



NJEdge.
PruTech



AI for Higher Ed: Priorities to Possibilities



Meet The Team



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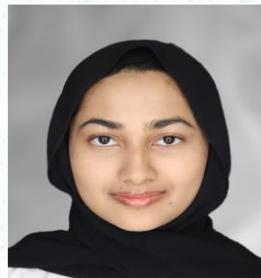
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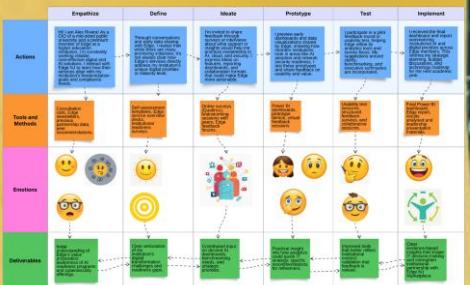


Visual Agenda

Background

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

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

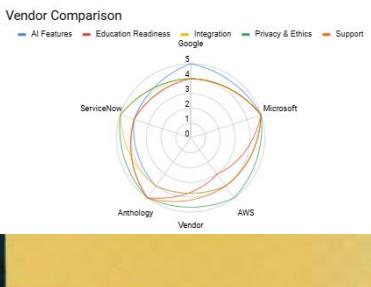
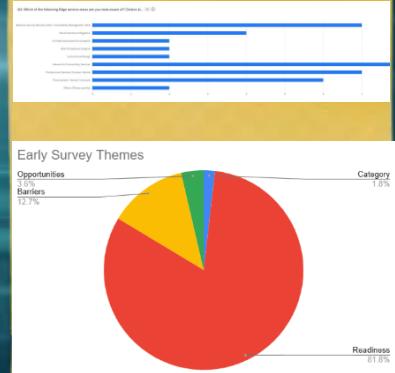
Problem Statement

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



Results



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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.



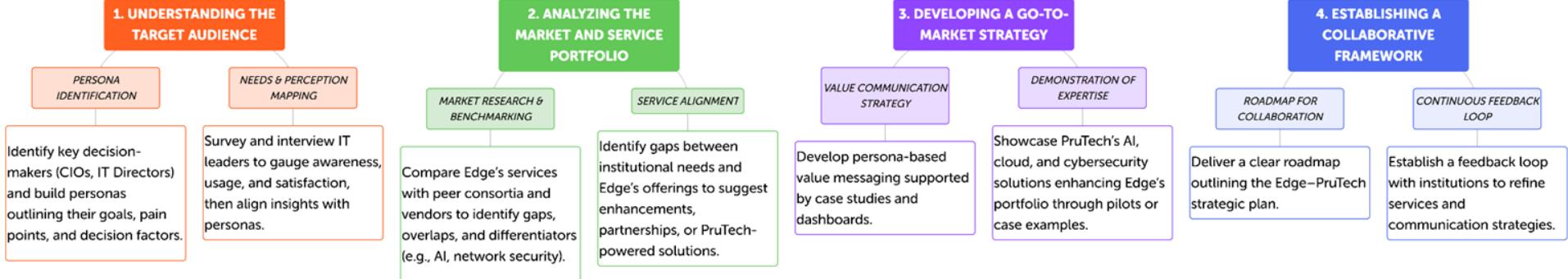
Did You Know? AI Discussions at EdgeCon:
NJ Edge hosts **conferences** that gather thought leaders to discuss AI in action, real-world applications, faculty AI literacy and institutional policies.



