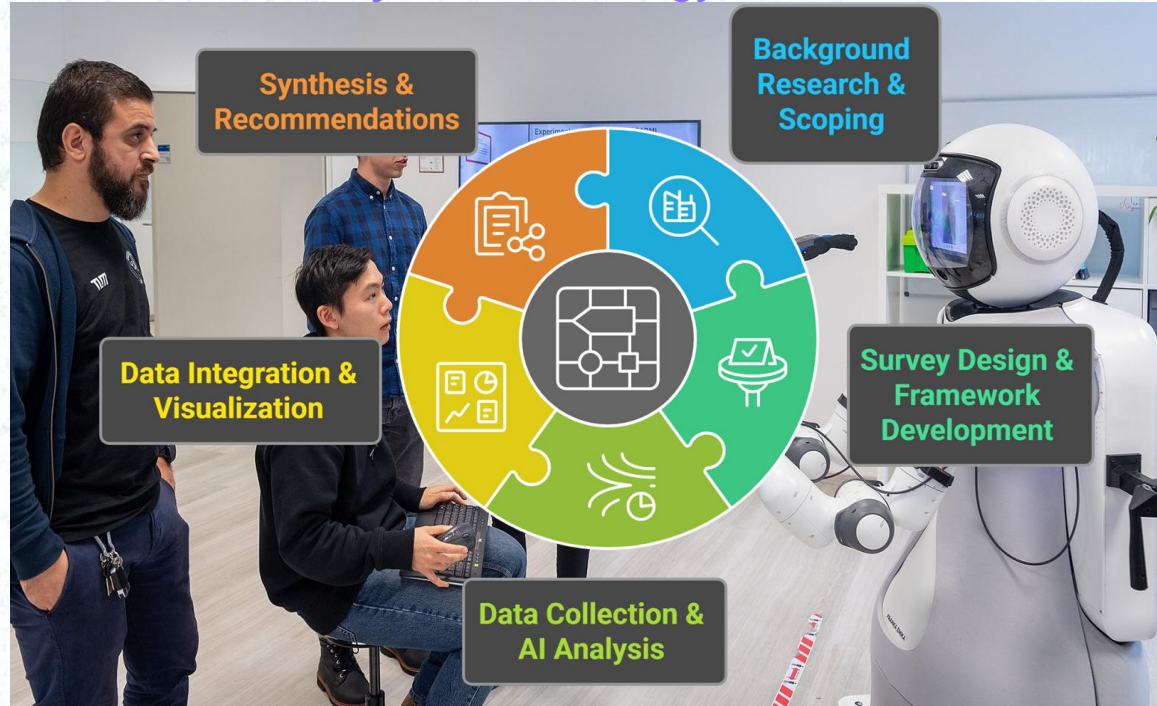


Project Approach



1. Researched higher-ed digital and AI trends.
2. Designed C-suite Qualtrics survey as per persona provided and assessed..
3. Customized email templates and follow-ups based on member behavior.
4. Analyzed responses using qualitative analysis and AI tools and techniques.
5. Visualized insights through dashboards and post-survey interviews.
6. Delivered AI tool recommendations for Edge NJ.

Project Methodology Overview





Project Demonstration-1



To bring us together



Step-1

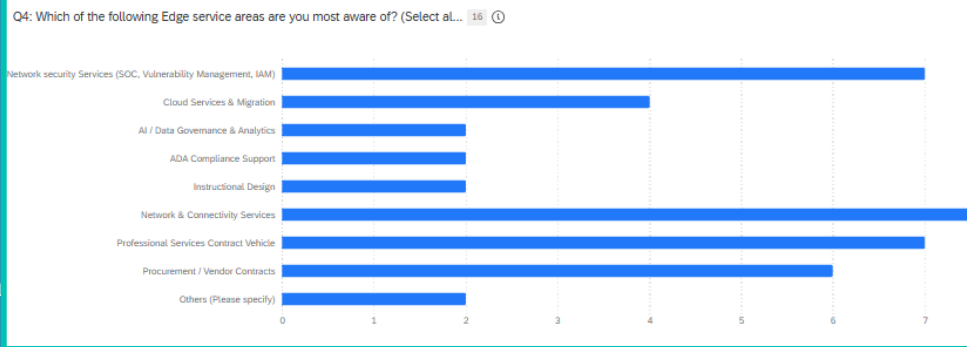
DATA COLLECTION

We sent behavior-based email templates to new contacts, role changes, conference leads, and non-responders, then cleaned the incoming data for analysis.

