EVOLUTION OF EDTECH BUSINESS MODELS

Prospective monitoring
December 2024
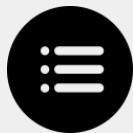
Definition of Edtechs

Methodology

Trends Analysis

BRIM is a digital platform designed to report and prevent bullying behaviour, often associated with harassment, while enabling ongoing monitoring of these situations.

NoRedInk is a digital writing platform designed for classrooms based on a gamification system and various methodologies to increase student involvement.

Atorika is a start-up offering workshops to be carried out in class to discover the world of art and science in a practical way.

Prodigy is an educational platform that aims to make learning mathematics more attractive to learners by integrating gamification elements into the exercises.

Ellucian is an all-in-one software package, hosted in the cloud, designed to digitise and automate all the administrative and academic functions of a school.

Definition of EdTech:

The acronym EdTech is short for Educational Technology. **EdTech represents the use of new technologies to facilitate and improve knowledge learning and transmission.**

For example, e-learning provides individual digital teaching as an alternative to physical attendance. These "classrooms" and MOOCs (Massive Open Online Courses) are lectures broadcast on the Internet. The LMS (Learning Management System) makes it possible to distribute educational content online, including courses. There are also educational robots that capture the attention of young people and support them in their learning.

EdTech provides tailor-made and on-demand services. It revolutionizes teaching, making it possible to **design a personalized learning path for students.**

Teachers and schools in general also benefit from these technologies, which facilitate the sharing of knowledge in collaboration with their students through participatory and pedagogical teaching. In addition, they use these technologies as **online platforms to better organize, control and monitor learning and adapt their teachings to students**. This allows them to provide more relevant and effective services.

Overall, EdTech benefits students and teachers as well as schools by **facilitating administration and communication**. They improve dialogue, education, learning and above all pedagogy.

DISCOVER THE MONITORING METHODOLOGY

Definition

Prospective monitoring consists of collecting strategic information to anticipate changes in the ecosystem and respond as quickly and appropriately as possible. This provides support for the implementation of a commercial and technological strategy.

Methodology

An effective method involves regular service developments monitoring.
The below steps were taken:

- Research, analysis and comparison of a dozen innovative offers in the field of EdTech.
- Identification and understanding of the commercial and technological benefits of these results.
- Identification of EdTech trends and innovations. Trends represent market characteristics and developments.

Objectives

For a company or educational institution to compete sustainably it needs to be constantly aware of changes in its market, so as to either limit potential risks or benefit from these changes. This would involve the following :

- Monitor competitive products and service developments.
- Identify and distinguish innovative trends and strategies over the long term.
- Analyze and compare this information with the organization's current strategy.
- Evaluate competition and their business strategies through their innovations.
- Carry out a self-evaluation and develop a strategy.
- Find inspiration in business and technological trends.

DISCOVER OUR EDTECH TRENDS ANALYSIS

GENEVA INTELLIGENCE
STRATEGIC INFORMATION

EdTech trends analysis

Main technological trends

Represent **opportunities or threats** for the various players in the sector

	Gamification		Intelligence artificielle
	Big Data		Réalité Virtuelle

Publication of the report :
EdTech Market Forecast Report 2024-2029
Learning Management Systems (LMS)

Research And Market has published the EdTech Market Forecast Report 2024-2029, which shows that the market, valued at USD 334.29 billion in 2023, is expected to reach USD 738.60 billion by 2029. This highly competitive sector is seeing increasing competition between established companies and start-ups aiming to transform education with innovative technologies. Learning management platforms such as Canvas, Moodle, Blackboard and Schoology dominate, offering tools for course creation, content management and progress tracking.

News highlights

Perlego

*Perlego, a subscription-based digital library offering unlimited access to academic titles, raised **USD 20 million (CHF 17.9 million)** in its latest financing round.*

emerge

*London-based venture capital firm Emerge has **raised GBP 56 million (CHF 68.7 million)** for its second fund, which will invest in 25 to 27 start-ups working on learning and the future of work.*

PHYSICS WALLAH

*Physics Wallah, an Indian start-up specialising in educational technologies, has secured new funding of **USD 210 million (CHF 188.2 million).***

HIGHER ED REIMAGINED

*Outsmart Education, a start-up founded by former Duolingo executives, recently raised **USD 13 million (CHF 11.65 million)** in its latest round of financing.*

GENEVA INTELLIGENCE
STRATEGIC INFORMATION

BRIM is a digital platform designed to report and prevent bullying behaviour, often associated with harassment, while enabling ongoing monitoring of these situations within schools.