Concept Map



STRATEGIC PLAN FOR EDGE AND PRUTECH COLLABORATION

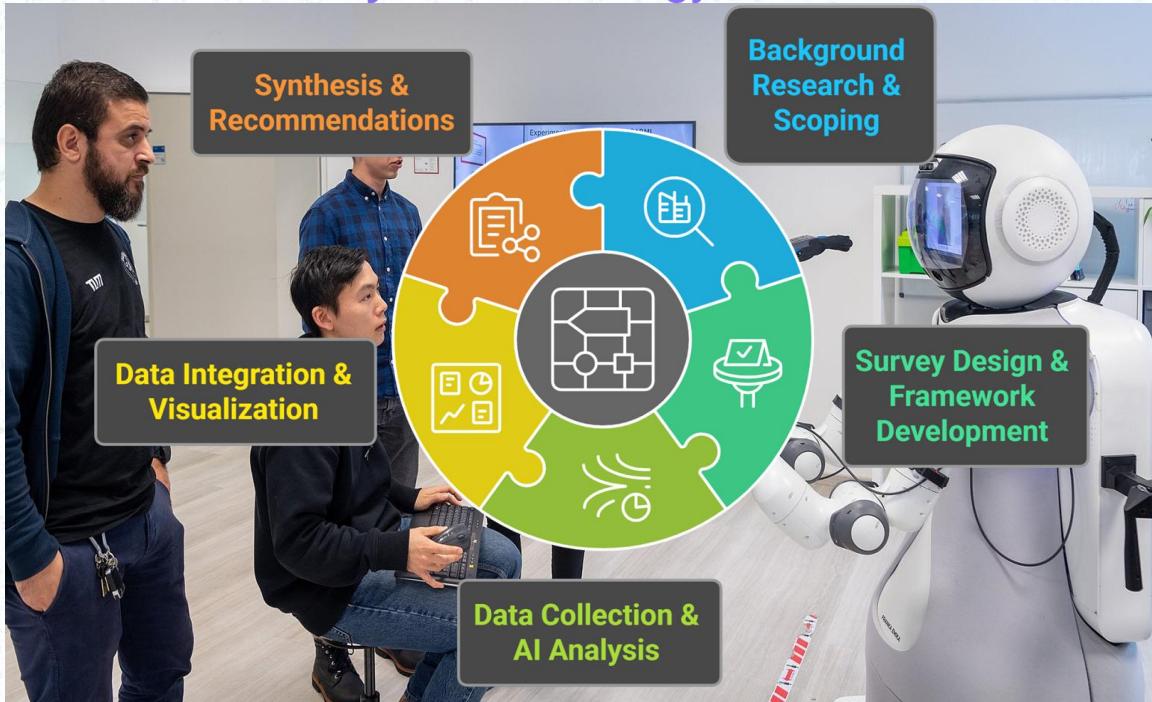




Project Approach

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 NJEdge. PruTech

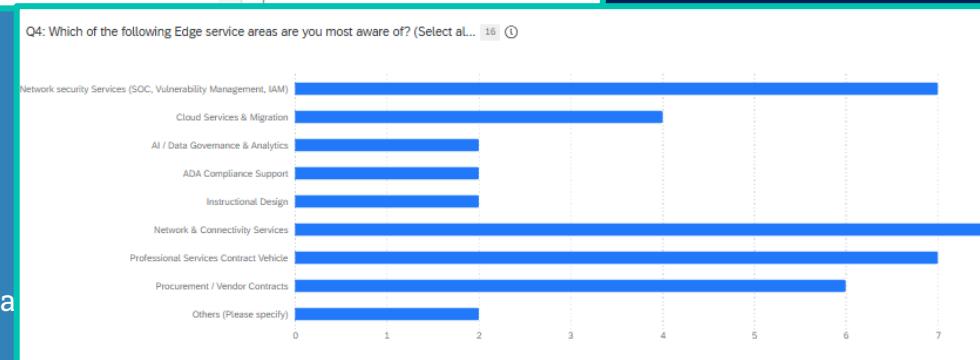


Step-1

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.

A screenshot of the Qualtrics survey editor interface. The title bar says "XM Edge AI & Digital Readiness Pulse – CIO/CISO S...". The left sidebar shows sections like Survey, Workflows, Distributions, Data & Analysis, Results, and Reports. Under "Edit question", the "Question type" is set to "Text / Graphic". The main area shows a branching structure starting with "Q2: What best describes your current role?". Below it are five options: CIO, CISO, IT Director/ Associate Director, Procurement Lead, and Others (Please specify). A "Tools" dropdown menu is open above the branching structure.



Step-2

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.





Project Demonstration-2

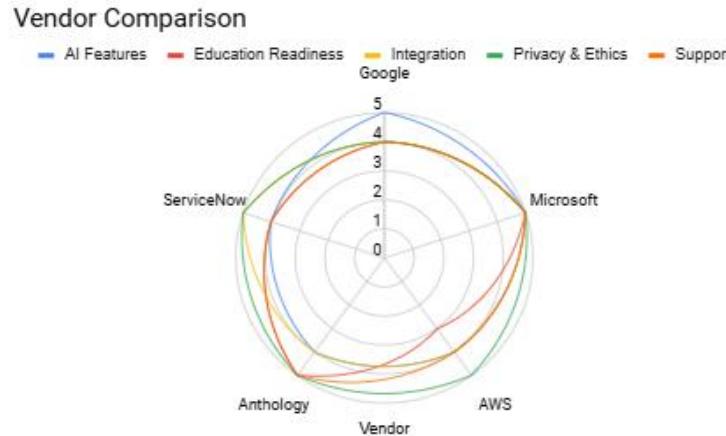
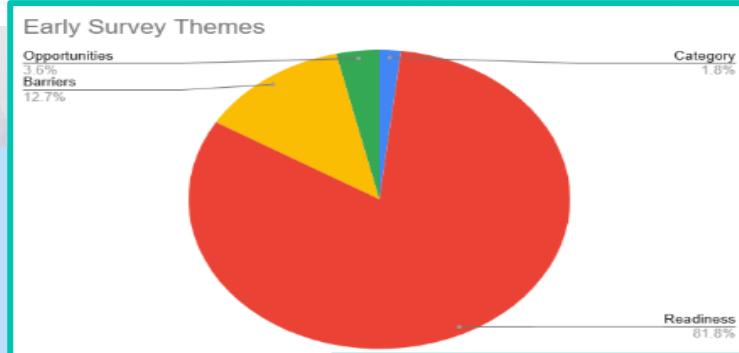
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Step-3

