



Manage student and alumni data throughout the information lifecycle

IBM **Information Management** software

IBM Optim Data Growth Solution for PeopleSoft Enterprise Campus Solutions

Highlights

- ***Align application performance with business processes to meet service levels***
- ***Segregate inactive data from current activity and safely move it to a secure archive***
- ***Archive, manage and retain Campus Solutions data at the business object level***
- ***Respond to student and alumni requests with query or self-help access to standalone archives***
- ***Protect your investment with integrated archiving across the Oracle family of applications***

Campus Solutions support student and alumni long-term relationships

Institutions of higher learning rely on PeopleSoft® Enterprise Campus Solutions to build positive and life-long relationships with increasing numbers of students and alumni.

These applications provide timely access to academic records and reports, and they provide a common source of campus data. Business capabilities enable administrative staff to manage and calculate all student financial information, including tuition, billing, payment plans and refunds, while faculty have the functionality they need to better manage learning activities and track student progress — anywhere, anytime.

Campus Solutions also support future growth with capabilities that allow you to plan, manage and track recruitment and admissions activities. Similarly, you can support all aspects of enrollment, including catalog and class schedule maintenance and academic programs. While managing student services and business operations, you also have the technology needed for developing

relationships with alumni and other donors and automating federal and institutional financial aid processing to ensure more efficient operations.

How can you improve student and alumni data management?

In addition to all of the advantages of advanced planning and transaction processing capabilities, Campus Solutions is designed to capture huge volumes of information that must be managed and maintained to support long-term student and alumni relationships. However, as each class graduates and the next generation of students arrive, historical student and alumni data can accumulate rapidly. While most, if not all, of this historical reference data remains in the production environments for years to support inquiries and data retention requirements, much of this data is rarely accessed for day-to-day campus and business operations.

As a result, Campus Solutions databases can grow exponentially, which can impact application performance at many levels — slowing

response time, limiting availability and increasing administrative burdens. You have less bandwidth to address critical student and educational needs. And, if allowed to continue, data growth and longer retention requirements can put your Campus Solutions databases on overload, making them harder to manage, increasing costs and keeping you from meeting service level agreements.

So, how can you improve Campus Solutions data management? The IBM® Optim™ Data Growth Solution for PeopleSoft® Enterprise Campus Solutions helps institutions of higher learning align application data management with critical educational and business objectives to maximize business value. With Optim, you can implement a consistent enterprise data management solution that includes proven database archiving capabilities for managing student and alumni data throughout the information lifecycle.

Maximize business value with database archiving

As a recognized best practice, database archiving segregates historical student and alumni data from current activity and safely removes it to a secure archive. With Optim, you can establish distinct service levels for each class of student and alumni data — for example, current data, reporting data and historical reference data — and



Specify the criteria for archiving Campus Solutions data using native PeopleSoft pages.

consistently achieve performance targets. In addition, you can define the policies that dictate when the data must be available, how long it should be retained and who can have access.

Optim uses Campus Solutions’ application logic and validation rules, ensuring that the integrity of your application and your data is always maintained. Student and alumni data is managed at the transaction or business object level. For example archiving from the Recruiting and Admissions module may include student application data, external degrees and external courses. Optim preserves the essential metadata, so that each archived business object represents a complete, audit-ready “snapshot in time.”

Because Optim is fully integrated with PeopleSoft Enterprise, you can

specify the business policies and criteria for archive processing using native PeopleSoft pages. Criteria are commonly based on functional requirements or data retention regulations, such as age/date, transaction status, department or campus unit. For example, you may decide to archive all student transfer records that are *two or more years old*.

Optim identifies all transactions and records that meet these criteria and moves them into an archive, releasing valuable system capacity for priority processing activities. Ongoing, scheduled archiving allows you to tier transactions between the production database and archives, so it is easier to meet service level goals in every case.

Once historical transactions are safely removed from the production database

to a secure archive, performance improves immediately. Less data in the production database also translates into accelerated system backups and maintenance. With less data to recover, you can quickly resume operations in the event of a disaster. Routine database management is simplified, stabilizing costs and freeing resources for priority educational and business projects.