Type
Platform for reporting and monitoring bullying behaviour.

Competitive advantage
The tool digitises the entire process to keep a record, and aims to eliminate the fear and stigma that often prevent students from reporting bullying in person.

Price
No pricing is given by the site and no data has been found in open sources. Pricing is specific to the size of the establishment.

Number of users
According to the LinkedIn page, the tool is used by more than 200 schools in Canada, the United States and Australia.

Level of development
BRIM is a company founded in 2012 in response to a worrying reality: in the United States, more than 160,000 pupils miss school every day because of bullying. Its aim is to reduce this phenomenon. The solution has now been adopted by more than 200 schools and has a head office based in the United States, where around ten people work. It is also recognised by the Ontario Ministry of Education's Safe Schools Resource Registry, attesting to its credibility in the field.

How does it work?
Students can report bullying behaviour using their smartphones via a form. The incident is then reported on the platform to the appropriate people, who can resolve the problem with BRIM's advice.

Link https://antibullyingsoftware.com/

Features :

- Students, whether they are victims of harassment or witnesses of such behaviour, **can report it using an application** available on their smartphone.

- Reports are **centralised and stored in BRIM,** enabling the appropriate people to intervene quickly and deal with the situation effectively.

- The tool offers one-touch **sending of standard letters and commonly used responses.**

- Keyword-based **alerts immediately alert advisers** to serious situations.

- It is possible to plan and allocate **interventions to be carried out by staff.**

- The school **creates and sends notifications** to parents and other stakeholders from BRIM.

- The tool can **identify sensitive areas,** repeat offenders and a detailed overview of bullying incidents in schools, sorted by date, location and level. This data can then be **used to generate accurate and actionable reports.**

- BRIM offers a communication **programme and launch kit for successful implementation** in a school.

| Kindergarten ★★☆ | High School ★★★ |
| Elementary School ★★★ | University & school ★★★ |

Bullying at school is a problem that many children experience or observe during their school years. According to an *RTS* article, one in ten children in Switzerland are affected. The consequences of this violence can be serious and long-lasting, with some professionals going so far as to talk of post-traumatic stress. This can take the form of high levels of stress, school phobia, or even, in the most serious cases, dropping out of school altogether. One of the main challenges associated with harassment is the silence of pupils: victims are reluctant to talk about it for fear of being stigmatised, while witnesses avoid reporting it for fear of becoming targets themselves. In response to these challenges, BRIM offers a digital solution that makes it easier to manage and reduce cases of bullying at school, by providing a safe and discreet way of reporting incidents.

- Pupils in the schools have access to an application installed on their phones, which allows them to quickly and easily report any inappropriate or worrying behaviour. This system guarantees anonymity, **giving students a sense of security to report harassment or bullying without fear of reprisal or stigmatisation.** By facilitating this process, the application makes reporting more effective and encourages proactive communication. It also serves as a prevention **tool by deterring harassers,** who will know that their actions can be reported by anyone within the school. **This solution makes schools safer, which can make a real difference to school selection.**

- The platform not only makes it possible to report cases, but also to centralise them in a structured way. School leaders and other relevant staff can access a real-time dashboard of all reported cases. When a student makes a report, he or she fills in a concise form, which makes it possible to **categorise and prioritise problems according to their seriousness or frequency.** Digital storage of bullying behaviour ensures traceability, making it easier to take decisions. In particular, this feature makes it possible to determine whether a harasser's behaviour is isolated or recurrent, **leading to appropriate and relevant sanctions.** By centralising and organising this information, the platform helps to **establish rigorous monitoring, more effective management of cases of bullying and significant time savings for the academic team.**

- You can attach screenshots, audio clips or videos to use as evidence. **Cases of cyberbullying are becoming increasingly frequent in schools,** and this type of system can be a **real asset in reducing this phenomenon.**

- By gathering numerical information such as location, date and time, detailed reports can be generated, highlighting areas of risk and types of behaviour of concern. This data not only **makes it easier to put preventive measures in place,** but also to **reduce risky behaviour**, in particular by deploying guards in strategic locations identified thanks to these analyses. **This proactive approach helps to improve safety in schools.**

This type of tool must be used with care :

- Pupils **must be trained beforehand** to ensure that the tool is used effectively and to avoid an overload of reports that would mask the real cases of harassment.

