# RHA CONSULTING

## 2017
## Campus Card Business Forecast

## Robert Huber Associates

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# 2017
# Campus Card Business Forecast

by Robert C. Huber, CMC, CPCM
Vendor-Independent
Campus Card Industry Business Consultant

### Prediction #1 –  Mobile Becomes Primary Enterprise Credential

With TSA adoption of mobile identification, food contractor mobile payments, and "geo-fencing" for mobile door access, campuses will transition to virtual student credentials and enterprise mobile privileges for increased security, institution cost savings, and greater student satisfaction over the next five years.

### Prediction #2 – Campuses "Leapfrog" Over Contactless To Mobile

Many institutions will opt to avoid Contactless (13.56 MHz) and "leapfrog" directly to virtual credentials and mobile-ready applications throughout their campuses for reduced long-term infrastructure and operational costs.

### Prediction #3 – Campus Card Marketing Focuses On Social

With global mobile communications, campuses will focus most of their marketing on social media - including virtual coupons and geo-activated promotions.

### Prediction #4 –  Mobile Apps Replace Card Readers

With the dramatic increase of virtual campus card credentials (smartphones), the number of "unattended" campus credential applications will increase via mobile apps.

### Prediction #5 –  Mobile Collaborative Partnerships Increase

Mobile application facilitators will increase their partnerships with campus multi-application system vendors to provide institutions with more integrated mobile applications.

### Prediction #6 –  Plastic Campus Cards Become "Optional"

As Mobile Millennial students and employees embrace virtual campus credentials (smartphones), mandatory issuance of plastic campus cards will diminish.

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### Prediction #7 – Downsizing Of Campus Card Vendors

Of the five prominent campus card system vendors and seven campus card multi-application systems, at least 50% will be sold or merged into existing systems by the end of the decade.

### Prediction #8 – Increased Universal Technology Options

With global technology standards, the desire for non-proprietary equipment and credentials (supported by multiple vendors) will increase significantly by institutions - especially in an era of increased vendor turnover.

### Prediction #9 – Door Access Vendors Conundrum

Despite strategic focus on enterprise campus security, door access system vendors will generate increased market confusion with competitive technological rhetoric and proprietary systems.

### Prediction #10 – Mobile-Ready Vending Captures Market

Vending machine contractors will provide more institutions with embedded, mobile-ready, wireless, multi-credential readers that are vendor-agnostic and alleviate PCI issues.

**www.AllCampusCard.com/forecast/**



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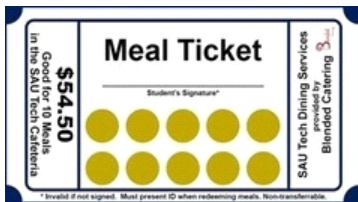(480) 551-0520 Direct ● Huber@AllCampusCard.com ● (888) 277-3118 Toll Free

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# Campus Card Technology Evolution

**1960's**



## Meal Plan Punch Cards

**Campus Card:** Bar Code
Weekly Dining Cards
Limited ID Cards

**ID Offices:** Security Office, Food Service Office

**Airline Tickets:** Paper Tickets
(Travel Agencies, Airline Retail Offices, Airport Ticket Counters)

**1970's**



## Department ID Cards

**Campus Card:** Bar Code, OCR, Mag Stripe (LoCo)
Department Employee Cards
Department Charging Cards

**ID Offices:** Security Office, Food Service Office

**Airline Tickets:** Multi-Part Paper Tickets
(Travel Agencies, Airline Retail Offices, Airport Ticket Counters)

**1980's**



## Identification Card Stickers

**Campus Card:** Bar Code, Mag Stripe (LoCo, HiCo)
Semester Stickers (Registration Verification)
Semester Stickers (Payment Verification)
Department ID Stickers
Photo Identification Card Photographs (B/W)
Exterior Residence Hall Door Access Systems (Off/Line Hotel Locks)

**ID Offices:** Registrar, Security Office, Food Service Office

**Airline Tickets:** Single-Part / Multi-Part Paper Tickets
(Travel Agencies, Hotels, Airline Offices, Airport Ticket Counters)

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# Campus Card Technology Evolution

**1985**

## The "All-Campus Card"

**Campus Card:** Bar Code, Mag (1-LoCo, 1-HiCo), Prox
   Single Multi-Application Campus Card (Duke University)
   Durable 4-Year Campus Cards ● Cashless Campus
   Non-Erasable HiCo Magnetic Stripe

Exterior Residence Hall Door Access Systems (On/Line Systems)
Campus Card Vendor Websites