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.



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.

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

Technical Skills

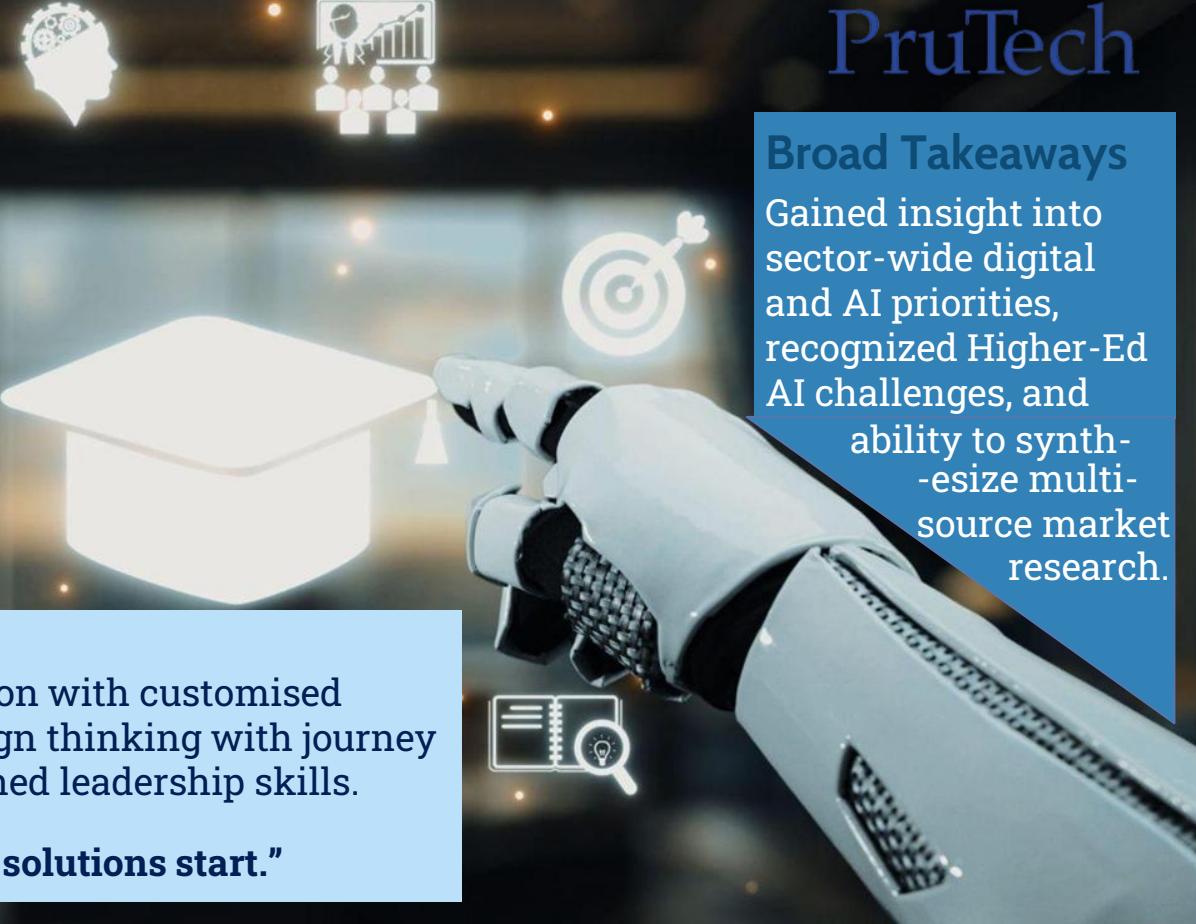
Learned C-suite survey design, data categorization, qualitative analysis, key Higher-Ed AI concepts, and hands-on use of AI tools with Google Sheets, Splunk, UserBit and Canva for analysis and visuals.

"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."



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Broad Takeaways

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



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Results



THANK YOU!



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



Anthology
Vendor

AWS