NoRedInk is a digital writing platform designed for classrooms based on a gamification system and various methodologies to increase student involvement.

Type
Digital writing platform.

Competitive advantage
The solution offers a range of methodological tools to get students more involved, as well as tracking their progress, offering personalised content, etc.

Price
A free version is available, but is limited in scope. A paid version offers full functionality, but pricing is only available on request. According to a Reddit post, the price varies between USD 16 and USD 19 per student per year, with a sliding scale depending on the number of students (the higher the number, the lower the price per student).

Number of users
According to the official website, the tool is used in 60% of American school districts.

Level of development
NoRedInk, an American company set up in 2012 by a secondary school English teacher, is enjoying real success. The tool, which is widely mentioned in many media, currently employs 155 people according to its LinkedIn page. Its adoption by a large number of school districts testifies to the maturity and effectiveness of the application.

Imagine you're leaving on a trip around the world tomorrow. You can only bring one backpack. What will you pack, and why?

A **complete sentence** needs a **subject** and a **verb**.

subject verb

The aliens fixed their spaceship.

How does it work?
The teacher must create an account and then different groups on the platform corresponding to the classrooms. The teacher then transmits a code directly to the students, who enter it into the platform to connect. The students complete a short questionnaire to communicate their interests and the teacher can give them exercises.

Link https://www.noredink.com/

Features :

- Learners can **connect to a classroom using a simple code provided by the teacher,** without having to create an account with an email address.

- Teachers **can create several groups** representing different classes.

- The solution **analyses the reading level** of each learner, giving a better idea of which students are having difficulty. It can also **identify areas for improvement and therefore the concepts** to be developed as a priority during the lesson.

- NoRedInk **detects copy/paste** rather than plagiarism, using a percentage. When the latter exceeds 40%, a purple dot is displayed. It is also possible to see which part of the text has been copied and pasted.

- For exercises or exams, the tool offers the option of **centralising work,** as well as **observing the time spent** based on keystrokes on the keyboard and mouse clicks.

- The practical exercises on offer **are varied and can be adapted to suit the level of the student.**

- Guided drafts **provide support for students** throughout the writing cycle, helping them to keep key concepts in mind.
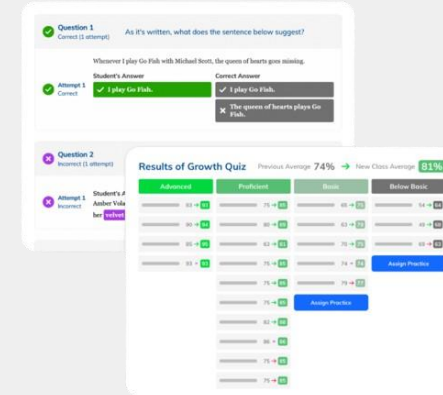
Kindergarten ★★★		High School ★★★	
Elementary School ★★★		University & school ★★★	

With the advent of digital tools, and more specifically tablets, smartphones and computers, people's habits are changing. This is also true of the youngest readers, who have had connected devices practically since birth. This high level of use can lead to a decline in interest in books, which can have an impact on their ability to read and write. NoRedInk proposes to use digital tools to improve pupils' written expression.

- The tool stands out for its **ease of use,** both for teachers, who may not be very comfortable with computers, and for learners, who just need to enter a code to access the platform and the exercises. It also makes it easy to divide groups by class.

- The reading level analysis function is a major asset. It makes it possible to assess not only the overall level of the class, but also that of each individual pupil. **Teachers can therefore adapt their lessons to the needs** of the class as a whole, while providing personalised support for students experiencing difficulties, without stigmatising them. Learners who have difficulty reading or writing are often reluctant to participate for fear of being judged by others. This feature also makes it **easier to monitor progress through repeated assessments over time.**

- Copy and paste detection, combined with analysis of the time spent on exercises, saves teachers valuable time while **limiting the risk of cheating.** Although this system cannot prevent manual cheating without copying and pasting, it is still useful for identifying the effort made by students and **better understanding their strengths and weaknesses.**

- NoRedInk offers a range of exercises that transform learning by adding a fun dimension, such as fill-in-the-blank texts, error correction and a highlighting system. The tool adapts to learners' interests by personalising content according to the themes they choose themselves, whether it's about their favourite celebrities, characters or historical figures. This personalisation, combined with a level-based progression system, **stimulates motivation, reinforces commitment and improves academic results.**

- Finally, the self- and peer-assessment activities highlight the importance of revision in the writing process. By answering a series of questions about the content of their essays, students are encouraged to reflect and make adjustments based on their responses, accompanied by examples and advice. This practice enhances their **ability to think critically and evaluate themselves,** skills that are increasingly in demand in a digital world **where algorithms tend to reinforce bias and limit open-mindedness**.