**ID Offices:** Campus Card Offices ● One Stop Shopping

**Airline Tickets:** Paper Tickets
   (Airline Ticket Brokers, Airline Retail Offices, Airport Counters)

**1990's**

## Rapid Growth of Scaleable Technology

**Campus Card:** Bar Code, Mag (HiCo), Prox, Chip (Contact)
   Black/White Portable Card Production Printers (On-Site)

Shared Library, ERP and Campus Card Systems (Regional)
On/Line vs. Off/Line Card System Adopters
Campus Card Banking Partnerships
Exterior Residence Hall Door Access (Centralized On/Line Systems)

**Campus Card Offices:** Centralized; Satellite Offices

**Airline Tickets:** Paper Tickets (w/Magnetic Stripe)
   (Airline Ticketing Website, Airline Ticket Brokers)

**2000's**

## Internet System Technology (Y2K)

**Campus Card:** Bar Code, Mag, Prox, Chip (Contact, Contactless)
   Color / Faster Portable Card Production Printers

Ethernet Networks & Ethernet-Compatible Readers & Printers
Third-Party Compatible Card Readers Soar (Door Access, Banking)
Web-based Campus Card System Report Distribution
Off/Line Readers and Kiosks Replaced with On/Line Devices
Institution-based Campus Card Websites
Residence Hall Interior Door Readers (Off/Line Room Doors; FOBs)

**Campus Card Offices:** Business Centers; Patron Info (On/Line)

**Airline Tickets:** Paper Tickets (w/Mag), eTickets
   (Airline Websites, Online Ticket Broker Websites)

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# Campus Card Technology Evolution

### 2005



## Cloud-Based Systems Adoption

**Campus Card:** Bar Code, Mag, Prox, Chip (Contactless) | FOBs
  Contactless Technology Soars (Multiple Platforms)

Vendors Provide Outsourced Campus Card Websites
Cloud-based Campus Card Systems Escalate
Mobile Technology Drives Patron Account Access
Personal Webpages & Social Media Emerge
Mobile Technology Emerges Beyond Cellphones
Residence Hall Interior/Exterior Door Readers Quadruple

**Campus Card Offices:** Business Centers; Patron Apps (On/Line)

**Airline Tickets:** eTickets
    (Airline Websites, Online Broker Websites, Airline Kiosks)

### 2015's



## Smartphone & Virtual Technology Soars

**Campus Card:** Mag Stripe, Chip (Contactless), Prox, Bar Code
  Patron Photo Upload Becomes Standard System Module

Smartphones Facilitate System Access By Mobile Millennials
Campus-Wide Migration: Exterior / Interior eDoor Access
Residence Hall Smartphone Access Gains Popularity
Vending Adopts Contactless (Laundry Applications Decline)
Community Colleges Dominate Cardless Campuses

**Campus Card Offices:** IT Help Desks; On/Line (Apps)

**Airline Tickets:** eTickets & Smartphones
    (Online Broker Websites, Airline Websites, Airport Kiosks)

### 2020



## eDigital Patron Credentials

**Campus Card:** Smartphone | Mag, Chip (Contactless)
    Plastic Card Production Outsourced (Service Bureaus)

Wearable Credentials Accepted At Most Venues
Campus Card Functionality Managed Via Mobile Apps
Residence Halls Convert to Smartphone Access (All Doors)
Shared Cloud-Based Campus Card Systems Become Standard
National Adoption of the Digital Wallet

**Campus Card Offices:** On/Line (only); National Help Desks

**Airline Tickets:** Smartphones, Mobile Credentials, eTickets
 (Online Kiosks, Airline Websites, Airport Kiosks)

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# Company Overview

## Our Business

Robert Huber Associates is the only **Vendor-Independent** Business Consultancy that has served Higher Education Institutions for 25 years in North America with Strategic Planning Business Consulting Services and specializes in all aspects of **Campus Card Systems**.

## Our Client Goals

- Operate More Efficiently
- Resolve Business Challenges
- Maximize Strategic Business Opportunities

## Strategic Focus

- Business Assessments
- Enterprise System Implementations
- Campus Card & Auxiliary Business Systems

## Professional Services

- Strategic Planning
- Business Assessments
- Technology Migration

- Request For Proposal Development (RFP)
- Impartial Vendor Evaluation Strategies
- Professional Vendor Negotiations

## Qualifications

- **Vendor-Independent** Business Consultants (Board Certified)
- Founded by Entrepreneur Robert C. Huber, CMC, CPCM (1991)
- Pioneered "**All-Campus Card**" Single 4-Year, Multi-App Card (1985)
- Developed One-Stop Shopping "Campus Card Service Centers"
- Assisted 200 Clients (Education, Healthcare, Restaurants, Corporate)
- Publisher of the International "**Campus Card Industry Business Forecast**"

## Vendor Independence

- We Have NO Financial Ties With Any Card Industry System Vendors
- We DO NOT Recommend Specific Vendors Or Vendor Systems To Clients

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# Client Education



# We Didn't Know
# What
# We Didn't Know

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