As an added advantage, archiving prior to a Campus Solutions upgrade significantly reduces costs, risk and downtime because there is less active data to migrate during production cutover. Optim offers significant benefits in automatically identifying and incorporating your site customizations. Optim also provides integrated archiving across the Oracle family of applications and independent access to standalone archives.

Get the data you need, when and how you need it

Archiving data does not mean you will never see it again. Optim lets you choose the most effective access method based on cost and convenience. Take advantage of seamless access to both current and archived student and alumni data from within familiar PeopleSoft displays, so you can quickly run reports, respond to inquiries and support faculty requirements. Optim also provides application-independent access to

archived data, using Crystal Reports®, Oracle® Discoverer™ or any SQL-based reporting tool. Whether you segregate historical data to database tables or even external to a database, Optim can resolve queries against the archive target. In addition, Optim's Open Data Manager™ component leverages industry-standards, such as ODBC/JDBC, XML and commercial reporting tools.

In some cases, you may need to restore archived data. For example, it may be necessary to reinstate prior semester grade reporting or reopen a paid tuition record. With Optim, you can quickly locate and restore just the data you need — a single student transaction or a year's worth of history. Optim also preserves the original business context of the archived data, making it possible to recreate the original environment, if needed. Or you can map a historical transaction to the current environment, even if you have just upgraded to the newest application version.

Apply full-lifecycle data management for student and alumni data

With Optim, you can implement a tiered storage strategy to manage student and alumni data, based on its evolving business value. Optim lets you store archived data on the most appropriate media: online in an archive, near-line on a file server, offline to tape or other long-term storage devices. You can

control costs while meeting service requirements. For example, you can reserve the high-performance OLTP environment for current student and alumni transactions, while keeping reporting data in a less expensive, mid-tier environment. Historical reference data can be maintained in an immutable format on a secure WORM (Write Once, Read Many) device, where defined policies govern its retention.

Implement Optim and speed time to value

Optim is designed to facilitate a successful implementation, helping you quickly achieve measurable benefits. IBM's experienced Software Lab Services staff and PeopleSoft-certified delivery partners provide hands-on technical training, knowledge transfer and real-world examples. You define your business objectives and processes related to enterprise application data, and then quickly apply Optim processes and technology.

Optim supports a wide range of PeopleSoft Enterprise applications and modules, and integrates with specific modules, through more than 150 archive templates that define the most common business objects. Using Optim's Archive Template Designer™ environment, you can easily customize these templates to reflect site-specific requirements. As your team expands,

you can take advantage of IBM's ongoing training to fine-tune your deployment and gain the benefits of Optim's advanced capabilities.

Realize the benefits of enterprise data management

Optim provides a central data management solution that scales to meet enterprise needs. It is the only solution to provide a consistent archiving approach across the entire family of Oracle applications: Oracle® E-Business Suite, PeopleSoft® Enterprise, JD Edwards® EnterpriseOne, Siebel®, and all other applications operating on Oracle databases. Optim supports your custom and packaged applications. And it supports all major enterprise databases and operating systems: IBM DB2®, Oracle®, Sybase®, Microsoft® SQL Server®, IBM Informix®, IBM IMS™, IBM VSAM®, Microsoft Windows®, UNIX®, Linux® and IBM z/OS®.

The IBM Optim Data Growth Solution for PeopleSoft Enterprise Campus Solutions provides seamless access to current and archived data, easier upgrades and cost-effective tiered storage strategies. Ongoing archiving helps you provide improved Campus Solutions performance and availability to lower costs. You can also safeguard

and manage student and alumni data to support compliance initiatives, simplify database administration and speed disaster recovery. These benefits and more quickly translate into maximum business value from your investment in PeopleSoft Enterprise Campus Solutions.

About IBM Optim

IBM® Optim™ enterprise data management solutions focus on critical business issues, such as data growth management, data privacy compliance, test data management, e-discovery, application upgrades, migrations and retirements. Optim aligns application data management with business objectives to help optimize performance, mitigate risk and control costs, while delivering capabilities that scale across enterprise applications, databases and platforms. Today, Optim helps companies across industries worldwide capitalize on the business value of their enterprise applications and databases, with the power to manage enterprise application data through every stage of its lifecycle.

For more information

To learn more about IBM Optim enterprise data management solutions, contact your IBM sales representative or visit: www.optimsolution.com.



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