This solution can still be improved :

- It is regrettable, and even surprising, that NoRedInk only offers a web platform without a dedicated application. **An application would make it easier to set up restrictions and would be more intuitive to use,** especially on tablets.

- Setting up this tool requires investment in digital equipment, **which can be an obstacle for some schools** with limited budgets.

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Atorika is a start-up offering workshops for the classroom to discover the world of art and science in a practical way.

Type
Practical workshops.

Competitive advantage
The solution is delivered in the form of a box with all the equipment needed to set up a practical workshop to turn certain concepts into reality.

Price
The price of a workshop is EUR 35.99 (CHF 33.45) and includes Atorika challenge cards, materials and a tutorial. For an order of 9 monthly boxes, the price is reduced to EUR 27.99 (CHF 26). Finally, the price drops to EUR 24.99 for orders of 12 boxes. A school version has been introduced with an annual price of EUR 50 (CHF 46.45) and EUR 9.90 (CHF 9.20) per activity and per pair.

Number of users
No relevant information was found on this subject.

Level of development
Atorika is a concept born during the confinement in 2020. The founders were parents who realised what theoretical education at school was like, and decided in 2021 to set up a company with the aim of making lessons more practical. The company is headquartered in Mallemort, France, and currently has just under 10 employees. The company has a number of partners, including Edtech France, the CCI Aix Marseille Provence and French Tech. It plans to have more than 600 activities by 2030, and more than 50 indoor activities.

How does it work?
The teacher or school orders the number of boxes required, depending on the learning method and theme. The teacher then gives the lesson with the instructions contained in the box.

Link https://www.atorika.fr/

Features :

- Each box ordered contains **different elements to set up the experiment.** The box also contains access to the **tutorial in digital format only.**

- The boxes are **classified according to the different themes** of art (sculpture) and science (chemistry, robotics, physics, etc.). The workshops are also **classified by age and duration.**

- **6 Atorika challenge cards** are included in each box to make the workshop even more fun.

- In the version for schools, **assistance is available,** but there is also the possibility of video conferencing with members and even inter-class exchanges.

- **A digital platform is available** to explain the theory with animations, quizzes and videos.

- It is possible for schools to request **tailor-made workshops and boxes,** although the price of this service is not communicated on the Atorika website.

- A project **called 'indoor parks' is in preparation.** Its aim is to offer experiences in a dedicated setting outside schools.

Kindergarten ★★★	High School ★★★
Elementary School ★★★	University & school ★★★

Since 2009, Switzerland, like many other countries, has seen a marked decline in school results, a phenomenon confirmed by the PISA surveys and reported by the media outlet <u>Le Temps</u>. A slight improvement was noted in 2022, but this improvement is particular in that it comes in the context of the post-COVID-19 recovery, after a period marked by disruption to education. Despite this, the overall trend remains worrying, with a continuing deterioration in student performance, particularly in reading and science. To meet this challenge, Atorika proposes to reinvent learning by making lessons more attractive. Through interactive workshops focusing on art and science, the aim is to help pupils gain a better understanding of complex concepts while rekindling their curiosity and enjoyment of learning. These initiatives use fun, innovative approaches to meet the expectations of the younger generation and offer practical solutions to the challenges facing the education system.

- The main added value of this tool lies in its **ability to animate a class through engaging workshops,** making lessons both more dynamic and practical. This change in teaching method is designed not only to energise the class, but also to facilitate the acquisition of knowledge by putting concepts into practice. This interactive approach offers students a generally **more accessible way of understanding and assimilating different concepts,** while at the same time stimulating their interest.

- The fact that the experiments are not limited to the sciences, but also include art, **means that solutions can be shared and made more accessible.** Certain activities combining several themes, such as chemistry and painting, create synergy between disciplines and encourage collaboration between teachers, a result that would be difficult to achieve without this type of tool. This pooling is made possible by a wide range of experiments adapted to different age groups, so that the specific needs of different class levels can be met.