The screenshot shows the Qualtrics survey editor interface. The top navigation bar includes 'Survey', 'Workflows', 'Distributions', 'Data & Analysis', 'Results', and 'Reports'. The main area is titled 'Edit question' and shows a question being edited. The question type is 'Text / Graphic'. The content type is 'Text'. The response requirements are set to 'Required'. The question text is 'What best describes your current role?'. The answer choices are: CIO, CISO, IT Director/ Associate Director, Procurement Lead, and Others (Please specify). The question is marked as 'Published' and was saved on Oct 28, 2025 at 11:53 AM.

DESIGNING THE QUALTRICS SURVEY

We identified key themes—AI, digital priorities, network security, and service awareness—and turned them into clear, C-suite-focused questions. The survey was structured with simple sections and branching to capture both quantitative metrics and qualitative insights.



Step-2





Project Demonstration-2

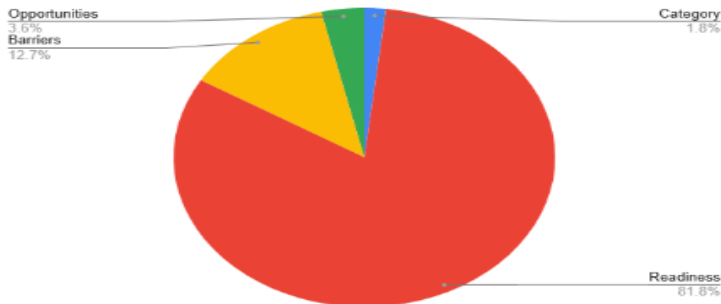


To set us Apart



Step-3

Early Survey Themes



QUALITATIVE AI ANALYSIS

Our AI-powered analysis found that awareness of Edge's core services—networking, cloud, cybersecurity, SLAs, and software support—varies widely across institutions, revealing gaps in communication and opportunities for targeted outreach.

WHERE WE STAND

Through AI-focused vendor benchmarking, we saw how top providers are using intelligent automation, predictive analytics, and AI-assisted support to elevate their services. These insights reveal strategic opportunities for Edge to expand its offerings and align with emerging higher-ed expectations.

Vendor Comparison



Step-4





All Things Edge- Results



Edge's Internal Strengths

- Strong foundation in networking, cloud, cybersecurity, SLAs, and consortium trust.
- Well-positioned to layer AI-enhanced services on existing infrastructure.

Edge Services Awareness Quotient

- Institutions have **limited awareness** of Edge's core services (networking, cloud, cybersecurity, SLAs, software support).
- Clear communication gap and opportunity for targeted outreach and visibility.

Edge AI Readiness and Market Insights

- Macro and micro analysis show rising AI interest but major gaps in governance, readiness, privacy, and faculty/student support.
- Vendor benchmarking shows competitors using AI for automation, predictive analytics, and AI-assisted support.

Recommended AI Opportunities

- **Use/Procure:** Copilot, ChatGPT, AWS/Azure AI, Splunk AI Assist, Anthology, ServiceNow.
- **Build:** AI governance templates, readiness dashboards, and an AI-powered member insights platform.



Key Learnings

NJEdge.
PruTech

Technical Skills

Learned C-suite survey design, data categorization, qualitative analysis, key Higher-Ed AI concepts, and hands-on use of AI tools with Google Sheets, Splunk, UserBit and Canva for analysis and visuals.

"Tools don't deliver insights – skilled use of them does."

Business Skills

Developed professional communication with customised outreach and teamwork, applied design thinking with journey and concept mapping, and strengthened leadership skills.

"Empathy isn't soft – it's how strong solutions start."



Broad Takeaways

Gained insight into sector-wide digital and AI priorities, recognized Higher-Ed AI challenges, and ability to synthesize multi-source market research.



Visual Agenda

NJEdge.
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Project Approach



Results



THANK YOU!



NJEdge.
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Business Skills: Implemented design thinking, journey mapping, project coordination and management

Anthology Vendor AWS