- The digital platform, accompanied by dedicated support, is a valuable tool that **offers a new approach to teaching.** It makes it easier to prepare and manage lessons, while **saving teachers a significant amount of time.**

- Tailor-made workshops can be particularly relevant. You could imagine a school developing programmes based on practical lessons, **enabling pupils to better grasp certain complex concepts.** Once the teaching packs have been designed, they can simply be ordered each year, considerably **reducing costs in the long term.** However, it is regrettable that no indication is given of the cost of developing this type of activity, although this will naturally vary depending on the materials used.

- Although still at the planning stage, the creation of "indoor parks" represents a real asset for this type of solution. These spaces would offer an open-plan setting with supervised workshops, a room dedicated to collaborative group experiments, and an interactive innovation lounge, enabling everyone to explore and understand the technologies of tomorrow. **Such an initiative would take learners out of traditional classroom environments, fostering their creativity and engagement.**

However, one point could be reviewed :

- The main disadvantage of this **solution is its financial cost.** Most of the workshops are not reusable, which means that new boxes have to be purchased each time they are used, not to mention the environmental aspect. This can be a real obstacle for many establishments.

Prodigy is an educational platform that aims to make learning mathematics more attractive to learners by integrating gamification elements into the exercises.

Type
Educational platform.

Competitive advantage
Prodigy uses game-based exercises to get students more involved.

Price
The tool offers a freemium mode for free use by teachers. Three paying packages are also available for parents to support the project and obtain additional content: the first, limited to mathematical content, is available for USD 6.25 per month (CHF 5.60). The second, including science content, is available for USD 11.25 (CHF 10). Finally, the most comprehensive package is available for USD 14.95 (CHF 13.35).

Number of users
According to Google Play, the application is used by more than one million teachers and 50 million students worldwide.

Level of development
Prodigy is one of the world leaders in game-based learning. It was founded in 2011 in Toronto (Canada) to make learning maths more engaging. The company now has a very large number of users and over 200 employees. It is at a very advanced stage of development.
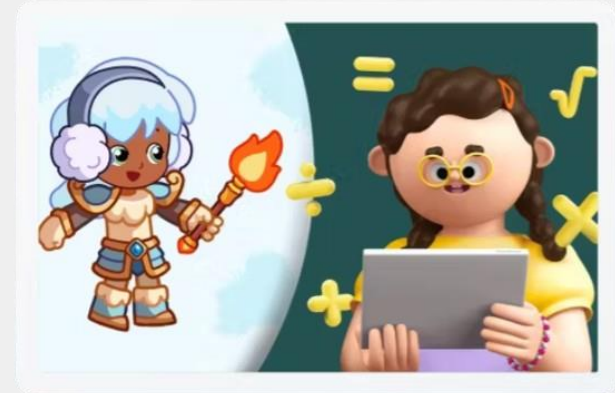

How does it work?
The tool takes the form of an open game in which pupils play the role of a magician. It seems that children are obliged to create an account to keep track of their progress. The teacher, for their part, provides the various exercises and monitors the learners' progress.

Link https://www.prodigygame.com/main-en/

Features :

- The platform gives students the chance to **create their characters,** with different outfits and customisations.

- Students answer questions to progress through the story. The **content of the questions can be developed by the teacher** and is transmitted via an adaptive algorithm.

- **Learner data appears in the form of dashboards** for teachers.

- To simplify connection for the whole class, **it is possible to use LMSs such as Clever, ClassLink and Google Classroom** while obtaining an overview of student activity and performance.

- The tool is **available in several formats :** a web version and an application available on Google Play and the App Store.

- After a few sessions of playing with Prodigy Math, **a placement test is automatically run to determine each student's** baseline levels and areas of growth.

- **Class objectives can be set with class rewards** (such as accessories for the characters).

- The solution **offers a collaborative module** to simplify the sharing and coordination of work between teachers.
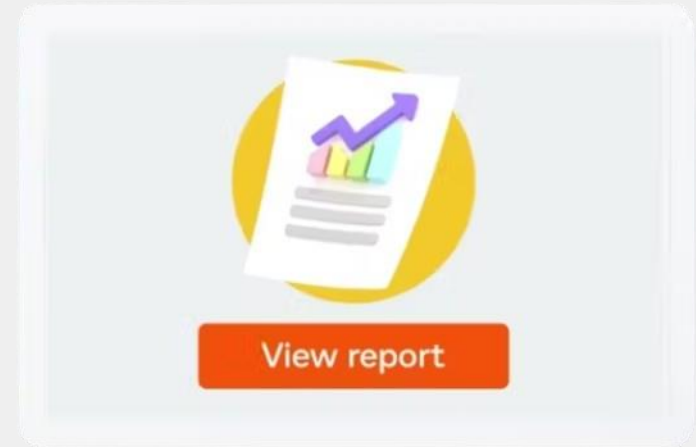
| Kindergarten ★★★ | High School ★★★ |
| Elementary School ★★★ | University & school ★★★ |

It can be difficult to generate real interest in learning, especially among the youngest members of society, because the applicability of knowledge, particularly in mathematics, is not always obvious in everyday life. Yet mathematics plays an essential role in the development of logical reasoning and the management of complex situations, skills that are increasingly important in our society. In response to this challenge, Prodigy is offering an interactive game designed to capture students' attention and instill in them a taste for mathematics.

- The solution gives students the opportunity to create and personalise their character, just like in classic video games, **which boosts their motivation.** By allowing learners to use their imagination, they become more involved, particularly if rewards are offered as an incentive. This game mechanic is an effective tool for teachers to **stimulate interest in the classroom.** For example, there may be a collective reward for solving a complex problem, which encourages cooperation between students and stimulates class discussion. More generally, gamification, combined with the introduction of new learning methods, helps to stimulate student interest. This provides a more engaging environment and **can help to significantly improve academic results.**

- After a few sessions with Prodigy, it becomes possible to organise placement tests to assess the level of individual students, as well as that of the class as a whole. These assessments, which are not graded, **make it possible to monitor students' progress and identify concepts that have not yet been assimilated.** With this information, teachers can adjust their lessons according to the real needs of the class and **provide better support for pupils experiencing difficulties,** without risking stigmatization. The platform also offers assignments that act as homework, enabling specific skills to be assessed from among the more than 1,000 listed. In addition, teachers can create their own exercises by writing customised questions tailored to their teaching objectives.

- The tool offers various monitoring reports for each student, providing precise data such as the number of questions answered, the time spent on each exercise and the completion of homework assignments. This information is invaluable for teachers, enabling them to identify the concepts that students are having difficulty with. It also makes it much more difficult for students to claim that they have completed an exercise when they haven't, which saves teachers time in monitoring and managing the class.

- -The fact that the solution is available on several media thanks to the applications is an advantage for schools, as it allows them to limit **costs by using the equipment already available to them,** whether tablets, computers or smartphones. This flexibility makes the tool accessible without requiring new investment in equipment. Similarly, parents **can use the equipment they already own.**

Despite the advantages listed, there are two points to note :

- According to several comments left by parents on various blogs, the solution seems to offer little theoretical content and focuses mainly on practice. So it's vital that pupils **don't just play the game for fun, without grasping how it works and the concepts behind it.**

- Even if Prodigy can be used in a number of ways, it is important **not to reinforce the digital divides** that may already exist within a class.

Ellucian is an all-in-one, cloud-hosted software solution designed to digitise and automate all the administrative, academic and operational functions of a higher education institution.

Type
Saas solution (Software as a Service)

Competitive advantage
The solution makes it possible to digitise all the activities of a school by centralising them in a cloud.

Price
Prices are given upon request only and depend on the features required and the number of students.

Number of users
According to the official website, Ellucian is used by more than 20 million students worldwide and the solution is used by more than 2,000 institutions.

Level of development
Datatel, Inc. was a privately held company that provided fully integrated software and professional services to create platforms for higher education until it joined forces with competitor SunGard Higher Education to form Ellucian in 2012. According to its LinkedIn page, it employs more than 4,000 people in various countries. The company has won numerous awards, most recently the Stratut Awards 2024, and works with a number of well-known partners, including Amazon Web Service and Ferrilli. It also distributes prizes such as the Ellucian Impact Award, which rewards 'visionaries in higher education'.
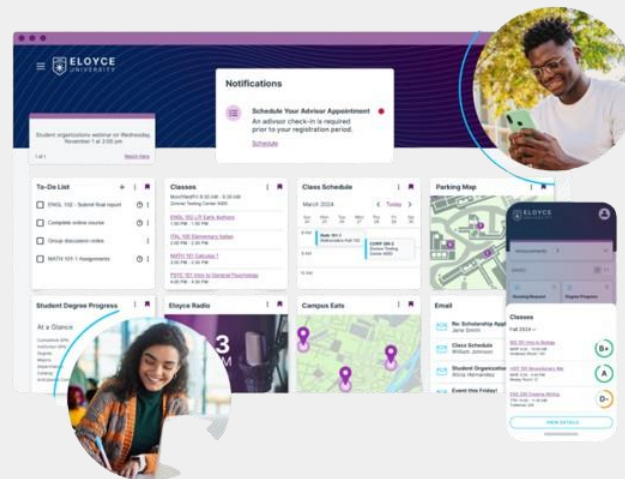
How does it work?
Depending on the products selected, it is possible to digitise a wide range of processes within a school, such as the admissions process, fundraising, dashboard management, invoice management and so on.

Link https://www.ellucian.com/

Features :

- **The solution digitises and simplifies the financial aspects for students,** improving communication and introducing a more intelligent university cost calculator. It makes it easier to award grants and generate reports on student profiles, among other things.

- Ellucian offers various modules to **optimise the financial ecosystem,** including a unified and dematerialised payment system, making it easier to understand transactions with suppliers and all expenditure.

- Human resources solutions aim to **improve the employee experience while helping to retain the best teachers and talent.** This is achieved through process automation and greater transparency in recruitment practices, such as direct sharing of job vacancies.

- The platform **modernises all student administrative processes,** starting with simplifying and standardising admissions, and enables students to digitise academic advising and graduation procedures.

- The tool centralises a vast amount of data, enabling **various dashboards to be created.**

- Ellucian **runs on a cloud infrastructure,** which means that the institution does not have to physically manage the system.

- An **artificial intelligence system is used as a chatbot** to answer questions, but also to develop **predictive models** and recommendations.

Kindergarten ★★★	High School ★★★
Elementary School ★★★	University & school ★★★

In many educational institutions, the use of digital tools has not yet reached its full potential. This can be explained by the wide variety of departments within these institutions, each with their own priorities and concerns, which vary according to the needs of the different individuals involved. For example, the requirements of professors differ from those of students and administrators. Given this diversity of needs, Ellucian's ambition is to digitise all academic and administrative processes in order to simplify and improve the daily lives of all stakeholders. The aim is to create a more integrated and efficient environment through the use of digital tools.

- In the United States, university funding is a real issue because of the high cost of enrolment and ancillary fees. According to *RTS*, the average annual cost of a university education is USD 80,000. This is why a digitised and transparent funding system seems particularly relevant, especially when it comes to scholarships. However, a digitised process could also be advantageous for Swiss and, more broadly, European institutions. Although the costs are lower compared to American institutions, they are not negligible. **Digitisation and centralisation of payment methods can represent significant time savings for both the administration and students.** This aspect can also be coupled with a complete ecosystem from a financial point of view, enabling a **better understanding of all the institution's costs,** particularly with suppliers, in order to make savings.

- Standardising and digitising the student 'lifecycle' represents a considerable asset for both institutions and the students themselves. At present, in many universities and schools, administrative procedures, particularly admissions, are still carried out via the institution's web pages, which are often not very well optimised, and are then passed on to the heads of course, who then make a decision. Similarly, communication for graduation ceremonies may take place via personal mailboxes, as the addresses provided by the institution are deactivated after a certain date. Often, the school's various departments do not communicate effectively with each other and do not keep a consistent record of interactions. These malfunctions represent a significant loss of efficiency for institutions, generate additional costs and generate frustration among students. **By centralising data, these problems can be avoided and overall productivity improved.**

- Using cloud-based technology, rather than physical computers within the institution, offers **greater flexibility and is also financially advantageous for institutions,** which do not need to invest in new hardware.

- Using a chatbot available 24/7 enables schools and the administration to **delegate some of the work.** Requests that go beyond the chatbot's 'barriers' therefore become a priority, allowing educational staff to **concentrate on more qualitative tasks.** For students, the constant availability of answers is reassuring and theoretically enables **urgent requests to be dealt with more quickly.** Thanks to the data collected, artificial intelligence can proactively predict and identify at-risk students, thereby limiting the number of drop-outs and potentially increasing the success rate. Generative AI is also used to create intelligent forms that simplify repetitive administrative tasks, **saving considerable time.**

However, this solution represents a danger :

- This solution offers a number of advantages, but increases the **facility's dependence on Ellucian.** If the institution decides to change its tool, this could prove complex. What's more, a failure of the platform could paralyse its operations. Centralising data on a single platform also poses **challenges in terms of data protection management.**